how to buy 7 news periods for the price of one

Would you, sir, like to maybe make one dollar equal seven? Or eight, perhaps? Or maybe more? Would you like to be able to write a letter like the one written to us the other day by a famous lady time-buyer? Listen...

"On November 8, as part of a national radio campaign, we started to offer a free sample of Mentholatum on WOR's 7 A.M. news. So far, we are pleased to inform you, WOR HAS PULLED APPROXIMATELY SEVEN TIMES BETTER THAN THE NEXT HIGHEST RANKING STATION!"

Remarkable? NOT when you consider that WOR jabs its potent news-programs into an area that includes 16 war-wealthy cities of more than 100,000 people each.

Can you buy that particular 7 A.M. news-program? Sorry, it's sponsored. But between 10:00 and 10:15 A.M. — and between those two audience-attracters, Alfred McCann and Bessie Beatty — there's another powerful WOR news-strip (with Henry Gladstone) which is available. We urge you to put your bid in early.

* Based on the WOR-Crosley continuing study of radio listening in Greater New York.

that power-full station WOR

at 1440 Broadway, in New York
2,048 REQUESTS

Received by a Hybrid Seed Corn Advertiser
FROM ONE FIVE-MINUTE PROGRAM!

A hybrid seed corn company advertising on WLS offered a farm account book to listeners and received 2,048 requests from one, single program! They use a five-minute farm program three days a week, 11:40 to 11:45 a.m., but the offer of the account book was made on only one Friday program. The result: 2,048 requests! Here again is a specific example to show that radio listeners in Midwest America are loyal to WLS and act on our suggestions — in short, the reason why WLS Gets Results!
950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on WPEN in Philadelphia.

5000 WATTS

950 ON THE DIAL
Omahans Have Fat Purses and Big Hearts, too

While the fame of Father Flanagan's "Boys' Town" has now spread to the far corners of the world—it is well to remember that this kindly, and inspired, priest received his early encouragement and financial support largely from socially-conscious Omahans. And, Omahans are still generous in their support of this worthy institution.

Whether it is a social endeavor—a product, or a service—Omahans are responsive—with a purse to match their "bigness of heart."

The most direct, lowest-cost medium for reaching and selling the Omaha market—is very definitely KOIL. Write us for availabilities.

OMAHA HAS ITS BOY'S TOWN

DOUGLAS COUNTY
OMAHA

Only one other county in the entire nation showed a greater increase of effective buying power for the first nine months of 1943—than Douglas County.

Represented Nationally by Edward Petry Co., Inc.

KOIL in Omaha
CBS 5000 WATTS 1290 Kilocycles

SUBSCRIPTION PRICE: $1.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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To reach Washington's

$1,000,000,000 MARKET

Your Most Economical Buy is . . .

WOL

Nat. Reps.—Spot Sales, Inc.
New York, Chicago, San Francisco
HOW TO GET MORE FROM YOUR ADVERTISING DOLLAR!

Here Are The Facts... Not Claims!

Now ready for you—the first complete study of listening habits in America's 4th Largest Market—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Advertisers and agency executives who have already seen this presentation say it's a real contribution to scientific time buying.

You owe it to your clients and yourself to review it. Write or phone today! WAAT, NEWARK 1, NEW JERSEY

National Representatives (Outside New York Area) Spot Sales, Inc.

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"

*Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
screwloose, sure-fire...**SOLD?**

**MEET** the two zany anchormen who eventually won the “tug-o-war” for undisputed breakfast time popularity in New England—Carl Moore and Ray Girardin...originators and perpetrators of WEEI’s *Top O’ The Morning*.

Three months after they entered the race back in March, 1939, they had an audience twice as big as Boston’s second station.

Today, *Top O’ The Morning* boasts a 7.9 rating (*CBS Listener Diary*) at 7:00 A.M., Monday-through-Saturday—more than the combined audiences of the second and third competing stations.

Just why, no one knows for sure. Their gags are corny...their tunes are loony. They know it. So does all New England.

Moore paces *Top O’ The Morning* with his irrepressible Irish wit and catchy piano ramblings. He sings a little. His gags, frankly, are terrible. So are Girardin’s. And his trumpet tooting is even worse!

Yet, the two stir up 15 minutes a day of the most unorthodox, most impromptu, *most successful* showmanship that ever animated a transmitter.

It’s the kind of breakfast entertainment that listeners have described as “out of this world...or ought to be.”

They’re screwy, it’s true. But they sell and sell and sell.

Available for the first time in a long while, *Top O’ The Morning* is New England’s best radio buy.

Scriptless, screwloose and “sure-fire”...and it’s **7.9 at breakfast time rates!**

**SOLD?**

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

R. W. HERSEY
President, Badger, Browning and Hersey, Inc., New York

Says—“Complete flexibility of time, place and intensity is one of spot radio’s great assets”

-Thanks especially for that word “intensity”, Mr. Hersey. Great intensity of impressions at extremely low relative cost is certainly not only one of spot radio’s great assets—it is practically an exclusive asset. Especially now, with some of the new techniques that make a mere announcement virtually a program.
-But intensity of impressions is a product of intensity of listening, too. We of Free & Peters know the stations we serve—know their competition, their audiences, their real places in their territories. We know these facts, first because we have served our stations an average of seven years each—second, because we earnestly believe that you must have the truth and nothing but the truth in order to plan better spot broadcasting.
-Representation—not misrepresentation—is our business. We invite you to discover that for yourself.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Lea Plans Prompt Hearings on Radio Bill

Revised Measure Being Prepared For Senate

PLANS FOR prompt hearings on new radio legislation in the House were disclosed last week by Chairman Clarence F. Lea (D-Cal.) of the Interstate & Foreign Commerce Committee as the Senate Interstate Commerce Committee whips up a bill into shape for hearings. The bill is S-814 on which hearings already have been held.

With the temper of Congress, on both sides, clearly in favor of a trimming down of the FCC through direct legislative mandate, Chairman Lea told Broadcasting that the newly created standing subcommittee on communications, of his committee would begin hearings as soon as the Senate completes consideration of the White-Wheeler measure. Chairman of the subcommittee is Rep. Alfred L. Bulwinkle (D-N.C.). The Republican membership, however, has not been completed but, according to Mr. Lea, will be this week. Pending before the House Committee is the Holmes Bill, which follows:

Confer With Leaders

On the Senate side, Chairman Burton K. Wheeler (D-Mont.) and Senator Wallace H. White Jr. (R-Me.), acting minority leader, last week spent considerable time in redrafting their bill. With Congress convening this week, it was expected that the full committee meeting would be held shortly to consider in detail the amendments drafted by the co-authors, based on the hearings held from Nov. 3 to Dec. 18.

During the holiday fortnight, the two Senators conferred with a number of the groups and with the FCC regarding recommended provisions.

Although the final draft of the measure, in its form it will be submitted to the full Committee, has not been completed, it appeared evident the co-authors were disposed to place in the bill rigid safeguards against any degree of program regulation by the FCC.

Some measures of regulation of business aspects, such as contractual relations of networks with their affiliates, appeared to be slated for inclusion in the bill. The original White-Wheeler bill carried a strict prohibition against regulation of business activities by the FCC and was designed to restrict its functions to those of licensing authority or "traffic cop".

Whereas the bill carried a provision splitting the Commission into separate autonomous divisions of each of three members each, dealing with broadcasting and related services and the other with common carriers, there was no assurance this provision would be retained. Under this provision, Mr. Lea said, it would become the executive officer, with no vote on either division.

Thought is being given to a five-man Commission, with a rotating chairman, it was reported. It was understood that the question of a three-man Commission, originally proposed in 1939, with implied Administration endorsement, is being discussed. Senator White last week was understood to adhere to the original provision of his bill for a split Commission.

On the question of equal time for the discussion of controversial issues, great difficulty has been experienced in drafting language to cover such a requirement. Chairman Wheeler has been insistent from the start that provision be made to assure equivalent time, networks and facilities for opposing speakers.

Temporaries Out?

It was thought possible the Committee might decide to forego writing such a provision in the law and resort to the adoption of a resolution by Congress expressing it as the sense of the legislature that "fairness" be observed through the voluntary allocation of equivalent facilities for such public discussions. Presumably such a resolution would also cover attacks by radio commentators whose time would be made available for answers by those aggrieved.

Press Ownership May Go to Congress

Tentative FCC Action Withdrawn as Too Hot to Handle

ULTIMATE fate of the FCC's newspaper-ownership order remained in doubt last week, but with indications that the ball will be passed to Congress as a policy question too hot for the FCC to handle.

A fortnight ago the FCC tentatively had decided to compromise its position by pronouncement of a policy "in 1943" which would permit existing ownership of stations by newspapers to continue un molested, but with newspaper identity considered "an element" in all other circumstances. When this information "leaked" on Capitol Hill, the FCC majority reversed its field and the matter was to be considered anew at a subsequent meeting.

Not Considered

Last week there was no full Commission consideration of the case because of the illness with influenza of Commissioner C. J. Durr, who favored the "class" distinction proposal. Chairman James Lawrence Fly left town Thursday for the balance of the week. It had been expected the matter would be taken up at the White House, because of the known interest of the President in the whole question. Mr. Roosevelt's indisposition, however, evidently prevented such a conference.

As things stood last week, the Commission had before it the views of its subcommittee of Commissioners Ray C. Wakefield, Norman S. Case and C. J. Durr—in essence proposing that a categorical rule against newspaper ownership be eliminated but that it be considered "an element, among others" in any future consideration of applications along with the dissenting view of Commissioner T. A. M. Craven.

The latter proposed that there be no distinction whatever, and that the Commission not consider where newspapers are involved in a "duopoly".

The FCC, it was thought, concluded that it had better make haste slowly because of the broad implications a ruling on newspaper ownership might have upon other ownership situations and services, present and prospective. Television, FM and facsimile inevitably would be drawn in, it was pointed out. And entirely outside the newspaper field, there ultimately would arise the question whether a standard broadcaster would be permitted to own an FM station, since the policy would be directed against operation of more than one medium ultimately would have to be applied in such a fashion as to force dual AM and FM station operators to elect between the two, it was concluded.

At the Senate Interstate Commerce Committee, which now is drafting a revised White-Wheeler Bill to amend the Communications Act, it was thought the FCC would be disposed to leave the regulations with respect to ownership status quo, and let Congress decide the issue. The view was that the Commission would decide to consider (Continued on page 64)
Better Rural Service Sought by Panel

Easing of Interference At Night Object of Planning Group

INCREASED rural coverage and the alleviation of existing interference conditions with AM broadcasting are the ultimate goals in an intensive study of radio undertaken last Wednesday at the first meeting of Panel 4 on Standard Broadcast Coverage of the Radio Technical Planning Board.

Attended by 40 members, the all-day session at the Pennsylvania Hotel in New York included a luncheon discussion of problems to be studied by the engineer-members. Chairman Howard S. Frazier, NAB Director of Engineering, named three committees to conduct the studies. They will report their findings to Panel 4 and the Panel in turn will make recommendations to the RTPB.

"We bear much talk about a period of dual AM and FM operation after the war, to be followed by abandonment of regional and local AM channels," said Mr. Frazier in his opening address. "Your chairman does not share this view, but believes that dual operation will be the general practice for many years. Both types of service are broadcasting and in time each service will find its permanent place and function in serving the public."

Night Problem

Declaring that AM broadcasting has not yet been utilized to its fullest extent, Chairman Frazier called upon the Panel to delve thoroughly into the possibilities of eliminating much of the present night interference. He also pointed out that many areas of the country are without primary service, both day and night, and that further development of AM should help solve that problem.

"Newer methods of broadcasting and television are not expected to contribute materially to the improvement of rural service," he said. "Obviously then, the responsibility for the solution of this problem rests with this Panel. It is hoped that while exploring methods of improving the areas of rural capacity, much can also be done to alleviate existing interference conditions and increase present signal intensities of many stations."

The three committees set up within Panel 4 and the studies assigned to each include:

**Allocation (P4a)**— FCC rules governing standard broadcast stations and standards of good engineering practice. Coverage and interference studies with a constructive analysis of methods to improve and extend rural coverage, including low-frequency broadcasting on the 200-400 kc band.

**Transmitter (P4b)**—Transmitter design standards, including studio equipment.

**Receiver (P4c)**—Receiver design standards.

Attending last week's meeting were:


**Panel 4 statutes**


Membership of the three committees follows:


**Transmitter**—R. J. Rockwell, chairman; H. H. Westinghouse, vice-chairman; F. F. Goss, vice-chairman; R. J. Rockwell, WLW; L. C. Snee, consulting engineer; J. S. Tapp, WOR; W. F. Haggerty, RCA; for.

**Receiver**—E. J. Tapp, WOR; J. F. Connolly, AT&T; R. J. Rockwell, WLW; L. C. Snee, consulting engineer; J. S. Tapp, WOR; W. F. Haggerty, RCA; for.

**Serious Doing Job**

In addition, Mr. Werner touched upon the record of Truth or Consequences, sponsored by P & G, which sold $189,000,000 worth of 30-day tickets for its first tour. Neither Mr. Werner pointed out the importance of daytime radio serials, stating that such programs "are doing their job, delivering millions of listening, friendly home radios with the radios tuned in ready for Uncle Sam's war-needs radio messages—doing this in a way and to an extent that could be accomplished by any other type of daytime radio program yet conceived by the combined brilliant minds of America's advertising, dramatic and radio experts."

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**Block Drug Renewes**

BLOCK DRUG Co., Jersey City, during January is renewing its spot announcement campaign for Block Drug for the first quarter of 1944 on 200 stations throughout the country. Agency is handled by Alter Thompson Co., New York.

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Net Executives Plan Meeting With Petrillo in Near Future

Top Industry Men to Discuss Renewal Terms Of Union Locals in Key Network Cities

TOP EXECUTIVES of the four nationwide networks met recently in New York with James C. Petrillo, president of the American Federation of Musicians, in the near future, probably this week, to discuss overall terms for a renewal of the network contracts with the union locals in the key cities from where most network programs originate. Contracts in New York and Chicago expire the end of this month and those on the West Coast later in the year.

When and if the union and network presidents reach an agreement on basic terms for the new contracts, Mr. Petrillo will lift his order of last summer restraining the locals from negotiating new network contracts and the details can then be worked out locally in each city.

Order was issued at the time the tripartite panel of the National War Labor Board began its New York hearings on the dispute between the union and the recording industry, a dispute which was ended by voluntary settlement between the union and all major recording companies except NBC radio recording and RCA Victor in the transcription field, and Columbia Recording Corp. and RCA Victor in the phonograph record field.

Panel Report Soon

Hearings on the continuing disagreement between the AFM and those companies which have refused to accept the principle of royalty payments into a union re- lief fund unless the union has made a major premie in the new recording contracts were concluded in the late fall and the report of the panel to the NWLB is expected to be completed before the end of the month.

Next meeting between the network and union heads will be a discussion of the preliminary session held in New York Christmas week. In accordance with an agreement made at this meeting, no details of the discussion were revealed. Both of the parties involved. It is known that no specific discussions were held at this December session, but following its conclusion with the decision to meet

P & G Gives Time To Aid War Effort

Werner Addresses 'Ma Perkins' Staff on 10th Anniversary

DURING the past year Procter & Gamble Co. broadcast 363 messages for over 70 Government and quasi-government causes under OWI, as part of its regular programs. In addition, the company has broadcast messages urging fat salvage, as well as numerous appeals to the public urging more careful use of paper and rations. These and other statistics, on number of stations and size and audience of audience in P & G's radio support of the war effort were cited by William G. Werner, manager of P & G's public relations division, in a recent talk to the creative and production staffs of the Ma Perkins daytime radio serial on the program's tenth anniversary.
**Evening Listening Steady, Day Gain Seen**

NATIONAL gasoline rationing, greater employment and increase in size of the armed forces are all clearly reflected in the radio audience trends for 1943. They seem to have borne out the predictions concerning audience conditions made in this space last year.

Generally speaking, evening “Sets-in-Use” in 1943 have been at about the same high levels reached in 1942 but the year-end conditions suggest slightly lower “Sets-in-Use” for the coming year. The average daytime “Sets-in-Use” for 1943 was also about equal to that for 1942 but here the indications are that 1944 will be equal to or slightly higher than 1943.

**Basic Factors**

The four fundamental measurements which are basic to the operation of the radio industry are:

a) The “Available Audience”—the percent of the population at home and awake at a given time.

b) “Sets-in-Use”—the percent of homes listening to the radio at a given time.

c) “Ratings”—the percent of homes listening to specific programs.

d) “Sponsored Broadcast Hours”—the number of network hours per week devoted to sponsored programs.

Two of these—“Sets-in-Use” and “Available Audience”—have reached new highs in interest as a result of the operation of important and compensating groups of influences. Greater employment, increased size of the armed forces, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the “at home” segment of the population—the “Available Audience” from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers, in 32 large cities geographically well distributed, call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?
2. To what programs were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?
4a. How many men, women and children are listening?

Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

**Evening Audience Trends**

The trends of “Sets-in-Use” and “Available Audience” for daytime and for evening over the period January 1941-December 1943 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening “Sets-in-Use” and “Available Audience” indexes for each of the three years—1941, 1942, 1943. The outstanding characteristic of both sets of curves is their seasonal variations. Both the “Available Audience” and the “Sets-in-Use” index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper evening “Sets-in-Use” trend from January 1941 to December 1943. It will be seen that in 1943 “Sets-in-Use” started the year below January 1942 which was the month following Pearl Harbor. By the first week in March, the 1943 level was above that for 1942 and remained above through the first week in May. In 1942 a major drop occurred between March and April which in previous years had not occurred until a month later. Daylight Saving Time was initiated late in April in years prior to 1942, but War Time was inaugurated in February 1942.

It was concluded that the added hour of daylight together with the mild weather accounted for the sharp decline in April “Sets-in-Use”; that War Time had advanced the seasonal decline a month; and that a similar influence should be expected for the duration. This was found again in 1943.

From May through July, evening “Sets-in-Use” in 1943 were lower than in 1942, and from August through October somewhat higher. After the first week in November 1943 “Sets-in-Use” fell below the 1942 level.

The “Available Audience” trend for the evening is shown in Chart II. It will be noted that in 1942 the available audience showed a major gain in May which reversed the usual seasonal trend. Gas ra-

(Continued on page 50)
J. Edgar Hoover Appearance Slated Before House Probe

Fly To Be Queried on Charge That He Instigated Hoover Retirement; Redman Named by Lea

RESUMPTION next week of public hearings before the House Select Committee to Investigate the FCC will bring to a close the first portion of the inquiry with the scheduled appearance of J. Edgar Hoover, FBI chief.

Chairman Clarence F. Lea (D-California) has set the resumption date tentatively for Jan. 17, last Thursday that Mr. Hoover would be called to testify in connection with charges that the FCC refused to turn over to the FBI fingerprints of radio operators in Commission files, until some months after Pearl Harbor. When Mr. Hoover concludes his testimony, the first phase of the investigation will be completed and the FCC will begin its defense of charges so far leveled before the Committee.

Fly To Be Questioned

When FCC Chairman James Lawrence Fly appears to answer the charges, the Committee will question him about allegations that he was instrumental in forcing the retirement of Rear Adm. Stanford C. Hoover, former chief of Naval Communications, and was attempting to bring about the removal of Rear Adm. Joseph Redman, director of Naval Communications, Chairman Lea said.

"We don't plan to subpena Mr. Fly but when he appears to defend himself we will question him about charges already made," said Mr. Redman, who also is to testify to the Committee. "We refer to testimony by Commissioner T. A. M. Craven [BROADCASTING, Dec. 8] that "one of the leading men in radio in the Navy was practically cashiered and placed on the retired list" at the "instigation and insistence of the chairman of the FCC," Commissioner Craven refused to disclose names in open hearing, declaring he feared Mr. Fly would cause "reprimals to be visited" on the officers in question, but he did testify further in executive session.

"I didn't know that Adm. Redman was one of the officers but I think it was generally understood that it was the view of Chairman Lea," said Broadcasting after the United Press last Friday quoted him as disclosing the names of both Adm. Hoover and Adm. Redman. Rep. Anderson (D-California) Saturday by wire announced that Adm. Hoover was the man referred to by Commissioner Craven as having been retired at Mr. Fly's instigation.

Rationing Wories Were Solved

"It was misquoted by the Associated Press," said Chairman Lea, referring to a story published last Wednesday in the Washington Star, which attributed to him a statement that the inquiry into the BLUE network was "aimed primarily at making certain management is adhering to regulations for an equitable distribution of radio time for political speakers."

Bulbo Interests Seek FCC Permission To Sell WOV; Other Negotiations Pend

APPLICATION for the sale of WOV New York by the Arde Bulbo interests to Mester Bros., Brooklyn food manufacturers and distributors, failed to be filed with the FCC last week. The application was a reinstatement of one filed March 30, 1942 but subsequently dismissed largely at the insistence of Federal authorities interested in the continuity of ownership of the station because of its Italian language broadcasts.

The transaction was not without relation to reported negotiations for sale of other Bulbo stations at a figure understood to be in excess of $2,000,000. For several weeks reports have been current of conversations taking toward disposition of the stations, including WNEW New York, WOCB Boston, WPEN Philadelphia, WNBC Hartford, WELI New Haven.

The transaction has a relationship to the FCC's regulation against multiple ownership in the same community which becomes effective June 1. Since Mr. Bulbo is principal owner of WNEW, he would be forced to relinquish one or the other of the stations. WOR Boston, for example, is owned by Harold C. Lefrak, founder, former radio commissioner and general manager of the Bulbo stations, also is affected by virtue of WCOP's ownership by Mr. Bulbo. Consequently eventual sale of WORL is foreseen should Mr. Bulbo retain ownership of WCOP along with his other stations.

KOIL, KFOR Sold To Stuart Brothers $350,000 Is Price Specified In Applications to FCC

APPLICATIONS were sent to the FCC last week for approval of the transfer of all of the capital stock of KOIL Lincoln and KFOR Omaha to Charles T. Stuart and James Stuart of Lincoln, for $350,000. Both stations are now operated by the Sidles Co. and the Lincoln newspapers, the Journal and the Star, jointly.

Sidles Co. and the Lincoln newspapers retain their ownership and operation of KFAB Lincoln. The Stuarts were associated, until Oct. 12, 1945, with the Sidles Co., which was founded in 1903 by H. E. Sidles and Charles Stuart. The Stuarts are in keeping with the FCC's regulation which, effective June 1, bars multiple ownership of stations in the same or overlapping areas.

Back in Radio

The Stuart brothers, it was stated, after this has been out of radio since last October, will return to the industry with which the family name has been associated in Nebraska since the earliest days of radio, dating back to Dec. 4, 1924.

KFOR, a local with 250 watts power on 1290 kc is owned by the Cornelb Broadcasting Corp. It is the leading station in the Lincoln area for the BLUE and MUTUAL, Studies are in the Lincoln Hotel. KOIL, licensed to Central States Broadcasting, operates with 5,000 w. on 1290 kc and is the Omaha outlet for CBS. Studios are in the Omaha National Bank Bldg.

KFAB is a CBS outlet and operates on 780 kc with 10,000 w. It has a 50,000 w. potential. Each of the three stations has been owned on an even split basis by the Sidles Co., of which H. E. Sidles is head, and by the Lincoln newspapers.

WJR Industry Program

INCREASED interest in industrial effort throughout the country has caused WJR Detroit to resume its Saturday afternoon series, Victory, F. O. B. Program originates from Detroit's Shrine Temple and is carried on 500 CBS stations at 3:30 p.m. (EWT). Guest speaker on the first program, Jan. 8 was Executive Director of the U. S. Chamber of Commerce, Geraldine Elliott, of the WJR script department. The series is written and produced. This series is an outgrowth of the earlier series F. O. B. Detroit and is designed to acquaint the listeners with the industry's present and post-war problems.

Teczcl to K&KE

INDUSTRIAL TAPE CORP., New Brunswick, N. J., subsidiary of Johnson & Enson, New Brunswick, has named Kenyon & Eckhardt, New York, to handle advertising for Teczcl equipment. Spot radio was used last November. No radio contemplated for the present.
RESULTS . . .
the very next day!

When Remington Book Stores—the Brentanos of Baltimore—assumed sponsorship of W-I-T-H’s “Symphony Hall,” they were pleased with the prestige-plaudits that arrived.

But when directly traceable sales come in the next day, this fine old Maryland firm got a first-hand look at the pulling power of W-I-T-H in Baltimore.

If you want a real sales lift in ’44, try W-I-T-H in Baltimore.

On a cost-per-sale basis, this station does a great job. Try it, and find out for yourself!

WITH

THE PEOPLE’S VOICE IN BALTIMORE

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

TOM TINSLEY, President

Represented Nationally by Headley-Reed
Evans Traces Air Advances to War

Answers Available to Video Program, He Tells Club

RESEARCH and development in radio during the present war is "perhaps a thousand times that of the last war after which broadcast- ing is at known today came into being," Walter Evans, vice-presi- dent in charge of the Westinghouse Radio Division, told members of the Radio Executive's Club of New York at the 'regular bi-monthly meeting Jan. 6 at the Hotel Shel- ton.

The club also saw the first public showing of "On the Air — The Story of Radio Broadcasting," a motion picture produced by West- inghouse to show the development of broadcasting from its beginning at KDKA Pittsburgh, to its present-day status.

Increased Output

In his talk, Mr. Evans described how Westinghouse has increased its output of radio equipment for war needs to 51 times the volume produced at the declaration of the national emergency. He discussed Westinghouse's belief that "all of the technical answers are on hand for a usable and acceptable tele- vision system, including the prob- ability of a reasonably priced recei- ver," and noted that manufac- turers may find FM a "must" in all lines of high-to-high priced sets after the war.

In the absence of Murray Grab- born, of BLUE Spot Sales, presi- dent of the club, Beth Black of Joseph Katz Co., presided, intro- ducing Lee Wailes, general man- ager of Westinghouse Radio Sta- tions, who in turn presented Mr. Evans. Seated at the speakers' table in addition to Miss Black, Mr. Wailes, and Mr. Evans, were Wm. McDonald, Westinghouse; Mark Woods, president of the BLUE; James McConnell, William Hedges and Roy C. Witmer, all NEW execu- tives. Out of town guests included: Walter Horn, James Murray, Ted Kenney, Frank Webb, J. E. Baudino, KDKA; D. A. Myer, W.S. Goodfellow; C. S. Young, Jerry Slattery, S. Keane, C. H. Masse, WB2; Ethel Rantz, Lever Bros. Co.; Ed Yocum, KGLH; Hal Lamb, Leslie Joy, H. McCull, Jack Deru- se; KYW E. Gray & Rogers, Phila.; L. De Laat, former- ly of WFAS; W. Johnson, WTIC, and Gladys Moore, WBIX.

Revolvo Changes

REVLO PRODUCTS Corp., New York, has changed the name of its BLUE Sunday half-hour show starring Gertrude Lawry from Revlon Revue to Revlon Theatre, and is presenting a straight dra- matic program instead of a variety show. Program is heard on 94 BLUE stations in the 10-10:30 p.m. spot. Win. H. Weintraub & Co., New York, is agency.

INTERNATIONAL FLAVOR was given a recent round table program on KOIN Portland which included Lord and Lady Halifax, the mayor of the city and the governor of Oregon. The British Ambassador was on a tour of Oregon shipyards and other war industries when arrange- ments were made for a broadcast on British and American war produc- tion from the mayor's office. Around the table (1 to r): Gov. Earl Snell; Lady Halifax; Johnny Carpenter, KOIN Director of Special Events; Mayor Earl Riley; Lord Halifax.

Radio Building

PLANNED BY WGN CONSTRUCTION PLANS for a new postwar WGN Chicago build- ing were announced last week by Frank Schreiber, WGN manager. On land purchased recently by the Chicago Tribune, just south of Tribune Tower, fronting on Michi- gan Avenue and overlooking the river, the several-million-dollar structure will be built to harmonize architecturally with both the Tribune Tower and the present WGN building.

Concentrated in the modern building will be the complete dra- matic, musical, mechanical, and business activities of WGN and midwestern offices of MBS.

Accommodation for expected ex- pansion in postwar developments of television, FM and AM is antici- pated in plans for the six or seven-story WGN project. A 2,000- seat radio theatre will be provided for television. Small studio theater seating 600, a 350-seat capacity studio, ten additional studios for smaller productions, rehearsal halls, audition rooms, music li- brary, and offices for the entire production staff are planned.

Post-War Buying Study

Shows 7% Want Radios

A SIZABLE percentage of American families will immediately pur- chase radios when they are again available, according to a report on post-war buying prospects issued last week by the U.S. Chamber of Commerce. The agency says that 0.9 million families, the several mentions of the nation's 35 million families, the Chamber found that 64% would begin buying current- ly or within one year after the war ends and that 7.3% of these fami- lies intend to buy radios.

The survey was based on mailings through personal interviews with urban and rural families having in- comes not in excess of $4,000 annu- ally which make up the mass market of America. It reveals that more than half of the families will not stockpile buying for any post-war purchases, 51% indicat- ing savings accumulations of one- week or more of their annual in- comes.

Helfer Dramatized

HEROIC EXPLOITS of Lt. Al Helfer, USNR, formerly sports annou- ncer of WOR New York, were dramatized last week on Cavalcade of Events; NBC. Program told the story of the football player under the command of Lt. Helfer.

Mahtna's Double

LISTENERS to Martha Duenen on WOR New York had a New Year's surprise last week—and so did Miss Duenen. On New Year's Eve she gave birth to twins, a boy and a girl—and what's more she conducted her regular 9-12:30 p.m. program until the very day she went to the hospital, without telling her listeners the news. In private life, she is the wife of William Bolling Taylor, former advertising executive of J. Walter Thompson Inc., and now a captain in the Army Air Forces Amphibious Com- mander's Office. She is now a writer for NEA, is conduct- ing the program temporarily.

TRIO LEAVE ESTY FOR GRANT AGENCY

THREE executives of the William Esty & Co., New York—Vice-Presi- dent P. Wesley Combs, Time-buyer Thos. A. F. Ullman, and Radio Producer Harry Holcomb, have joined the New York offices of Grant Adv., the latter two assum- ing the positions of Jan. 10, while Mr. Combs joined the agency last week as vice-president and account executive.

Mr. Lynch, who started in the advertising business with Esty nine years ago and has gained wide experience in music, television production, research, and media departments, has been appointed Grant's New York media director. Mr. Holcomb, a former producer of WLW Cincinnati, and eight years Esty radio producer, most recently in charge of the R. J. Reyn- olds Moore-Durante show on CBS, will be the Grant radio director and producer.

Former advertising manager of General Motors Corp., Mr. Combs has been with Wm. Esty since the agency was founded. In his new position he succeeds John C. Morrow, who resigned from Grant last November.

Ford Uncertain

PLANS by the Ford Motor Co., Detroit, to replace Earl Godwin's quarter-hour daily newscasts on the BLUE with a musical series featuring Tommy Dorsey's orches- tera did not materialize last week [BROADCASTING, Dec. 13]. For the past several weeks Ford has been undecided on the Saturday and Sunday broadcasts. When the radio fills on the BLUE, with rumors ranging from a consolidation of that time into a single half-hour to two programs featuring talent taken from the Ford staff of em- ployees. According to J. Walter Thompson's new account exec- uted agency, Ford has made no de- cision definite for the show last week and will not announce plans until later this month.

WALKER'S Austex Chili Co., Austin, Tex., on Jan. 5 began participations in the 9-12:30 p.m. program on WOR New York for Mexene Chili Powder Seasoning. Walker agency is A. A. Crook, Dallas.
the move is to Mutual

*by listeners, too*

HIGHEST RATING

Monday, 8:30 p.m.
Sherlock Holmes
for Petri Wine
through Young & Rubicam

HIGHEST RATING

Friday, 9:00 p.m.
Gabriel Heatter
for Kreml
through Erwin, Wasey

HIGHEST RATING

Sunday, 5:30 p.m.
The Shadow
for 'blue coal'
through Ruthrauff & Ryan

Source: C. E. Hooper, Dec. 1943
1944 AIMS—FLY

Advertising Gave $300 Million for War
In 1943, Says WAC; Bigger Job Ahead

ADVERTISING contributions for the promotion of official war themes totaled more than $300,000,000 during 1943, according to a year-end review of the War Advertising Council. This figure compares with a total of between two and three million dollars contributed for the same purpose during all of World War I. Total advertising contribution since Pearl Harbor (Dec. 7, 1941) was placed at $500,000,000.

In its review, the Council reported the establishment of every greater facilities and the more complete effectuation of ancient principles to achieve on a national and international scale the greatest degree of freedom and diffusion of information and ideas.

The following statement from FCC-BWC Chairman James Lawrence Fly on 1944 aims, was obtained by the United Press.

Mr. Deal, CBS vice-network-station was the first-rate promotion excluding games less confused sponsored Coast sportscasts the Tide

War Messages
Several independent schools, such as U. of San Francisco, College of the Pacific, Gonzaga, Willamette, are also on the schedule. Games will be covered by several seasoned sportscasters, including Frank Bull for U. of Southern California, Bill Tobitt in the Northern California area, Ted Bell in Seattle, Don Wilke for Lewiston, Idaho, and Marlin Fratka at the mine for the U. of Oregon games from Eugene.

Much time will be given over to war messages, recruiting, information, and other programs subjects, according to Mr. Deal. The oil company's programs will also try to keep listeners informed on Government regulations affecting cars, along with suggestions for economical driving. Tide Water is using posters to promote the series. Among stations carrying the games are: KRLC KFIO KRSC KWJJ KLKX KMPC.

Lucy Heads CBS Meet
C. T. LUCY, general manager, WRVA Richmond, will preside at the first 1944 meeting of the CBS Affiliates Advisory Board, to be held at the network's New York headquarters Jan. 24-25. Mr. Lucy was elected chairman of the group at its last meeting. Coming session will comprise usual discussion of network-station problems, with CBS vice-presidents, Paul Kesten, Frank Suter, Joseph Ream, Frank White and Herbert Akerberg meeting with the representatives of the CBS affiliates.

MURRAY B. GRAHORN, manager of BLUG spot sales, is on the West Coast on business, returning to New York the end of January.

Continental Plans
THE 1944 advertising plans of Continental Oil Co., New York, call for a continuation of a limited spot radio schedule, supplementing space in 1,400 newspapers, a national periodical, 15 farm papers and outdoor work. Business will be placed by Geyer, Cornell & Newell, which recently became affiliated with Tracy-Locke-Dawson, agency originally handling the account.

GIFT GOAT, "Miss BLUE," dines on some scripts at Merchandise Mart, Chicago, studios of the WABC-FLY. The goat was sent as a Christmas present to Gene Rouse (man without goat), who is supervisor of announcements for the network's central division. Gene's secretary, Marie Patterson, helps feed the glutinous gift.

GIDE LEAVES CBS TO JOIN STIX CO.
JOHN G. (Jap) GIDE, CBS assistant director of station relations, is leaving the network, with which he has been associated for 14 years, to join Thomas L. Stix, representing with headquarters in the RCA Bldg, New York. Mr. Gide's resignation becomes effective Jan. 10, according to H. V. Akerberg, CBS vice-president in charge of station relations. No successor has been appointed.

Stix organization represents such clients as Raymond Gram Swing, John Connelly, John Vandercook, Fannie Hurst, Hendrik Willem Van Loon, and also serves as general radio counsel for advertisers and agencies who do not maintain large radio departments of their own. Plans for expansion, possibly to include a new service for radio stations, are to be announced.

Joining CBS in 1930, after two years with the advertising and publicity department of the Tide Water Oil Co., Mr. Gide was first a member of the network's publicity department and then assistant manager of special events. He returned to publicity as assistant director of the revised section, which was renamed director of that department. In 1938 he was appointed to his present post in the CBS station relations department.

Monogram Drive
MONOGRAM PICTURES Corp., Hollywood, has lined up more than 60 theatres nationally to buy radio time on Jan. 17. Film deals with national juvenile delinquency. Radio commercials will tie-in with local situation.

Tide Water Carries West Coast Games
Firm Sponsors 60 Basketball Contests From Seven Cities
TIDE WATER Associated Oil Co. will broadcast approximately 60 Pacific Coast basketball games over an area extending from Spokane to San Diego. This marks the 19th consecutive year of West Coast sportscasts sponsored by the company.

Originating in seven cities, broadcasts will be less confused than the football games of last season, because all Pacific Coast games, excluding Stanford, have scheduled full half-time programs. "In addition," said Harold R. Deal, Tide Water's advertising and sales promotion manager, "a number of first-rate service teams are offering stimulating competition for the college squads." Some of the area schools' teams are: Alameda Coast Guard, Camp Santi Anita and St. Mary's Pre-Flight—on whose team is the famed Hank Luisetti.

War Messages
Several independent schools, such as U. of San Francisco, College of the Pacific, Gonzaga, Willamette, are also on the schedule. Games will be covered by several seasoned sportscasters, including Frank Bull for U. of Southern California, Bill Tobitt in the Northern California area, Ted Bell in Seattle, Don Wilke for Lewiston, Idaho, and Marlin Fratka at the mine for the U. of Oregon games from Eugene.

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national figures presented LOCALLY
... make WXYZ a great station!

By direct private wire from the nation's capitol, this eminent syndicated columnist and chief of the Washington Bureau of NEWSWEEK broadcasts over WXYZ exclusively for the Pfeiffer Brewing Company.
Radio Newsmen Draft Preliminary Plan
For Coverage of Political Conventions

PRELIMINARY plans for radio news galleries at the Republican and Democratic National conventions have been completed by the Radio Correspondents' Assn. of Washington, again designated by the national committees of the two parties to supervise sections for commentators and reporters for the radio chains and stations at big political gatherings. This follows the custom set up four years ago shortly after the association was organized.

Requests for working seats and privileges must be made through this association. Applications should be forwarded to the Radio Correspondents' Assn., care of D. Harold McGrath, superintendent of the Senate Radio Correspondents' gallery, U. S. Capitol, Washington, D.C.

Godwin Acting Chairman

Eric Sevareid, CBS commentator, is chairman of the executive committee, but since he has been on foreign assignment, Earl Godwin is acting as chairman. Other members of the committee are Richard L. Harkness of NBC, Rex Goad of Transradio Press and Fred W. Morrison of MBS. Mr. McGrath is superintendent of the Senate radio gallery; William Vaughan is acting superintendent of the House gallery. Robert M. Menagah, regular House correspondent, has been granted leave. He is now a captain in the Army.

NAB Sales Meeting

Sales managers Executive Committee of the NAB will meet today in New York. The meeting was called by the chairman, Dietrich Dirks, of KTRI Sioux City, Iowa. Review of the Retail Promotion Plan and ideas for follow-up procedure will be discussed, as well as participation in the Advertising Clinic of the Proprietary Assn. to be held May 16 in New York.

Avery at NRDC

LEWIS H. AVERY, NAB director of merchandising, will address luncheon meeting Jan. 11 during the week-long convention of the Retailers Ad Club in New York. The meeting will be held at the Hotel Pennsylvania in New York. The talk is the only radio event scheduled.

HOME ON LEAVE from the Naval Air School at Quonset Point, R. I., Lt. (j.g.) John E. Murphy headed immediately for WOKY Cincinnati, where he was formerly public relations director. Charles F. McGrath, his successor and ex-newspaper man, welcomes him back to the station.

MacLeish Writes Series

ARCHBOLD MacLEISH, poet, and Librarian of Congress since 1939, will write the scripts and serve as narrator for a new NBC series starting Feb. 5 as part of the NBC Inter-American University of the Air. Titled American Story, the program will trace the history of American literature through special dramatizations, narration, and straight readings from books by American authors. American Story is the third permanent series of the NBC University—the others being Land of the Free, and Music of the New World.

Nab National Convention

Nine NAB District Meetings

To Be Held Starting Jan. 10

A SERIES of nine district meetings and the committee sessions, the NAB board will be held between Feb. 1 and March 2, along with a half-dozen meetings of NAB committees beginning Jan. 10, were announced last week by NAB President Neville Miller. The district meetings, which will elect directors in the even numbered districts and handle other business, are being held preparatory to the next NAB Annual Meeting or War Conference, tentatively scheduled for between April 1 and May 15.

President Miller, LEWIS H. Avery, director of broadcast advertising, and Willard Egolf, assistant to the president, will attend all the district meetings. The selection of district directors will be for the two-year term beginning at the 1944 annual convention. All broadcasters planning to attend meetings were urged to take immediate steps to secure themselves hotel reservations.

BROADCASTING • Broadcast Advertising
I'm a business man, too

Of course, most of a farmer's hours are spent outdoors, but there's also a good deal of book work to do. In order to make my business pay, I've got to know when to buy and when to sell. That's why I listen every day to the KFAB market reports. I have to keep informed about government regulations, ceiling prices, and all that, too—and the KFAB news programs seem to be gotten up by somebody who keeps the farmer in mind.

I have to use modern equipment and modern methods in my business just like you do in yours—and somehow, I've come to look upon KFAB as a friendly neighbor I can depend upon for advice about such things. I guess my case is typical of thousands of others in these central states. We farmers have come to look upon KFAB as "our station". We consider it essential to our business ... and we're inclined to give it some of the credit for the prosperity we're enjoying these days.

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
780 KC-10,000 WATTS
BROADCASTING • Broadcast Advertising
January 10, 1944 • Page 19
Canadian Government Is Timebuyer

Stations Estimate Paid Campaigns at 7% Of Revenue

Canada’s Government has been using paid advertising since shortly after the Dominion went to war in September 1939. Broadcasting has shared in this advertising of war bonds, recruiting drives and wartime consumer restrictions, with all stations in the Dominion being used for many campaigns to reach as wide an audience as possible. Glenn Bannerman, president and general manager of the Canadian Assn. of Broadcasters, Toronto, tells the part Canadian stations took in 1943 Government campaigns.

By Glenn Bannerman
President and General Manager, Canadian Broadcasting Stations

THROUGHOUT 1943 the Canadian Government has been a consistent purchaser of radio time on Canadian stations. Most of this time was purchased through the Advertising Agencies of Canada War Finance Group. The plans and programs for such advertising were prepared under the direction of the National Radio Committee, consisting of representatives from the Canadian Assn. of Advertising Agencies, the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters. This committee acts as an advisor to the Government on its radio campaigns. Both the Advertising Agencies of Canada War Finance Group and the National Radio Committee were established in 1941 to assist the Government in its wartime activities.

Committees Advise Government

In 1941 the work of these groups was continued almost entirely working with and advising the National War Finance Committee, an organization established by the Dept. of Finance to organize the sale of War Savings Certificates, and Stamps. Upon this committee was placed the responsibility of raising sufficient funds through loans from the people of Canada to make up the difference between revenue from taxation and the necessary war expenditures.

By 1943 the Agency Group and the National Radio Committee were not only advising the National War Finance Committee on radio advertising but also the Wartime Prices and Trade Board, the Royal Canadian Air Force and other Government Departments on minor advertising campaigns.

The programs paid for by the Government during 1943 are as follows: Dept. of Finance—They Tell Me, a five-a-week commentary carried on all English stations throughout the year; five one-hour programs carried on a full network of stations for the Fourth Victory Loan for five weeks during April and May, plus special half-hour transmitted shows on non-network stations. Again during September and October for the Fifth Victory Loan five hour programs were carried on all English stations, supplemented by 25 five-minute transmitted programs. All of these programs had their counterparts in French for the Province of Quebec.

Armed Service Programs

The Wartime Prices and Trade Board continued to carry the Soldier’s Wife program throughout 1943. This is a 15-minute five-a-week program, dramatic in form and acquainting the people of wartime regulations and restrictions covering consumer goods.

During 1943 the Royal Canadian Air Force sponsored a half-hour of program on a weekly basis. This program is built around Air Force personnel and is devoted primarily to the recruiting of Canadian women for the Women’s Division of the RCAF. In the autumn of 1943, the RCAF sponsored a dramatic program entitled L for Lanky. It is a half-hour program every Sunday evening, (7:30-8) and encourages young Canadians to volunteer for air crew.

In addition to these paid programs, there have been a number of one-minute spot programs for various Government departments. These have been scheduled from time to time throughout the year.

Sponsors Give Support

While the Government has not released any figures covering its expenditures in radio time during 1943, some 50 privately owned stations report that all paid advertising represents on the average 7% of their total volume of revenue. Since it is estimated that total revenue of all privately owned stations in Canada amounted to six million dollars, it would appear that the Canadian Government has spent for radio time, apart from broadcasting costs, approximately $420,000 with these stations.

Supplementing the Government-paid time, it is estimated that the privately owned broadcasting stations donated in free time the equivalent of 16% of their total volume of revenue or, in other words, time which, if sold, would amount to slightly over $500,000. In order to complete the picture, to this would have to be added free time donated by the 10 stations owned by the Canadian Broadcasters’ Association, the Canadian Assn. of Broadcasters, and the Government.

The story of the use of radio broadcasting for war activities would not be complete without relating the whole-hearted support which the Government has enjoyed from the regular commercial sponsors of radio advertising. This is particularly true in the Victory Loan drives when the contribution of time made by individual sponsors would more than double the combined paid time by the Government and time donated by the broadcasting stations.

While this story deals with radio advertising, the Canadian Government has made extensive use of paid advertising in all other media. Through the combined use of all media it has been possible to bring its message to the complete Canadian market and by regular schedules it has covered fully every section of the country. At the same time, through the Government advertising a lead has been given to all advertisers in their contributions to specific campaigns.

It is perhaps significant that the Fifth Victory Loan, with the fully rounded-out advertising campaign plus a well organized sales force to cash in on the publicity, resulted in over 3,000,000 separate applications for loans averaging $200 each. This, of course, is separate from local, provincial and special name investments in the Loan.

Government officials estimate that three and a half million individual subscriptions to any Victory Loan is the peak number possible from the Canadian people.

GLENN BANNERMAN

New Local Station Is Granted by FCC

Second CP Under New Policy

GIVEN to Clarksdale, Miss.

SECOND CP to be granted by the FCC under the Commission’s supplemental policy of Aug. 11, 1943, was granted last Tuesday to Robin Weaver Sr., Philadelphia, Miss., attorney and former newspaper publisher, for a new local station in Clarksdale, Miss. Station will operate on 1450 kc with 250 w power. Call letters are WARW.

For more than 13 years Mr. Weaver was half-owner with Birney Imes Sr., of a newspaper in Philadelphia, Miss., but disposed of his interests last May I, he advised the FCC of his application for a station at Murfreesboro, Tenn., filed by Messrs. Imes and Weaver as the Imes-Weaver Broadcasting Co., was withdrawn last Oct. 29. Mr. Weaver formerly operated WCBB, Columbus, Miss., but sold his interests to his son, Birney Jr., FCC records show.

Plainview Grant

First CP granted under the Aug. 11 supplementary statement of policy was issued Nov. 9 to W. J. Harrop and J. C. Rothwell, a partnership, for KVOP, Plainview, Tex. The Commission last Tuesday denied the Granite District Radio Broadcasting Co., Murray, Utah, petition for reinstatement and grant of a CP for a new station on the grounds that Murray is served adequately by Salt Lake City stations.

The Aug. 11 supplementary statement provides that CPs may be granted for new stations where no service is available and where all materials, except tubes, may be obtained without priorities.

KCMO Is Granted Boost

In Night Power to 5 kw

INDICATING further relaxation of the rigid April 27, 1942 freeze order, the FCC last Wednesday granted KCMO Kansas City a construction permit to increase its nighttime power to 500 kw on the 1480 kc regional channel. The station was subject to specified conditions which require KCMO to relocate when materials and personnel are available and to conform with the standards of good engineering practice.

The authorization specifies that all reasonable complaints growing out of interference attributable to "blanketing" of stations in the Kansas City area will be adjusted; that when materials and personnel are available KCMO will change its location; that if a directional antenna installed will protect KTBS Shreveport in the same way as it is now protected with 1000 watts nighttime power in Kansas City and that the directional will be installed to restrict radiation in the direction of Sidney, Mont. (KGCX) to the same extent now radiated with 1000 w.
Water and Air Cooled Transmitting and Rectifying Tubes

AmpereX "key" men have been associated with the vacuum tube art ever since its inception. Working against a background unique in the field, our engineers and production people are given free rein to conduct independent research and experimentation. Unhampered by mass production limitations, their high standards have resulted in advanced designs, greater efficiency, lower cost and longer life. Such "AmpereXtras" have carried our tubes to a commanding position in communications, ultra high frequency transmission, electro medical apparatus, high voltage rectification and many industrial applications.

Start the New Year with Extra Purchases of War Bonds

AmpereX Electronic Products
79 Washington Street
Brooklyn 1, N. Y.
Post-War Markets Are Analyzed by Hauser

Census Executive Sees Population Movements

WARTIME population shifts point to geographic changes in the American market and suggest the need for significant changes in marketing practices, according to a survey of post-war population prospects of metropolitan areas of the Bureau of the Census, Dept. of Commerce.

Observing changes in civilian population between April 1, 1940 and March 1, 1943 varying from a gain of 278,000 in the San Francisco-Coastal area to a loss of 55,000 in the New York City-Northeastern New Jersey area, Dr. Hauser cited three of these changes to post-war trends to determine the probability of individual areas retaining shifts in population.

Four Types of Counties

His analysis resulted in the identification of four types of metropolitan counties as follows:

Class A Areas—those which have grown at a relatively rapid rate since the inception of the war and which have in view of previously established growth may be expected to continue to do so in the post-war period.

Class B Areas—those which have lost or gained very little population in view of the fact that their present rate of growth or decline is not expected to change, representing those counties which after accounting for wartime losses may be regarded as transient unless special effort is made to hold wartime gains.

Class C Areas—those which have lost population or have grown very little since 1940 but which in view of previously established growth may "come back" in the post-war period.

Class D Areas—those which have lost or gained very little population in view of the fact that their present rate of growth or decline is not expected to change, representing those counties which after accounting for wartime losses may be regarded as transient unless special effort is made to hold wartime gains.

Dr. Hauser finds that areas which have experienced the most rapid wartime growth are probably areas in which employment is disproportionately concentrated in war production, as compared with civilian output, and in manufacturing, as compared with service industries. Expanding civilian enterprises after the war will absorb many war workers and thus insure against loss of wartime population increments.

"To the extent that areas with rapid wartime growth are more likely to grow disproportionately among few persons engaged in service industries and the production of civilian supplies," he declared, "the shift in automobile industry from 1940 will prevent complete loss of their wartime population increments in the period of post-war adjustments."

Pointing out that the shifts in population since the war may well influence determinations of sales quotas, advertising allocations and related operations, Dr. Hauser suggested that changes in marketing practices which have a tendency to follow war-time patterns of rapidly changing areas, and second, with the realization that population changes in metropolitan areas are not the only, or even the dominant, consideration in the evaluation of a market.

Pre-War Patterns

Commenting on the geographical shifts disclosed by the survey, Dr. Hauser found that wartime population growth generally has been more rapid in the South and in the West than in the North and that this growth has apparently followed pre-war patterns of regional development.

"It would be unwise, however," Dr. Hauser cautioned, "to interpret the failure of northwestern counties to achieve rapid wartime growth as the prediction that these areas will experience post-war population stability or decline as meaning that the war has left the northern market forever longer important. On the contrary, it is safe to assume that northern markets will continue to have great purchasing power, the full potentialities of which will merit careful cultivation, even though at the same time it is recognized that market expansion is more likely to occur in the South and in the West."

"Furthermore", Dr. Hauser concluded, "since it seems safe to predict that the rate of population growth for the nation as a whole will continue to decline it would be well, from a marketing point of view, to use relatively stable or declining areas as laboratories for more intensive marketing practices."

"Experience gained therefrom may serve, in wartime, applying more quickly than many realize, and may lead to a better understanding of the fact that a stable or declining population, in the capacity or in the nation as a whole, need not necessarily result in a decline in either production or distribution."

Hereewith is presented Dr. Hauser's classification of 137 metropolitan counties, showing prospects for post-war population:

Class A Metropolitan Counties

Class A-1 areas: Those which have grown most rapidly during the war and in the preceding period and which are, therefore, on the basis of past growth alone, adjudged to have superior prospects of retaining wartime growth.

Class A-2 areas: Those which grew at above average rates during the course of the war, with moderate increase in the preceding period, and which are believed to have good prospects for retaining wartime population growth.

Class B Metropolitan Counties

Class B-1 areas: Those which have grown at above average rates during the course of the war, but with moderate decline in the preceding period, and which are believed to have moderate prospects for retaining wartime population growth.

Class B-2 areas: Those which grew at average rates during the course of the war, with slight decline in the preceding period, and which are adjudged to have poor prospects for retaining wartime population growth.

SUCCESSFUL USE of radio by department stores has been demonstrated in Nashville, according to F. C. Sowell, general manager of WLAC. First Nashville store to make consistent use of radio was Loveman's. Their "Beyond the Looking Glass" show has been running daily for two years, and the schedule is being expanded with special Saturday and Sunday evening programs.

H. J. Grimes' department store has sponsored two 15-minute news-casts daily as well as numerous off-schedule programs. Harvey's new mid-town store, recently acquired by Fred Harvey, formerly of Marshall Field, Chicago, started with a half-hour, early morning show called "Marshall Field's Morning Call" which calls for an hour per day for 52 weeks.

Sears, Roebuck's local store sponsors programs by the Texas Rangers twice daily on WLAC. The four stores' combined schedules total 48 programs per week.
NEAT little rhyme that—"Two out of three choose WMT". To state the case more completely, approximately two out of three listeners in the "one-station" Cedar Rapids area had their radios tuned to WMT, according to the midsummer-1943 Hooper survey. Six other stations fought among themselves for the attention of the one remaining listener.

These figures should erase any doubts from the minds of you radio-wise time buyers on how to reach the listening audience in "one-station" towns as far as Cedar Rapids is concerned.

Mr. Hooper's figures prove, too, that WMT's concentrated and continued efforts to give Cedar Rapids radio listeners what they want in radio entertainment have been modestly successful. Not that we're satisfied, of course; we won't be until we've made it three out of three . . . but we're confident we're on the right track.

In radio, it follows without saying—if you want to sell 'em, you have to tell 'em. And telling 'em in Cedar Rapids brings us right back to our starting rhyme . . . "Two out of three choose WMT." That's nearly double the listener total of the six competing stations from neighboring cities and states . . . and you still can buy at the lowest rate per radio family in Iowa.
Wichita metropolitan county (Sedgwick Co., Kan.)

Cedar Rapids metropolitan county

Austin metropolitan county (Travis Co., Tex.)

Asheville metropolitan county ( Buncombe Co., N.C.)

Youngstown metropolitan counties (Mahoning and Trumbull Cos., Ohio)

Class C metropolitan counties (Kalamazoo, Mich.)

Knoxville metropolitan county (Knox Co., Tenn.)

Lansing metropolitan county (Ingham Co., Mich.)

Minneapolis-St. Paul metropolitan counties (Anoka, Hennepin, Ramsey, and Washington Cos., Minn.)

Youthville metropolitan county (Caddo Parish, La.)

Springfield, Mo., metropolitan county (Greene Co., Mo.)

Waterloo metropolitan county (Black Hawk Co., Iowa)

Winston-Salem metropolitan county ( Forsyth Co., N. C.)

Des Moines metropolitan county ( Polk Co., Iowa)

Fresno metropolitan county (Fresno Co., Calif.)

Springfield, Ill., metropolitan county ( Sangamon Co., Ill.)

Chicago metropolitan counties (Cook, Du Page, and Lake Cos., Ill.; Lake Co., Ind.)

Pulled to Piggly

LISTENERS who flocked to the Macon, Ga., Piggly-Wiggly Store caught the local manager, Holland Brown, by surprise. He wondered at the terrific demand for groceries on New Year's Eve until he learned that WBML's Betty Gray had erroneously announced on her Listen Lady program that Piggly-Wiggly Stores would be closed New Year's Day.

to have fair prospects of "coming back" in the postwar period.

Atlantic City metropolitan county (Atlantic Co., N. J.)

Chicago metropolitan counties (Cook, Du Page, and Lake Cos., Ill.; Lake Co., Ind.)

Cleveland metropolitan county (Cuyahoga Co., Ohio)

Ducatur metropolitan county (Macoupin Co., Ill.)

Flint metropolitan county (Genesee Co., Mich.)

Fort Wayne metropolitan county (Allen Co., Ind.)

Grand Rapids metropolitan county (Kent Co., Mich.)

Hartford, Conn.,-Ashland (Ky.) metropolitan counties (Coeburn, Va.; Boyd Co., Ky.; Lawrence Co., Mo.)

Milwaukee metropolitan county (Milwaukee Co., Wis.)

New York-Northeastern New Jersey metropolitan counties (Kings, New Jersey, Morris, Middlesex, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic and Union Cos., N. J.)

Roanoke metropolitan counties ( Roanoke city, Roanoke Co., Va.)

South Bend metropolitan county (St. Joseph Co., Ind.)

Toledo metropolitan county (Lucas Co., Ohio)

Topska metropolitan county (Shawnee Co., Kan.)

Youngstown metropolitan counties ( Mahoning and Trumbull Cos., Ohio)

Class D metropolitan counties

These are the metropolitan areas which lost population or grew relatively little during the war and in each of the two preceding periods of observation and which, therefore, cannot be expected to grow rapidly or even to recoup their losses in the postwar period.

Albany-Schenectady-Troy metropolitan counties (Albany, Rensselaer, and Schoharie Cos., N. Y.)

Allentown-Bethlehem-Easton metropolitan counties (Lehigh and Northampton Cos., Pa.)

Altoona metropolitan county ( Blair Co., Pa.)

Baltimore metropolitan counties (Eves, Middlesex, Norfolk, Plymouth, and Suffolk Cos., Mass.)

Buffalo-Niagara metropolitan counties ( Erie and Niagara Cos., N. Y.)

Duluth (minn.)- Superior (Wis.) metropolitan counties (St. Louis Cos., Minn.; Douglas Co., Wis.)

Fall River-New Bedford metropolitan county ( Bristol Co., Mass.)

Harrisburg metropolitan county (Dauphin Co., Pa.)

Johnstown metropolitan county (Cambria Co., Pa.)

Lancaster metropolitan county (Lancaster Co., Pa.)

Lenoir metropolitan county ( Lenoir Co., N. C.)

Manchester metropolitan county (Hillsborough Co., N. H.)

New Haven metropolitan county ( New Haven Co., Conn.)

Ogden ( utah)- Logan (utah) metropolitan counties (Duchesne Co., Utah; Summit Co., Utah)

Palisades metropolitan counties (Delaware, Montgomery, and Pike Cos., Pa.; Burlington, Camden, and Gloucester Cos., N. J.)

Pittsburgh metropolitan counties ( Allegheny, Fayette, Washington, and Westmoreland Cos., Pa.)

Providence metropolitan counties (Bristol Kent Newport, and Providence Cos., R. I.)

Racine-Kenosha metropolitan counties (Kenosha and Racine Cos., Wis.)

Reading metropolitan county (Berks Co., Pa.)

Rochester metropolitan county (Monroe Co., N. Y.)

Saginaw-Bay city metropolitan counties (Bay and Saginaw Cos., Mich.)

St. Joseph metropolitan county ( Buchanan Co., Mo.)

Scranton-Wilkes-Barre metropolitan counties ( Lackawanna and Luzerne Cos., Pa.)

Sioux Upl metropolitan county (Woodbury Co., Iowa)

Springfield, III., metropolitan county ( Sangamon Co., Ill.)

Springfield, Mass., metropolitan county ( Hampden and Hampden Cos., Mass.)

Syracuse metropolitan county (Onondaga Co., N. Y.)

Terre Haute metropolitan county (Vigo Co., Ind.)

Trenton metropolitan county (Mercer Co., N. J.)

Utica-Rome metropolitan counties ( Herkimer and Oneida Cos., N. Y.)

Wheeling metropolitan counties ( Brooke, Marshall, and Ohio Cos., W. Va.; Belknap Co., Ohio)

Worcester metropolitan county (Worcester Co., Mass.)

York metropolitan county (York Co., Pa.)

There is nothing mysterious about WWVA's productive 50,000-Watts service to listeners and advertisers. We take a down-to-earth viewpoint of what's to be done and then go about doing it in a methodical but highly intensified manner. Experience is the thing that has made us uncompromisingly practical.

Many of our successes may appear magician-like, but they're not—just sound fundamental broadcasting practice is the answer!

No Rabbits! No Silk Hats!

123 PRIMARY AREA COUNTIES in Ohio, Pennsylvania, West Virginia, Maryland and Virginia

POPULATION—7,534,006 RADIO HOMES—1,747,955

ASK A JOHN BLAIR MAN

50,000 Watts

WWVA

WHEELING, W.V.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

Blue Net

BROADCASTING • Broadcast Advertising
When you advertise over KEX you are betting on a sure thing. Industrial payrolls in this market are 5 times as large as they were before the war. And things are shaping up mighty well for after the war, too. Keeping constant step with developments is KEX which is going places with the BLUE network. KEX is a good buy for the spot advertiser NOW, and it will still be good by-and-by when peace comes!

KEX
PORTLAND, OREGON
5000 Watts • BLUE NETWORK
Represented Nationally by PAUL H. RAYMER CO.
Peacetime Will Bring Better Sets, Says Fay

FLEISCHMANN CITED FOR FALSE CLAIMS

WIS (5000 Watts • 560 KC • NBC) at Columbia, S.C.

at Columbia, S.C.
gives you MORE RADIO HOMES than

MEMPHIS (127,000 against 61,000) or

BIRMINGHAM (127,000 against 58,000) or

NEW ORLEANS (127,000 against 103,000)

or than Rochester (88,000)
or Denver (91,000), so far as that's concerned!

GET ALL THE FACTS! WRITE WIS OR ASK
FREE & PETERS, INC. Exclusive National Representatives

Page 26 • January 10, 1944

BROADCASTING • Broadcast Advertising
"...a pattern of radio service"

Every Monday evening at 7:30, listeners in WHN's nine-state, 84-county primary area tune to the Congressional Record...wherein Senators and Congressmen give their views on important topics of the day.

Recently, Hon. Karl E. Mundt, representative from South Dakota, used the Congressional Record (the book) to pay tribute to the Congressional Record (the program) in the following words:

"Mr. Speaker, I believe that both the country and the Congress owe a debt of gratitude to Radio Station WHN for its enterprise in arranging these weekly programs.

"So far as I know, WHN is the only independent radio station in America which affords its listeners this type of regular weekly discussion by Members of Congress...It is a pattern of radio service which may very well some day be extended to the network field."

WHN is grateful to Representative Mundt for his meed of praise for this outstanding program. Yet the Congressional Record is just one of the many news and public service programs broadcast over WHN. In all, more than 130 broadcasts a week are devoted to news and public affairs.

It is this regard for the public interest that forms "a pattern of radio service" that WHN will humbly continue to maintain.
LT. GRAY FORMS ARMY RADIO UNIT

USING his peacetime talents, Lt. Gordon Gray, public relations officer at the Ft. Benning, Ga., Infantry School, has organized a radio section of former professionals now in uniform to produce a 13-week series of transcribed quarter-hours, 'Thirteen Weapons of War.' Experiences of returned combat heroes now instructors or students at the Infantry School will form the basis for the series.

WSB Atlanta, whose facilities are being used in cutting the transcriptions, will air the series. Later it will be circulated by the Special Information Office of Army Ground Forces at the Army War College, Washington.


NBC Hollywood Changes
IN REALIGNMENT of NBC Hollywood production department personnel, Marvin Goodson, producer, has been elevated to supervisor of scripts, succeeding Caryl Coleman, resigned. Coleman will freelance as writer-producer. Howard Wiley, of the network's Chicago staff, has been shifted to Hollywood, successor, succeeding Vance Graham, resigned. Ezra McIntosh, formerly program director of WANN Asheville, N. C., has joined the network's staff as producer; Doug Gourlay, San Francisco announcer, has been shifted to Hollywood as replacement for Ken Carpenter, who recently resigned to freelance.

Norman Named by WPB
APPOINTMENT of Allen E. Norman as chief of WPB's Magazine & Periodical Section effective Jan. 1 was announced last week by Arthur Treanor, director of the Printing & Publishing Division. Mr. Norman, who has been a consultant in the Magazine & Periodical Section for five months, is secretary of Fawcett Publications Inc., New York. He succeeds Walter J. Rixley Jr., who returns to Curtis Publishing Company.

NBC Meeting Jan. 10-11
NBC STATIONS Planning & Advisory Committee members will meet in New York Jan. 10-11 to elect a chairman for the coming year and to discuss mutual problems with network executives. Postponed from Jan. 5-6, the meeting will be the first of the new committee elected in December to serve through 1944 [Broadcasting, Dec. 20].

TAKE A GANDER at the Christmas goose presented by employees of KKRO Aberdeen, Wash. to Harry Spence, president, and Fred Goddard, general manager. Mr. Spence is trying to claim his share of the unrationed fowl. A special proclamation prepared by the staff accompanied the gift of goose.

Hunt on Don Lee
HUNT PACKING Co., San Francisco, new to radio, on Jan. 2 started for 13 weeks sponsoring a half-hour variety program, 'Vaudeville Hotel,' on 34 Don Lee Pacific stations, Sunday, 5-6:30 p.m. (PWT). With Henry Grant as singing m.c., series features guest vaudeville stars each week. Initial broadcast included Maxie Rosenblum and Joe Oakle, comedians, Buck and Bubbles, microphone dancers, and Yacht Club Boys, singing group. Cy Trobbs, musical director of KFRC San Francisco, has that assignment on the program, Garfield & Guild Adv., San Francisco, is agency.

Electronic Needs Up
INDICATED 1944 demands for communications equipment for the armed forces will be approximately 30% greater than during 1943, Maj. Gen. William H. Harrison, chief of the Army Signal Corps Procurement & Distribution Service, estimated last week. He pointed out that an ample supply of electronic radio equipment for training purposes as well as combat use is essential if troops are to be well prepared in operating techniques before going into battle. Gen. Harrison praised the communications industry for the "splendid job" it has done so far but warned that increased output is necessary to avoid unnecessary casualties.

Goldstein Now V-P
APPOINTMENT of Leon Goldstein, news and special features director of WMA, New York, as second vice-president effective Jan. 1 has been announced by Nathan L. Straus, president. A former newspaperman, Mr. Goldstein joined WMCA in 1937 to direct publicity. He had served as director of public relations of WNBY New York 1935-37. Other officers appointed by Mr. Straus since he acquired the station are: Herman Stein, secretary-treasurer, and Charles Stark, first vice-president and general manager.
Good tales well told have always been one of the surest forms of entertainment. And here's a real hard-working program which makes use of the art of story-telling to the nth degree—26 quarter-hour programs (for one or two a week broadcast) carefully designed for wide appeal and mass attention.

"Stand by for Adventure" is a series of stories of exciting happenings in far places among strange people... in wild lands and strange cities... tales of mysticism, dangerous deeds, the unusual, as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Created by a "panel" of prominent radio writers—carefully cast and expertly produced by NBC—each program is complete and all are woven into a series sure to make friends for sponsors.

Effective supporting promotional material furnished for use on the air, in newspapers and for direct mail and point-of-sale—plus distinctive plan for local participation.

Pick your own time, choose your own stations, tack on your commercials and sit back and relax. That's all there is to it! Ask for audition records and detailed information about this and other NBC "package" recorded shows. Write, wire or phone.

A NEW NBC RECORDED FEATURE . . . WITH SLEEVES ROLLED UP FOR WORK!

"STAND BY FOR Adventure"
R E T A I L S A L E S promotion plan set forth in the NAB "Air Force and the Retailer" presentation, which toured key cities of the nation last fall to stimulate retailer interest in the possibilities of radio advertising, has been condensed to its basic facts and elements in a desk-type stand-up sales promotion piece. Released to all stations subscribing, the average perusal time for the unique presentation is 29 minutes. Charts, diagrams, pictures, and ideas contained in the 11 x 18 inch stand-up make it a "pocket size" miniature of "Air Force and the Retailer." Off-set printed in two colors, stand-up is bound in heavy cardboard with leatherette finish.

WOV Listing
WOV New York has issued its weekly schedule in a new paper-and-labor saving format. Replacing the former mimeographed release which included a different page for each day of the week, is a red and white printed folder. Commercial or sustaining time is shown.

Merchandising & Promotion
NAB Promotion—Trade Swap—Tag Scrap
Superman Contest—Maryland Mystery

Trade Swap
Trade DEAL for the new year arranged by WPEN Philadelphia and the Philadelphia Daily News provides for a swap of newspaper space for station advertising purposes in return for time on the air. The deal was arranged in spite of the newspaper's earlier announcement that it would not enter into any additional time-for-space swaps because of the newspaper shortage. The Philadelphia Inquirer and Record also had advised the local radio stations that such deals will be curbed for the duration with all radio advertising to be on a cash-and-carry basis. The WPEN-Daily News trade deal gives the newspaper five 10-minute programs a week in return for space.

Topca Condiment
"SEASON Your Selling in '44 with Dollars and Cents Results," urges WIBW Topeka in a premium sent to the trade. The premium is a set of white china salt and pepper shakers. To check acceptance, WIBW asks recipients to mail back a reply card (with 11-cent stamp attached) and the box in which the premium was mailed. This is a paper-saving idea, says WIBW.

WOR Story
DIGEST-SIZE booklet titled This Is WOR is ready for distribution. Designed to tell the story of the station, the booklet will be distributed to the WOR staff, advertising agencies and past and present sponsors.

Important, yes ...but only one!

Cotton is an important crop down in KWKH-land and especially this year. Many localities report ginnings up more than 300 per cent. But it's only one of the rich and varied industries that spell opportunity to sell now and build sales for the future. Only KWKH covers this rich market completely . . . effectively!

Tag Scrap
CAMPAIGN to salvage for war purposes all out-of-date metal auto license tags has been initiated by Jack O'Connor of WRBL Columbus, Ga. Idea came to him the morning of Jan. 3 as he was conducting an impromptu program. Response to the proposed campaign was immediate, promising close co-operation and even suggesting that "scrap your tag" go to the national. Collection points have been designated and money obtained from the sale of the salvaged tags will be donated to the Columbus Boys Club. Jack's slogan for the campaign is: "Join in this great occasion, scrap your tag for the big invasion."

Superman Contest
SUPERMAN Inc., New York, is lining up a nationwide contest for high-school students, tying in with its production Superman, sponsored by Mutual by General Mills. Plan is to get radio classes and workshops to stage an amateur production, based on a specially-written 30-minute sample Superman script. Radio editors and a member of the local Board of Education will be asked to select the best performances. The winning school in each regional area will be named, and the participants awarded war bonds. Contest is expected to get under way sometime in January.

Maryland Mystery
"THE MYSTERY of the Missing Maryland Market"—or "How the FCC and NBC Collaborated to Find a Solution" is the folder WTBO-Cumberland has just released. Dealing with the recent tie-in of NBC and WTBO, the piece lists a cast of characters as Cumberland, the Heroine, WTBO, the Hero, various advertisers, agencies, and others; and under "plot," tells the story of how NBC came to Cumberland via WTBO. Moral is that Cumberland now offers a new nighttime audience. WTBO representative is Spot Sales Inc. Rate card is included with folder.

KECA-KFI Promotion
KECA (BLUE) and KFI (NBC) Los Angeles, owned and operated by Earle C. Anthony Inc., are now running a promotion campaign especially designed to build an audience among the greatly increased population of the area. KECA has taken on many new network programs. Advertising for both stations is concentrated on two media—newspapers and outdoor posters, promoting both high-spot shows and groups of programs. Agency is the Dan B. Miner Co. of Los Angeles.

Year's Review
PETTICOAT Partyline, the Ruth Lyons "Instillation" on WBAI Cincinnati, has issued its 1943 yearbook, "Rings & Ruffles," all about the people on the partyline, both listeners and broadcasters. Proceeds go to the Crippled Children's Hospital in Cincinnati. The book is arranged like a loose-leaf scrapbook and contains innumerable pictures with short, cryptic commentary in explanation. It records a year's review of the audience participation show Petticoat Partyline.
Tremendous!

Thousands and thousands of new people . . . Countless thousands of new dollars . . . something big . . . Something remarkable is taking place in Knoxville, right now! We'll be able to tell you all about it, after the war. Meanwhile, watch the Knoxville Market!
Now
CARROLL D. ALCOTT
Japs for years and a man... who is known as a fighting journalist, has written "MY WAR WITH...

* "When he opened his mouth Tokio clench

* "I consider Alcott America's greatest ra
   -Randall Gould, Editor Shanghai Eve

* "Am advising everybody to listen to A
   East makes his news comment the mos
   -J. B. Powell, Editor of China Weekly R

* "Here's to your station and to Alcott. I
carried the ball for Americans in Far East
America's authority on Chinese Law.

* "In presenting Carroll Alcott, long time
to American listeners, you are doing a
Judge U. S. Court for China.

* and hundreds of other similar comme

UNITED PRESS... ASSOCIATED PRESS

FIFTY GRAND I
T... who defied the
utwitted their guns
around the world
st... who has just

ed its fist"—Time Magazine.

o interpreter of Far Eastern affairs"
ng Post and Mercury.

tt whose familiarity with the Far
valuable in these critical times"—

was outstanding broadcaster and
or years"—Judge Norwood Allman,

umber one broadcaster of all Asia,
useful service"—Milton J. Helmick,

ts from experts and lay listeners.

S...CBS WORLD NEWS

N POWER • CBS
Those Freedoms

TO MOST folks talk about “freedom of the press” and “freedom of radio” is ethereal, law book stuff.

The FCC’s deliberations concerning newspaper ownership of stations have been disquieting primarily to those publishers interested in radio. The government anti-trust suit against the Associated Press similarly has caused concern in isolated quarters. Now Postmaster General Walker’s summary action in revoking second-class mailing privileges of Esquire brings into focus a new approach.

All these taken in combination cut across the whole fabric of the nation’s press—newspapers, press associations and magazines. In each case some generalization phrase, such as “public interest, convenience and necessity” or “public welfare” or “public service” is the vehicle for action.

Certainly the threat to these freedoms no longer can be regarded as idle, high-sounding talk. The first attack was on radio, not alone with respect to newspaper ownership, but as to tightened regulation down the line.

It should be clear now that radio is the first line of defense for the nation’s press.

Along State Lines

LEGISLATION is and nearly always has been radio’s No. 1 problem. That’s because, fundamentally, we have always had a licensed radio. For the last decade, the licensing authority (FCC) doggedly has sought increasingly greater powers as a regulatory authority.

The FCC, being on the scene in Washington, is in constant contact with those committees of Congress in which radio legislation is developed. It works at the job practically full-time. Members and officials of the Commission appear before committees of Congress on appropriations and on other matters. They testify, in many instances, behind closed doors. They have the manpower to prepare special studies and impart to Congress their own views and ideologies about radio.

Thus, Congress day in and day out, gets only one side of the story. It is only when we have hearings such as those on the White-Wheeler Bill that the other side is told. Then the picture changes somewhat. But after the close of the hearings, what? The Government agency still maintains its liaison with the Committee of Congress. And broadcasters go back home.

This brings us to our point. The spokesman for radio in Washington is the NAB. Its policies are determined by a board of directors of 26. Of these, 17 are from the radio districts into which the country is divided. Then there are directors at large representing particular classes of stations. And those networks which are members automatically have board representation.

The NAB board wasn’t organized with legislation as the primary consideration. We think it should be. That would mean organization along state lines. Why shouldn’t there be a board made up of one director from each of the 48 states? He would be the spokesman for the stations in his state. He would maintain the liaison with the Congressional delegations from his state.

Senators and Representatives think in terms of the country at large. But they also think in terms of their constituents. They go home every so often to feel the local pulse. They know best the radio operations in their own states. They listen to those stations and they are interested in the welfare of their broadcasters.

There has been lots lacking in radio’s legislative approach. Broadcasters get all het up when a crisis arises. Then they go home and decide to “Let George do it.” The assignment is a continuing one. The contacts should be automatic.

The NAB holds a convention this spring—between April 1 and May 15. Legislation now is pending in Congress to amend the Communications Act to retrieve for radio its freedom. These new amendments may be enacted by that time, but whether or not they are, equally important legislation must be considered to cope with post-war radio and communications developments.

Broad appeal of the NAB board along state lines should go a long way toward building a harder-hitting trade organization that can be effective the year around—not merely when crises arise. We trust the NAB membership will consider this suggestion and that it be scheduled for discussion and action at the forthcoming convention.

Sold Scientifically

UP IN CANADA, where the war is an old story—4½ years old—the recurring hubbub in the States over paid and unpaid governmental advertising campaigns is hard to understand. For the Dominion realized back in 1939 that war messages to its people should be sold scientifically.

Those who have taken part in the subsidy and anti-subsidy battles will find a refreshing account of this scientific manner of war wagging in an article on page 20 of this issue. The story is told by Glenn Bannerman, president of the Canadian Assn. of Broadcasters.

The scientific approach to governmental contact with the citizenry is built around recognition that business’ most potent sales weapon—advertising—is wielded by advertising experts, and that advertising media should be used intelligently and impartially.

Those premises established, Canada decided that the men who know advertising best are best fitted to buy advertising. Therefore the job of buying media facilities, after a shaky start, was vested in a cooperative group of advertising men formed to assist the governmental campaigns.

All media have been used—and extensively, too—by the Dominion.

In the process, everybody has been happy—Government, advertisers, agencies, media. In fact, the industry groups have been trying to out-perform each other in their joint job of winning the war as quickly as possible. For example, privately-owned stations are estimated to have donated about 16% of their total volume of revenue in free time.

It’s time for some scientific selling this side of the border.

Our Respects To—

THOMAS HENRY LANE

A DESK offering a view out past the White House and down Pennsylvania Avenue sits a smiling, 30-year-old executive charged with one of the most gigantic sales promotion jobs in history—the Fourth War Loan Drive for $14,000,000,000. The open door, for all to enter, and the friendly atmosphere dispel any hint of pretentiousness about the occupant, his surroundings, or his task.

The second consecutive radio man to direct the advertising, press and radio activities for the War Finance Division of the Treasury Dept., Tom Lane succeeds Vincent F. Callahan, who resigned Dec. 10 to re-enter private business, and who was formerly with NBC Washington and ex-manager of WWL New Orleans and WBZ-WBZA Boston. Already forwarding War Bond promotion for the Treasury during the past year-and-a-half as chief of the War Finance Division’s Advertising Section, Tom previously had been with Young & Rubicam and WOR New York.

As chief of the WFD advertising section Tom was in direct charge of all publication, outdoor and poster advertising for War Bond promotion. Coordinating promotion activities with the plans of the sales staff and other divisions of the Treasury, in Washington and in the various offices throughout the country he also consulted with the War Advertising Council and its various agencies to secure advertisements. Included on the list of activities were a great number of personal contacts and correspondence with editors, publishers, national advertisers and advertising agencies about the country.

The Treasury ads prepared under his direction appear regularly in 1400 daily newspapers, 4,500 weekly newspapers, 59 general magazines, 96 farm papers, 550 trade publications, and 10,000 billboards—all at no expense to the taxpayer.

Five years work with Young & Rubicam, association with WOR New York and the New York Herald-Tribune preceded Tom’s affiliation with the Treasury. Joining the advertising agency in 1937 his first assignment was to handle publicity work on various radio shows, including We the People, Fred Allen, Kate Smith, Jack Benny, Phil Baker and Hobby Lobby. His first promotion soon followed and he began writing and directing the Eddie Duchin Show, sponsored by American Tobacco, and Hobby Lobby, sponsored by Fels-Naptha. Copy work next came his way.

(Continued on page 45)
This is No. 5 in a series of stories of KOIN PUBLIC SERVICE

The subject of No. 1 was a summer series of City Park Concerts . . . of No. 2 "Wartime Women", KOIN's award-winning nightly broadcast of women's war activities. No. 3 told about "Million Dollar Club"—the big weekly half-hour, year-round War Bond promotion program. No. 4 about special educational and farm service activities.

Johnny Carpenter has been in radio 15 years, including three as advertising manager and sportscaster for a large oil company. He has been with KOIN for the past three years in his present capacity.


Johnny interviews Portland's world-famous traveling Mayor, Earl Riley, on his recent return from England.

Introducing . . . JOHNNY CARPENTER

Director of Special Events and Sports

. . . When Henry Kaiser sets a new record . . . When community emergencies develop
. . . When celebrities come to town . . . When wounded soldiers come home
. . . When history-making events take place . . . When home front war effort needs stimulus—
. . . No matter what the occasion, if it's in the public interest, Johnny's there with a KOIN mike helping this station serve the community.

SPORTS are soft-pedaled for the duration, but afterwards Johnny will again be on the job to serve listeners in this department.

Helping the Red Cross get blood donors Johnny broadcasts impressions of Miss Patsy Neal while she donates her pint.

Col. Stratton presents Carpenter with aircraft warning service medal on first anniversary of weekly program "Stop, Look and Listen" beamed at aircraft watchers.

With Johnny's help, charming Shirley Howard tells listeners how it feels to be 1943 Rose Festival Queen.

FREE & PETERS, INC.
National Representatives

KOIN
PORTLAND
OREGON
Reinsch Honored

LEONARD REINSCH, director of the Gov. James M. Cox stations, WSB Atlanta, WIOD Miami and WBOY Dayton, last Wednesday was initiated as an honorary professional member into Sigma Delta Chi, national journalistic fraternity, at the U. of Georgia chapter in Athens. Mr. Reinsch, a graduate of Northwestern U., is general manager of WSB in addition to his supervisory duties over the other Cox stations.

M/Sgt. VICTOR SHOLIS, former director of the Clear Channel Broadcasting Service, on Dec. 30 married Jane McDonald, his former secretary, in Seattle. Sgt. Sholis is stationed at Fort Lewis, Seattle. Mrs. Sholis, it is understood, will return to her post as secretary of CBS in Washington.

A. D. WILLARD Jr., general manager of WST Charlotte, N. C., has been named vice-president of the Mecklenburg (County) council, Boy Scouts of America.

ENSIGN BERNARD F. GOOD-RICH, USNR, former sales manager of WHCU Ithaca, N. Y., reported Dec. 28 for duty at Ft. Schuyler, N. Y.

BOB KAUFMAN, who recently re-organized WINX Washington, D. C., has left the station. No future plans were announced. Lawrence Heller has resumed active management.

ROGER W. CLIFF, executive vice-president and general manager of WFIL Philadelphia, has been named vice chairman, public relations, of the Philadelphia War Finance Committee for the Fourth War Loan Campaign. Jack Steck, public relations director of WFIL, will act as director of promotional activities.

CAPT. E. P. H. JAMES of the Army Air Forces, formerly director of advertising, research and publicity of the BLUE, is the father of a boy.

Capt. James is at Harrisburg, Pa.

WARD INGRAM, formerly sales manager of KFRC San Francisco, now in the Army and stationed at Santa Ana, Cal., has been promoted to a captain.

Capt. J. E. Doherty

CAPT. JOHN E. DOHERTY, 24, son of Frank P. Doherty, owner of KRKD Los Angeles, and president of the Los Angeles Chamber of Commerce, was killed in action in Italy on Dec. 10 according to a War Department communication. No details were given.

Jaspert to WLAW

APPOINTMENT of George H. Jaspert, veteran broadcaster, as station manager of WLAW Lawrence, Mass., was announced last week by Irving E. Rona, president and general manager of the Hillbeth & Loew Co., owners and operators of the station. Mr. Jaspert has been WPRO Providence, where he was commercial manager, to accept the new post. Mr. Rogers will continue to serve as general manager of the station. Mr. Jaspert has had 23 years of experience in broadcasting, most of it in the New England area. He is married and has three children.

BEHIND THE MIKE

HAROLD McGEER, freelance producer-director, has taken over direction of Cavalcade of America, sponsored on NBC by E. I. duPont de Nemours & Co., Wilmington. Homer Pickett, of the production staff of BBDO, New York, duPont agency, will continue to supervise Cavalcade as well as specialize in building new shows.

WILLIAM WILGUS, producer, has resigned from the Office of the Coordinator of Inter-American Affairs to join J. Walter Thompson Co., New York, where he will handle the new Ford program on the BLUE featuring Tommy Dorsey's orchestra. Cyril Armbruster, previously a director at the BLUE, takes over Mr. Wilgus' duties on the CIAA's Latin American shortwave version of Counterattack, heard domestically on the BLUE.

ROBERT R. RAY, former supervisor of the assignment division of CBS network operations and with CBS since 1929, has been appointed assistant to the director of CBS operations, James M. Seward. Mr. Ray replaces Leroy Paskam, who is joining the Overseas Branch of the OWI and will probably go to London.

RD STEVENS, announcer of WATT Newark, N. J., has been inducted into the Army.

ROBERT E. SHORT, announcer-engineer of WHCU Ithaca, N. Y., on Dec. 26 married Madeleine Lois King of Ithaca.

FRANCES DILL, new to radio, has joined the announcing staff of WOCB Columbus, Mass.

EDWARD MELLINGER, of the CBS department of education, has entered the Maritime Service as apprentice seaman.

DAVID H. HARRIS, WTAG Worchester program-production manager, has been loaned to the Massachusetts War Finance Committee of the Treasury to help promote the Fourth War Loan Drive. He is assigned to special events and radio in the publicity department, with headquarters in Boston.

JIM HARVEY, KYW Philadelphia newscaster, is leaving for the Army.

EDWARD H. CARPENTER, formerly on the staff of the Daily Enterprise, Adirondack, N. Y., has been added to the production staff of KYW Philadelphia.
IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS
Source: Department of Agriculture, 1940

NORTH CAROLINA
$221.8 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES
$133.3 (MILLIONS)

IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufactures, 1940

NORTH CAROLINA
$1,420.6 (MILLIONS)

NORTH CAROLINA
$366.5 (MILLIONS)

WPTF
with 50,000 WATTS in RALEIGH is
NORTH CAROLINA'S
No. 1 SALESMAN

N BC 680 KC
FREE & PETERS, INC. National Representatives
BILL REID, announcer of CKWX Vancouver, and Mabel Boeyen, switchboard operator of CKWX, were married recently.

BILL STEWART, announcer of CKWX Vancouver, recently married Betsy Levits at Kellsown, B. C.

VERNA COLLINS, new to radio, has joined the continuity department of CKWX Vancouver.

VICTOR BEST, former announcer, has joined the announcing staff of WHLD Niagara Falls.

PEL ALLEN has been commissioned an ensign in the Navy and leaves his announcing post at WJSN Milwaukee.

EDDIE FRECH, former WMAN Mansfield, Ohio, announcer, has joined the announcing staff of WDOT Mobile, Ala. He is replaced at WMAN by Budgie Gram.

BILL DUNN, formerly program director of WIBM Jackson, Mich., and Jim Plemsen, formerly commercial manager of WBLK Clarksburg, W. Va., have joined the announcing staff of WKBX Youngstown, Ohio.

ED HALLORAN, formerly with the Cincinnati Post, has joined the news staff of WLW-WSAI Cincinnati.

Malone to Associated

TED MALONE, recently assistant program director of WABC New York and formerly program director of KMBC Kansas City, has been appointed program director of Associated Recordings Services, according to Ben Selvin, vice-president of the company. Mr. Malone originated Between the Book Ends, heard on the BLUE. Recognizing the acute manpower shortage at stations, Associated will concentrate on continuities, thus enabling subscribers to get maximum commercial use of their own libraries.

Robert Milton, announcer of KOFJ Los Angeles, has been recalled for active service with the Merchant Marine. Lou Price, announcer, has returned to the station after an interval at KFV Glendale, Cal.

ERNEST H. MICHIE, formally with the Denver Post, and Adolph (Bus) Mayer, formerly with the Rocky Mountain News, have joined the news staff of KCLZ Denver.

DON GILLIS, former program manager of WBAP Fort Worth, Texas, recently joined the NBC Central Division as a musical production director.

Harry Rubeck, dramatic director of the NBC Central Division, is the father of a boy.

Jim Stovin, son of Horace Stovin, Toronto station rep., has joined the announcing staff of CJOW Vancouver.

Dorothy McLeod has joined CJOR Vancouver as script writer.

Jack Russell Bailey, pilot officer, formerly program director and announcer of CKGB Timmins, now in the control tower at a Royal Canadian Air Force operational training unit in eastern Canada.

Geoff Davis, formerly announcer of CBY Vancouver, and for the past year with the Royal Canadian Air Force, has been discharged and is now announcing at the Canadian Broadcasting Corp. studios, Montreal.

Walter Bronson Dudley

WALTER BRONSON (Bide) DUDLEY, 66, radio commentator, dramatic critic and Broadway columnist for more than 30 years, died Jan. 4 in Polyclinic Hospital, New York, after a long illness. Drama critic of the New York Times in the middle 1930's, Mr. Dudley created the Theatre Club of the Air program, which was heard in the news in rhyme and reported on Broadway life. Mr. Dudley was the father of two sons and does not have any children.

ROSE BIALICK, formerly secretary at Associated Press, has joined the continuous department of CBS press information, has been transferred from the news division to assist Joan Lane, trade news editor. Miss Bialick was formerly in NBC's advertising and promotion department and before that with Harold & Associates, Deyo's News Corp. and the Associated Press. Mrs. Bialick has been married for two years and a half a year, and has joined the CBS press information staff.

WALTER HOMES, senior staff announcer of WBIZ New York, has been called for induction into the armed forces.

IRENE KUHN, formerly NBC manager of program promotion, has been named assistant director of NBC's network's business office, reporting to Albert E. Date, director.

JACK STEVENS, former Mutual announcer, is now news and sports announcer for WBRP Hartford.

HOBERT BIGHAM, formerly in the diplomatic service, has joined the announcing staff of WIP Philadelphia.

ELIZABETH TAYLOR, in the business office of KOY Phoenix, has been appointed continuity editor. She succeeds Frances White who resigned to join her soldier husband stationed in New Mexico.

HARRY PATTERSON, announcer of KBXJ Seattle, is married to a boy.

MARION KAHOL, commercial editor of KNX Hollywood, is in New York for a four-week conference with CBS's editorial staff.

HOWARD RHINES, program director of KMPC Beverly Hills, has been elected to promotion manager.

JOSEPH K. MASON, assistant to Stockton Hefrick, manager of NBC's network's continuity department, has taken over the position held by Mr. Hefrick, now on military leave.

PEGGY BYRNE, a former member of the New York editorial staff of Radio Daily, and prior to that with the advertising department of Horser's Armstrong, recently joined the WBAM-CBS Chicago press relations staff.

SHELLY O'BRIEN, sports announcer of WOR Taunton, is married to a boy.

CHARLES DeKLYN, night manager of WIP Philadelphia, has suffered a relapse of cancer and is a patient in St. Joseph's Hospital.

MARK RUSSELL, formerly program and news director of WJC Davenport, Ia., recently joined the production department at WGN Chicago.

KENNETH CHRISTIANSEN, a member of the NBC traffic department 13 years, and recently night traffic manager for the network's central division, has been appointed traffic supervisor for the NBC central division.

In the 8th Annual Poll of 600 Newspaper Radio Editors and Columnists of the United States and Canada by the Motion Picture Daily Poll. Following are the winners of the "champion of champions" titles:

BOB HOPE
JACK BENNY
BING CROSBY

All are on KSD-NBC programs, with "firsts" also heading 15 other groups.

KSD is "firsts" in St. Louis now as it has been in nation-wide polls since 1935.

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by The St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.
Hooper Ratings like this are Scarce as Hen's Teeth!

Johnson City, Tenn. - Hooper Listening Index - Fall, 1943

<table>
<thead>
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</tr>
</tbody>
</table>

More than a million people live, work, play and spend their money within WJHL's primary area, which includes the six cities of Bristol, Kingsport, Greenville, Elizabethton and Johnson City, and the important trading centers of Abingdon, Va., and Boone, N. C.

Like many others, the Appalachian area is enjoying unusual war-time prosperity because of its hardwood, silk, rayon and knitting mills, its iron foundries, potteries and other factories. But this section is not newly rich. Its prosperity is founded upon a large and sound pre-war industrial development which includes North American Rayon, American Bemberg, Tennessee Eastman and many others-plus a Burley tobacco crop which runs into millions of dollars yearly, along with a great volume of dairy products, poultry and other foodstuffs.

For thorough coverage of this fine market, buy WJHL!

WJHL
JOHNSON CITY, TENNESSEE

W. H. Lancaster, President
Ken Marsh, Manager

1000 Watts
910 KC.

Represented Nationally by Howard Wilson Co.
THE BUSINESS OF BROADCASTING

WHEB Portsmouth, N. H.
CHML Hamilton

Vick Chemical Co., New York, 5 ap weekly, thru Morse International New York.
Chemins Ltd., Hamilton (department store). 5 weeks, thru Lewis H. Little.
Ida Stores, Toronto (chain drug stores). 1 week, thru A. McKinnon Ltd., Toronto.
Papageno Co. of Canada, Toronto (tooth paste). 6 weeks, thru the present program.
Quaker Oats Co., Pennsylvania, Ont. (cerelas) ap weekly, thru Spitzers & Mil's, Maple.

Philco Corp. of Canada, Toronto, ap weekly, thru Skye & Madam Associates, Philadelphia.

Dr. Jackson's Food Products, Toronto (bread), 3 f weekly, thru Harry E. Foster Agencies, Toronto.

Lyman Agencies, Montreal (Fellers soy), 6 weekly, thru Ronalds A. V. Agency, Montreal.


Brew Crest Bible Society, Brew Crest, Sask., ap weekly, thru R. F. Griffith Co., Winnipeg.


John Stuart Sales, Toronto (Dunhill Cigarettes), 6 weekly, thru Harry E. Foster Agencies, Toronto.

Wonder Bakers Ltd., Toronto (chare baker), 2 f weekly, thru J. J. Gibbons Ltd., Toronto.

Yeast Plus Co., Montreal (yeast), 10 ap weekly, thru Metropolitan Broadcasting Services, Ltd.

KYW Philadelphia

Lambert Pharmacal Co., St. Louis (Listerine Tooth Powder), 5 weekly, thru Lambert & Ponds.


KECA Los Angeles


National Foods, Los Angeles (instructions), 5 weekly, thru Clark Westland, Los Angeles.

Murine Co., Chicago (Murine), 5 additional weeks, thru J. Walter Thompson Co., New York.

KMC Beverly Hills, Cal.

Garagna Products, San Francisco (spaghetti sauce), 3 ap weekly, thru Smith & Orland Adv., Los Angeles.

Los Angeles Times, Los Angeles (bake goods), 10 f weekly, thru Joseph F. Luce, Los Angeles.

Esquire Inc., Chicago (Esquire), 40 ap weekly, thru Schwimmer & Scott Adv., Chicago.

WLBY Brooklyn

Myer Products, New York (Myers 1900 Beverage), 7 ap weekly, thru Paul Laston Co., New York.


Doc Green, New York (used cars), 21 weeks, thru Carl Crain Adv., N. Y.

MURRIS PLAN Co. of Rhode Island on Jan. 3 began a 20-minute spot on WANE Providence. The Memory Song Man, heard Monday, Wednesday and Friday, is tied to a contest that was placed through the Arthur Bratstein Agency.

MILL WATCHEES, New York, has turned St. George's & Keyes, New York to handle its advertising. No radio time was mentioned.

NARCISO Munoz Soc. de Resp. Ltda., Buenos Aires, Argentina, has appointed Moneazes Do & Sons, New York, to handle advertising for its textile products. Firm, which specializes in the manufacture of stockings, will launch its initial campaign for Carlitos children's socks.

BELLIN-WONDERSTOEN Co., New York, has named Klepper Co., New York, to handle advertising for Bellin Wonderstoen hair eraser. Spot radio will be used in conjunction with national television, with estimated cost of more than 1,000 newspapers. Plans for radio campaign have not been completed. Product is primarily for summer use.

LEWIS CIGAR Co., Newark, will start John B. Kennedy, commentator, for six weeks on WOR New York Jan. 11 on behalf of La Coronada. Mr. Kennedy has sponsored Mr. Kennedy in New York for several years. Agency is Lewton, & Kevian.

EARL A. MEANS, vice-president of Bristol-Meyers Co., New York, executive radio user, is retiring March 1 from his position as director of the department store's buying and central store's promotion division. He has supervised for the past 30 years more than 3500 promotions for Bristol-Meyers. He has been appointed honorary chairman of the board, a new post. Successor for Means as vice-president in charge of sales will be John L. Ludden.


BATTLE PHARMACEUTICAL Co., Toronto, has started spot announcements on a number of Canadian stations. Account was placed by Tandy Adv. Agency, Toronto.

NEW SCHOOL for Social Research has announced that new-look requirements on WQXR New York to promote its adult education courses. No additional spots were planned. Business is placed through Green-Brook, New Jersey.

MCNAB Co., New York, has named Paris & Peur, New York, to handle advertising for Les Grands Parfums. 40-year-old radio contract is contemplated to continue. McNab now promotes various products on French Hour.


GLENN REFRIGERATOR Co., Kendallville, Ind., has appointed Evans Associates, Chicago, to handle its advertising. Radio is contemplated.

Radio Advertising

Page 40 • January 10, 1944 • BROADCASTING • Broadcast Advertising
Foster Dack Co., Toronto, (Mecca ointment), has announced the opening of a new Canadian office. Account was placed by A. J. Denne & Co., Toronto.

Adam Hats (Canada), Toronto, has started Edar Loop's Sings transcription program. Group is currently featuring stars of stage, television and screen and runs Monday nights from the studio audience, on CFRB Toronto. Account was placed by MacLaren Ad. Co., Toronto.

Venio Drug Co. (Canada), Toronto, has started Larry Cross Sings transcription program. Screen is killed by Canadian stations. Account was placed by Atherton & Currier, Inc., Toronto.

Dannon Milk Products, Long Island City, on Feb. 14 starts participations on Alfred J. Mann's Pure Food Hour on WOR-New York. Because of various shortages the company has abandoned for the present its original plans for a more extensive radio schedule. Agency is Clowe Co., New York.

Edward G. Budd Mfg. Co., Philadelphia, is the latest war plant in the Philadelphia area scheduling a series of "classified" spot announcements on WFTL to recruit new war workers. Weekly schedule is varied and for an indefinite period, placed through Lewis & Gilman Agency, Philadelphia.

Standard Brands, New York, has acquired stock of Shieff Cheese Co., Green Bay, Wis., subsidiary of Kingan & Co., and Strong Cobb & Co., Cleveland pharmaceutical manufacturer. Shieff will have as its president, Frank T. Lewis, former vice president in charge of the Charles L. Nye, general manager, who will continue in that capacity, has been elected vice-president.

Miles Labs, Toronto, has renewed for 1944 the four-weekly transcription quarter-hour L&m & Abner program. Account was placed by Cockfield & Brown Co., Toronto.

Laura Secord Candy Shops, Toronto (chain stores), renewed the Dec. 21 Real Estate Hour on CFRB CFCF CKCO CKWS CHML CFPL MW, for 7:45-8 p.m. Agency: Cockfield-Brown & Co., Toronto.

J. W. Brooks, general manager of Harris Lins, Tuckahoe, N. Y., has been elected president of Bristol Myers Co., New York, in charge of the Harris Lins division. B. L. Leonard, director of personnel for the R-M Hillside plant, will assume new responsibilities as assistant to William M. Bristol Jr., vice-president in charge of production.


Schoff to New York

James S. Schoff, present general manager and president of The Fair, Chicago department store, will resign Jan. 31 to become president of Bloomingdale's, New York department store. Hector Suyker, who has been first vice-president of The Fair for two years, becomes general manager.

George T. Wruck, has been appointed director of advertising for Consolidated Royal Chemical Corp., Chicago.

Bell Merchandising Co. has placed its account with the Standard Adv. Agency. Radio (mail pull) will be used.

International Cellucotton Products Co., Chicago (Kotex and Kleenex), has placed a large number of radio and newspaper contracts in various Latin American countries through Export Adv. Agency.

Peter Hand Brewery, Chicago, has signed sponsorship agreement for Piano Classics, Sundays, on WFTL Chicago. Contract, placed direct, is for 13 weeks.

Breuer Ice Cream Co., Philadelphia, has signed a 52-week contract for participation in Midnight Running Time, recorded music program on WOR New York, effective Jan. 10. Agency is McCall & Altbrigt, Philadelphia.

Simon Ackerman Charged

Simon Ackerman clothiers, Inc., New York (women's clothing), has been charged by the Federal Trade Commission with false representations in radio advertising that the clothing of the firm are manufacturers and tailors, that the concern is going out of business, that its merchandise is being sold at wholesale prices, and other claims in connection with the sale of clothing. The firm is given 20 days to answer the FTC complaint.

Abbott's Dairies, Inc., Philadelphia, renewed for 1944 its present radio schedule on WFIL and KYW Philadelphia. The WFIL account covers local sponsorship of Rechtman's network news broadcasts; participation five times weekly on Anio Ice's Everyman's Club of the Air, and daily spot announcements. Renewal on WNY for 52 weeks is the schedule of five station breaks a week for ice cream, and two weekly participations for milk on Ruth Welling's women's program. Agency is Richard A. Foley, Philadelphia.

Finder's Mfg. Co., Hollywood (brokers), is sponsoring a quarter-hour three-week program Matinee Melodies on WFTL Chicago. Program format is "tomorrow's brightest new world!" Contract is direct.

Blum's Vogue, Chicago (women's specialty shops), has signed sponsorship last week of a half-hour program Piano Classics, Sundays, on WFTL Chicago. Contract, placed direct, is for 13 weeks.

Breyer Ice Cream Co., Philadelphia, has signed a 52-week contract for participation in Moonlight Running Time, recorded music program on WOR New York, effective Jan. 10. Agency is McCall & Altbrigt, Philadelphia.

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Fourth War Loan Leads OWI Schedule; More Spots Available for Sponsorship

With Fourth War Loan messages receiving major emphasis under the OWI allocation schedule for the week beginning Jan. 31, radio stations and networks will send out a variety of appeals as the campaign to sell $14 billion of War Bonds enters its third week.

As in the previous week, station announcements available for sponsorship have been assigned to both the KW and OF groups of stations. With audience interest intensified through coverage obtained under the Network, National Spot, Special Events, and Special Assignment plans, the War Bond announcements, now 50 seconds in length, should prove attractive to advertisers.

Paper Salvage

Three additional subjects scheduled for the week also carry station announcements. Paper Salvage messages, carrying on from an earlier drive to conserve paper, will urge listeners to sell or donate their accumulations to dealers on local organizations to alleviate shortages at the mills.

Possible sponsors for the Paper Salvage transcriptions include food and drug chains, department stores, waste paper dealers, newspapers, laundries, dry cleaners, local industries requiring paper for packing, and general advertisers.

Car Sharing messages will urge motorists to make their cars serve the maximum number of persons as gasoline supplies during 1944 may be less than in 1943 because of military demands. Stations may find sponsors for these announcements among automobile dealers, garage service stations, department stores, grocery chains, street car and bus companies, and cooperative markets.

Messages on the Women Marines campaign are designed to appeal to eligible women over 20 and under 36 years of age and not now working in war plants. Thousands of women are urgently needed in this branch of the women's military services. Establishments having former employees now serving in the Women Marines and institutional advertisers are regarded as suitable sponsors for this series.

Also scheduled for the week are messages on the Network Allocation Plan for Rubber Conservation, continuing this campaign for a second week, and live messages on the National Spot Plan for the Home Front Pledge drive. The former emphasizes heavy military demands for tires and manpower problems in production as factors necessitating measures to protect the life of tires.

Procter & Gamble Using Quarter-Hour of 'Sardi's'

Procter & Gamble Co., Cincinnati, one of the largest users of the daytime serial, on Jan. 31 will take over a new type of daytime program when it begins sponsorship of the 11:11-11:15 a.m. portion of Breakfast at Sardi's, heard over the Blue. This section of the half-hour program is now sponsored by Alaska Pacific Salmon Co., Seattle, which discontinue its promotion of Minute Man soup on the series Jan. 28. P&G will promote Crisco during its quarter-hour, while Kellogg Co., Battle Creek, will continue to sponsor the 11:15-11:30 a.m. portion for Pep, Compton Adv., New York, handles Crisco; Kenyon & Eckhardt, New York, is the Kellogg agency.

New Vinms Show

LEVER BROS., Cambridge, Mass. (Vinms), on Jan. 5 replaced Mayor of the Town with Frank Sinatra Show on 119 CBS stations. Wednesday, 9-9:30 p.m. (EWT). An MCA package deal, half-hour musical-varietv also features Bert Wheeler, Minerva Pious, Vinms Vocalists and weekly film guest five as Axel Stordahl is musical director. Harlow Wilcox is announcer, with Earl Elif producer for J. Walter Thompson Co. Ed Fornman is MCA production representative. Robert Colwell, agency New York, executive in charge of radio production, is in Hollywood supervising initial broadcasts.

OWI PACKET, WEEK JAN. 31

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 31. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
</tr>
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Fourth War Loan

Paper Salvage

Car Sharing

Women Marines

Rubber Conservation

Home Front Pledge

See OWI Schedule of War Messages 93 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

FLASH: The shortest distance to profitable results in California's billion-dollar market and western Nevada is... The Beeline

Robert A. STREET
National Sales Manager

Fresno Press Enterprise

Sacramento, California

BROADCASTING • Broadcast Advertising
COMMUNICATIONS BY ROMAN POST RIDERS

In the early days of the Romans and Phoenicians the fastest means of communication was the post riders, who carried news and War dispatches from the battle front. As fleet as their horses might have been, their speed does not begin to compare with electronic voice communication. The twist of a dial and the pressing of a button—in the flash of a second the message comes through. Clear cut speech transmission with Universal microphones reduces error and expedites the delivery of the message.

Today Universal microphones and voice communication components are being used throughout the world on every battle front filling a vital need and “getting the message through.”

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

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA - CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
JOHN D. FITZGERALD, former radio director of the National Assn. of Manufacturers, has joined Compton Adv., New York, as account executive on the Allis-Chalmers account. Latter company last Dec. 25 began sponsorship of the Boston Symphony Orchestra on the BLUE. Prior to his position with the NAM, Mr. Fitzgerald was sales promotion manager of Pittsburgh Glass Co.

SAMUEL B. HARRISON, account executive and plan man for Frederick Clinton Co. Adv., New York, last week joined Emil Mogul Co., New York. He will become radio director Jan. 15, when Alfred Paul Berger's resignation from this post at the agency goes into effect.

BOB PREIS, formerly advertising manager of Orange-Crush Co., Chicago, who joined Blackett-Sample-Hum- mert, Chicago, as publicity director in November, is promotion and merchandising publicity director with the new Dancer-Fitzgerald-Sample.

THE MARTIN ADV. Agency is now located at 15 East 40th St., New York 16, New York.


WILDER BRECKENRIDGE, account executive of Kenyon & Eckhardt, New York, has been elected a vice-president.

NEIL MCDONALD, formerly assistant publicity director of CBS Hollywood, has joined Earle Ferris Associates.

M. J. JACOBS Inc., New York, has moved from 1839 Broadway to 303 W. 42nd st.

Join BBDO, Minneapolis

BBDO, Minneapolis, has announced the addition of two account men and two copywriters. C. Jay Blake, former vice-president and director of the business extension division of Cramer-Krassell Co., Milwaukee, and Arther E. Smith, formerly of Westinghouse Electric & Mfg. Co., Pittsburgh, will be account representatives. The copywriters are John E. Martin, who has been on the copy staffs of various agencies handling General Mills products, and Earl M. Pease, former director of the copa department of the Bureau of Engraving, Minneapolis.

LOVELL MICKLES Jr. has joined Radio Programme Producers, Montreal. He was formerly manager of the Montreal office of Bovin & Wright station representatives.

THOMAS J. LABRUM, who resigned as assistant to the publisher of the Philadelphia Record, and R. Kent Hanson, former art director of the Philadelphia Evening Ledger and business manager of the Pittsburgh Pa.-Post-Gazette, have organized a new advertising agency to be known as the Hanson-Labrum Advertising Agency, with offices at the Bonbright Building in Philadelphia. Mr. La- Brum, before joining the newspaper, was identified with the advertising agency and publicity field. operating his own agency.

DOUGLAS C. MANSON has joined the copy department of Bostom & Bowles. For the past four years he has been copy chief of Paris & Peart, New York.

PETTINGELL & FENTON, New York, last week moved from 675 Fifth Ave. to 245 Park Ave. New telephone number is Eldorado 4-2056.

H. ALLAN SMITH has been appointed publicity director for Henri Hurst & McDonald, Chicago.

WILLIAM F. LITTELL, with Ruth- raufl & Ryan, Chicago, since 1922 has been named a director, and will continue as vice-president and Chi- cago manager.

ELLIOTT J. FARRELL, formerly in the sales promotion department of McCann-Erickson, New York, has joined Erwin, Wasey & Co., New York, as account executive.

EDWARD H. PEARSON, former creative executive in the New York and Chicago offices of Lord & Thomas, now Foote, Cone & Belding, has joined J. M. Hickerson Inc., New York, as vice-president and director of creative work.

ALAN SAVAGE has joined the radio department of Cockfield Brown & Co., Toronto. He was formerly with Ruth- raufl & Ryan, Toronto.

CARROLL O'MEARA, Hollywood producer of Young & Rubicam, on CBS Burns & Allen Show, has been shifted from radio department to be- come assistant to William Bees, agency vice-president in charge of West Coast general advertising.

WILLIAM MATHEWS recently was made production manager of Philip J. Meany Co., Los Angeles. He succeeds Ray Clinton, now in the armed forces.

W. L. EYRE has joined Logan & Arnold, Los Angeles, as copywriter.

CLIFF BOLGARD, who is now asso- ciated with the media department of the Gardner Adv. Co., St. Louis, on Jan. 15 joins Young & Rubicam, Chi- cago, in the same capacity.

HARRY ACKERMAN, director of radio production of Young & Rubi- cam, New York, has been elected a stockholder in the agency. Recently joining Mr. Ackerman's staff in New York is Wesley McKee, former theatrical producer, while Ted Bliss has joined the Y & R production staff of the West Coast.

MARTIN REYNOLDS, previously with the media department of Foote, Cone & Belding, New York, has joined the Buchen Co., Chicago.

WILLIAM R. WILGUS, former free- lance producer, has joined the radio department of J. Walter Thompson Co.

Agency Expands

ANDERSON, DAVIS & PLATTE, New York and Washington, has added four new members to its executive staff to give special ser- vice to clients in their post-war planning. Among the newcomers is Karl Knipe, one-time sales man- ager of CBS and previously direc- tor of the Paris office of J. Walter Thompson Co. Recently he was sales director and publicity di- rector of John Wanamaker, depart- ment store. Other additions in- clude: Harold H. Thurlby, former- ly economist of the General Motors overseas operation, chief of plans and procedures and most recently research consultant with the War Production Board; John E. Devine, formerly advertising man- ager W. & L Sloane, selling agent, and Robert McCallum, art director of several Detroit agencies.

LOYAL ORDER of Moose, Moose- heart, Ill., on Jan. 9 discontinued its Mutual program Moose Pieseide Party, after a 13-week run due to the new insurance and other benefits derived from membership in the fraternity. Business was placed by L. W. Ramsey Co., Davenport, la.

Page 44 • January 10, 1944

LOUISVILLE'S WAVE

N.B.C.

5000 WATTS • 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS • DAY & NIGHT

BROADCASTING • Broadcast Advertising
LUSK NAME ADDED TO PEDLAR & RYAN

PEDLAR & RYAN, with the election of Robert E. Lusk as executive vice-president, will change its name to Pedlar, Ryan & Lusk, Thomas L. Ryan, president has just announced.

Previously, Mr. Lusk was vice-president in charge of merchandising, advertising and new product development for Colgate-Palmolive-Peet Co. After graduation from Yale in 1928, he entered advertising and became advertising manager for R. H. Macy & Co. Later he joined Benton & Bowles as vice-president and director, handling the General Foods accounts until 1941 when he went to the Colgate organization.

The agency, located at 250 Park Ave., New York, was founded in 1928, and the addition of Mr. Lusk's name marks the first change in the company's title. Among others, the firm handles certain accounts for the Procter & Gamble Co., Bristol-Myers Co., Sterling Products, The Borden Co., and several large stores throughout the country.

McSweeney to Pearson

JOHN McSWEENEY, timebuyer of Compton Adv., New York, on Jan. 3 joined the sales staff of the New York office of John E. Pearson Co. Before joining Compton where he bought all Procter & Gamble time on Canadian stations and placed spot campaigns domestically for P&G Ivory bar and flakes, Mr. McSweeney was space and timebuyer of Paris & Peart, New York.

Our Respects to

(Continued from page 34)

and he began planning campaigns and writing advertisements for such accounts as American Can, Metropolitan Life Insurance Co., Birds Eye Frosted Foods, American Tobacco, Quet's & Peabody, and Borden's. Upon becoming an account executive Tom was able to gain valuable administrative experience. In this capacity he was responsible for the direction and administration of all work done by Young & Rubicam on the accounts of the Gulf Oil Corp., Celanese Corp., America, Time Magazine and General Foods.

While at WOR Tom maintained public relations for the station and also publicity on various programs. This work had been preceded by two years of reporting for the New York Herald-Tribune.

Born Nov. 15, 1913 in Hartford, Tom attended grade school in Hartford. In 1927 he entered Loomis prep school in Windsor, Canada, and in 1931 he entered Dartmouth college, majoring in economics and graduating in 1935. While at Dartmouth he was active in sports, on the student government board, editor-in-chief of the Daily Dartmouth, a member of the Alpha Delta Phi fraternity, and other organizations.

In 1937 he married Virginia Chalmers of New York, who also had been a reporter for the Herald-Tribune and who then worked with him on We the People. They have one son, Christopher Thomas. Tom's hobbies include photography, tennis, and carpentry.

Mason on Pacific Tour

FRANK E. MASON, vice-president of NBC in charge of public relations, on leave as special assistant to Secretary of the Navy Knox, arrived in Honolulu last week on a tour of the Pacific war theatre. He will be gone six to eight weeks. Mr. Mason flew to Hawaii aboard a Navy freight plane, accompanied by Ray Clapper, Scripps-Howard columnist and Mutual commentator, who is on his third transoceanic tour since the war began.

WOR Video Party

WOR NEW YORK is converting its experimental television series on W2XWV New York into an informal-party type of program, and at the same time is setting up a WOR Stock Co., made up of amateur television talent. New series, which starts Jan. 11, 8:30-9:30 p.m. on the DuMont station, is under the direction of Keith Thompson, script editor of WOR. Ed Brainard, ex-actor now on the station's circulation staff, will serve as host at the "Television Party," introducing guest personalities, and conducting games for the guests. Products made by WOR will be offered as prizes, as an experiment in display advertising.

WE Incentives

WESTERN ELECTRIC Co., New York, has amended its long-standing employee suggestion system to provide cash awards ranging from $5 to $1,000 for ideas that stimulate war production in any phase of the company's operations. Where the application of a suggestion will result in measurable savings, the award will be 10% of the savings in material and labor estimated to result during the first year's application of the suggestion. W-E employs about 80,000 communications workers in its various plants, and recently leased space in two industrial buildings in Lincoln, Neb., for war production manufacturing.

FM IN KANSAS CITY

KOZY

PORTER BLDG. KANSAS CITY

Everett L. Dillard, General Manager

MOSES CLEAVELAND "BOUGHT" A SPOT!

Moses Cleaveland never heard of Hooper... but he knew how to pick a spot! Events since 1796 have proved it.

Today, centering here at the mouth of the Cuyahoga, metropolitan Cuyahoga County has more than a million mouths to feed—and need! They voice a demand filled with the magnetism and power of $19,000,000 weekly income.

On an annual basis that's a billion dollars. It makes your Clevelandare market a billionaire market!

It took 147 years to build this market, but you can capture it in a matter of minutes.

BASIC BLUE

WATTS

Represented Nationally by HEADLEY-REED COMPANY

January 10, 1944 • Page 45
KFEL Loses Suit Against Denver Post; Case to be Carried to Supreme Court

FOLLOWING DISMISSAL of a suit by Eugene P. O’Fallon Inc., licensee of KFEL Denver, against the Denver Post for alleged failure of the Post to list KFEL programs without charge, Harry S. Silverstein, attorney for the Denver station, announced that an appeal would be carried to the Supreme Court.

District Judge George A. Luxford, sustaining motions to dismiss filed by the newspaper, on Dec. 31 held that (1) the publication is under no duty to print the station’s program log; (2) the Colorado Unfair Practices Act, under which KFEL brought suit, did not apply and (3) KFEL was not a competitor of the Post.

“We’ll fight this through to the end,” said Eugene P. O’Fallon, head of the firm bearing his name. “We feel we have a just case at common law.”

Mr. Silverstein said he expected to have an appeal ready for filing with the Colorado Supreme Court within a week. Action was brought in Colorado State courts, he added, because the Colorado Unfair Practices Act deals with “commodities or services”. It was understood, however, that if KFEL doesn’t get satisfaction in State courts, the case probably will be filed in Federal court since Mutual, KFEL and the Post engage in interstate commerce.

Final outcome of the litigation, which has attracted wide attention in both radio and the newspaper professions, is expected to have far-reaching results. Similar “feuds” between stations and newspapers have flared in many cities. In some instances newspapers have ignored completely while in others, similar to the Denver case, newspapers have listed programs of some stations but refused to carry those of others except on a paid advertising basis.

KFEL sought to have the court enjoin the Post from refusing to carry the station’s program listings. After two days of argument (Dec. 27-28) Judge Luxford took the case under advisement (BROADCASTING, Jan. 3). O’Fallon Inc. sought to collect approximately $2,500 treble damages, under the Colorado Unfair Practices Act, to compensate for the payment of $796 to the Post for carrying certain program listings at $5 per line between Feb. 1, 1942 and March 30, 1945.

Heid Discriminatory

In its daily radio log the Post for several years has carried program listings of KOA KLZ and KVOD, while omitting those of KFEL and KMYR. Complaint alleged that the Post’s refusal to list KFEL programs was “discriminatory” and that its purpose was that of “eliminating KFEL as a going business concern in Colorado”.

During arguments on the Post’s motions to dismiss, Counsel Silverstein made the position that the court could not order the newspaper to print his client’s radio program listings but that the court could enjoin new stations from continuing what he described as “a malicious, unfair and monopolistic blacklisting and boycott of Station KFEL, designed to destroy that station’s business.” He contended the court could order the Post to print all listings of network stations in Denver or to carry none except on the same basis which the Post carries KFEL listings—“at $5 per line.

E. R. Campbell of the law firm of Brock, Akholt & Campbell, representing the defendant, contended that the KFEL suit was without legal standing, that it was an invasion of the rights of freedom of the press and would be a violation of the due process clause of both the Federal and State constitutions.

“The Post owes no obligation to Station KFEL,” said Mr. Campbell. “It takes the position, although it does not say so in its radio page, that in carrying the listings of Stations KOA KLZ and KVOD it is conveying its readers the listing of the best radio programs over Denver stations, and in doing that is printing a newspaper to please its readers. If the owners of Station KFEL disagree with that idea, then it is merely a difference of opinion and Station KFEL can carry its programs at the agreed rate of $5 per line.”

What’s Ahead?

Victory in ‘44 and ensuing postwar activity? Or continuance of our nation’s all-out war effort? Whatever’s ahead, 1944 will be a year of tremendous impetus in every field of endeavor.

The favored section of Central and South Texas is the livest market in America.

Aggressive advertisers will continue to cultivate this market in 1944 by using WOAI, which sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS • CLEAR CHANNEL

WOAI
San Antonio

The Powerful Advertising Influence of the Southwest

WDRC
CONNECTICUT’S PIONEER BROADCASTER

$18,050,000 FOR FEBRUARY

Sales Management’s estimate of total sales here 4th highest in its history, shows that Hartford outdistances all other Connecticut radio stations, at a distance, according to WDRC, where the station is located. The station’s major market is the Hartford area, with a coverage of 100,000 people.

SPONSORS SPEAK LOUDER THAN WORDS

WNV NEW YORK

BROADCASTING • Broadcast Advertising
GIVE YOUR TIME TO THE MARCH OF DIMES!

OUR heartfelt thanks to the many name personalities who are giving their time and talent to the 1944 March of Dimes!

And thanks to you too for the grand job we know you'll do in spotting our transcriptions and live spots to the best possible advantage during the current campaign—January 14 to 31.

Time is of the essence—and it's your time that'll do the trick! Celebrate President Roosevelt’s birthday by helping the fight against infantile paralysis!

BELIEVE IT OR NOT—

We're able to offer you FRANK SINATRA singing six current favorites with Axel Stordahl's Orchestra!

A 15-minute platter of HARRY JAMES AND HIS MUSIC MAKERS with DINAH SHORE and “yours truly”, DON WILSON!

On reverse side—INGRID BERGMAN and BASIL O'CONNOR!

Also minute spots by top-flight names in the field of radio, stage and sports.

BASIL O'CONNOR
President

HOWARD LONDON
Radio Director

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
ANNUAL FUND-RAISING APPEAL

120 Broadway
New York City
A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy “E” Award on July 13, 1943; the highest honor that can be given to civilian effort.

The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038, Farmers Bank Building . . . Pittsburgh, Penna.
FM NET RESUMES
NEW YORK OFFICE
AMERICAN NETWORK Inc., organization proposing to establish an FM network as an outgrowth of the blue war restrictions, has decided last week to reopen New York headquarters in the Lincoln Bldg. as the first step in pursing full organization plans.

At a meeting in Chicago last Tuesday and Wednesday, presided over by John Shepard 3d, president, and attended by members of the organization's board and prospective participants in the project, plans were completed for re-opening for FM stations to be operated by the network in New York and Chicago. Headquarters in the Lincoln Bldg. will be reopened as soon as space becomes available, probably late this month.

William B. Lewis, former OWI executive and former vice-president in charge of programs of CBS, will become executive vice-president and general manager of American Network about April 1. He is now completing a nationwide program study for CBS.

Williams at 3 Million
OTIS WILLIAMS, member of the sales staff of WOR Inc., for eight years, is the second account executive at the station to go over the $3,000,000 mark in total sales. George Schmidt had herefore been the only WOR salesman to attain that goal.

EDGAR KOBAR, executive vice-president of the BLUE, on Jan. 13 will address the Advertising Club of Boston.

HOYT AND HEALY
AT WAC MEETING
PALMER HOYT, publisher of the Portland Oregonian and retiring domestic director of OWI, and George W. Healy Jr., managing editor of the New Orleans Times-Picayune and Mr. Hoyt's successor at OWI, were off-the-record speakers at a meeting of the War Advertising Council in New York last Friday.

Harold Thomas, president, Cen-
taur Co. and acting chairman of the Council in the absence of Che-
ster LaRoche, chairman, who is ill on the West Coast, president, Cam-
paigns on the Fourth War Loan drive and the campaign against ve-
nerable disease were outlined.

Questioned about Mr. LaRoche's future position with the Council, in view of his recent acquisition of BLUE Network stock and his ap-
pointment as director and chairman of the executive committee of the BLUE [BROADCASTING, Jan. 3], Council spokesmen said Mr. La-
Roche is expected to continue as chairman. They pointed to the statement in the BLUE's announcement that "Mr. LaRoche's duties at the BLUE will be ad-
justed for the duration to enable him to meet his continuing responsi-
bilities to the WAC" and said there had been no change from this position.

Time of Mr. LaRoche's return depends upon his recovery. It is understood offices are being prepared for him at the BLUE and that he will assume an active part in the network's management immediately upon his return to New York.

Trevor Evans Named
APPOINTMENT of David Fred-
erick as chief of the Office of Pro-
gram Coordination of the OWI Domestic Branch was announced last week. Mr. Frederick succeeds Robert Ferry who resigned to be-
come assistant director of the Branch, in charge of operations. The new OPC chief came to the OWI from the War Finance Divi-
sion of the Treasury Dept. He had been editor and publisher of Tude.

WGAU to CBS
WGAU Athens, Ga., about Feb. 15 becomes a CBS affiliate, bringing the total number of CBS stations in United States and territories to 139. Contract was signed some months ago, but lines were not available at the time.

FACTS ABOUT RADIO IN CUBA
Survey Just Released Proves
Dominance of RHC Cadena Azul*

Advertisers can now reach Cuba's 4,250,000 people at amazingly low rates:

Check these facts:

- An independent survey made by Sabates, S. A., Latin American affiliate of Procter & Gamble shows that on the average of 65% of Cuban listeners keep tuned to RHC Cadena Azul.
- RHC Cadena Azul is affiliated with Columbia Broadcasting System.
- RHC Cadena Azul knows how to program Cuban radio, has modern studios, complete production facilities.

* RHC Cadena Azul is Cuba's only network. It owns and operates the 8 stations of the network.

For more complete information, wire, write or phone:

HUMBERTO D. GONZALEZ—U. S. Representative of RHC CADENA AZUL
220 West 42nd St.
Wisconsin 7-1166

NEW YORK 18, N. Y.
Evening Listening Steady

(Continued from page 11)

 rationing on the Eastern Seaboard was inaugurated at that time, it took another major jump in December 1942, when gasoline rationing was made nationwide. As a result, 1943 started the year with “Available Audiences” appreciably higher than in 1942. They remained higher until May. From May through October the trends for the two years resembled each other closely but after October the “Available Audience” fell below the 1943 level for the remaining two months of the year. These evening trends indicate for 1944 slightly lower trends in both “Available Audience” and “Sets-in-Use”.

Daytime

The daytime conditions are represented in Charts III and IV. These charts are based on Monday through Friday data only.

Chart III shows the daytime “Sets-in-Use Index” trends. Daytime “Sets-in-Use” in 1943 started the year well below the 1942 level and, with the exception of April, remained below until July. From July through December, daytime “Sets-in-Use” were above the 1942 level.

This finding is of particular significance in view of the “Available Audience” trend shown in Chart IV, which started the year at the 1942 level but since March has been well below. That is to say daytime radio in the latter half of 1943 attracted larger audiences than in 1942 despite the fact the “Available Audience” were appreciably lower in 1943.

It seems probable that employment in 1944 will not greatly increase above the 1943 level. Therefore, if gasoline rationing should continue throughout 1944, it seems probable that daytime “Available Audiences” during the coming year will remain at about the 1943 levels and that daytime “Sets-in-Use” will be at about the 1943 levels or slightly higher.

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 16, 1943 and 1942 are shown in List 1 and List 2.

LIST 1

December 1943 Evening Ratings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program Name</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fibber McGee &amp; Molly</td>
<td>31.8</td>
</tr>
<tr>
<td>2</td>
<td>Charlie McCarthey</td>
<td>29.8</td>
</tr>
<tr>
<td>3</td>
<td>Bob Hope</td>
<td>29.2</td>
</tr>
<tr>
<td>4</td>
<td>Bing Crosby</td>
<td>27.0</td>
</tr>
<tr>
<td>5</td>
<td>Aldrich Family</td>
<td>24.0</td>
</tr>
<tr>
<td>6</td>
<td>Walter Winchell</td>
<td>25.4</td>
</tr>
<tr>
<td>7</td>
<td>Jack Benny</td>
<td>24.5</td>
</tr>
<tr>
<td>8</td>
<td>Radio Theatre</td>
<td>23.9</td>
</tr>
<tr>
<td>9</td>
<td>Abbott &amp; Costello</td>
<td>24.5</td>
</tr>
<tr>
<td>10</td>
<td>Frank Morgan-Fanny Brice</td>
<td>25.7</td>
</tr>
<tr>
<td>11</td>
<td>Mr. District Attorney</td>
<td>23.7</td>
</tr>
<tr>
<td>12</td>
<td>Bing Crosby</td>
<td>22.7</td>
</tr>
<tr>
<td>13</td>
<td>Screen Guild Theatre</td>
<td>22.4</td>
</tr>
<tr>
<td>14</td>
<td>Take It or Leave It</td>
<td>22.1</td>
</tr>
<tr>
<td>15</td>
<td>Fred Allen</td>
<td>20.4</td>
</tr>
</tbody>
</table>

LIST 2

December 1942 Evening Ratings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program Name</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fibber McGee &amp; Molly</td>
<td>31.0</td>
</tr>
<tr>
<td>2</td>
<td>Bob Hope</td>
<td>30.4</td>
</tr>
<tr>
<td>3</td>
<td>Fibber McGee &amp; Molly</td>
<td>29.1</td>
</tr>
<tr>
<td>4</td>
<td>Jack Benny</td>
<td>29.4</td>
</tr>
<tr>
<td>5</td>
<td>Aldrich Family</td>
<td>28.5</td>
</tr>
<tr>
<td>6</td>
<td>Frank Morgan-Fanny Brice</td>
<td>29.1</td>
</tr>
<tr>
<td>7</td>
<td>Rudy Vallee</td>
<td>28.9</td>
</tr>
<tr>
<td>8</td>
<td>Bing Crosby</td>
<td>27.7</td>
</tr>
<tr>
<td>9</td>
<td>Smiling Clowns</td>
<td>27.1</td>
</tr>
<tr>
<td>10</td>
<td>Kay Kyser</td>
<td>21.7</td>
</tr>
<tr>
<td>11</td>
<td>Eddie Cantor</td>
<td>21.1</td>
</tr>
<tr>
<td>12</td>
<td>Walter Winchell (Sub.)</td>
<td>20.7</td>
</tr>
<tr>
<td>13</td>
<td>Radio Theatre</td>
<td>20.6</td>
</tr>
<tr>
<td>14</td>
<td>Abbott &amp; Costello</td>
<td>19.8</td>
</tr>
<tr>
<td>15</td>
<td>Ove Man's Family</td>
<td>19.8</td>
</tr>
</tbody>
</table>

Ten of the programs appearing in List 2 are also found in List 1.
but five appear on the 1943 year-end list which were not on that for 1942: Joan Davis with Jack Haley, Mr. District Attorney, Screen Guild Players, Take It Or Leave It and Fred Allen.

Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1943 and December 1942 are shown in List 3 and List 4 respectively.

LIST 3
December 1943 Weekly Daytime Ratings

1. Stella Dallas  8.8
2. Portia Faces Life  8.5
3. Ma Perkins (CBS)  8.3
4. When A Girl Marries  8.2
5. Young Widder Brown  8.1
6. Big Sister  7.9
7. Pepper Young's Family  7.8
8. Our Gal, Sunday  7.4
9. Right to Happiness  7.4
10. Kate Smith Speaks  7.3
11. Back Stage Wife  7.1
12. Ma Perkins (NBC)  7.1
13. Helen Trent  7.0
14. Breakfast at Sardi's  7.0
15. Lorenzo Jones  6.8

LIST 4
December 1942 Weekday Daytime Ratings

1. Portia Faces Life  8.5
2. Kate Smith Speaks  8.5
3. Stella Dallas  8.1
4. Life Can Be Beautiful  8.1
5. Big Sister  8.0
6. Our Gal Sunday  8.0
7. When A Girl Marries  7.8
8. Young Widder Brown  7.2
9. Romance of Helen Trent  7.1
10. Pepper Young's Family (NBC)  7.0
11. Ma Perkins (NBC)  6.7
12. Ma Perkins (CBS)  6.6

List 3 contains 16 instead of 15 programs because Lorenzo Jones and Life Can Be Beautiful were tied for 15th place. Of these 16 programs, 15 were among the year.

**Fibber McGee Program Tops New Hooper Poll**

First on the list of the "First Fifteen" in the Hooper national program ratings report dated Dec. 30, 1943, is Fibber McGee & Molly, while Bob Hope has dropped to third place. Charley McCarthy is second and the Sealtest Show with Joan Davis and Jack Haley is fourth. Others in order are the Aldrich Family, Walter Winchell, Jack Benny, Lux Radio Theatre, Abbott & Costello, Frank Morgan, Fanny Brice, Mr. District Attorney, Bing Crosby, Take It Or Leave It, and Fred Allen.

Red Skelton leads those programs which, being broadcast after 10:30 p.m., are not measured in the eastern time zone. The report also shows the program rating average to be the highest level it has reached since March 30, 1945. The set-in-use average, however, is down 2 3/4%.

**Dairy Renewal**

American Dairy Assn., Chicago (dairy products), on Jan. 30 will renew its sponsorship of The Voice of the Dairy Farmer, quarter-hour weekly program heard Sundays at 1:45 p.m. on 36 NBC stations. It is also heard by transcription on 20 other Midwest and Pacific Coast stations. Format remains the same. Contract is for 13 weeks. Agency is Campbell-Mithun, Chicago.

end "Top Fifteen" in 1942 as may be seen in List 4: Back Stage Wife, Breakfast at Sardi's and Lorenzo Jones appear in the 1943 list but were not among the "Top Fifteen" a year ago.

Music for Workers

BELMONT RADIO Corp., Chicago, provides 2 hours and 45 minutes of music at intervals throughout the day for its employees. Varying in length, programs of music ranging from "red hot and low down" to Viennese waltzes are presented on the plant's PA system. Types of selections are based upon knowledge of worker psychology. A daily note of inspiration in the production of war equipment is The Star Spangled Banner. "In the brief time we have been providing music," said Parnell S. Billings, Belmont president, "it has had a tendency to improve production and better employe morale."

**“KRNT convinced our bank that radio spots pay”**

reports L. Nevin Lee

"We are doubling the radio-allowance in our advertising budget for 1944," reports L. Nevin Lee, who directs advertising for the Bankers Trust Company of Des Moines. The report also states:

"Your records will show that our bank has been on the air every day with at least one spot on KRNT for the past four years."

"We realize that advertising effectiveness isn't entirely measurable with a slide rule—but we have seen traceable response from featuring certain of our departments on KRNT."

"That is one of the major reasons for increasing our KRNT expenditure this year—and adding KSO."

**WANTED**

Local or Regional Station

WILL PAY CASH—PRINCIPALS ONLY

Give Location—Rough Outline of Assets—Price

BROADCASTING—BOX 675, WASHINGTON 4, D. C.

BROADCASTING - Broadcast Advertising

January 10, 1944 - Page 51
STORIES BUY TIME
Sears, Roebuck Latest Recruit For WMPM Memphis

MEMPHIS merchants are buying time heavily with WMPM, the newest recruit being Sears, Roebuck & Co. Store has just purchased the 7:45 a.m. quarter-hour da.ly, bringing to six the number of stores using WMPM for promotion.

Five other Memphis stores preceded Sears, Roebuck on the station. The John Gerber Co. aims The Shadow at its juveen audience, in addition to spot announcements. By's promotes its merchandise with a new five-minute daily show, Something New. Many war effort and patriotic messages go on for Goldsmith's. Lowenstein's sponsers Let's Learn Spanish along with spot announcements. And Levy's Ladies Toggery has started sponsoring Hollywood Radio Theatre.

UNICORN PRESS, Brooklyn, N.Y., is planning a series of Fleischer animated shorts for Vitaphone release. Book is now being promoted on WHN New York, to handle radio advertising. Book is now being promoted on WHN New York, to handle radio advertising.

FEATURING talent which appears regularly on the programs shortwave by CBS to Latin America, a new half-hour weekly series titled Voice of America will start on CBS Jan. 13 as the first "longwave" show to be produced by the CBS shortwave department. Program will be heard Thursdays, 11:30 p.m. to 12 midnight.

When KSTPete to k our Barn Dance Gang to International Falls—some 300 miles from the Twin Cities—for a regular Saturday night broadcast, The Falls really fell for him. So eager were folks up there to see and hear these radio favorites, they poured into town from miles around, and the gang had to do two shows that night—both to overflow crowds.

The night before, in Hinckley, they played to twice the population of the town. Hanging out the "S.R.O." sign when the gang leaves the Twin Cities to go visiting is nothing new. In the last three years, KSTP's Barn Dance has made personal appearances in more than 200 different Minnesota and Wisconsin towns—playing to paid attendance totalling more than 500,000. They all want the Barn Dance Gang to come back, and still another hundred towns are eagerly awaiting our first visit.

It's promotion like this that is constantly adding to KSTP's large radio audience. And these personal appearances are just one feature of a continuous audience promotion campaign which also includes:

1. Audience-building ads in 344 Minnesota country newspapers
2. Big ads in "The Farmer," reaching 147,000 Minnesota farmers
3. Full-page ads in "Land O' Lakes News," reaching 65,000 Minnesota farmers
4. "On the Minnesota Farm Front" (column by KSTP's Farm Service Director, Harry Aspleaf) published weekly by 81 country newspapers
5. "Around Radio Row" (radio news and gossip column) published weekly by 70 country newspapers

Residual selling in the vital Twin Cities area—Minnesota's primary market—is what you buy on KSTP. This, plus no-cost coverage of the state's prosperous rural market is what you actually get!

Exclusive NBC Affiliate for the Twin Cities

Represented nationally by Edward Poeby and Company

50,000 WATTS
MINNEAPOLIS...ST. PAUL

KSTP

MEMPHIS...2400 KER

WAGA

MEMPHIS...560 KER

BRITISH COLUMBIA

LAND OF OPPORTUNITY

Leading by Every Survey

WAGA ATLANTA

5000 WATTS
DAY AND NIGHT
590 KC.

WAGA MEMPHIS

5600 WATTS
DAY AND NIGHT
590 KC.

VANCOUVER, CANADA
H. N. STOVIN (CANADA)

BROADCASTING • Broadcast Advertising

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NEW RADIO DEVICE AIDS PLANES
Allied Bombers Helped in Berlin Blitz
By American Scientist's Invention

A SECRET new navigation device permitting the RAF to bomb targets with precision regardless of weather conditions is revealed in an AP dispatch filed last week from Stockholm by John H. Colburn. German officials are said to be baffled by the new weapon, which is believed to be responsible for the bloating out of Berlin.

An anonymous Swedish scientist said the RAF was apparently using a radar-radio direction navigation device transmitting infra-red rays which pierce fog and clouds. The scientist credited the development to Vladimir K. Zworykin, long connected with cathode ray tube research for television and other electronic purposes. Dr. Zworykin is associate research director of RCA at Camden.

The U. S. Eighth Air Force announced last month the development of secret navigation devices to permit American bombers to bomb accurately from as high as 25,000 feet through clouds or fog. Eyewitnesses at Berlin's front line say that there is remarkably little wastage of bombs, with only a small amount of overlapping as the attackers move from area to area.

Reynolds Picked
QUENTIN REYNOLDS, reporter featured on the NBC Goodyear Tire & Rubber Co. Salute to Youth program, will take off the air this month, will become narrator Jan. 18 on Report to the Nation, sponsored on CBS by a group of electric companies. Reynolds, who recently returned from a visit to the European front, replaces Doug Edwards on the CBS Tuesday evening series. N. W. Ayer & Son is the electric companies' agency.

Religious Renewals

THREE RELIGIOUS institutions have signed 62-week renewal contracts with WHN New York for Sunday programs totalling 2 1/2 hours on the radio airwaves. For Medley has renewed a program of the same name, 10-10:30 a.m. Jan. 2, when it also will broadcast the broadcasting hour. Repeat of Voice of Prophecy, another Mutual religious series for which WHN is the New York outlet, has been renewed on WHN, 6:30-7 p.m. through George C. Hoskin Associates, Chicago, effective Jan. 50. Calvary Baptist Church, New York, effective Jan. 2, renewed the 11:30-12:30 a.m. and the 8:30-9 p.m. periods, placing business directly.

Signed for Films

BOB BURNS, star of the NBC Ar- kansas Transmitter, has been signed by Spies-Goetz International Pictures for the role of "Sally of the Yukon," Dick Haymes, featured on the weekly BLUE Here's to Romance, has been assigned male lead in the 20th Century-Fox film, "When Irish Eyes Are Smiling," which starts produc- tion in February. His first film, "Four Jills and a Jeep" was recently completed by that studio.

Second NAM Booklet
NATIONAL ASSN. OF MFRS. has released the booklet report of its post-war committee in the form of a 25-page booklet designed for domestic and international issues. The report represents a cross section of American business opinion after two years of study, by a group of 350, headed by Wilfred S. Allen, president of Inland Steel Co., Chicago.
Radio Men Named To Key War Posts
Col. Macy and Lt. Col. Warner Are Given Promotions
WITH the return to the air a fortnight ago of Lt. Col. Albert L. Warner who joined familiar to millions of radio news followers, it was disclosed that three prominent radio men have been named to key posts in the War Dept. Bureau of Public Relations.

Col. Warner, former chief of the CBS Washington news bureau, has succeeded Col. R. Ernest Dupuy as voice of the War Dept. on the official Army Review of the Week on

Semper Paratus
SERVICE with a song is the style of M. D. (Doc) Morris of the sales staff of WAAF, Newark. While visiting a Staten Island night club, whose account he services, Doc found the vocalist hadn't arrived. It was 15 minutes before air time, and the sponsor was about to have a stroke. So Doc went into a huddle with the band leader and came out with an arrangement of "White Christmas"—with Doc doing the vocals. The day was saved.

Blue Arranges Poll
THE BLUE has arranged with Opinion Research Corp., Princeton, N. J., to conduct special polls of public opinion on post-war policies. The findings will be broadcast in a new half-hour series starting Jan. 17. Announcement of the results will be followed by analyses by commentators and political leaders. Subject of the first of the series, which is titled America Looks Ahead, will be "Attitudes Toward Participation in an Organization of Nations and the Amount of Power which America Should Have in Such an Organization".

Macy Succeeds Dupuy
Col. Macy moved up to the post of chief of the Bureau's News Division, succeeding Col. Dupuy, who is on overseas assignment. Previous to his Press Branch past Col. Macy was executive officer to Col. Dupuy. On his appointment as chief of the News Division, which embraces the Press, Radio, Pictorial and Analysis Branches, Col. Macy named as his executive officer Capt. Frank W. Mayborn, president of Bell Broadcasting Co., licensee of KTEM Temple, Tex. Both Col. Macy and Capt. Mayborn are also newspaper publishers.

Prior to joining CBS Washington, Col. Warner was chief of the New York Herald-Tribune Washington bureau. As head of the CBS Washington news bureau for three years he was heard daily in newscasts from the nation's capital. Taking a leave of absence in 1942, Col. Warner entered the Army as a major on July 2 that year and was appointed to the War Intelligence Branch, which issued communiques. Prior to his Press Branch appointment Col. Warner was chief of the War Branch, War Intelligence Division. At the moment Capt. Robert Menaugh, former superintendent of the House Radio Gallery, is acting chief of the War Branch.

Col. Macy went to the War Dept. with the rank of captain early in 1941 to become executive officer of the old Planning and Liaison Branch, of which Col. Dupuy was chief. When the Women's Aux-

Roth Returns to WJR
EXPANDING its personnel for development of local programming, WJR, Detroit has added three members to its staff. Honorably discharged from the Army Air Corps, Herschell Roth has returned to the Detroit station. Prior to his enlistment, he had been in the sales department. In the news department, Howard Lewis, from the CBS central news staff in Chicago has taken over two morning newscasts. He formerly did news and sports programs on WMAM Marinette, Wis., WHBY Appleton, Wis., WHA Madison, and WHBF Rock Island, Ill. In 1941 he joined the radio division of UP in Chicago and later became radio news editor for Indiana and Kentucky. Wallace Lanexon has joined the production department, coming from BLUE in New York.

Fij-Oil Spots
CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil shampoo), with addition Jan. 2 of sponsorship on WFR Chicago of 14 spot announcements weekly, now has spot announcements carried on WCPFL WAIT WGN Chicago, and WIBC Indianapolis. WENF contract is for 52 weeks. Agency is Malcolm-Howard Adv., Chicago.

On the time-buyer's slate
W-H-I-O spells Dayton
The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

The biggest CJ-flour as sold in W-Texas.

W-H-I-O is THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGERBY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative
BROADCASTING • Broadcast Advertising January 10, 1944 • Page 53
KSTP Will Inaugurate Minneapolis’ Radio City
OPENING OF a new entertainment project in Minneapolis, to be known as “Radio City,” was announced last week by Stanley E. Hubbard, president of KSTP St. Paul, and John J. Friedl, head of the Minnesota Amusement Co. The new center, to be opened March 2, will embrace the old Minnesota Theatre and the Minneapolis facilities of KSTP.

Plans include remodeling of space to provide three studios. One 57-foot studio will seat 350, and will be equipped to show motion pictures. Arrangements are being made for broadcasts at regular intervals, according to Mr. Hubbard, who says the theatre will operate on a straight motion picture policy, but with a sufficiently elastic schedule to take care of any extra attractions which might become available.

ACA Renewals
BROADCAST division of American Communications Assn., has renewed collective bargaining agreements with WBNX New York, these contracts to be submitted for approval to the War Labor Board. Calling for substantial increases and new top scales, the contract with WBNX provides for a maximum $60 per week salary, while at WNEW the scale reaches $80 for supervisors with a semi-annual increase of $250 for engineers and $3 for supervisors.

TRAMMELL LAUDS RADIO’S WAR ROLE
“NO WRITING of the history of this war will be complete without some recognition of the part played by the press and radio,” Niles Trammell, president of NBC, stated in a yearend statement issued last week.

In praise of “these two great mediums of free speech”, Mr. Trammell said: “Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unselfishly and selflessly to the job facing us at the home front.

“Television taxes the imagination and challenges our ingenuity as nothing else has since the days of Marconi. Today broadcasting is in its swaddling clothes; tomorrow will see the nation doted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment.”

Flyer Missing
PILOT OFFICER Norman Alexander Allen, 23, Toronto, is presumed dead in the latest Royal Canadian Air Force casualty list. He was an observer in the ferry command. Prior to enlistment two years ago he was announcer of CFCO Chatham, Ont. He was first reported missing in November 1942.

Press Ownership
(CONTINUED FROM PAGE 9)
each case on its individual merits, except in cities where there may be only one newspaper and one station. In such situations, we thought a policy eventually barring these so-called “local monopolies” might be desirable.

The FCC majority originally had drafted a ponderous report on the newspaper situation whereby the principle of diversification of control would have been established.

This, however, was whittled down to a proposed finding of several pages. Then, it is understood, it was tentatively agreed to issue a simple press release setting forth the proposed new policy wherein newspaper ownership would be considered “an element”. Evidently because of the potency of the Craney arguments, and the Congressional reaction, it was finally decided on Dec. 30 to postpone action indefinitely.

If the FCC should decide to establish a policy viewed as discriminating against newspaper ownership, it is expected the White-Wheeler Bill will be written to enjoin the FCC from enforcing it, by specific provision against discrimination among classes of licenses. Such a view has been expressed by Senator White (R-Me.) acting minority leader and co-author of the White-Wheeler Bill. Chairman Wheeler (D-Mont.) is believed to be similarly disposed.

NEWS POLICY was discussed by this group of officials and newscasters following signing by the San Francisco Chronicle for eight 10-minute Time Clock newscasts daily on KYA San Francisco. Huddling are (1 to r): William H. Brown, station editor-in-chief; Albert Clive, Lewis Jackson, newscasters; Don Fedderson, KYA general manager; John T. Smith, newscaster; Jack William, program director; H. B. Rossen, writer.
COMMISSION SALES POLICY IS ADOPTED

A UNIFORM policy governing earnings of commission salesmen under the stabilization program during 1944 was authorized last week by Judge Fred M. Vinson, Director of Economic Stabilization. Judge Vinson's action directs the Commissioner of Internal Revenue to apply the same stabilization rule to commission earnings which is now applied by the National War Labor Board.

Under the WLB rule applicable to commission salesmen earning less than $5,000 a year, no approval for any increase or decrease in annual earnings is required as long as the commission rate on the individual transaction is not changed. Any change in rate or shift from salary to commission basis requires approval of the CIR or WLB, depending on which agency has jurisdiction.

The OES explained that its action involves no change in the stabilization policy on salesmen's own sales but "unifies the principles to be administered in 1944 not only for direct commissions, but as well for compensation based on a percentage of the sales of others, a percentage of profits and other like arrangements."

The OES recalled that although regulations were issued by the CIR on Sept. 4, 1943 to limit total commission earnings to those of the previous year, the regulation respecting commissions on the salesmen's own sales was suspended. That suspension harmonized the rule with respect to direct commissions, it was declared.

On Loan Committee

FOUR well known radio and advertising people have been added to the publicity staff of the Massachusetts War Finance committee, for the Fourth War Loan Drive, it has been announced by Marjorie L. Spriggs, director of publicity for that state. Lawrence Flynn, public relations director of WMEX Boston, and John C. Dowd, president of the Boston Adv. Agency, will work on retail promotion. David H. Harris, program manager of WTAG Worcester, will handle radio and special events. Hugh R. MacLennan, of the advertising department of the Jordan Marsh Co., Boston department store, will work with Miss Spriggs on the overall program.

Rainier Renews

RAINIER BREWING Co., San Francisco, for the second consecutive year on Jan. 1 renewed for 52 weeks its daily spot announcement schedule on 23 West Coast stations. List includes KGO KFRC KHJ KNX KFBK KMJ KFRE KGB KERN KPMC KFG KFDM KOH KVBC KVEO KFOM KDB KFEM KDN KROL KVY KMTC. Agency is Buchanan & Co., Los Angeles.

Post War Radio Changes Previewed in G-E Book

GENERAL ELECTRIC describes the three changes in broadcasting (FM, AM, and television) to follow the war in a booklet, "Radio Broadcasting Post-War." Complete with photographic montages and a double spread map on FM, the book begins with the story of FM in a short resume of its past, and its present, and future plans. G-E gives reasons why every broadcaster should seriously contemplate FM now and tells how to obtain it.

The second section deals with AM broadcasting post-war, previewing its expansion, especially in connection with the use of G-E equipment. A television booklet is to follow. The back cover is given over to military radio and the firm's part in it. Attached to the book are a pamphlet and reservation form for the G-E equipment reservation plan through the use of War Bonds for post-war equipment.

Pharmaco to R & R

PHARMACO Inc., Newark, has appointed Ruthrauff & Ryan, New York, to handle all advertising for the firm's advertising force. Wm. Esty & Co., New York, resigned the account the firm's part in it. Attached to book are a pamphlet and reservation form for the G-E equipment reservation plan through the use of War Bonds for post-war equipment.

Charles E. Greenfield

CHARLES E. GREENFIELD, 69, of San Francisco, manager of the Pacific Coast Division of O & M, has resigned the December 31 of a heart ailment. Mr. Greenfield had been with the firm 25 years.

"Direct Line to Berlin!"

No wonder the Fuehrer is furious! The big squeeze is on, and from North . . . South . . . East . . . and West come the sound of airplane motors and marching feet. Yes, Radio communications have established a direct line to Berlin. From the white cliffs of Dover to the white beaches of the Mediterranean . . . wartime radio unites the Allied forces into a single striking force that spells disaster for Adolph and all he represents.

Producing transmitters, tuning and control units, amplifiers and remote equipment for the Army and Navy is Gates' present responsibility to the war effort. When Victory comes, our expanded facilities and engineering experience will be applied to your communications needs . . . in the form of equipment produced at lower cost, with greater performance and lower maintenance expense . . .

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gennett-Speedy-Q

Sound Effect Records

LARGEST LIBRARY IN THE WORLD

All $2.00 Each

INCLUDING LATEST ACTUAL WARFARE EFFECTS

IMMEDIATE DELIVERIES

Order From Nearest Office

CHARLES MICHELSON

New York, N. Y.

67 W. 45th St.

STARR PIANO CO.

Richmond, Ind.

Los Angeles, Cal.

St. 1st and B Sts. 1344 So. Flower St.

Radio and Supply Co.

Quincy, Illinois, U. S. A.

Manufacturing Engineers Since 1922.

Broadcast Advertising

January 10, 1944 • Page 55

Broadcasting
Hoyt, Retiring From OWI, Urges Plans For Invasion Include Full News Reports

URGING that plans for the forthcoming invasion of the European continent include arrangements for speedy and accurate news reports of the operation, Palmer Hoyt relinquished his post last week as OWI Domestic Director after six months of service. In Government service Hoyt was assistant to Mr. Hearst, managing editor of the New York Times, to which he returned to his duties as editor and publisher of the Portland Oregonian (KGW-KEX) which had granted him leave to assume the OWI office.

In a farewell press conference, Mr. Hoyt told reporters that he was more convinced than ever of the importance of the OWI domestic operation. He reiterated the conviction he expressed the previous week before the Sales Executive Club in New York that the Domestic Branch is performing a vital war function (Broadcasting, Jan. 3).

Tarawa News Praised

Mr. Hoyt reported that progress had been made in getting out more news of military and naval operations. He praised the Marine Corps arrangements for news coverage of the Tarawa and New Britain landings. Tarawa had "the greatest coverage in the history of war," he said.

Mr. Hoyt advocated that provisions for giving the public the news be incorporated into invasion preparations, and that amendments to provide the news of battle are built into the battle plans," he said, "the people are not going to get the story.

Mr. Hoyt's contributions toward providing more complete war news brought editorial tribute Wednesday from the Washington Post. Noting "a liberalization of the Navy's news policy" in the stories from Tarawa and recognition by the Army that "the American people have a legitimate interest in casualties," the Post declares that "Mr. Hoyt can go home with the satisfaction of having started the ball rolling in an extremely useful direction.

Mr. Healy lost no time in familiarizing himself with the work of the Domestic Branch. On Thursday he visited the offices of the Radio Bureau and showed much interest in its operations. He stated that he plans to meet with the Radio News & Policy Committee, formed by his predecessor, in the near future.

The new Domestic Director is completely in accord with Mr. Hoyt on the need for realistic coverage of military operations and indicated his intention of carrying on his predecessor's activities in that direction.

OWI Installs Two New Shortwave Transmitters

Two 50 kw shortwave transmitters, WOOC and WOOW, installed by the Office of War Information as an expansion of its American international broadcasting facilities began operations Dec. 31, as announced last week by E. K. Compton, OWI's Director of Engineering.

The two transmitters comprise the first new international broadcasting plant to be operated under the expansion program of the Interdepartmental Planning Committee of the FCC, OWI and CIAA with construction and installation expenses to be paid for by the Government.

Work on the transmitters began last July near Wayne, N. J., site formerly occupied by the transmitter of WABC, CBS key station. CBS is operating WOOC and WOOW with Guy C. Hutcheson as the engineer in charge.

According to the OWI, hours of operation of the transmitters will be increased to 20 hours daily by Feb. 1, the current schedule consisting of 16 hours daily at 10:45 a.m. Programs are beamed to Europe in English, German, Italian, French, Spanish and German.

One result of the new plant will be increased coverage for Algiers and the Italian area, an OWI spokesman pointed out, adding that WOOC and WOOW will also be able to send OWI programs into the Balkan States on a much better coverage basis than has heretofore been possible.

Morris Joins Agency

CLAUDE MORRIS has joined the production and radio department of the Walker & Downing Advertising Agency, Pittsburgh. He resigned his position with KDKA, Westinghouse station in Pittsburgh, to take the new post. He went with KDKA in 1928, then left in 1933 for a position with the Compton Advertising Agency. In 1941 he returned to KDKA.

Mr. Morris, a veteran of eight years in local stations as program manager, announcer and entertainer, succeeds Morris.

WHDF to Blue

WHDF Calumet, Mich., on Jan. 3 affiliated with the BLUE as a member of the Michigan Network. Owned by Upper Michigan Broadcasting Co., and operating with 250 w on 14 kc, the new affiliate brings the BLUE station members to a total of 176. The Michigan Network now comprises 11 stations.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

MONEY TO BURN Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER

FOR OCTOBER & NOVEMBER, 1943

MORNING HOURS

MON. THU. FRI. SAT.
7:00 - 7:30 A.M. 23.0 24.6 24.4
6:30 - 7:00 A.M. 25.0 27.1 27.2
6:00 - 6:30 A.M. 28.8 30.6 30.4
5:30 - 6:00 A.M. 30.9 32.4 32.2
5:00 - 5:30 A.M. 32.8 34.3 34.1
4:30 - 5:00 A.M. 34.2 36.0 35.8
3:30 - 4:00 A.M. 33.4 34.3 34.1
3:00 - 3:30 A.M. 32.7 34.0 33.8
2:30 - 3:00 A.M. 31.9 33.4 33.2
2:00 - 2:30 A.M. 31.1 32.7 32.5
1:30 - 2:00 A.M. 30.4 32.1 31.9
1:00 - 1:30 A.M. 29.6 31.4 31.2
7:00 - 12:00 N. 12.6 24.1 24.3

AFTERNOON HOURS

MON. THU. FRI. SAT.
10:00 - 11:00 A.M. 26.0 28.9 28.7
9:30 - 10:00 A.M. 27.9 30.7 30.5
8:30 - 9:30 A.M. 29.8 32.6 32.4
7:30 - 8:30 A.M. 30.9 33.7 33.5
6:30 - 7:30 A.M. 31.9 34.4 34.2
5:30 - 6:30 A.M. 32.9 35.4 35.2
4:30 - 5:30 A.M. 33.9 36.4 36.2
3:30 - 4:30 A.M. 35.1 37.4 37.2
2:30 - 3:30 A.M. 36.1 38.4 38.2
1:30 - 2:30 A.M. 37.1 39.4 39.2
1:00 - 1:30 A.M. 38.1 40.4 40.2
9:00 - 12:00 P.M. 30.4 32.6 32.4
8:00 - 12:00 P.M. 31.4 33.7 33.5
7:00 - 12:00 P.M. 32.5 34.8 34.6
6:00 - 12:00 P.M. 33.5 35.8 35.6
5:00 - 12:00 P.M. 34.5 36.8 36.6
4:00 - 12:00 P.M. 35.5 37.8 37.6
3:00 - 12:00 P.M. 36.5 38.8 38.6
2:00 - 12:00 P.M. 37.5 39.8 39.6
1:00 - 12:00 P.M. 38.5 40.8 40.6
0:00 - 12:00 P.M. 39.5 41.8 41.6
...and maybe you don't think WE'RE PROUD OF IT!

VET JOINS WINX

Ernest Simon, Twice Wounded, Served with British

TWICE WOUNDED in action and once reported missing in North Africa, Ernest Simon, native of Washington and former vaudeville comedian, has returned to the nation's capital to join WINX as announcer. He returned from London, England, and his newscasts are to be heard 7:05 p.m. daily. Rejected by the U. S. Army for physical reasons, Simon joined the British Army as liaison officer and spent 17 months overseas. He was one of the few Americans to see action in the strategic St. Eloi Crater, wireless operator for Gen. Sir Bernard L. Montgomery on his sweep from El Alamein to Sicily.

In the March broadcast line Mr. Simon was wounded by shrapnel when the car in which he was riding drove over a mine. His second wound, received in Sicily, also resulted from a mine. For a time he served with the French in the Tunisian campaign under Gen. Le Clerc. He was awarded the French Colonial medal for gallantry in action.

Before entering the British service Mr. Simon was a member of a comedy team, playing night clubs and vaudeville.
SHOPS TALK WAS BARRED when agency and station executives gathered around the round table for a luncheon session sparked with Quaker City hospitality. The occasion was the visit of two account executives of the Russell M. Sees Agency, Chicago, to WIPX, Philadelphia. The visiting agency executives were June Rollinson and Hub Jackson. Around the table are (1 to r) Gordon Hawkins, program supervisor for the Westinghouse Radio Stations Inc.; Leslie Joy, general manager of stations; Mr. Jackson; Miss Rollinson; Leo Walle, general manager of WBS; Jack deRussey, sales manager, KYW; B. A. McDonald, WRS sales manager.

WBP to Reduce Mica Allocations in 1944

ALLOCATIONS of good stained and better quality mica for capacitor manufacture during 1944 have been cut to 85% of the average consumption during the first nine months of 1943, the WBP announced last week. Mica requirements over the 85% allowance must be obtained from lower qualities, officials pointed out.

The supply situation, which has become progressively worse in the past few months, may deteriorate still further with the result that allocations may be cut to even less than the 85% of the basic period set.

Critical mica is a non-metallic mineral which is split into extremely thin film and used for capacitors (condensed) in radio magnetrons.

"SURE
I listen to WDZ?"

Folks who work with their hands... producers, farmers and farm families who make up more than 70% of the buying market... these are the ones who have listened and lived with WDZ for 23 years.

Having learned how to touch the heartstrings of these impressionable folks, the result has been VOLUME RESPONSE. Scores of advertisers, largest to smallest, have tried and marveled at WDZ's pure "Directional Programming". Why not feel this pull yourself—at exceedingly moderate WDZ rates?

Write:


WDZ 1000 WATTS TUSCOLA, ILLINOIS

KWTO-KGBK Request FCC Approval of Swap

CONSISTENT with the FCC ruling against multiple ownership, an application last week was made by KWTO Springfield, Mo., for acquisition of control of Ozarka Broadcasting Co., licensee, by Lester Cox, Ralph D. Foster, C. Arthur Johnson, and L. M. Magruder. The purchase of 500 shares of common stock for $1000 from the Springfield Public Schools has been filed and application for acquisition of control of Springfield Broadcasting Co., licensee, by Springfield Newspapers Inc., from the relisting party in the first application. This deal involves the purchase of 250 shares of common stock for $25,000.

Upon approval of the transfers of control by the FCC the interest holdings in the two stations would be as follows: KWTO-Mr. Cox, 472 shares (42.7%); Mr. Foster, 338 shares; Mr. L. M. Magruder, 28 shares; KGBR-Springfield Newspapers, 496 shares (99.6%); Messers, Jewell, Duvall, Bixby and Jeanne Bixby, 1 share.

FM Audience Study Shows Preference

Tonal Quality, Static Lack Are Found Main Factors

OPINIONS of FM set-owners in four key FM centers point to a definite preference for FM over AM because of the former's superior tonal quality and lack of static, according to a survey conducted last fall by Mazon Inc., New York, and released by W47NY, the Musk FM station in New York.

Persons owning FM sets in New York, Philadelphia, Milwaukee and Detroit were questioned, with men making up the majority of replies with an average of 88% of the returns from the four cities.

Why They Like FM

Queried as to why they had purchased their FM sets, those replying gave "superior tonal quality" as the chief reason, followed by a desire for suppression of static by FM, superior programming, and a desire for "the newest in radio". In all four cities, the majority of replies stated a preference for FM programs less than two hours daily. Most popular type of program was the semi-classical in both New York and Milwaukee, symphonic in Philadelphia, and in Detroit the preference was divided between classical, popular and news programs. Leading the occupations of family heads answering the FM queries were office workers, engineers, technicians, skilled labor and professional, respectively.

ALUMINUM SUPPLY
FOR DISCS SEEN

CONSIDERATION was given by the WBP last week to early release of enough aluminum to resume manufacture of recording blanks for broadcasting and recording studios. Glass or compressed paper is now used as a base. The blanks are coated with cellulose nitrate.

Approximately 100,000 such blanks are required each month by the sound recording business, according to the recent survey by the WBP. Aluminum blanks are unbreakable, lighter than glass and more durable than either glass or compressed paper.

Possibility of action to relieve the Vinylite shortage was not so bright, however. The WBP has not allotted any of this transcription material to the industry during six months. While Vinylite production is up, almost 100% of the supply goes to war activities.

Even the materials become available for temporary production of consumer goods, it was indicated at the WBP, shortage of labor and other war difficulties may prevent manufacture of large quantities. A breakthrough spot in disc production is that additional quantities of shellac for phonograph records may be allocated for the first quarter, the Chemicals Bureau of the WBP announced. Phonograph record manufacturers will be allocated 50% of the shellac used in the first quarter of 1941.

In the fourth quarter of 1943 disc manufacturers were allotted only 20% of their consumption in the same period in 1941.

Tubes Authorized

PRODUCTION and distribution of specific types and quantities of tubes for household receivers was authorized under a WBP directive to tube manufacturers last week. Production is limited to those tubes most urgently wanted, as disclosed in NAB's tube survey of some months ago [Broadcasting, Dec. 27, p. 18]. Just when these tubes would definitely reach distributors in quantity, no one in Washington was certain. While WBP's Radio & Radar Division thinks outlets will be served by February 1, the trade feels it will be later.

WCOU Transfer Granted

CONSENT was granted by the FCC last week for the involuntary transfer of the control of WCOU Lewiston, Me., from Jean B. Couture, deceased, to his son, Faust O. Couture. No money was involved. Clara Couture, widow, was executrix.

January 10, 1944 • Page 57
Radio Loses Early Ham

IN DEATH OF SAM CURTIS

WITH THE death of Sam Curtis last week, radio lost one of its early pioneers. Curtis, a former chief engineer of WNAC Boston, was a licensed radio operator in 1912. Curtis joined the Yankee Network in the early days, and in 1923 was made chief engineer in the control room of WNAC. He was also radio editor of the Boston American in the days when that meant answering technical questions in addition to getting up the log of daily programs.

The story is still told of how Sam Curtis missed a standing ham, used to carry a portable two-way transmitter in his derby, using an umbrella for his antenna.

A radio gunner with the Navy in World War I, Curtis was a member of Post 95, American Legion. For the past two years he had done radio work for American Airlines in Brazil.

NBC Scholarships to UCLA

UNIVERSITY of California has accepted two scholarships offered by NBC as announced last week by Sid Hartt, NBC vice-president, and Jennings Pierce, manager of public service and station relations for NBC on the coast. An outgrowth of the NBC-UCLA Radio Institute held last summer, the scholarships will become available to a boy and a girl student at UCLA who shall have finished freshman year with high scholastic records and who wish to prepare for professional radio work.

Nehi Complaint Dismissed

Coca-Cola Co.'s suit against the Nehi Corp., was dismissed by the Delaware Supreme Court Jan. 4, in a unanimous decision upholding a decision of Chancery Division handed down March 20, 1942. The complaint alleged trade-mark infringement and other related acts of unfair competition.

Radio Network's "O" Year Club

Dad's Root Beer Cited

L & M Present Video

QUESTIONNAIRE with personality was returned to BROADCASTING from WVCX for the 1944 Yearbook number. Under Staff Member now in message in the office is the response "ALLL!!" It seems WVCX is the American Expeditionary Station in Sitka, Alaska, run completely by the American Expeditionary Forces. According to the fully filled out record, network affiliations are "None", and no time is sold. But under What News Services Do You Buy? is typed in "War Dept. Press". The officeinx is the business telephone number. The staff is large, consisting of many in brass and is composed of a variety of services. The band has three army privates, a corporal, seamen, marine private and a pfc. The pfc. is the director, James Venuti.

Under executives are listed Lt. Col. Walter A. Moore, board of directors; 1st Lt. Robert M. Horsley, station manager; and

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L & M Present Video

LIGGETT & MYERS Tobacco Co., New York, on Jan. 19 will present an experimental television program featuring talent from Fred Waring's Orchestra on W2XWV, the Allen DuMont television station in New York. To be telecast 9:30-10 p.m., the Chesterfield show will use many of the personalities heard on Waring's nightly series for Chesterfield on NBC. Agency is Newell-Emmett Co., New York.

Television Program Unit Is Formed in New York

UNDER the direction of Irwin A. Shane, The Television Workshop officially opened for business last week at 11 W. 42d St., New York. Productions will be made available to all agencies on an equal basis, with most shows costing about $100 a telecast. The Workshop will assist agencies with their television commercials. Productions will be televised for the present through W2XWV, New York television station of Allen E. DuMont Labs, but eventually will be available to all stations.

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Nathan M. Rudich, head of the radio and drama departments of the New School of Social Research, is in charge of Television Workshop Players. Helen Gaubert is assistant director. Other staff members; Fred Mc, Gloriano Lehr, women's features; Gilbert Lawrence, puppets and children's shows; Austin O. Hahn, technical director; and Charles A. Gunther, special effects.

UP Cheyenne Bureau

UNITED PRESS established a news bureau in Cheyenne on Jan. 19 by Jacqueline D'Armand, Southwest division manager, announced last week from Dallas. Richard I. Hopper, former assistant UP relay editor in Denver, heads the bureau, serving Wyoming stations and newspapers.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO.

912 Walnut St., Des Moines, Iowa.
N. Y. Sales Office Announced by MBS

Bookkeeping and Controller Offices Shifted to New York.

MUTUAL last week announced several changes in its business organization, the major new development being creation of the post of director of sales administration, and the appointment of C. C. Barnes to the new office. Mr. Barnes, who joined the network's sales department in February 1943, will be in charge of administrative matters in the sales department and will be responsible for the correlation of these activities with sales service, sales promotion, commercial programming, programming, station relations and accounting. He will work with Edward Wood Jr., general sales manager.

Before joining Mutual last year, Mr. Barnes was for 20 years vice-president of Outdoor Adv. Inc., except for a brief period with J. M. Mathes Inc., New York. He served as assistant advertising manager of T. A. Edison Inc., manufacturers of electrical equipment.

Offices Shifted

It was also announced last week that the network was shifting from Chicago to New York the bookkeeping department and the headquarters of Miles E. Lamphier, Mutual controller. The move was made in the interests of greater efficiency, according to Miller McClintock, president, who announced the change. Involved in the transfer are the accounting, auditing, billing contract, commitment and affidavit departments.

About 15 members of the Chicago staff followed the department to New York and set up headquarters last Wednesday on the tenth floor of Mutual's headquarters at 1440 Broadway where additional office space has been acquired. Western division of sales, sales service, and sales promotion in program traffic remains at Mutual's Chicago offices in the Tribune Building.

Midwest Area to Hear CBC Programs On WLW

MIDWEST listeners of WLW Cincinnati will soon hear Canadian material on farm, news commentary, and women's programs which now make up their regular radio fare. Plans for sending Canadian public service programs to listeners of WLW have been completed by program officials of the Canadian Broadcasting System and WLW.

The plan for exchange of programs was worked out between CBS officials at the national program office in Toronto, and WLW executives. James Cassidy, director of special events, and Roger Baker, public relations director.

Mr. Cassidy stated that a study of the WLW region had revealed a lack of knowledge and understanding among the people in that area of Canadian activities, achievements and problems.

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The Only BLUE Network Station Serving the rich important U. S. 34th Metropolitan District

THE DOMINANT COVERAGE FOR A GOOD MARKET

in the CONTROL ROOM

WFMJ Youngstown, O.

Win with -

CARRYING ALL CBS MAJOR PROGRAMS

1944 BROADCASTING • Broadcast Advertising

The Only BLUE Network Station Serving the rich important U. S. 34th Metropolitan District

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1944 BROADCASTING • Broadcast Advertising
Help Wanted

Announcer-Recorder Jockey—Experience ad lib, also capable general routine, 5 kw new network affiliate. Must be able to work with a major network, accentuate with ability. State all in letter. Box 681, BROADCASTING.

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

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details of experience starting salary first letter. Write Box 682, BROADCASTING.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 683, BROADCASTING.

WANTED PRODUCTION MANAGER—With experience in writing, producing and directing commercial and sustaining programs, also with some experience in announcing and supervising announcers. Good pay, excellent working conditions. If interested write, for long distance telephone, Appt. Manager, Radio Station WMU Memphis, Tennessee.

OPERATOR—Permanent position with chance of advancement. Send résumé and enclose small photo. Please include your recommendations. Write Technical Manager, WFDP, Flint, Michigan.

Wanted—Announcer with some experience. Advise age, experience, qualifications and enclose details in first letter. Write Box 684, BROADCASTING.

Wanted—Announcer-Salesman. Immediate. Box 685, BROADCASTING.

WANTED ENGINEER—28 years experience as Chief Engineer. Will move with station. Reply. Box 686, BROADCASTING.

WANTED NEWS EDITOR, FEATURE WRITER—Salary commensurate with ability. State all in full details. Box 686, BROADCASTING.

McNARY & WRATHALL Consulting Radio Engineers

WANTED PRODUCTION MANAGER—With experience in writing, producing and directing commercial and sustaining programs, also with some experience in announcing and supervising announcers. Good pay, excellent working conditions. If interested write, for long distance telephone, Appt. Manager, Radio Station WMU Memphis, Tennessee.

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Sponsor Plan for Bond Drive Promises Intensive Air Effort

Two Series of Disc Programs, Live Announcement Packets, Other Items Prepared by Treasury

SPONSORSHIP opportunities of War Bond promotion programs for the $14,000,000,000 Fourth War Loan Drive, scheduled Jan. 18 through Feb. 15, are greater in scope than those of any previous drive. Affording radio the chance to take part in equal footing with the other advertising media, stations may now receive remuneration comparable to that received by newspapers and magazines for sponsored War Bond ads.

Suggested in numerous letters solicited from radio stations by the War Finance Division of the Treasury Dept. follow-up the reported War Loan ads last fall, and more completely outlined by the special Fourth War Loan committee of the NAB [Broadcasting, Nov. 15], the local sponsor section of the bond promotion consists of two series of transcribed programs, packets of live announcements, and transcribed and live announcements leased in conjunction with the OWI through its various allocation plans.

Bond Days

Similar to previous loans, the coming drive will also be supported by a special kick-off show on Jan. 17, plans for which are still being formulated, network bond days, and extensive special feature programs, stunts conducted independently by individual stations. Although plans for the net bond days also remain tentative, suggested dates have been set: Jan. 15, Mutual; Jan. 22, NBC; Feb. 1, CBS; Feb. 13, BLUE.

Activities of the individual stations, according to numerous advance reports, will be planned in conjunction with local rallies and promotion, many tying-in with the four peak advertising days which have been named. These are: Jan. 20, Army Day; Jan. 27, Navy Day; Feb. 3, Marine Day; and Feb. 10, Schools-at-War Treasure Hunt, inaugurating a specific five-day campaign of 30,000,000 school children. The Retailers War Campaigns Committee Fourth War Loan recommendations to retailers, which was augmented by a special sales meeting broadcast over NBC on Dec. 29, suggests ideas for participation in local promotion activities, including radio.

The two series of transcribed programs [Broadcasting, Dec. 6], prepared by the WFD, approved by the Office, and preceded by a preliminary audition record and sales portfolio, have to date been requested by more than 530 stations about the country. The first series, Treasury Salutes, a 15-minute program left open at the end for the message of a local sponsor, honors American men and women in their jobs, stressing the importance of their work in winning of the war. The second series, each program five minutes in length and with room for local sponsor's message, is titled Treasury Song for Today. Listings of both of these series, their numbers, contents, and stars, may be found in the NAB Broadcasting Bulletin for Dec. 30.

The Treasury WFD packet of live announcements contains a series of one-minute and a series of 35-word "Let's All Back the Attack" messages, both prepared especially for local sponsorship. A packet of one-minute live announcements specifically for use by band leaders during the drive also has been completed.

The transcribed programs and the packet of announcements may be obtained at no cost, any or all of them, by request only from Emerson Waldman, chief of the Radio Section, War Finance Division, Treasury Dept., Washington Bldg., Washington 25, D. C. Transcription requests should be made by number, or if all can be used, such statement is sufficient.

RCA Moves 'What's New'

RCA on Jan. 15 is shifting What's New, its Saturday evening show on the BLUE, from Hollywood to New York, following retirement of Don Ameche as m.c. to fill previous motion picture commitments. For the past two broadcasts, Jan. 1 and 8, Cecil B. De Mille has served as m.c., and a permanent one will be named in the near future. Features of the Jan. 15 show will be Jim Ameche and Leonard Warren. J. Walter Thompson Co., New York, handles the program, heard 7:30 p.m. on 517 BLUE station.

Mural

LAUNCHING of the USS McClelland [Broadcasting, Dec. 6], destroyer escort named for Ensign Thomas McClelland, former KLZ Denver engineer who died heroically at Pearl Harbor, is preserved for posterity on a mural now on display in the KLZ audition room.

TREASURY CHANGES MADE IN AD SECTION

THOMAS H. LANE (see respects sketch on page 34), who replaces Vincent F. Calabas as director of advertising, press and radio for the War Finance Division of the Treasury Dept., is succeeded as chief of the advertising section by Sherwood King. Mr. King, who was formerly assistant chief of the section, came to the Treasury after several years with Erwin, Wasey & Co.; Campbell-Ewald; Lord & Thomas; and Fuller, Smith & Ross.

Don U. Bridge, former advertising director of the New York Times and Indianapolis News, now in charge of the Treasury's newspaper advertising, will assist Mr. King. Ethel E. Harris, previously advertising manager of the National Jewish Monthly, the Crown Overall Mfg. Corp., and business manager of several trade journals, is in charge of business publications.

Others on the bond promotion staff are: Mary Claire Matthews, former assistant chief of the outdoors department of Young & Rubicam, in charge of posters; Albert J. Randall, formerly in charge of outdoor advertising activities of J. Sterling & Ketchel Inc., N. P. Rallington Inc., and the O. J. Gude Co., in charge of all outdoor advertising; Paul B. Rohr, formerly a business executive, in charge of farm publication advertising; Donald T. Seiwel, in charge of general magazines; and Elizabeth Vanderbilt, formerly of the media dept. of Young & Rubicam, in charge of traffic.

Blue Tilted Figures To Earn Discounts

Weekly Minimum Is $2,000; 12½% Rebate for 52 Weeks

MINIMUM weekday expenditure for BLUE Network time necessary for advertisers to earn volume discounts has been raised from $1,000 to $2,000. The BLUE Rate Card, No. 31, dated Jan. 1, 1944 and issued last week in a new format "to make reference easier," revision brings discounts "into line with the other major stations of the network," the BLUE explains. Discounts vary according to size of network as well as dollar volume, with full network advertisers receiving the largest discounts.

In addition to the weekly volume discounts, BLUE also allows a rebate of 12½% for 52 weeks of consecutive broadcasting. A combination annual discount is allowed advertisers spending $1,500,000 or more for network time, a change from $1,000,000 formerly required. Range of discounts, from 27½% for a split basic network to 45% for the full BLUE, remains the same.

Alternate Discounts

Card also shows an alternate discount for use of full network advertisers with three or more day-time programs of 15 minutes or longer. Maximum is 50% for advertisers spending $1,500,000 or more for network time either of the one or six broadcasts weekly. Maximum was formerly allowed for six-time-weekly advertisers only.

Except for rate changes on individual affiliates the data are the same as in BLUE Rate Card No. 30, dated June 15, 1942. C. P. Jaeger, network sales manager, tends to the suspicion that "the biggest change of all does not appear on this new rate card. It is the growth in coverage. We pointed out at the time we told you you are one of the BLUE," from 122 stations with a night coverage of 22,462,000 radio families in 1942 to 171 stations with a night coverage of 23,565,000 radio families at present.

Westinghouse Names

WESTINGHOUSE ELECTRIC & MFG. Co, Pittsburgh, has appointed McCann - Erickson, New York, to handle its institutional advertising formerly placed by Young & Rubicam, New York, which resigned the account last November. The appointment includes the company's Sunday half-hour program featuring John Charles Thomas on NBC. C. A. Posey, foreman of the Westing- house account, will be in charge of the Westinghouse account, while Clarence Olmstead, formerly in charge of the NBC program for Young & Rubicam, has joined McCann-Erickson and will continue to supervise its production and sales.
Summarizing the past year's activities KMBC of Kansas City considers 1943 extremely generous. The "pick-up" in market activity speaks well for the future of the "Heart of America." Knowing that market—that 51% of the population is urban and 49% rural—has reaped rich dividends in even greater listener acceptance for KMBC. The purchase of a live stock farm dedicated in service to the farmers of this area received national recognition during 1943. New attendance records have been set for this, the seventh successful season of the KMBC Brush Creek Follies. Yes—all in all, the past year has been good to KMBC. No more could be asked than to make that one thing more in '44—VICTORY for this country and a LASTING PEACE for all the world.
You’ve Got to Have Listeners!

- No matter how far a station throws its voice, or how loud it shouts, if no one is around to listen, it is only mumbling to itself.

  If you want to shout loud and far in Oklahoma, and do your shouting before the biggest possible audience, do it over WKY.

  WKY’s voice reaches farther over hill and dale in Oklahoma than any other Oklahoma City station. And the hills and dales are full of people listening to WKY most of the time. Just to give you an idea, Hooper’s October-November measurement of Oklahoma City showed 42.7% of the morning audience, 60.1% of the afternoon audience, and 52.1% of the evening radio audience listening to WKY.

If you have something to say to the Oklahoma City market—one of the brightest sales spots of 1943, with every prospect of repeating in 1944—say it to more people in Oklahoma over WKY than can possibly be reached by any other Oklahoma City station.

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