BUY ONE ... GET THREE ... Plus!

More Iowa people pay more attention to WHO than to any other combination of stations in the State! Among city, town and farm families, WHO is "listened-to-most" (daytime) by 54.3%, whereas all other Iowa commercial stations combined get 22.4%! At night the figures are: WHO, 57% — others, 13.6%!

That's popularity! It's the result of great programming, great public service, great power (the only 50,000-watt, 1A clear channel in Iowa). Write us—or Free & Peters—for proof on all three.

WHO
for IOWA PLUS!

DES MOINES ... 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. ... National Representatives
LUMBER

Colorado's 13,000,000 acres of National Forests produced vast quantities of timber during 1943 for innumerable military, naval, and civilian uses. These forests, created primarily for the production of timber, are one of the important resources of the state. More than 275 saw mills buzzed longer and louder than ever before to meet the almost limitless demands of war for lumber.

War has given Colorado manufacturing, mining, and agriculture a front seat. With its playground past forgotten for the moment, Colorado is working harder, making more money, and buying more things than it ever has before.

FARM PRODUCTS

Colorado had one of its best farm years in 1943, breaking records in wheat, beans, peaches, and broomcorn. Almost every crop exceeded 10-year averages and cash farm income exceeded the good year of 1942 by 37%.

WAR EQUIPMENT

Colorado industry in 1943 produced more than 65 items of equipment for war ranging from ship rudders to landing barges, from submarine parts to high explosives.

VITAL METALS

Actual figures of Colorado's production of war-vital ores in 1943 are secret, but the amount which was mined from the state's lofty peaks was in direct ratio with the rising production of tanks, ships, guns and planes. It was a year of shifting into high gear, with prospects for a bigger year in 1944.

SALES

With production and employment at record peaks, it was only natural that sales in Colorado would follow suit. Denver ended the best year in its history with a burst of activity. Sales through November were 17% ahead of 1942.
366 days in 1944!
An extra day during which the Best Music in America will be available for every program on 874 commercial radio stations in the United States.

366 days in 1944!
An extra day for the SESAC Station Relations Staff to call on 874 stations and assist broadcasting executives with their program needs, operational problems and Treasury war bond promotion.

366 days in 1944!
An extra day for advertising agencies and transcription companies to use America's finest music at a flat 2¢ recording fee without extra costs or "clearance" headaches, through the SESAC Program Service Department.

366 days in 1944!
An extra day in which SESAC music will continue to be performed without restriction on more stations in the United States than any other music.

366 days in 1944!
An extra day to buy an extra War Bond.

SESAC
475 Fifth Ave. New York 17, N. Y.
Be A Conqueror

This vast area
millions of people
can be yours

WIN IT WITH WWL, NEW ORLEANS

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

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

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH’S GREATEST CITY
CBS Affiliate—Not'll Representatives, The Katz Agency, Inc.
These firms represent big business in Nashville

All have selected

WSIX

for their radio advertising

They are in a position to KNOW which station to depend on for results in the capital city of Tennessee. It's

WSIX

"The Voice of Nashville"

BLUE * MUTUAL

SPOT SALES, INC., NATIONAL REPRESENTATIVES
RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need...in AM, in FM, in Short Wave, and in Television.
FM TRANSMITTERS BUILT LIKE DE LUXE AM TRANSMITTERS

The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.
It should.
Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters... RCA quality standards which broadcast engineers know and appreciate.
It is built the way broadcast engineers want it built.
It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.
Harlow P. Roberts
Vice President, Goodkind, Joice & Morgan, Chicago

Says—“Spot broadcasting tailor-makes a campaign to fit the budget to the market potential”

- Right, Mr. Roberts! Spot broadcasting is what the well-dressed advertiser will air—
to keep well-dressed!
- Joking aside, we fully appreciate the important part that many big advertisers play
in providing today's wonderful network shows. We know that somebody's got to do
that job. But in the meantime, there are ever-increasing opportunities for advertisers
and agencies who can substitute ideas for the sheer weight of coast-to-coast hook-ups.
And there's now many a national-spot campaign that is "pulling its head off" without
running up costs that compete with Lend-Lease. . . We're not Idea Men, but we can
name some stations where your good ideas will find a very flattering Market Potential.
How about an appointment for a trial fitting?

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WEB-WKRW . . . . . . . . . . . . BUFFALO
WCKY . . . . . . . . . . . . . . CINCINNATI
KDAL . . . . . . . . . . . . . . DULUTH
WQAM . . . . . . . . . . . . . . FARGO
WISH . . . . . . . . . . . . . . INDIANAPOLIS
WEZD . . . . . . . . . . . . . . KALAMAZOO-GRAND RAPIDS
WQBK . . . . . . . . . . . . . . KANSAS CITY
WAYE . . . . . . . . . . . . . . LOUISVILLE
WTICN . . . . . . . . . . . . MINNEAPOLIS-ST. PAUL
WNBC . . . . . . . . . . . . . . PEORIA
KSD . . . . . . . . . . . . . . . ST. LOUIS
WFIR . . . . . . . . . . . . . . SYRACUSE

IOWA...

WHO . . . . . . . . . . . . . . . . DES MOINES
WOC . . . . . . . . . . . . . . . . Davenport
KMA . . . . . . . . . . . . . . . . Shenandoah

SOUTHEAST...

WCBSM . . . . . . . . . . . . . . BALTIMORE
WCSCC . . . . . . . . . . . . . . CHARLESTON
WIF . . . . . . . . . . . . . . . . COLUMBUS
WPPF . . . . . . . . . . . . . . . . . . BALTIMORE
WDBJ . . . . . . . . . . . . . . . . KOHAN

SOUTHWEST...

KOB . . . . . . . . . . . . . . ALBUQUERQUE
KOMA . . . . . . . . . . . . . . OKLAHOMA CITY
KTLU . . . . . . . . . . . . . . . . TULSA

PACIFIC COAST...

KCEA . . . . . . . . . . . . . . LOS ANGELES
KIGN-KALE . . . . . . . . PORTLAND
KROW . . . . . . . . . . . . . . OAKLAND-SAN FRANCISCO
KFOR . . . . . . . . . . . . . . SEATTLE
KFBK . . . . . . . . . . . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.
Press-Ownership Ban Dropped by FCC

About-Face Action Upholds Craven Principles

By SOL TASHOFF

IN A FULL-SCALE reversal, the FCC last Thursday dismissed its newspaper-divorce project by unanimous vote, leaving the way open for newspapers to participate in all licensed radio activities, with applications to be considered on their individual merits.

Ending the uncertainty that has prevailed since March 1941, when the proceedings were begun, the Commission issued a simple “public notice” or news release stating that it had decided not to adopt “any general rule” with respect to newspaper ownership. Previously, it had tentatively decided to consider newspaper ownership as “an element,” among others, in processing applications for facilities.

“Diversification” Desirable

The action promptly was hailed by the Newspaper Radio Committee’s chairman, Harold V. Hough, WBAP-KGKO Fort Worth, as “a wise and just decision.” It terminated a battle that has been carried to the White House and to Congress.

While concluding that there would be no special rule applicable to newspaper ownership, the Commission nevertheless stated all of its members are agreed to the general principle that “diversification of control” is desirable among the media of mass communication. The public notice stated the Commission doesn’t feel that it should deny a license merely because the applicant is engaged or interested in particular type of business, but that it does not intend to permit “concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.”

The action is regarded as a signal victory for Commissioner T. A. M. Craven, who had steadfastly opposed any compromise or equivocation which might result in “class distinction.” Commissioner Newman S. Case, it is understood, played an important role in winning over a seeming majority of the Commission to outright dismissal and pronouncement of a non-discriminatory policy.

It is an open secret that Commissioner Craven had prepared a dissenting opinion, urging dismissal on the ground that the record in the newspaper investigation supplied no evidence warranting action which would preclude newspapers from owning stations or from entering in the new fields of FM, television and facsimile. The controversy, from its inception in the early days of this administration, has been fraught with “high politics”, and most recently has been under scrutiny of the Senate Commerce Committee in its consideration of new legislation.

Press Applications Expected

Action came at a session that ran from 3:30 to 6:30 p.m., last Thursday. The Commission decided to forego a formal opinion, or a proposed finding on which arguments might be held. There was much discussion about the precise language to be employed.

The steering committee of the Newspaper Radio Committee, by coincidence, was meeting in New York at the time the FCC reached its decision. At a session held Friday morning, the Committee issued a statement wholeheartedly approving the dismissal but reiterated its position as to the need for “clarifying legislation” by Congress. Chairman Hough and other spokesmen for the Newspaper Radio Committee urged the Senate Interstate Commerce Committee in testimony last month to write into the law a specific provision against any class discrimination by the FCC.

The ruling was interpreted as meaning that in competitive situations the newspaper applicant will be considered on the same footing as non-newspapers, all other factors being equal. It is expected promptly to bring a substantial number of applications for standard station transfers to newspapers, as well as an influx of FM and some television applications from publishers.

The Commission said it will submit to the Senate and House committees identified with radio a “summary of evidence” added at the hearings, held intermittently for seven months between July 1941 and Feb. 12, 1942. This will inform Congress of the facts developed “for any consideration which they may desire to give the matter”, it was announced.

Three Pending

Most recent compilations [Broadcasting, Jan. 8] showed a total of 172 stations owned by or affiliated with newspapers through stock ownership, along with five in the possessions. There are pending before the Commission only three applications involving transfers of stations to newspapers. But some 70 applications, for FM as well as standard broadcasting either have been thrown in the suspen sale of the House to stymied because of the April 27 freeze on granting new construction. Renewed activity by newspapers

(Continued on page 10)

Sale of Four Bulova Stations Reported

All Holdings Except WNEW in O’NEIL Transaction

ACQUISITION of four of the Bulova-owned stations by W. O’Neil, president of the General Tire and Rubber Co., which owns the Yankee Network, and an associated group, for $1,175,000 was reported consummated last week subject to FCC approval.

The transaction was understood also to include an option to purchase WNEW New York at a price equal to that of any other offer—probably upwards of $1,100,000 for the 90% interest held by Arden Bulova, New York watch manufacturer, and his immediate associates.

The stations which would be acquired under the O’Neil transaction, in negotiation for several months, are: WPEN Philadelphia, WNBC Hartford, WELI New Haven, and WCOP Boston. Also included would be WPEN-FM, adjunct of the Philadelphia outlet.

While no formal statement was forthcoming, it was reliably reported that Mr. O’Neil would retain only one or two of the stations, with the others to be sold as part of the transaction to interests identified with him. If the WNEW transaction is consummated, it is presumed Mr. O’Neil would retain it as key for the Yankee Network.

According to best available information, the transaction lined up this way: (1) Acquisition of the four-station group by Mr. O’Neil for $1,175,000; (2) Possible retention of WNBC by W. O’Neil or Yankee; (3) Likely sale of WPEN to the Philadelphia Bulletin, along with the FM adjunct. Disposal by the FCC of the newspaper divorce proceedings last Thursday would clear the way for this transaction; (4) Possible sale or lease of WCOP to William B. Dolph, general manager of WOL Washington, Herbert L. Petley, director of WHN New York, and Sen. D. Worth Clark (D-Idaho). This transaction might be financed by a banking institution and leased to the Petley-Dolph-Clark group for a long term; (5) Possible retention of WELI by Mr. O’Neil for

(Continued on page 61)
WHATEVER the motivating force, the FCC redeemed itself in some measure by dismissing the newspaper-ownership proceeding. The effect of the unanimous decision is to retain the status quo. Applications will be considered on their individual merits, whatever the business of the applicant, but the effort will be against concentration of control.

It has been that way for years. Some members of the Commission, possibly a majority, look askance upon newspaper ownership. The decision was an about-face for them. And the action, therefore, was the maximum that could have been expected. The Commission was on the spot, by virtue of insistent demand from Congress. The decision, while not the millennium, is an expression against discrimination among licensees.

To one man, more than any other, must go the credit for the Commission's action. It was Commissioner T. A. M. Craven who unswervingly held for dismissal. During the last few weeks there were efforts to compromise and equivocate, and newspaper stations would remain undisturbed (for the present), while future acquisitions would be blocked. At one point the vote appeared to be 5-1 against Commissioner Craven. He stood his ground. The sheer logic and force of his dissenting views, plus the apathetic view of important personages in Congress, brought the Commission around.

There are others who battled vigorously for this result. Harold V. Hough, Fort Worth broadcaster, who was instrumental in organizing the Newspaper-Radio Committee and served as chairman from its inception in 1941, kept the opposition forces together. Without flag-waving or bombast, he carried the fight. He should get a medal.

The story of that final meeting last Thursday isn't public. But it is known that Commissioner Norman S. Hough was in bringing about the compromise. He was instrumental in changing the views of the majority which sought to place an additional "burden of proof" on newspaper owners.

Having adopted the principle of considering applications on their merits, we trust the Commission will see fit to reconsider its arbitrary order against "duopoly" or multiple ownership of stations in the same or overlapping areas. The same standard, it is evident, should be applied to future acquisition of FM, television and facsimile stations by standard broadcasters or other qualified applicants.

But that determination should not be left to the FCC. It should be set out clearly and unambiguously in the law. The Newspaper Radio Committee wisely has reiterated its position that clarifying legislation by Congress should be enacted and included in the White-Wheeler Bill now pending before the Senate Interstate Commerce Committee. Such a provision should apply to all applicants, so long as they are in a lawful business.

A Monument to Craven

The story of the newspaper case reflects the best aspects of bi-partisan Government, whatever the political labels of the incumbents. Commissioner Craven, usually flanked by Gov. Case, has represented a militant minority on virtually every policy issue. He stood his ground on the newspaper issue. The Commission felt it had to have an unanimous vote. Ho won.

Commissioner Craven's term expires in June. He has indicated a desire to return to private life. There is even some question about reappointment because of his opposition to bureaucratic intrusions upon private business.

Whatever the outcome, the dismissal of orders 79 and 79-A, stands as a monument to T. A. M. Craven.

Press Ban Dropped (Continued from page 8)

Pers in all aspects of radio now is foreseen, with ultimate "unfreezing" of certain of the pending applications.

Commissioner Craven stood alone against his five colleagues in the fight. After the Commissioner had allowed the issue to languish for nearly the "life" of the FCC, demands from Congress that something be done resulted in the conclusion a few weeks ago that action would be forthcoming "before the end of 1943". The original policy, tentatively agreed upon in mid-December by the Commission on a 5-1 division, would have "tolerated" existing newspaper ownership, but was so drawn as to infer that there would be no new grants to newspaper applicants, and no transfers.

Reaction from Congress was such that the FCC majority decided to make haste slowly. A meeting had been scheduled Dec. 30, but after the news about the tentative ruling had "leaked", Chairman James Lawrence Fly suddenly called off that session. Illness of Commissioner C. J. Durr prevented considerations until the meeting last Thursday.

What bearing the action might have on the FCC's order barring multiple ownership of stations in the same or overlapping areas is problematical. It was pointed out that if a similar policy of considering cases on their "individual merits" is pursued, the question would be easily resolved. There would be eliminated the necessity for forced selling of stations in areas having to several outlets if the competitive situations are such that there can be no "control of the media of mass communications" or "typical of the avenues of communicating fact and opinion to the public".

It is logically expected that negotiations for acquisition of stations by newspapers, held in abeyance pending the FCC's action, will be resumed forthwith. Such newspapers as the New York Times and the New York Daily News are known to be desirous of getting into radio. The Washington Post and newspapers in Philadelphia and in other large cities have marked time in their conversations about station acquisitions awaiting the ruling.

The action was construed as terminating for the foreseeable future any further conflict over newspaper ownership. The FCC, it was pointed out, after a long, exhaustively legal proceeding to both Government and newspapers, has concluded that "in the light of the record" and the "grave legal questions involved" it will not adopt any general rule on newspaper ownership. It could not reopen the issue, according to legal observers, unless there are motivating circumstances.

NRC Applauds FCC's Action

But Reiterates Legislative Plea

THE STEERING committee of the Newspaper Radio Committee, formed in 1941 to combat the FCC's newspaper-divestment order, met in New York last Thursday and Friday to discuss future plans. On Friday morning, after scrutiny of the FCC's public notice, Chairman Harold V. Hough, in the committee's behalf, issued the following statement:

"The Newspaper Radio Committee welcomes the dismissal of the proceeding involving newspapers in radio. It has always contended that the entire question was within the province of Congress rather than the FCC and it therefore approves wholeheartedly the action of the Commission in dismissing Orders 79 and 79-A discriminating against newspaper ownership.

"The record of the newspapers in the field of radio was subjected to the most careful scrutiny and many thousands of pages of testimony and hundreds of exhibits with respect to the activity of newspapers in radio were presented to the Committee during extended hearings.

"Under these circumstances it is a source of pride to the Newspaper Radio Committee that the record of newspaper men as radio operators was such as to justify the action taken by the FCC.

"The Commission has soundly refrained from making any decision adverse to newspaper ownership. However, the Newspaper Radio Committee's position as to the need for clarifying legislation by Congress with respect to the powers of the Commission is unchanged."
Republicans Challenge Jett Nomination

Roosevelt Names Chief Engineer To FCC

A POLITICAL issue over President Roosevelt's nomination last week of L. E. K. Jett, USN retired, FCC chief engineer, to fill the commission vacancy which has existed since last July, has been raised by several Republican Senators. Mr. Jett was nominated as a Republican.

Charging that the man who has been FCC chief engineer since 1938 was not a Republican, Sen. Moore (R-Okla.) declared he would demand an open hearing into Mr. Jett's political faith. Sen. Bridges (R-N.H.), in a letter to Sen. White (R-Me.), acting minority leader, branded the Jett nomination as "an affront to every Republican".

Referred to Committee

Retention of the FCC as a seven-man organization, with the Administration as the Administration is concerned, was seen in the nomination. Mr. Jett was named to succeed George H. Payne of New York, who was re-appointed last June 30, only to see the nomination withdrawn by the President the following day without assignment of a reason. A resident of Maryland but a Navy man or Government radio official all his adult life, Mr. Jett was appointed as a Republican from Maryland.

His nomination, hailed as logical and ideal, has been referred to the Senate Interstate Commerce Committee which will consider it probably some time this week.

Sen. Moore said he would ask the Committee, if Jett is a member, to inquire into the Jett nomination, inferring that it appeared to be an effort "to pack" the Commission with New Deal partisans in violation of the law. He said he would demand open hearings into Mr. Jett's eligibility for the appointment, which is for a seven-year term from June 30, 1945—the date of the Payne term expiration.

Republican members of the FCC are Norman S. Case and Ray C. Wakefield, Gov. Case. Gov. Case has often been in the minority with Commissioner T. A. M. Craven, but Commissioner Wakefield generally has voted with the Democratic majority. Commander Craven's term expires June 30. He has been at loggerheads with Chairman Fly virtu­ally from the beginning of the latter's tenure in 1939. Whether Commander Craven would accept reappointment if offered, is doubtful. Chairman Fly, it is felt, would vigorously oppose him.

No White Opposition

Sen. White declared last Friday that any statements that he would oppose the Jett confirmation were "wholly unauthorized". Sen. White, who is understood to have supported another candidate, nevertheless has always expressed his admiration for Mr. Jett and publicly has commended him at hearings on radio matters.

The law specifies that not more than four of the Commission's seven members shall be of the same political affiliation. With four Democrats named to the Commission, Mr. Jett's appointment could have been made either as a Republican or an independent. It is rumored that members of the Interstate Commerce Commission were circularized last week on the question of Mr. Jett's political faith, with the inference that he was a Democrat, probably because he said he was to have been supported for the appointment by Chairman James Lawrence Fly, O. P. McGuire, former Government attorney, wrote the memorandum.

Mr. Jett was selected last Wednesday from three recommended nominees for the post—all on a merit basis. There was no active opposition politically. Under consideration, in addition to Mr. Jett, were Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, and Capt. E. M. Webster, chief communications officer of the Coast Guard on leave from the FCC where he was assistant chief engineer for non-broadcast services.

Some speculation had prevailed about possible reduction of the FCC membership from seven to five—favored by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee. The long delay in naming a successor to Mr. Payne—a New Yorker—was interpreted in some quarters as indicating the President also was in favor of a reduced Commission. In 1939, he got behind an FCC reorganization bill sponsored by Former Chairman Frank R. McNich for a three-man Commission.

The future makeup of the Commission is under consideration now by the Senate Committee, which has before it the White-Wheeler Bill (S-814) to rewrite the Communications Act of 1934. Sen. White favors retention of a seven-man Commission, but wants it divided into two autonomous divisions of three men each, with the chairman as executive officer without a regular vote on either division.

Mr. Jett will be the second engineer on the FCC, flanking Commissioner Craven, his predecessor as chief engineer and a Navy colleague before the days of the FCC and the Federal Radio Commission, on which both had served on "loan" from the Navy. In addition to his duties as chief engineer, he serves as chairman of the Coordinating Committee of the Board of War Communications and is active on a number of other wartime communications and Government technical groups.

Selection of Mr. Jett's successor will await the formal swearing in of the new Commissioner. Whether the appointment will be on a regular or "acting" basis, because of the absence in war service of three assistant chief engineers, was not certain. It is logically thought the selection will be made from the senior engineering executives of...

(Continued on page 56)

House Group to Act on Radio Bill

Special Subcommittee on Communications Appointed

BY BILL BAILEY

WITH APPOINTMENT last week of Republican member to a subcommittee of the House Interstate & Foreign Commerce Committee, the way was cleared in the House for quick action on proposed radio legislation.

The 11-man subcommittee, of which Rep. Alfred L. Bulwinkle (N.C.) is chairman (see page 48), was completed Tuesday when Rep. Charles A. Wolverton (R-N.J.), ranking minority member of the standing Committee, named the following Republicans:

Reps. Pehr G. Holmes (Mass.), author of HR-1490, now pending before the Committee; B. Carroll Reece (Tenn.); Clarence J. Brown (Ohio); Leonard W. Hall (N.Y.).

Democrats Named by Lea

Democratic members, appointed last spring by Chairman Lea (D-Ga.) of the House standing Committee and announced in October [BROADCASTING, Oct. 11] are, besides Chairman Bulwinkle: Reps. Virgil Chapman (Ky.); Martin J. Kennedy (N.Y.); Thomas D'Allesandro Jr. (Md.); George S. Sadowski (Mich.); Richard F. Harless (Ariz.).

Meanwhile work on a revised version of the White-Wheeler Bill (S-814) was delayed last week as the second session of the 78th Congress convened. Although Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Sen. Wallace H. White Jr. (R-Me.), acting minority floor leader, co-authors of the measure, spent most of the Christ­mas holidays conferring on proposed changes, Sen. Wheeler said Wednesday that the revised measure probably will not be ready for Committee consideration until late this month, possibly late next week. He previously had announced the bill would be ready for Committee appraisal in mid-January.

A series of conferences with representatives of the Federal Communications Bar Assn., sponsors of original legislation, and members of the radio profession, as well as meetings among them­selves, kept the co-authors busy throughout the holidays. Both Senators said they had not yet reached the point where they were ready to "sit down and start writing".

Co-Authors Nearing Unity

Last Wednesday Sen. Wheeler met with the full NBC Stations Planning & Advisory Committee in Washington. Attending also were Niles Trammell, NBC presi­dent; William S. Hedges, vice­president in charge of stations, and Frank M. Russell, Washing­ton vice-president.

Reports that the co-authors were "not too far apart in their thinking along correct radio legisla­tive lines was taken to mean that they are getting together on differences. One was understood to be over the organizational setup of the FCC. Sen. White is holding out for his original provision of a seven-man, two division Com­mission with the chairman serving as executive officer.

On the other hand Sen. Wheeler has reportedly favored a five-man or even a three-man Commission with no division. Latest indications are, however, that the seven-man,...

(Continued on page 64)
FM Convention to Draw Big Attendance

BROADCASTERS PLAN
BUSY AGENDA AT
NEW YORK

UNPRECEDENTED interest in FM as a post-war radio development is reflected in advance registrations for the annual convention of FM Broadcasters Inc., in New York Jan. 26-27 with prospects of an attendance of 300 to 400 broadcasters, present and prospective FM station applicants and representatives of related radio fields.

Walter J. Damm, WTMJ-WMFM Milwaukee, president of FMBI, reported last week advance registrations approximating 200. Based on past convention experience, it was expected that attendance will pass 300 and may reach the 400 figure.

Fly, Armstrong to Speak

Although the meeting is the fifth annual convention of FMBI, it will mark the first time the sessions have been thrown open to all interested parties for full discussion of FM and its future. Principal speakers include FCC Chairman James Lawrence Fly and Maj. Edwin H. Armstrong, FM inventor and pioneer.

A new speech scheduled by President Damm for the Jan. 26 session will be by P. H. Pumphrey of Mazon, Inc., New York and Detroit advertising agency, titled “What an Advertising Agency Found Out About FM.”

Future FM plans of receiver and transmitter manufacturers will be covered by A. A. Brandt, GE; R. C. Coesgrove, Crosley; Dr. C. B. Jolliffe, RCA; G. E. Gustafson, Zenith; Lee McCane, Stromberg-Carlson; and F. R. Lack, Graybar.

The advance registrations indicate that standard broadcasters will dominate the sessions. But representatives of newspapers not now in radio and of other organizations and individuals interested in launching FM enterprises will be given FM real impetus. FMBI membership now totals 73. A score of new admissions to membership, however, has been reported since the call for the annual meeting, and other admissions are expected during the convention.

Advance registrations for FM Broadcasters Inc. convention at the Commodore Hotel, New York, Jan. 26-27 are on page 58. List of questions to be submitted to experts will be found on page 62.

Other Participants

In addition to Chairman Fly, other Government participants in the convention will include E. K. Commissioner-Kingsbury, Assistant Commissioner, and George Adair, Assistant Chief Engineer of the FCC in charge of broadcasting. They will participate in a roundtable discussion on FM at the Thursday session. Other roundtable principals will be Maj. Armstrong, President Damm, C. M. Janasky, Jr., consulting engineer to FMBI, Philip G. Loucks, FM general counsel, John Sheppard 3d, vice president of FMBI and president of American Network Inc., FM chain project.

A series of some 60 questions regarding FM and its future, submitted to President Damm for the round table panel, will highlight the convention. These questions range from operating costs and the need for performing rights licenses to details of construction and coverage. [see questions on page 62].

Mr. Damm reported there appeared to be some doubt in the minds of present non-FM applicants as to whether they can join FMBI. Answering affirmatively, he said such applicants for membership will be classified as “affiliate members” until they file application for FM stations with the FCC, at which time they will be automatically classified as active members.

The two-day convention will be at the Commodore Hotel. The registration fee is $10. Mr. Damm announced that because of wartime conditions, it will be impossible to sell extra luncheon tickets for the fly address Wednesday. Only such reservations as are included for the meeting can be accommodated, he said, because the hotel is not prepared to make provisions for individual luncheon ticket sales.

Gen. Foods Names Y & R GENERAL FOODS SALES Co., New York, has appointed Young & Rubicam, New York, as its export advertising agency, with plans for campaigns in Latin America, South Africa and Hawaii. No details are available yet.

NBC Makes Programs Available to FM

No Sponsor Costs Are Involved in Service

For Affiliates

NBC PROGRAMS, both commercial and sustaining, will be made available to FM stations operated by present standard band affiliates, with no additional sponsor costs until the audiences to both systems increase to a point where rate adjustments become desirable, according to a policy adopted by the network and disclosed to its Stations Planning and Advisory Committee last week. The plan also was discussed with Government officials, both elective and appointive, in Washington.

Regarded as a project which will give impetus to FM, the NBC policy is generally in accord with those enumerated informally by the other networks. BLUE formally has encouraged its affiliates to seek FM facilities.

Wheeler-Fly Apprised

The Planning and Advisory committee met in Washington Monday and was apprised of the recommendations of Sen. Wheeler (D-Mont.) chairman of the Interstate Commerce Committee now considering new radio legislation, and left with the impression that there will be amendments to the existing law. The group had met with the network’s officials in New York on Monday and Tuesday for the usual discussion of network-station problems, and the FM plan was outlined by President Niles Trammel. Mr. Trammel also discussed the policy Thursday with FCC Chairman James Lawrence Fly.

Available to All

The policy is designed to stimulate FM. To ensure equal treatment to all NBC network advertisers, it was stated, “it is obviously unnecessary to carry the same commercial programs on the companion FM stations as are carried on the standard band affiliated stations.”

“The objective sought by NBC is to make its programs available to every radio listener in America, regardless of whether a standard band or FM receiver is being used. The availability of these NBC network programs throughout the U. S. on both standard and FM transmitters will encourage all sections of the public to purchase FM receiving sets, with the assurance that they can continue to hear their favorite programs on an improved transmitting service,” said the NBC statement.

“Recognizing that cooperation with advertisers is necessary to ensure a sound economic foundation for frequency modulation, NBC proposes that no additional charge be made to advertisers for the use of the companion FM stations during their development period. The rate of the standard band stations and the FM stations will be established on the premise that it is a single service, for one charge, until such time as the combined total audience to both standard band and FM increase to a point where rate adjustments become desirable. Part of the rate may be allocated to the FM station and as its audience increases a larger portion of the rate will be charged for the FM station and a correspondingly lesser rate charged for the standard band station.”

“it will be the policy of NBC to extend to its affiliates the first opportunity to program their FM stations with NBC service. In such communities as may not now receive primary service from NBC (Continued on page 89)

Page 12 • January 17, 1944

PLANNING & ADVISORY Committee for NBC stations discuss mutual problems of network and outlets in a New York meeting Jan. 10-11. The eight committee members are: Front row, H. W. Slavick, WM; Stanley Hubbard, KSTP; Paul Morency, WTIC, newly-elected chairman; and Arden X. Fangel, KYA, back row to left; C. Richard Shaffer, WIS; Richard Lewis, KTAR; James D. Shouse, WLW; Edgar Bell, WKY.

BROADCASTING • Broadcast Advertising
Well, potentially, there are about 100,000 of them in Baltimore. They work while you sleep, sleep when you work and depend a lot on the radio for entertainment and information in their topsy-turvy life. So W-I-T-H formed a Night Owl Club . . . and are those swing-shifters pleased! They’re joining the Club by the hundreds every week. They’re loyal to the station that considers them!

Want this loyalty? Then, send for details on this sparkling all-night program. The facts, and the low cost of buying-in, will surprise and please you.

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE’S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
A THOROUGH inquiry into the expenditure of funds by the FCC will be conducted by the Independent Offices Subcommittee of the House Committee on Appropriations when it meets Wednesday (Jan. 19) for hearings on the 1945 fiscal year appropriations request for the Commission, Rep. Clifton A. Woodrum (D-Va.), subcommittee chairman, said last week.

In his budget message to Congress last Thursday President Roosevelt asked for a record $8,371,700 for the FCC. Of that amount $6,371,700 is for new "National Defense" activities, which include the much-discussed and frequently criticized Foreign Broadcast Intelligence Service.

Terminates at War's End

President Roosevelt assured Congress, however, that within 60 days after the expiration of hostilities or after the date of an armistice between the U.S. and the principal enemy powers, "this appropriation shall cease to be available for obligations unless Congress shall otherwise provide by law" under the Act of June 26, 1943, Public Law 90.

The budget message carried an appropriation request for $2,208,000 for normal peacetime functions of the FCC. This is an increase of $209,000 over the current appropriation and $316,228 above the highest peacetime amount obligated by the FCC. That was in 1936 when the Commission spent $1,892,771.03 of its $1,925,000 budget.

The remaining $16,700 of the $8,371,700 requested for the 1945 fiscal year was asked for printing and binding. This represents a decrease of $5,900 under the amount appropriated for the current fiscal year.

Last year President Roosevelt asked Congress for $8,089,000 for the FCC, but the Independent Offices Subcommittee pared it down to $7,609,914. That similar economic action may be taken by the House was indicated on Capitol Hill as the subcommittee prepared to delve into every phase of FCC operations.

NAB Budget Voted

SUBCOMMITTEE on finance of the NAB board which met in New York last Monday with Neville Miller, NAB president, and C. Arvey Jr., secretary-treasurer, approved the organisation's budget for the coming year and ordered it submitted to the full board for consideration. Committee members J. O. Maland, WHO Des Moines, and Roy Thompson, WTGB, attended the meeting. Paul Kesten, CBS, third member of the committee, was unable to attend.

GEORGE M. WILNER, formerly with MacFarland, Aveyard & Co., Chicago, has joined the sales staff of William G. Rambeau Co., Chicago.

NAB Leadership Issue Still Moot

Nominating Group Discusses Candidates for Presidency

NAB NOMINATING Committee appointed last summer by the NAB board to make recommendations concerning the presidency of the Association following the expiration of Neville Miller's term on July 1, 1944 [BROADCASTING, Aug. 5, 1943], met last Thursday at the Hotel Roosevelt in New York.

Following the meeting, Don S. Elias, WWNC Asheville, Committee chairman, reported that there had been a full discussion of the situation, but that no decisions were made. He did not disclose the names of any individuals the Committee has under consideration, nor any details of the discussion, stating that it would be premature to give out any information at this stage of the Committee's work.

Two-Way Ocean Hookup

For Press Conference

A TRANSATLANTIC press conference by radio took place Jan. 13 at a National Press Club luncheon held in Washington through the joint efforts of the club and the BLUE Network. Participating in England were Lt. Gen. Carl A. Spaatz, USAAF, newly-appointed commanding general of the American Expeditionary Forces in Western Europe; Air Marshal Sir Richard H. Peck of the RAF; the Hon. Reginald Peake, Minister of Aircraft Production in the British Government; and Sir Alan Trenchard, Minister of Civil Aviation.

Guests at the luncheon meeting included Edward J. Noble, chairman, WJZ, the BLUE Network; Mark Woods, BLUE president; and G. W. Johnstone, director of news and special features for the BLUE. William Hillman, BLUE Washington correspondent introduced the Washington newsmen, and Air Marshal Sir Alfred Medlycott, BLUE London correspondent, presented Gen. Spaatz and Air Marshal Peck.

RCA Program Plans

WHEN RCA moved its BLUE program What's New from Hollywood to New York last June, the company, instead of naming a permanent m.c. in Don Ameche's place, started the RCA Reports weekly, including Leonard Warren, Jim Ameche, Jack Douglas and Ce.-

Connally Leaves OPA

RESIGNATION of Reagan P. Connally, director of OPA's Consumer Goods Price Division, to return to his duties as president of Interstate Department Stores, New York, was announced last week by Administrator Chester Bowles.

NEW MAN AND WIFE team with KMOX St. Louis is Mr. and Mrs. Jack Sexton. He joined the staff last March, she, only recently. Mrs. Sexton conducts Hunt Hunting Company's new program, Magazine of the Air.

FCC Spending Under Probe; $8,371,700 Budget Is Sought

Arvey Spots

ARVEY CORP., Chicago (glass substitute), began sponsorship Jan. 10 of an eight-week series of announcements on WSAV KNX WIL adultery WNCO WLS KPO KWTO KFAB KXOK, plus three quarter-hourly weekly on WIAM Rochester. Solution contracts vary, placed by First United Broadcasters, Chicago.

PART-TIME LABOR CLARIFIED BY WMC

WORKERS in the radio industry who are employed for less than 20 hours a week by any one employer may be hired without a statement of availability, according to a new ruling issued last week by Mrs. Anna of the board of New York regional director of the War Manpower Commission. Ruling was issued following a meeting of WMC ex-officio representatives of 16 New York stations.

First of Series of four discussions, The Department of State Speaks, was heard Jan. 8 on NBC, with high officials participating. In the usual order were: Assistant Secretary of State Edward R. Stettinius Jr.; James C. Dunn, advisor on political relations, and Dr. Harry V. Elkins, advisor to the Secretary of State. The programs originate from the State Department in Washington, with Ross Filson of WRC-NBC Washington, as producer.

Two-Way Ocean Hookup For Press Conference

A TRANSATLANTIC press conference by radio took place Jan. 13 at a National Press Club luncheon held in Washington through the joint efforts of the club and the BLUE Network. Participating in England were Lt. Gen. Carl A. Spaatz, USAAF, newly-appointed commanding general of the Ameri-...
The vital small town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.

In "Beyond Metropolitan" America, prosperity is at an all-time high, and is firmly founded for post-war years. The 200 KBS stations penetrate and dominate this bountiful market, supplying missing links, strengthening weak links, in major wired networks. KBS delivers "Beyond Metropolitan" America to you in a single, streamlined operation... at mass market per capita cost — or less! Investigate KBS, the ONLY network covering "BEYOND METROPOLITAN" AMERICA exclusively!

Write, wire or phone.

"THIS IS THE KEYSTONE BROADCASTING SYSTEM"

134 No. LaSalle St., Chicago 2, III.—State 4590 * 580 Fifth Ave., New York 19, N. Y.—Longacre 3-2221
6331 Hollywood Blvd., Hollywood 28, Cal.—Hempstead 0460

SILVER PLATTER BY CARTIER
**Rule on Transfer Is Revised by FCC**

Deaths of Licensees Must Be Reported to Commission

NOTIFICATION of the death of a radio permittee or licensee must be filed with the FCC within 30 days after such death, under terms of an amendment to Sec. 1.360 of the Commission’s rules and regulations, adopted last Tuesday.

The original rule provided that an application for consent to transfer of control of a construction permit or license at least 60 days before the contemplated effec-

EXCLUSIVE SPECIAL feature broadcast was this interview with four governors on KFPY Spokane. Ernie Jorgenson, KFPY news director, did the interviewing on the development of resources of the Columbia River. State executives interviewed were (left to right): Gova. Clarence A. Bottolfson, Idaho; Sam G. Ford Montana; Mr. Jorgenson; Gova. Earl Snell, Oregon; Arthur B. Langlie, Washington.

**Action of WJBK in Cancelling Program Is Tested in Court**

Detroit Station Compelled to Continue Labor Series Pending Hearing on Injunction Petition

THE POWER of a radio station to exercise control over programs using its facilities is at stake in an injunction action brought here last week against James F. Hopkins, owner of WJBK of Detroit. The station, which had notified sponsors of the Polish Ray of Truth program, a Sunday evening feature, of immediate cancellation of their contract, was forced by a restraining order of the Wayne County Circuit Court to carry the broadcast Sunday night as usual, pending hearing on the station’s petition for a temporary injunction forbidding termination of the contract. The action, as far as is known, is unprecedented.

In his letter advising the sponsor, the Polish Unionist Radio Hour Assn., of the program’s cancellation, James F. Hopkins, manager of WJBK, charged that the Ray of Truth had “failed to pro-

**Marquardt to World**

MAYNARD F. MARQUARDT, general manager and chief engi-

**WJJD, WIND Test Multiple Decision**

FCC Grants Request to Hold Early Hearing on Order

**FIRST TEST** of the FCC’s order against multiple ownership of stations in the same or overlapping areas was docketed by the Commission last Wednesday. WJJD Chicago and WIND Gay, Ind., stations controlled by Ralph L. Atlas. The Commission last Wednesday announced it had granted an application by the stations for “opportunity for an early hear-

**WOR News Expansion**

EXPANDING the war services and news coverage, WOR New York City, under new management of Dave Driscoll, director of division, has added three to the staff. Paul Kiliam, known as Paul King when with WOR, and George Haines, formerly of Yankee Network, will be supervisor of news; John R. Thornton, formerly with WOR, will be assistant to the news director, and Campbell Crawford, recently of the Wall Street Journal’s Detroit bureau, will be news editors Edythe Mese

**FDR 56.9 Rating**

SPEECH by President Roosevelt on the four major networks Jan. 11 attained a rating of 56.9 and reached a radio audience of 45,882,000, according to a special sur-

**Page 16 • January 17, 1944**
The civilian population of the Columbus Metropolitan Area is now 139,706 as shown by the Bureau of Census estimate of population of Metropolitan Counties, revised as of Oct. 31st, 1943 ... an increase of 25.6% over April 1st, 1940.
Panel for Program Managers At NAB Convention Is Planned

Executive Committee Discusses Wartime Issues; Technical Articles

PLANS for three or four meetings of program managers to be held during the next NAB convention were discussed by National Program Managers' Executive Committee during a meeting held in New York last Tuesday and Wednesday.

Group, which was organized only a year ago and which held its first general session at the 1943 convention, also outlined plans for a series of articles on the various phases of program operations to be written by leaders in the field and issued as special NAB bulletins.

Labor Problems

Highlight of the two-day meeting was a Wednesday session with the Radio Committee of the American Civil Liberties Union, headed by Thomas R. Carskadon, chairman, and Norris Novik, director of WNYC New York municipal stations.

Representatives of several AFI members attended the meeting, at which the labor delegation expressed its views that in general the labor point of view is not getting adequate expression on the air.

His committee feels that the present NAB code provides considerable room for an increase in the amount of time given to labor on the air, Mr. Carskadon reported after the meeting. His group recommended, he said, that the broadcasters maintain a close check on newscasters and commentators to see that a one-sided view of labor disputes not be given the listeners.

He feels that a responsibility of station management to see that a fair balance is maintained in newscasts and commentaries as well as in other programs, he declared, pointing out that there is a tendency for commentators to get their news of labor disputes exclusively from employers without checking the unions for their side of the story.

Local Problems

Meeting was entirely amicable, it was reported, and while no decisions were reached, the committee parted with an agreement to continue their cooperation in working out procedures for the more effective presentation of labor views on the air. Regarding specific types of programs best suited for labor sponsorship, the program managers stressed the point that there is no single answer, but that each program should be built to fit local labor conditions.

Committee also discussed the overall problems of wartime programming, with Irvin G. Abeloff, WRVA Richmond, reporting on radio plans for the forthcoming Fourth War Loan Drive, of which committee he is a member. Lew Avery, NAB director of broadcast advertising, led a discussion of the effects of the industry's retail promotion, which invoked reports of numerous instances of retail business on stations created by the presentation.

At the Monday luncheon the group witnessed "On the Air," a sound film history of radio produced by Westinghouse Electric & Mfg. Co. On Tuesday a group of radio artists, including Betty Grable and Ann Elser, actresses; Nan Merriman, singer; Jackie Kelk, actor, and John W. Vandercook, commentator, were guests of the committee at luncheon.

CBS also gave the group a pre-hearing on "Report on Wartime Radio," a quarter-hour transcription dramatizing radio's contribution to the war effort with special emphasis on the part which radio advertisers have played in getting war messages over to the public.

Disc was produced by Kate Smith, Ted Collins and has been distributed by CBS to its affiliates. NAB is also offering the recording to its members which are not affiliated with any national network, and has asked the other networks to consider the production of similar programs for their stations.

Harold Fair, WHO Des Moines, chairman of the committee, said at the end of the meeting, "Members of the Program Managers' Executive Committee are production men, accustomed to hard work that gets results. I am proud of the way they are digging into programming problems."

Other committee members present included: Wynn Wright, NBC (representing C. L. Menser); Douglas Coulter, CBS; William J. Adams, WHEC Rochester, N. Y.; J. Robert De Haven, WTCN Minneapolis; Glenn Jackson, WSPD Toledo; Mr. Abeloff; George Sutherland, WMVW Waukegan; and in absentia, Ray Shannon, KMBC Kansas City, was not there only because he was unable to arrange transportation. Neville Miller, NAB president, and Willard D. Egolf, assistant to the president, also attended the meetings.

Merchandising Meeting Held by Specialty Sales, WLW Cincinnati subsidiary, takes time off for the camera. The meeting at Crosley Square was in the interests of Brit-Tex, manufactured by the Thomas Products Co., Buffalo, and participating sponsor on the Government's "Operation program three times weekly. Sales executives are (seated, 1 to r): Oscar Haberman, Charles Siegworth, L. S. Kendall, Specialty Sales field representatives; Robert Savage, assistant director of merchandising for the firm; Donald Studebaker, Buffalo, agency of the account; A. R. Griffs, WLW merchandising director; Ronnie Jones, J. J. Tgyer, district managers for Specialty Sales. Standing (1 to r): Lou Sargent, manager Specialty Sales and his assistant, W. A. Murray.

Mills Leaves Post As SPA Manager

Freezing of Plans Until War Is Over Believed Cause

E. CLAUDE MILLS has resigned as general manager of the Songwriters Protective Assn., it was announced last week by Sigfusson and Romberg, president of SPA. Resignation will be effective Jan. 31, marking the completion of 18 months of service with the organization. Previously he had been with ASCAP for more than 20 years, resigning as chairman of the ASCAP administrative committee in July 1942 after the Society's reorganization in accordance with the terms of the Government consent decree.

Action Deferred

When he joined SPA, Mr. Mills stated that plans were in the making whereby new arrangements would be made between the writers and the publishers of music which "will inevitably lead to a new rule of fairer and more generous returns to the actual producers and creators.” He listed "improvement in contractual relationships between writers and publishers, certain amendments of the Copyright Law, establishing a close collaboration with other protective groups of creative workers, organizing the songwriters into a world wide group," as a few of the objectives "toward which I hope the SPA can successfully lead the American songwriters in the future."

Deed of SPA to make no changes in the present set-up until the war is over, holding action on all plans in abeyance for the present, is believed to be a major reason for the present decision to leave the group. Another reason was undoubtedly the fact that no definite salary arrangement has ever been worked out between SPA and Mills, whose ASCAP salary of $35,000 was continued for a year following his retirement from that organization.

Mr. Mills had left New York for the West Coast last week and could not be reached for comment. Denying knowledge of Mr. Mills' future plans, Mr. Romberg said he may "make a connection with one of the motion picture studios."

War Chronology Issued

PRESS ASSN., as reference for stations using the special AP radio news wire, has prepared a Chronology of War II, listing by date, not by significance, events since U. S. participation, but also those political and military developments which led up to the global conflict starting with the Japanese attack on Pearl Harbor on December 7, 1941.
Looking backward... WHILE MOVING FORWARD

In the wake of Westinghouse broadcasting are bright ripples of achievement reaching back to 1920. However, past performance is but an augury of the future... a pattern for still better service to public and sponsor alike... a pledge to some 18,000,000 people residing in Westinghouse primary areas that programs will continue to be of the very finest always... that Westinghouse will continue to deliver Response Ability to all advertisers. (Ask NBC Spot Sales to confirm that!) Westinghouse looks back with pride while moving forward with confidence.

WESTINGHOUSE RADIO STATIONS Inc

WOWO · WGL · WBZ · WBZA · KYW · KDKA
COMBINED BROADCAST SERVICE INCOME STATEMENT 1942
4 Major Networks, 6 Regional Networks and 851 Standard Broadcast Stations

<table>
<thead>
<tr>
<th>Networks and their managed and operated stations</th>
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</thead>
<tbody>
<tr>
<td>Networks including 9 key stations of major networks</td>
</tr>
<tr>
<td>$56,411,222</td>
</tr>
</tbody>
</table>

A. Revenues from Sale of Time:
1. Net time sales by—
   a. Major networks
   b. Regional networks
   c. Miscellaneous networks and stations
2. Deduct—Payments to foreign stations and elimination of multiple duplications
3. Total revenue from network time sales
4. Total revenue from non-network time sales
5. Total revenue from time sales
6. Deduct—Commissions to regularly established agencies, representatives, brokers and others
7. Net revenue from time sales

B. Revenues from incidental broadcast activities:
1. Talent
2. Sunday broadcast revenues
3. Total revenues from incidental broadcast activities
4. C. Total broadcast expenses of networks and stations
5. D. Broadcast service income (before Federal income tax)

1 Stations licensed to major and regional networks, and those licensed to others, but managed by networks as to program time, or sales.
2 Includes approximate allocation of $41,870 and $41,880 as major and regional network time sales, respectively, of $58,699 reported by licensees of stations with total time sales of less than $25,000.

The FCC figure for total revenue from time sales compared with the estimate of BROADCASTING made a year ago of $191,000,000 [BROADCASTING, Yearbook, 1943].

The FCC breakdown showed that $84,383,571 of the 1942 time sales was attributable to the national networks and their managed and operated stations. Regional networks accounted for $2,631,778 of the aggregate.

National and regional non-network time sales (spot) accounted for $51,056,159 and local for $53,098,916. These figures were within the fractional limits of the BROADCASTING Yearbook estimates for the same year covering all stations and networks.

After deducting commissions to agencies, representatives and others, totaling approximately $26,500,000, the Commission analysis showed net revenue from time sales aggregating $165,642,945.

Revenues from incidental broadcast activities aggregated $15,200,000, with total broadcast revenues following deductions amounting to $175,839,699. Total broadcast expenses of networks and stations were computed at $134,207,261, leaving the balance of approximately $44,630,000 as the broadcast service income prior to Federal income taxes.

A second breakdown released by the Commission and prepared by its Accounting, Statistical and Traffic Departments covered income items of standard broadcast stations by class and time according to type of network served. This is broken down into clear channel, regional and local and to network and non-network stations, covering items of income and expenses. This table is procurable from the FCC Accounting Dept.

Published above is the complete table covering combined broadcast service income of four major networks, six regional networks and 851 standard broadcast stations.

MBS Up 43% in '43

FARM & HOME HOUR GIVEN NEW FORMAT

Total 1942 Industry Revenue Put by FCC at $190,147,052

Figures Just Released Show Service Income of Stations, Before Taxes, of $44,632,238

TOTAL REVENUE from time sales for the four major networks, six regional networks and 851 standard broadcast stations in 1942 aggregated $190,147,052, according to the FCC analysis of combined broadcast service income released last Tuesday. The figure, based on official reports from all save a handful of stations in the "less than $25,000" brackets, showed a broadcast service income (before Federal taxes) of $44,632,238.

The FCC figure for total revenue from time sales compared with the estimate of BROADCASTING made a year ago of $191,000,000 [BROADCASTING, Yearbook, 1943].

Network Sales

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MBS Up 43% in '43

FARM & HOME HOUR GIVEN NEW FORMAT

FORMAT of the National Farm & Home Hour undergoes a change after 15 years, beginning today (Jan. 17). A program conference, held last week in Chicago, resulted in the new streamlined edition of the halfhour six-weekly agricultural program. James L. Stirtin, program manager of the BLUE Network's central division, Phillips Carlin, vice-president in charge of program office for the BLUE, and Robert D. White, producer and director of the Farm & Home Hour are responsible for decisive conference plans.

Keeping pace with farm audience listening habits, the Farm & Home Hour will provide instruction and entertainment. Curley Bradley, cowboy singer, will be a regular feature; persons prominent in economic, agricultural and national affairs are scheduled for a weekly spot. Saturday broadcasts are to be created by Robert White in cooperation with national farm organizations.

New Sprague Firm

STUART SPRAGUE, authority on copyright law who was a member of NBC's legal staff from 1929 to 1936 and who has served as special advisor to the NAB on copyright matters, and George C. Sprague have formed a partnership under the name Sprague & Sprague, with offices at 36 W. 44th St., New York 18. Phone is Murray Hill 2-6521.

TOP TUNES OF 1943

TOP TUNE played on the national radio networks during 1943, as determined by the Audience Coverage Index of the Office of Research-Radio division, City College, New York, was "People Will Say We're in Love". Next four most popular songs of the year, in order, are "You'll Never Know", "Brazill", "That Old Black Magic", and "As Time Goes By".
in advertising—it's reaching people that pays

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year round high per capita buying power.

PIEDMONT PLATEAU
SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (1,48,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WSPA</th>
<th>WORD</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-12 noon (M-F)</td>
<td>54.8%</td>
<td>36.8%</td>
<td>8.4%</td>
</tr>
<tr>
<td>12-6 p.m. (M-F)</td>
<td>49.3%</td>
<td>38.5%</td>
<td>12.2%</td>
</tr>
<tr>
<td>6-10 p.m. (Sun-Sat)</td>
<td>67.9%</td>
<td>26.9%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY
FCC Approves Sales and Transfers Of 5 Stations, Refinancing of Another

TRANSFERS of control and sales transactions totaling more than $300,000 were granted by the FCC early last week in one of the heaviest days of sales approvals in recent years.

WBRJ Knoxville, Tenn., was granted consent to voluntary assign-ment of its license from J. W. Birdwell, sole owner, to the American Broad-casting Co. to WJAI Lexington, Ky., for the sum of $135,000. J. Lindsay Nunn, and his son, Capt. Gilmore N. Nunn, now on foreign duty with the Air Transport Command, control American Broadcasting. They also own WCMI Ashland, Ky., and KFDA Amarillo, Tex. Mr. Birdwell was at one time part owner of WJHL Johnson City, Tenn. WBRJ operates on 1210 kc with 250 w.

KPHO Grant

Consent was also granted for the voluntary assignment of the license of KPHO Phoenix, Ariz., from M. C. Reese, Phoenix insurance man, to John K. Bird, Phoenix, Inc., for $60,000. As his two sons who formerly managed the station are now in the Army, Mr. Reese stated that his health does not permit him to take over the management of KPHO.

Rex Schep, general manager of WIRE Indianapolis originally had agreed to purchase the station, but he later transferred his interest to Phoenix Broadcasting, of which he is now president and director, in exchange for one-third interest for which he paid $25,000. Mr. Schep's 29% interest in WAPT Paterson, N. J. is pending sale upon FCC approval to Donald Flandm, former owner of WMCA New York. Other interests in Phoenix Broadcasting are held by Gene Autry (20%), E. C. Pulliam (32%) and A. G. Atwater (10%), directors.

Mr. Pulliam is president and a director of WIRE and WAOV Vin-cennes, Ind., and the remaining shares in WIRE and WAOV are owned by Gene Autry and Wilber (10%), a corporation.

Miles to John for Miles

MILES LABS, Elkhart, Ind. (Alka-Seltzer), announced that H.C. Plassin, begins sponsorship of a five-weekly, quarter-hour news program, featuring Robert St. John, 22, a 1940 graduate of the University of Chicago. For the next year, the program will be heard on WIRE Indianapolis and WAOV Vincennes, Ind., at 4:15-4:30 p.m. Originating out of New York, the series will be heard over the network of NBC and will be heard on the Air Network. The program will be heard in the Midwest.

Kentucky Sports

KEUK Transfer

Approval was also granted for transfer of control of KEUK Ever-ett, Wash., from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot. Action involves the sale of 225 shares of common stock for $265,000. Dr. Binyon and Mr. Wallgren each held 62½ shares. Mr. Talbot is owner of KEUR Seattle, which he bought in May 1943, and is purchaser of KEOE Kailupuil, Mont., subject to FCC approval [Broadcasting, Nov. 22].

Sale of control in WTTM Trenton, N. J., to Rep. Elmer H. Wene (D-N.J.) by A. Harry Zoog, station manager, through purchase of 43½ shares of stock for $6,468.75 was approved. Rep. Wene, owner of WSNJ Bridgetown, N. J., is pres-ident of Trent Broadcasting Corp., licensee of WTTM. He also holds a minority interest in WFFG Atlantic City.

The Commission at the same time consented to the refinancing plan of WKNKE Keene, N. H., involving the issuance of new preferred stock and transfer of preferred and common stock which gives control to R. E. Wider and his son, Col. H. C. Wider. Considera-tion in the transfer was $19,400. M. S. Wider now holds 256 shares of preferred stock and with his son controls 299 of 510 shares of outstanding common stock. Col. Wider is principal owner of WYSR Syracuse and WTRY Troy.

WKNK may now issue 500 shares of non-voting preferred stock at $100 per share value. It is con-tended that this will strengthen the station's financial position and balance sheet for credit purposes as well as pay off its net indebtedness. Major common stock interests are now as follows: M. S. Wider, 192 shares; H. C. Wider, 57 shares; Helen W. Miller, 58 shares; Frank Lyman Jr., 40 shares.

Sylvanias to Burnett

MILES LABS, Elkhart, Ind. (Alka-Seltzer), announced that Air Elec-tronic, started by Roger M. Wise, Sylvanian director of engineering; Don G. Mitchell, vice-president in charge of sales; and Doug R. Burnett, vice-president in charge of Hygrade Sylvanias's operations.

HORRIBLE HARMONY groans forth from this gruesome trio of the Kiesevelter Kut-Ups Show. The unholy three from the Kiesevelter Agency's radio department sang for the radio Section and radio buyer; Rhoda Powers, radio timebuyer; Sam S. Baker, director of radio.

Hanover Shoe Sports

HANOVER SHOE CO., Hanover, Pa., announced its sponsorship of leading high school basketball games throughout Southern New Jersey, using WIBG, Philadelphia, and WTOP Washington. The games are broadcast Friday nights from Camden convention hall on WIBG, with Ollie Haring doing play-by-play and Doug Arthur, color, while on WAAT, George Schreier, a member of the NFL publicity department, handles the play-by-play. Ollie Haring is former Hanover Shoe sports writer.

WOR Ranking

WOR, New York, has released a list of the 10 leading agencies in order of their expenditures on the station during 1943. Following Young & Rubicam are BBDO, Er- win, Wasey & Co., J. Walter Thompson Co., Charles W. Hoyt Co., Arnold & Co., Newell-Emmett, Compton Adv., and Duane Jones Co.

Spots for Stamps

INTENSIFICATION of Standard Brands' campaign to promote Stans and Stan-B vitamin tablets was announced at a general sales meeting of the company's pharmaceuti-cal division in New York last week. The promotion will be promoted through major outlets will be promoted through spot announcements on Standard Brands' two network programs and The Open Door on NBC and CBS respectively. Agency is Ted Bates Inc., New York.

CHECK!

Unique Radio Name Makes

-Used Car Business-

KEY to the successful use of radio for a New Jersey dealer in new and used cars is the use of the "radio name" created by the station when the client bought air time for the first time some nine months ago. The sales promotion department of WPAT Paterson, N. J., changed the name from Falls City Auto Exchange to "Check with Chick", using the nickname of the firm's president, Bady Joseph. Signs at the dealer's office were changed accordingly.

Effect of the new name was evident soon after a schedule of 42 spots, announcements every week were put under way. Telephone company officials urged Mr. Joseph to list the "radio name" to relieve pressure on their information board from requests for "Check with Chick's" telephone number, a member of the number. Several initiators sprang up, as for example a "Double Check with Chuck." While the firm continued its use of new car spots, radio is said to be largely responsible for the increase in business. Since it started on the air in some 30 weeks ago, business has increased more than 400% and has expanded its quarters three times.

"Check with Chick" is designed for the 52-week renewal of its WPAT sched-ule.

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BROADCASTING • Broadcast Advertising
“Why no, Mr. Irktussle, we haven’t seen Miss Jones since we started advertising on WGN.”

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11  ILLINOIS
50,000 WATTS  720 Kilocycles

MUTUAL BROADCASTING SYSTEM
THE ULTIMATE IN WIDE-RANGE RECORDING
There is nothing finer in recorded music than a WBS Transcription! For the World Broadcasting System has set an entirely new standard of quality for Transcribed Program Services by assembling the Quality Talent of the World—and then recording these artists with such fidelity that radio stations and their advertisers can truthfully say “This is the Best”.

The Quality Talent of the World deserves the Quality of Recordings that brings you this talent with a life-like clarity that means audience appeal and keeps listeners listening—to your program.

. . . . that is why WBS pioneered and perfected commercially the Vertical Cut Wide Range Method of Transcription, so superbly developed by Western Electric engineers.

. . . . that is why WBS created the finest sound studios ever constructed, as acoustically perfect as modern electronic science can make that possible, and equipped with the most advanced recording equipment in operation today.

. . . . that is why every WBS recording is controlled by skilled electrical engineers, and produced under the personal direction of showmen who have “that rare ability to make the best of music sound just a little bit better.”

. . . . that is why WBS “gold sputters” their masters and presses every disc in Pure Translucent Vinylite, so that the most delicate impressions are still superbly accurate after hours and hours of wear.

. . . . that is why WBS can justly be called “The Quality Library of the World”—with access to the greatest array of popular Talent available thru any library service today—with the widest variety and types of recordings to be found in any library—with over 3800 selections now recorded to meet every requirement for announcements, mood music, or completely balanced musical presentations—with the constant addition of “Tomorrow’s Stars” and at least 50 new numbers every month—and with a service that supplies continuities, planned and written by experts, and promotion material that really sells.

. . . . and that is why radio stations are discovering that the Quality Talent of the World—reproduced by this method of Quality Recording—has a new dollar and cents value to their stations and their advertisers, solving their production problems and delivering the maximum program satisfaction for every broadcasting purpose.
**'Analyze Stock and Customers,' Avery Tells Retailers in N. Y.**

Advises Dry Goods Association To Mold Programs To Fit the Audience, Reflect Store

"HOW WELL you analyze what you have to sell and to whom you want to sell it are unquestionably the major factors in the successful use of broadcast advertising by retailers," Lewis H. Avery, NAB district chairman of broadcast advertising, stated last Tuesday in a talk before the Sales Promotion Division of the National Retail Dry Goods Assn., whose annual convention was held in Philadelphia, Pennsylvania, New York, Jan. 10-14.

Reporting on an analysis of 174 retail radio campaigns which both retailer and broadcaster agreed were successful, Mr. Avery stated, "The experiences of both retailers and radio stations stress a consistent thread: Shape the program to fit the audience you want to reach. It is not enough, however, by any means, to put on a program type that, according to the national surveys, most people like. It must be a program that is likely by the particular group the retailer wants to reach."

**Store Personality**

In addition, he continued, the study showed "the necessity of selecting a program in keeping with the general atmosphere of the store and of building through the program a kind of store 'personality.' You may be amazed," he said, "to learn that the studies revealed that the nature of the program alone does not account for the success of retail broadcast advertising. The experience of retailers and radio stations indicates that nearly any program, within certain broad limits, will prove successful for the retailer, provided:

1. It is broadcast at a time when the people he wants to reach can listen;
2. There is nothing obnoxious to that group about it; and
3. It is broadcast sufficiently often to keep the retailer's name most constantly before his customers and prospective customers."

Reporting that most successful retail users of radio, sponsor programs and not merely announcements, with 85.4% using one or more programs daily and 28.7% two or more programs daily, Mr. Avery said that it seems "better to broadcast two or three inexpensive programs a day than one expensive one, and better to supplement the program with announcements throughout the day than to let it stand by itself. In fact, the importance of over-all coverage is the most common point made by those reporting."

**Appeal to Customers**

Neither retailers nor broadcasters favor any single day of time over any other for retail advertising, Mr. Avery continued, quoting one report to the effect that since a store's customers include all kinds of people, "any kind of program, broadcast at any time of day, is bound to appeal to some customers. The problem is how to appeal to the greatest number of specified or prospective customers."

A breakdown of the reports of the successful retail radio campaigns, he said, showed that newspaper and commentators accounted for 55.5%: musical programs for 18.4%: women's programs, 16.1%: announcements only, 10.6%: with sports programs, children's programs, participating programs and dramatic programs trailing in popularity.

Mr. Avery ended his address by citing three definite conclusions drawn from this objective study of retailers and radio stations of programs that are known to be successful:

1. Neither program content nor talent are crucial factors in determining the success of a retail radio program.
2. An inexpensive program, if it adheres to certain basic principles, may be more effective than the most elaborate production.
3. Cooperation, imagination and patience are the prime ingredients in a successful radio program for retailers or for any other broadcast advertisers.

**Grease Increase**

SALES UP 1500% is the record for the Banksfeld Packing Co., Salina, Kansas after a six month radio campaign. The company advertised lard with five dramatized spots a day, and a daily quarter-hour of music. At the end of six months, the records showed the amazing increase.

**New Blue Series**

THE BLUE Network has just started a seven-times weekly quarter-hour morning news program combining an overview, round-up with a summary of developments on the home front. Paul Nelson, BLUE commentator, presides in New York, calling BLUE foreign correspondents in from Chungking, Cairo and other world points. Title of the new program, heard Monday through Friday, 8:30-8:45 a.m. and Sunday 9-9:15 a.m. is BLUE News Correspondents at Home & Abroad. Two new foreign staff members will be heard on the series—William Ewing, from Honolulu; and Thomas B. Grandin, who will alternate with Arthur Feldman from London.

**'Times' Resumes Schedules**

THE NEW YORK TIMES, which recently cut its full Sunday page of New York station program listings for the coming week to a highlight box as a paper-saving device, has resumed publication of the week's full program schedule. Subscribers continued to publish full program schedule for the day in each day's paper, but reader demand for the return of the weekly page was presumably sufficient to cause its restoration.

**FIVE OIL FIRMS PLAN PROMOTION**

FIVE major oil companies, all users of network radio, will cooperate in presenting a special program Feb. 25, being planned to celebrate the opening in Port Neches, Tex., of the synthetic rubber Butadiene plant built by the Government and the oil companies, including Gulf, Atlantic Refining, Texaco, Pure Oil and Socony-Vacuum.

N. W. Ayer & Sons, New York, Atlantic's Agency, which is handling plans of the campaign, stated last week that no network has been selected as yet for the dedication program, and that arrangements are underway for such officials as Col. Bradley Dewev, U. S. ruler, director, to speak. Ayer also said that advance radio publicity will be given the opening of the Butadiene plant on the five companies' network programs, which include Fred Allen for Texaco, We the People for Gulf, both on Guild Raymond Gram Swing for Socony-Vacuum, B.J.E. and H. V. Kaltenborn, Pure Oil, NBC.

**KWBU Corpus Christi**

Plans Feb. 1 Opening

ANNOUNCEMENT has been made by Mr. Carr Collins, president of KWBU Corpus Christi, that the new station is expected to go on the air about Feb. 1 with a full schedule of local programs. Studios will be located in Corpus Christi, Dallas and Waco, and will operate simultaneously, 60 kW.

Operated by Century Broadcasting Co., with offices in Dallas, KWBU has as officers besides Mr. Collins, Pat M. Neff, vice-president and E. R. Nash, secretary, and L. L. Waller, treasurer.

The last week of the program granted voluntary assignment of the construction permit for the station to Century Broadcasting.

Ben N. Peck and L. A. Wofford of Corpus Christi have been appointed executive manager and commercial manager, respectively. Homer Hogan & Co., Chicago, and John E. Pearson Co., New York, represent the station nationally.

**N. Y. Alert Plan**

NEW YORK CITY radio committee at a recent meeting voted unanimously that any request of a program by Mayor F. H. LaGuardia, in his capacity either as Mayor or as director of Civilian Defense, for broadcast announcements involving public safety or general civic emergency will be carried as requested. And, it was recommended that Christmas Day "preparedness warning" of possible enemy attack, issued by the Mayor. Some stations did not heed the warning because of a confusion about the authority behind the messages [BROADCASTING, Jan. 3].

**Owens-Illinois Setup**

WITH dissolution of Libbey Glass Co., Toledo, and Owens-Illinois Pacific Coast Co., the two companies, the affiliated subsidiaries of Owens-Illinois Glass Co., are now divisions of that or dedicated to the production of Owens-Illinois Glass Co., president of Libbey Glass, and H. S. Wade, president of Owens-Illinois Pacific have been vice-presidents of the parent company.
We Give
Thanks....

We have already thanked Santa Claus and his numerous proxies. Now we give thanks to our ADVERTISERS, the lads whose money makes the kilowatts gambol and the millivolts leap.

We give thanks to our ADVERTISERS, not for their patronage (which Lord knows we appreciate endlessly) but for their patience and tolerance, for their good-natured long-suffering forbearance. They've been booted about as no self-respecting sponsors have any reason to expect. Their firm orders have been ignored—so many times!

Their commitments have been pushed around, switched, and even canceled outright—often even without the grace of notification.

They've been treated just shamefully!

Of course, they all understand that all this has been caused only because the war has the right of way, at WWJ, and at all American radio stations.

And, invariably, they have approved everything we have had to do, no matter how disturbing.

For all of this, we give thanks.

And we promise to go on, and on, along the same line, until we get that UNCONDITIONAL SURRENDER from Hitler and Hirohito.
We see by the papers...

Here at WOR we have watched them grow - paper by paper, year by year. From an impressive handful of regular WOR program listings in less than fifty newspapers in 1936, the number has soared to 191 newspapers - in 140 cities and towns - which list WOR's programs daily.

Local papers? Local cities? Well, "local" in the sense that 104 of these daily papers (read by 8,953,000 people!) are in WOR's Guaranteed Area. And that area stretches powerfully into 7 great states containing 16 war-wealthy cities of more than 100,000 people each.

The other 87 papers? Three of them are in Canada, and they're read daily by 307,717 people in Montreal, Halifax and St. John. Others are in New Hampshire, West Virginia, Maryland, Vermont, Western Pennsylvania, Massachusetts, and five other eastern states.

As editors are not philanthropists, but print only what their readers want, this, we think, indicates rather strongly that at least 10,624,966 people who read 191 daily newspapers have a profitable curiosity to know what's on that power-full station . . .

WOR

at 1440 Broadway, in New York *

* Not to mention the hundreds of WOR advertisers and their agencies who profit by the listings!
that power-full station at 1440 Broadway, in New York
327 Advertising Cases Handled in Year
Says Trade Commission Annual Report

A total of 327 cases involving false and misleading advertising were disposed of during the fiscal year ended June 30, 1943 by the Radio & Periodical Division of the Federal Trade Commission, according to the annual report of the Commission issued last week.

At the close of the fiscal year, the Division had 639 cases pending as compared with 726 at the close of the previous fiscal year, the Commission reported.

Advertising Analysis

An analysis of advertising questioned by the Commission during the year showed that foods, drugs, devices and cosmetics accounted for approximately 51% of the 5,969 commodities involved in the investigations. Drugs alone constituted 48% of the questioned advertisements.

In its investigations of radio advertising the Commission issued calls to radio stations at the rate of four time a year (now reduced to twice a year). National and regional networks respond on a continuous weekly basis and producers of electrical transmissions submit reports monthly. This material is supplemented by periodic reports from individual stations.

The Commission reported that during the fiscal year it received copies of 940,750 commercial radio broadcast continuities and examined 1,045,484 continuities. From this material, 22,329 advertising broadcast messages were marked for further study as possible representations that might be false or misleading.

The report stated that 88% of the routine and periodical cases resulted from routine examination of advertising material and 12% from complaints by or information received from other Government agencies, competitors, and other members of the public.

The Commission received the cooperation of the 4 national networks, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings, in addition to that of 853 commercial radio stations. The Commission, the report noted, "has observed a desire on the part of these broadcasters ... to aid in the elimination of false and misleading advertising."

Jacobs Bouts Televised

THROUGH cooperation of Mike Jacobs, president of the Twenty-First Century Sporting Club, and the Washington Safety Razor Co., WNB, NBC television station in New York, televised the Ruffin-Zurita bout from Madison Square Garden on Jan. 14 and will also do a sight-sound broadcast of the Angotti-Jack match on Jan. 28. Arrangement indicates a renewal of friendly relations between Jacobs and NBC, which threatened the fight promoter with suit for breach of contract a few years ago when he sold the broadcasting rights to Garden fights to Gillette and MBS after they had been on the BLUE under Adam Hat sponsorship for several years.

Lever Wins Suit

REVERSING the U. S. District Court for Maryland, Judge Arms-stead M. Dobie of the U. S. Circuit Court of Appeals, sitting in Rich- mond, Va., has held that two patent claims of Lever Bros. Co. involving principles in soap manufacture were valid and that the claims were infringed by Procter & Gamble, which had been working on the same line. The case grew out of P & G's alleged change in 1940 from an old process in making Ivory soap to a new one. Both firms are large users of radio.

Grant Retires at GM

R. H. GRANT, vice-president of General Motors Corp., retired on Jan. 15 from active service in the company "to devote his time to his personal affairs," and to gain a "greater amount of leisure time," according to Alfred P. Sloan Jr., chairman of General Motors. With the Company in various capacities for more than 20 years, Mr. Grant has supervised the merchandising activities and all G-M divisions. He will continue as a member of the board of directors.

CBC Shortwave Plan

CANADA'S shortwave broadcasting station is nearing completion at Sackville, N. B., and is to begin broadcasting on regular schedule late this summer, according to Dr. A. Frigon, acting general manager of the Canadian Broadcasting Corp. The first of the two 50 kw transmitters will be installed by March and the second by June. The stations will be ready to deliver service to all parts of the world.

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YOU MAY BE ABLE TO WALK A MILE IN 7 MINUTES*

BUT—YOU CAN'T COVER THE KALAMAZOO-GRAND RAPIDS AREA FROM CHICAGO OR DETROIT!

It doesn’t matter how hard you strain (or how desperately you wish) to cover Western Michigan with any “outside” radio effort—you just can’t do it.

There are too many intervening miles—too much “fading” in this area. No outside station can do an adequate job in Western Michigan.

But Western Michigan people do listen to WKZO. With studios in both Grand Rapids and Kalamazoo, we’re a “home station” and the big Columbia outlet in both cities and in all the rich surrounding countryside. . . . Let us prove it to you. Write us direct, or just ask Free & Peters!

* G. H. Goulding, a Canadian, walked a mile in 6 minutes, 25.8 seconds, on June 4, 1910!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

JOHN E. FETZER, Managing Director

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
Up 300%

Always a valued commodity, war has given cotton new and greater significance. There's a bumper crop down in KWKH-land—many localities report ginnings up more than 300 per cent. This means more spendable wealth—greater opportunities for you to sell now and build sales for the future.

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

FUTURE HOME of the Twin Cities' station, KSTP appears in artist's sketch. The studios and offices will be the largest in the area, giving the station complete office and production facilities in both St Paul and Minneapolis. Grand opening of KSTP's Radio City is March 2.

MINIATURE newspaper summarizing late war, Washington and local news as prepared by the newsroom staff of WLW-WSAI Cincinnati for executives and departments of the two stations. Issued Monday through Friday at 4 p.m. the Ouellet Square Building is under the editorship of Bill Dowdell and Gilbert Kingsbury.

LABOR'S contribution to the war effort is the theme of a Sunday dramatic series Labor for Victory on WNTU New York featuring the war work of various CIO unions selected by the CDWO. The series may eventually become a joint CIO-AFL affair when final arrangements with the AFL have been completed.

SKIPPER DAWES, education director of WPIL Philadelphia, has tied in with the public library system in connection with his WPIL Studio Schoolhouse programs. Supplementing the weekly in-school period set aside for The Magic of Books, Mr. Dawes each week visits a different library branch in a neighborhood to conduct a story hour and discussion meeting with the primary school youngsters.

MUSICAL reminiscences of the stage hits of an earlier year serve as the basis for a new series of Sunday musical programs presented by KTW Philadelphia. Called Echoes of Show Tunes the program features a make-believe theatre with an actor, Stuart Wayne, rehearsing past hits and spectacles that played there.

NORTHERN BROADCASTING & PUBLISHING Co., Terre Haute, Ind., has started a weekly newsworthy sheet, State which is sent to all members on the staffs of the eight stations operated by the company, and also goes to former staff members now in the armed forces. The mimeographed news sheet is filled with personal items and doings of the stations.

UNIVERSAL MICROPHONE CO., Inglewood, Cal., covers plant developments and personnel items in its Microtopics house organ.

PRIMARY and advanced classes in script writing, sound effects, production and announcing, to be given weekly for 12 weeks by NBC for its employees, got under way Jan. 10 in New York. Instructors will be as follows: Production, Wynn Wright, eastern program manager, and N. Ray Kelly, eastern production manager; scripts, Lewis Totten, manager of the script department; sound effects, H. Weston Conant, assistant supervisor of sound effects; announcing, Pat Kelly, supervisor of announcers, and Jack Costello, announcer.

WRQ Washington is co-sponsor with the Variety Club of Washington, D.C., of a special war bond matinee of the "Ice Capades of 1944".

ASSOCIATED Music Publishers has negotiated music licensing agreements with WACO, KNOX, WPXN, KVOX and renewals with WGAU, WGBB, WCMC, WCOA, WPTF, WJAM, WMBW, WLAF, WSVG, WOAC, WNAX, WQPI, WSAI, WSCX, WACK, WJUN, WJUI, KMA, KNCM, KGW, KJMI, KSL, KSTP.

WHJL Johnson City, Tenn., has contracted with Press Assn. for the special AP radio news wire.

WPAT Paterson has issued with its new rate card for 1944 a five-color coverage map.

BECAUSE of favorable audience response to original releases of The Weird Circle series of transcended mysteries, the NBC Radio Recording division is extending the series from 20 to 30 programs. Imperial Tobacco Co. of Canada, will place them on 54 Canadian stations. Peter Hand Brewing Co., Chicago, will sponsor the 13 new releases on WGN Chicago, through Mitchell-Faust Adv. Co., Chicago. Program is heard on 68 stations in this country, on KGU Honolulu, and on an Army operated station in Alaska.

WIBA Madison, Wis., is airing all home Big 10 basketball games of U. of Wisconsin, with Art Lentz doing play-by-play account.

WNBH New Bedford, Mass., has acquired the special AP radio wire from Press Assn.

Charles Schenectady, New York, general exporter and industrial exporter of American-made transcriptions, has moved to 116 Broad St., New York, to larger quarters at 67 W. 44th St., adjoining the offices of Charles Michelson, radio transcription firm, a subsidiary company. M & S was American agency for Radio Normandy.
Can You find the FIRE, the SKELETON, the HORSES, the RAIN...in this Picture?

**1.** Milking a cow: squirting seltzer into a tin milk pail achieves the desired effect.

**2.** A locale has changed, but the rains the same as always.

**3.** Sock in the Jaw: sinking a fist into a pad of rubber sounds just like a haymaker.

**4.** they're all there. You'd recognize them instantly—if you heard them. They are gadgets from NBC's Sound Effects Department, the largest and most complete in radio.

NBC has devoted a great deal of time, thought and effort, as well as ingenuity and cold cash, to the development of this important phase of broadcasting—another reason why NBC is "The Network Most People Listen to Most."

**answers:** 1. Skeleton—rattling wooden sticks brings a skeleton to life. 2. Fire—crushing Cellophane sounds like crackling flames. 3. Horses—pounding rubber cups against hard-packed earth simulates a gallop. 4. Rain—bird seed falling against wooden balls onto taut paper sounds like a storm.
Baltimore is for

The Martin Plant Airport is larger than LaGuardia Field

Probably no single fact dramatizes the size and scope of the Glenn Martin Plant in Baltimore so well as the fact that it boasts its own private airport that is LARGER than New York’s famous LaGuardia Field.

When the Glenn L. Martin Company moved to Baltimore in 1929, Mr. Martin drew up a master plan for expansion. Every expansion since then—even the vast wartime development—still lies within that plan.

There’s nothing temporary about any part of the Martin Plant—the solid structures of brick, steel, and concrete represent the soundness of Baltimore’s stake in the Air Era.
The great Glenn L. Martin plant was conceived and planned to build huge flying boats and land planes for the brilliant peace-time future of aviation. Today's planes for war will be supplanted by bigger better aircraft for peace-time flying.

Baltimore is marching toward leadership in the post-war "Air Era". Its excellent water facilities, its industries, its proximity to other industrial centers, its fine flying weather, and its growing importance as a port are all in its favor. And the great Glenn L. Martin aircraft industry, important as it is in our war plane production, is primarily concerned with commercial aviation.

Baltimore is the fastest growing big city in the East -- For more than 25 years, the trend of growth in industrial output, in wage earners, and in payrolls has been steadily upward.

Baltimore isn't dependent on any one industry -- or any 10 industries. There are actually more than 100 different industrial classifications in Baltimore, and this amazing diversification of industries insures steady, uninterrupted progress.

It's good business to invest your advertising dollars in a growing market like Baltimore, whose number ONE advertising medium is WBAL.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
‘Jett Propulsion’

IT IS seldom that an appointment to public office can be classified as “ideal”. It happened in the elevation of FCC Chief Engineer E. K. Jett to membership on the FCC by President Roosevelt.

It is strictly a merit appointment—one that is heartening to others in Government service who, by dint of ability, efficiency and indefatigable work, can look to their reward in the way of promotion.

Lt. Jett often has been described as an ideal Government official. Senator White (R-Me.) the acting minority leader and the foremost legislative authority on communications, once said that if one-man control of radio were possible, he would be satisfied to have Jett.

Mr. Jett is a career man from scratch. He came through the Navy ranks, having enlisted in 1911 when 18. He became a commissioned officer and retired for physical reasons. In 1929 he was first “loaned” to the old Federal Radio Commission and carried over in 1934 to the FCC. As in the Navy, his promotion in the civil regulatory agency was rapid.

In naming Lt. Jett the President made not only a noteworthy selection but a timely one. Important problems relating to allocations for new broadcast services, aside from those in the communications field, are to be coped with. On the Commission he joins Comdr. T. A. M. Craven, in whose footsteps Mr. Jett appears to have followed insofar as naval and Government service are concerned. Both were elevated to Commissionships from the chief engineer’s post. They are excellent running mates for the tremendous job ahead, international as well as domestic.

Mr. Jett is no theorist or politician. He is a practical engineer and an experienced executive who is respected by his fellows in technical pursuits and revered by his staff. His appointment is a tribute richly deserved.

FM’s Challenge

RADIO’S all-consuming new interest these days is FM. Next week FM Broadcasters Inc., holds an annual convention in New York, open to all comers. It is the fifth such annual meeting, but it might as well be the first because only cursory interest was manifested in the previous sessions.

Now interest is at its peak. War-time developments have accentuated it. That relatively small group of followers of Maj. Edwin H. Armstrong, whose inventions and developments have centered attention upon FM, will be augmented by several hundred, in and outside of standard broadcasting. Many will attend the Jan. 26-27 sessions to probe and get the answers to those questions about this “better mousetrap”. They want information. They want to know whether they should be poised for the start—when the barrier is lifted on wartime restrictions in construction.

There is the battle, mainly behind the scenes, between FM and television. There are those who regard FM as a half-way step, an admittedly improved urban service for aural or sound transmission. But the television adherents argue that a picture is worth 10,000 words and that the FM, which will be FM transmission anyway, will provide both.

There are problems of allocation. FM, aside from improved quality, will make possible the licensing of some 3,000 broadcast stations, even with the present limited allocations to that service. Radio’s biggest fundamental problem (aside from that of regulation) always has been lack of room for expansion. The broad- cast band, under present allocations standards (which admittedly aren’t the best), is crammed with 900-old stations. It’s for that reason that the Congress and the FCC, till now, have seen fit to saddle radio with stringent regulation.

The FMBI convention is a healthy, salutary development. Among the FMBI members are the FCC, VHF upstream, Marvin J. Famm, FMBI president, John Shepard 3d, vice-president, both pioneer FM enthusiasts, along with their associates, are to be congratulated for their zeal and foresight in arranging a meeting designed to bring into the sunlight the whole story of FM, where it is headed, in their judgment, and what should be done about it. Their wisdom in throwing the sessions to all interested parties, in or out of radio, likewise is broad visioned.

There’s one question, however, above all others, that should be answered. What will be the Government policy on dual operation of AM and FM stations? That same question applies to dual FM television, facsimile, or any other services.

The FCC has expressed concern over so-called “monopoly” in the instrumentalities of public opinion. That is an embattled and much-abused term. It is the crux of the newspaper ownership issue. It makes no difference whether a station transmits by AM or FM; by television or facsimile, if the policy is to be against dual ownership of more than one medium in the same community, why should radio capital venture into these newer fields?

There can be only one answer, if free enterprise is to prevail and if the public is to be provided maximum benefits of radio’s development. The time for the answer is now. Those who attend the FMBI convention have the right to know. They shouldn’t be forced to grope blindly or take any gamble beyond that inherent in embarking upon a new enterprise.

FIGURES

A FAVORITE strategem of the reformer is to brand his adversary as “big business”. That epithet has been hurled at radio in recent months with abandon.

1. “You see just how big broadcasting business...appens to be. The FCC last week released final figures on total times sales for 1942. It mentions the $180,147,052...

2. “Just about the same time, Warner Bros., of about a dozen big enterprises in the movie picture field, reported gross income of $25,404 for its last fiscal year, which ended August. Thus, one company in the motion picture field in a 12-month period, did nearly as much business as the entire FM broadcasting structure...”

Edward Joseph Jansen

Our Respects To

F. JOSEPH JENSEN

FAITH and the kind of courage that admits no obstacles are motivating forces in the life story of Edward Joseph Jansen, station manager of KSFO San Francisco, who won his personal victory over infantile paralysis. Completeness of that victory is reflected in the series of successes which have been his. Each has demanded the full time, attention and energies of a man in robust health.

Born April 1, 1906 in St. Paul, Eddie Jansen’s family in spring of 1909 moved to Tacoma, Wash., where he received his preliminary education. It took him the customary 12 years to cover the courses at St. Patrick’s and St. Leo Schools, and St. Martin’s College in that city. He spent his freshman year at Sacred Heart College, Los Gatos, Cal., terminating his schooling in June, 1926. Although active in dramatics while in high school his one ambition was to be a Big League baseball player. However, an accident during senior football practice in 1925 caused a change of plans.

Determined to carve out a career to his liking and utilizing his glowing abilities developed at high school, Eddie Jansen entered the game in the show business, playing juvenile character parts with various stock companies on the West Coast. But that dramatic career was abruptly halted on Sept. 17, 1925. He was stricken with infantile paralysis. After months under care of Dr. Ray T. Frederick, the illness passed, but use of his limbs remained impaired. Doctors predicted he would never walk again. But Dr. Frederick felt otherwise. So he got Eddie an outboard motor life preserver, cut the collar and ordered him to swim. For five years Eddie did just that. He swam winter and summer, every morning and every evening in the cold waters of Puget Sound. Ed proved that he would walk again. He had the pleasure when hiking up Mt. Rainier on a mid-winter day to pass one of the doctors who had predicted otherwise.

While confined to his bed, Ed had a great deal of time to listen to the radio. One day in January, 1929, he telephoned KV1 for an audition. They carried him to the studios and the determined young fellow read news items and stories from the Tacoma News-Tribune until told that he was hired. So for 24 hours daily, Eddie was part-time announcer of a part-time station then housed in the basement of the old Tacoma Hotel.

A year later, in June 1930, he was appointed manager. Working together with the late E. M. Doernbecher, then owner of KVI, he helped to build that station to a 5,000 watt, with studios in Seattle as well as Tacoma.
Have you heard the new radio comedian, Jack Benny?

Imagine...these guys think Jack Benny is a "Johnny Come Lately." Believe it or not, they heard Benny on the air for the first time a little over a month ago. You see, they live in one of the many Pacific Coast markets that depends entirely on Don Lee for network reception, and Don Lee recently started releasing the Jack Benny show, every Sunday evening, over all 34 stations.

Now every radio family on the Pacific Coast can hear Benny—many of them for the first time. This is extremely important...you, too, may have a show that's a wow...it may have a terrific rating in the 4 regularly Hooper rated cities on the coast. But a special Hooper radio survey (the largest ever made on the Pacific Coast—276,019 telephone calls) shows that in many of the markets outside of the 4 Hooper cities, 60 to 100% of the radio listeners are tuned to Don Lee. If your show isn't on Don Lee, an awful lot of people aren't going to hear it.

Incidentally, in case any one tells you that these listeners aren't worth going after, remind him that over half of the retail sales* on the Pacific Coast are made outside the 4 counties in which the regularly Hooper rated cities are located, and more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station...very handy, eh?

*Sales Management Survey of Buying Power, May 10, 1943
Our Respects to  
(Continued from page 88)

the death of Mr. Doernbecher in March 1937, the station was reorganized with Mr. Jansen as commercial manager, in charge of local and national sales.

Through all these years, along with his station duties, he was most active in community affairs. Believing that radio can and should be an important factor in civic betterment, he was first president of the Tacoma Junior Chamber of Commerce. Eddie still expresses appreciation for the cooperation of that and its senior organization, as well as the local Federal Improvement clubs, in obtaining further power and full time operation for KVI from the FCC.

During July 1938 he, along with a group of Tacoma businessmen, petitioned the FCC for a permit to operate a new 250 watt station in that city. With fate of the project still unsettled, Eddie left KVI in September to join KGU Honolulu, for a year as production manager. Returning to the mainland, he next joined the sales staff of KSFO San Francisco. In March 1940, fourteen months later Eddie, with the best wishes of the KSFO organization, took over management of KTBI Tacoma. His “coffee pot” as Eddie affectionately calls the station which he had helped apply for back in July 1938, went on the air just 39 days after the grant became final.

Part owner of KTBI, he would still be managing that station had it not been that World War II made demands on the broadcasting industry to man government positions. When Lincoln Dellar, general manager of KSFO San Francisco, vacated that post to join the Overseas Branch of the Office of War Information’s Pacific Coast station as radio division chief, Mr. Jansen on Feb. 14 was called upon to take over reins of that station.

Married to Edith Orton, of Tacoma, on Jan. 16, 1936, the Edward Jackson family, now numbered 5 1/2 years, and Geraldine, 1 1/2 years, has leased the homestead in Tacoma for the duration and recently bought a new house in San Anselmo, Cal. He enjoys fishing, hiking, riding and a round of golf. In short, Ed has staged what he terms a 95% victory in his battle with old man time. He is able to keep pace with most of the fellows pushing up California Street to the top of Nob Hill, location of KSFO.

Dr. Black to Conduct  

Dr. FRANK BLACK, general music director of NBC, has completed a starring role in his first motion picture—a presentation of Verdi’s “Hymn of the Nations,” produced by Woolworth of Motion Pictures of the OWI’s Overseas Branch. The half-hour film, to be distributed in foreign lands, features the Master conducting the NBC Symphony, with the Westminster Choir and Jan Peerce. Dr. Black, at the station, and Toscanini made the film at no remuneration in celebration of the fall of Fascism in Italy.

RALPH R. BRUNTON, general manager of KQW San Francisco, has been elected to the board of directors of Buren & San Francisco Chamber of Commerce.

TOSCANINI IN FILM

ARTURO TOSCANINI, conductor of the NBC Symphony Orchestra, has completed a starring role in his first motion picture—a presentation of Verdi’s “Hymn of the Nations,” produced by Woolworth of Motion Pictures of the OWI’s Overseas Branch. The half-hour film, to be distributed in foreign lands, features the Maestro conducting the NBC Symphony, with the Westminster Choir and Jan Peerce. Dr. Black, at the station, and Toscanini made the film at no remuneration in celebration of the fall of Fascism in Italy.

W. H. SAMMONS, 82,  
DIES IN SIOUX CITY  

WILLIAM HENRY SAMMONS, 82, publisher of the Sioux City (Ia.) Journal, and president of KSCI, Sioux City, died of a heart attack on the morning of Jan. 7 at his Sioux City home.

Born in Hokah, Minn., Feb. 16, 1861, Mr. Sammons went to Sioux City in the early 1880’s, taking a position with Perkins Bros. Co., publishers of the Journal. Among newspaper publishers Mr. Sammons the distinction of having had the longest continuous association with a newspaper of all publishers still active in management.

Mrs. Sammons, the former Clara Perkins, whom he married in 1885, survives.

**KQW**

REACH  
MORE PEOPLE  
MORE MONEY  
MORE BUYING

than ever in the  
SALT LAKE MARKET

over

Page 40 • January 17, 1944  
BROADCASTING • Broadcast Advertising
I must confess that your situation in Nashville is most unusual. You fellows have done such a thorough job with your department stores... I enjoyed so much chatting with them in regard to their use of radio.

Clyde Pemberton

MASTER OF CEREMONIES

"AIR FORCE AND THE RETAILER"

MAYBE THE ANSWER IS SUMMED UP IN MR. PEMBERTON'S OWN WORDS:

WE DO A THOROUGH JOB

WLAC

50,000 WATTS

Represented by
THE PAUL H. RAYMER COMPANY
BROADCASTING • Broadcast Advertising

NASHVILLE, TENN.

January 17, 1944 • Page 41
"It almost makes me wish
I were an American . . .”

TIME: Christmas Eve.

PLACE: A port of embarkation in the New York area.

CAST: A 14-foot muslin stocking filled with gifts. Hundreds of men and women in uniform. And Margaret Arlen, of WABC’s “MARGARET ARLEN” program for women.

THE men and women in khaki—and some in the issue of other United Nations—have been refused even one-day passes. Their orders to embark may come at any minute. Christmas looks like just another day, maybe a little lonelier than usual.

But Margaret Arlen has already told her WABC listeners the story eight days earlier—during her regular 8:45 A.M. program. She’s asked her audience to send gifts for these servicemen and women they’d never met.

And the gifts have come pouring in. By Christmas Eve they bulge the 14-foot stocking, spill over into the camp hospital, the guardhouse and even among the troops on a transport sailing before Christmas.

4,850 presents go a long way!

With them go spontaneous warmth and sincerity. They make at least one English soldier tell Margaret Arlen that he almost wishes he were an American himself . . .

Those gifts came from a host of listeners so numerous, so loyal to their favorite program, that—over the past 12 months—WABC’s daily women’s show has held the undisputed No. 1 place among all other women’s programs throughout the New York area.

Any smart advertiser can draw his own conclusions. Having done so, he’ll want to talk with us. Particularly since there are a few new Margaret Arlen participations now available.
DEPLETION of the feminine staff of WJW Cleveland was threatened last week when Chief Bosun’s Mate Victor Mature visited the station to help record the last show over Jean Law’s program, heard daily at 11:30 a.m. Many phone calls were received from girls & women who wanted to enlist. The four SPAR applicants are: Eileen Kelly and Lola Allright, receptionists, Mary Jane Morley, continuity writer, and Roberta O’Leary, publicist. The gentleman not getting any attention is William J. O’Neil, president of WJW.

WILBURN (Wibby) McKay has returned to the announcing staff of WBML, Macon, Ga.

Polly Whitaker, head of women’s activities of WDAS Philadelphia, has been named program director of the station featuring Harold Davis, now with the New York office of WCAT Philadelphia.

Frank E. Ramschild, writer-anouncer of WFDF Flint, Mich., has been commissioned an ensign in the Navy.

Gene Edwards, night program manager of WDAS Philadelphia, has joined the announcing staff of KMWR.

Henry Morgan, recently featured on the Gloom Dodgers on WHN Radio, has been called for active duty in the Army Air Forces reserve.

Walter Waldman, formerly with Variety, has joined the press staff of the Netherlands Information Bureau.

Miss Mickey Hart, former assitant of C. F. Jaeger and M. F. Wambold, sales manager, and commercial program supervisor respective, of WMJ, has been promoted to a position as liaison between the executive and the sales division of the ELLE program department.

Jane Moore, formerly in the radio publicity department of the National War Fund, has been named head of radio publicity for the 1944 "March of Dimes" drive, succeeding Janie Stephens resigned.

Lee Robinson has been promoted from eastern manager of Radio Reading Today to sales manager. Before joining Caldwell-Clement, New York, publishers of the magazine, Mr. Robinson was president of Radio magazine. He has been in the radio field 25 years.

Betty Cowan, traffic department assistant of Don Lee Broadcasting System, Hollywood, and Bill Hawthorn, announcer of KKH Hollywood, have been married.

Sam Harrington, formerly with the Civic Concert Service, Chicago and New York, has been appointed business manager of the National Concert & Artists Corp., successor to Vic Borgen, who has resigned to open his own talent bureau.

Nortman Kight has joined the announcing staff of KTHS Hot Springs, Ark.
Edward Tomlinson of The Blue Network receives The Maria Moors Cabot Gold Medal

In the 12 years that Edward Tomlinson has been broadcasting his reports and commentaries on affairs in “The Other Americas” he has come to be recognized as one of the foremost authorities on Inter-American relations.

Only recently in recognition of his long association with The Blue Network, he was appointed our “Advisor on Western Hemisphere Relations.” The photograph shows Mr. Tomlinson (left) and Mark Woods, BLUE President, at the signing of the contract marking the appointment.

More recently, Edward Tomlinson received further recognition when he was awarded one of the 3 Maria Moors Cabot Gold Medals—“for distinguished service in advancing international friendship in the Western Hemisphere.” Mr. Tomlinson was the first and only American commentator to be so honored. The award was made December 14, 1943, in the Low Memorial Library of Columbia University by President Nicholas Murray Butler.

Mr. Tomlinson’s weekly broadcasts are typical of the thorough, intelligent and on-the-spot coverage of world news which is one of the outstanding public services of The Blue Network.
QUINTET OF AGENCY, station and sponsor representatives meet in KFRC studios San Francisco, to celebrate the successful opening performance of "Vaudeville Hotel", variety show sponsored by Hunt Bros. Pecos Co. on 34 Don Lee Network stations, January 2. In the usual order were Brackett Temple, KFRC producer, Sidney Garfield, president of Garfield & Guild Adv., Don Hooper, V.P. in charge of sales for Hunt Bros. Henry Grant, mad. and Walter Guild, vice-president of Garfield & Guild.

THOMAS L. RILEY, former director of daytime radio for Pellar, Ryan & Lusk, New York, has joined W. Ayer & Co., New York, as producer-director, and assistant to Thomas Cuddekl, vice-president and radio director of the agency. Mr. Riley was at one time on the production staff of NBC, working on that network's television programs.

JAMES M. CECIL, president of Cecil & Prendergast, New York, is serving as chairman of the committee on public information for the American Red Cross, to be placed under the auspices of the War Advertising Council. Mr. Riley is also chairman of the 28 committees of the graphic arts division of the Red Cross.

MARIJKE CAMP, former staff writer of NBC, has joined the production department of Don-shue & Co., New York.

LORD JAY ROYER, formerly of the radio production department of Don-shue & Co., New York, has been named copy chief of NBC Broadcast, New York.

THOMAS L. L. RYAN, president of Pellar, Ryan & Lusk, New York, has been assigned producer of the NBC Bob Heise program, to be placed under the auspices of the War Advertising Council. Mr. Ryan is also chairman of the 28 committees of the graphic arts division of the Red Cross.

MERRITT V. BARNUM Jr., who rejoined Ruthrauff & Ryan, New York, last fall after a year's leave of absence to handle the agency's public relations accounts, has joined the New York Radio Bureau of the OWI, has been elected vice-president-in-charge of the radio program department for Ruthrauff & Ryan.

RICHARD SLEIGHT, recently discharged from the Navy, has joined the copy staff of Gerth-Pacific Adv. Agency, San Francisco.

MAXINE BOWILUS, formerly in radio department of Foote, Conklin & Belding, Hollywood, has joined the staff of Earl Ferris Associates, public relations, Hollywood.

RICHARD BISON has been promoted to Hollywood talent buyer of Ruthrauff & Ryan Inc. Sam Pierce, who has been associated with the agency for the past eight years, has been named manager of the account department.

DUANE JONES, Staff Adds New Account Executives

DUANE JONES Co. New York, last week announced the addition of James A. Gardiner, F. Johnson, for two years national sales promotion manager of Calvert Distillers Corp., and Joseph Scheider, former vice-president and director of Tracy-Locke-Dawson, New York, which agency recently merged with Geyer, Cornell & Newell.

The new account executive has three years' experience with the agency, since the first of this year, Megow Educator Food Co., Boston, which uses WCUA Philadelphia, WOR and WNEW New York, to promote its Educator Craz. Wesson Oil and Snowdrift Sales Co., New Orleans, for Quik-Build, Tovol and M. F. P. and C. H. Musselman Co., Biggerville, Pa. (food products).

INFORMAL POW-POW is held by Dunniinger (1), the "master mentalist", and Blayne Butcher, radio official of Newell-Emmett Co., at a jamboree held to celebrate the opening of Dunniinger's program which Sherwin-Williams is sponsoring on the BLUE for Kem-Tone paint.

Wade in Los Angeles

WITH Robert E. Dwyer in charge as Pacific Coast manager, Wade Adv. Agency, Chicago, has established offices at 411 W. Fifth St., Los Angeles. Telephone is Michigan 8068. Along with his executive duties, Mr. Dwyer will continue as director of the four-weekly "Blue Lam & Amber" sponsored by Miles Labs. (Alka-Seltzer). He will also supervise other advertising for that firm in the West Coast. Wade Adv. having taken over account of the Miles California Co., formerly serviced by Associated Adv. Agency, Los Angeles. Robert Dwyer, formerly director of Ruthrauff & Ryan, Hollywood, has joined the Wade Los Angeles staff as copy writer and account executive. Mrs. Mildred Biddick, formerly of Associated, has joined Wade as copy writer.
Why is "Exploring with Crossley," the booklet containing results of the Crossley study of the WGY market, at the top of the pile?

1) It has all the answers about WGY, discovered by Crossley, Inc., including complete statistical data on coverage and listening in the "Hudson Circle."

2) It graphically proves beyond the shadow of a doubt that WGY has over 52% of the listeners in a 50-mile radius of that prosperous $1.25 billion-dollar market, the "Hudson Circle," morning, afternoon, and evening.

3) It contains the most complete information ever available and represents the most complete survey ever taken at one time of the area.

4) It proves that WGY's vast audience of loyal listeners provides the kind of market that warrants a place on top of station time orders.

50,000 watts—NBC—21 Years of service—Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY

SCHENECTADY, N. Y.

January 17, 1944 • Page 47
Subcommittee to Handle Radio Measures in House Complete

Communications Group to Steer Legislation Through Committee and Conduct Hearings

CHARGED with steering radio legislation through the House Interstate & Foreign Commerce Committee is a subcommittee of communications, which was completed last week with the appointment of four Republican members by Rep. Richard F. Harless (R-Ohio), ranking minority member of the House standing Committee. Following is a brief biography of each of the 11 Representatives who will conduct the hearings.

Wheeler Bill (S-814), when it reaches the House, as well as its companion measure, the Holmes Bill (HR-1490), now pending before the Committee:

Democrats

ALFRED L. BULWINKLE, chairman, Gastonia, N.C. Has served in Congress, except from 1929-31, since April 1, 1921. Was elected to 13th Congress without opposition. In private life he is a lawyer. Born April 21, 1883, he received his law degree from the 11th Field Artillery in the AEF from 1919.

VIRGIL CHAPIN, Paris, Ky. Began career as Congressman from sixth Kentucky District Dec. 7, 1925; served Jan. 3, 1925 to 1928, when he was returned to Congress Jan. 6, 1931. Field representative of Kentucky Dept. of Agriculture 1918-19; city attorney of Irvine, Ky., 1919-20; opened law office in Lexington in 1920. In 1921-22 he organized tobacco growers' marketing groups. Chairman of executive committee of Democratic National Congressional Campaign Committee.

MARTIN J. KENNEDY, New York City. Elected to Congress in 1939 and has served continuously since. In private life he is an insurance broker. Was chairman of local Democratic Committee 1917-18, elected senator at special election in 1924 and served without interruption until elected to Congress in 1939.

THOMAS D'ALESSANDRO Jr., Baltimore. Has served in Congress since 1939; was born in Baltimore; educated at St. Leo's Parochial school and Calvert College. In brokerage and insurance business elected to Maryland House of Delegates 1933-39 and re-elected 1939; former deputy collector of internal revenue elected to Baltimore City Council 1933.

GEORGE S. SADOWSKI, Detroit. Born March 12, 1903, in Detroit, Michigan, member of the Detroit City Council with LLB degree in 1924; served in law and dealt in real estate and insurance. Was State Senator 1931-39, member of Detroit Electric Company, Michigan and Detroit Bar Assn.s, two Polish organizations.

RICHARD F. HARLESS, Phoe- nix, N.Y. Has served in Congress since Jan. 3, 1942, to serve in Arizona's newly-created 5th Congressional District. AB degree from U. of Arizona in 1928; taught school two years, then entered law school, received his law degree from the University of Arizona in 1937 and was admitted to the bar. Has been attorney for the City of Phoenix, Ap- pointed assisant city attorney, Phoe- nix, 1925; assistant attorney general of Arizona for six years, 1925-31.


QUINTIN REYNOLDS, who will take over narration Jan. 18, on the CBS Report to the Nation series, is the author of The Curtain Rises, new book to be published March 8 by Rand- om House, New York.

Montreal Utility Ordered To Set Off Commercials

CALLING the radio commercial program of the Montreal Light, Heat & Power Consolidated on CKAC "dramatized political broadcast", the Canadian Broadcasting Corp., ruled that the political phase of each program must be separated from the serial dramatization. Ruling was given by Maurice Gourault, CBC super- visor of relations with the Quebec province.

The company recently started the program as a Monday-through-Thursday serial of the life of the Jolicoeur family, designed to build goodwill for the company which is building expressway from Quebec by the provincial government. The dramatization contrasted the company's operations with those of publicly-owned utilities. Under the CBC ruling the political aspects of the company's programs are now broadcast as a five-minute talk before the serial about the Jolicoeur family, with the name of the sponsor preceding and following the talk the dramatized program.

New Canada Music Fee Draws Station Complaint

CANADIAN broadcasters will appear before the Canadian Copyright Appeal Board at Ottawa Jan. 20, to offer their reasons, filed by American Performing Rights Society Ltd., subsidiary of Performing Rights Society Inc., for collection of fees for the catalogue of Southern Music Publishing Co. (Canada) Ltd. Some 106 catalogues, representing music which were collected in Canada through the Canadian Performing Rights Society (Canada's ASCAP), which is no longer prepared to handle these collections.

Canadian broadcasters are paying 4% of gross revenue received by CPRS and 1 cent to BMI Can- ada Ltd. This arrangement was set by the Copyright Appeal Board early in the war for the duration. The entrance of another company to collect catalogue compiles the rate structure, and Canadian broadcasters can only see that this new fee should come 4% of the total broadcast rate, not be an additional fee for broadcast- ers to pay. Sam Rogers, special assistant of Canadian Assn. of Broadcasters, and Arthur Evans, CAB secretary, will represent the industry.

Hollister Reports

IN A REPORT on what radio in the United States has done for the war effort and for the war effort--by Carol A. Harber, Paul Hollister, CBS vice-president, told the Advertising & Sales Club of New York last week over one network alone—CBS—29,907 pro- grams of war matter, using 5,899 hours, had been broadcast in the year to date. Of this total, 13,833 programs were sustaining, Mr. Hollister said, while the re- mainder sustained the program and were paid for by volunteer U. S. adver- tisers on CBS. These war matter programs on CBS accounted for 41% of the total broadcast time during the period Dec. 7, 1941, through Dec. 7, 1943.
When thousands congregate...at ringside prices...a million will listen...free.
WJW listens to that million listeners!
Wherever crowds gather and things happen of special interest to the people, the WJW microphones are standard equipment on the job—bringing "Cleveland" closer to Clevelanders.
They serve also in bringing Clevelanders closer to WJW...
And should serve finally in bringing the advertiser closer to both of us.

THE CLEVELAND PRESS,

The town’s cheering Earl Harper’s broadcast of the Charity Fights over WJW the other night. Although we didn’t hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulations on a first-time sportscaster, Earl.

PLAIN DEALER,

DIVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Divins won. Harper, I thought, was sharper with his description.

CLEVELAND NEWS

Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Divins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.
BOSTON NAVY YARDS and 10 industrial plants in Boston area receive 25 special wavecasts daily following expansion of WBZ and Boston Globe wavecast program in cooperation with Industrial Incentive Division of the Navy (BROADCASTING, Jan. 3). Starting expanded service are (i to r): C. S. Young, WBZ general manager; Charles Moore of the Globe; Lt. Walter M. Jennings, Naval Inspection Office Inspector; Newcasstle Nelson Brag of WBZ.

SLAVICK JEWELRY, Los Angeles (retail), starting its fifth consecutive year, on Jan. 2 received for 52 weeks, five-weekly participation on Art Baker's Notebook on KFI. Firm recently renewed its thirty-weekly 15-minute program "Program Interest in the News on KAIR, and in addition sponsors a Sunday quarter-hour newscast on that station. Advertising Arts Agency, Los Angeles has the account.

ROGERS DEPARTMENT STORE, New York, has renewed its sponsorship of "Rathbone's New World" (retail), through a Woman's Five times weekly quarter-hour program, for another 52 weeks on WNY. Agency is Cole-McNamara-Schoenich Inc., New York.

JULES ALBERTI has resigned as national director of radio advertising of Twentieth Century Fox Film Corp., to join Constance Bennett Enterprises as managing director. His former duties are handled by Ted Ford, head of all radio for Twentieth Century.

BRAGNO & Co., Chicago (wines) has appointed Albert Frank-Guenther, Chicago, to handle its advertising. Radio is contemplated.

NEAL NYLAND, former assistant director of advertising and sales promotion of Plymouth division, Chrysler Corp., and associated with that division since 1936, has been appointed director of advertising and sales promotion of Metropolitan News division, Nash-Kelvinator Corp.

ILLINOIS PUBLISHING & PRINTING Co., Chicago, has appointed Albert Frank-Guenther, Chicago, to handle advertising in "Gentleman." Radio is contemplated.

HENRY C. LyTTON & SONS, Chicago (The Hardware Mart store), has begun sponsorship of a five-minute Associated Press news program on WIR (retail). Contract is for 13 weeks. Agency is Ivan Hill, Chicago.

FOOD MACHINERY inc., San Francisco, has been appointed by Allied Mines division of World's Fair division, Boston, to handle advertising in "Gentleman." Radio is contemplated.

MAIER BREWING Co., Los Angeles, has been appointed by Allied Mines division of World's Fair division, Boston, to handle advertising in "Gentleman." Radio is contemplated.

FITZSIMMONS STORES, Los Angeles (chain grocers), on Jan. 10 started for 13 weeks, Fitzsimmons Store EKSPAN, 13th, and JFK Los Angeles, Mon. 4:45-5:00 p.m. Agency: Elyne Adv. Agency, Los Angeles.

THIS IS WROK
ROCKFORD, ILLINOIS

★ Illinois' 2nd Industrial City
★ Metropolitan Rockford population now 127,973 (Ration Book 2 Registration)
★ Plus Camp Grant, the Nation's Largest Army Medical Training Center

WROK AFFILIATED WITH THE BLUE NETWORK . . . OWNED BY ROCKFORD CONSOLIDATED NEWSPAPERS, INC. . . . NATIONAL REPRESENTATIVES: HEADLEY-REED CO.
YOUR DINNER COOKED BY RADIO...

Mrs. America soon will be able to shop hours longer and still get home in time to "fix" dinner. Present day experiments, using intense heat generated by high frequency or short-wave radio, have radio-cooked some foods in as little as 3 seconds time...and all indications point to new and hitherto unsuspected possibilities for cooking with radio power.

Radio will continue to forge ahead in making the world a better place to live in...continue to enlarge its field of service in many new, almost unbelievable ways—after the peace is won and the boys come home again to "life, liberty and the pursuit of happiness."

WCAU always has exemplified this progressive spirit of service. Philadelphia's first FM station, one of the first stations in the country licensed for television, 50,000 watts—clear channel—non-directional, WCAU leadership has been consistently unchallenged.

The WCAU record of tomorrow will substantiate and re-affirm its dominance today.
KFW Philadelphia
The Studebaker Corp., South Bend, Ind. (Studebaker), 5 as weekly, 22 weeks, thru Roche, Williams & Cunningham, Chicago.

Johnson & Johnson, New Brunswick, N. J. (baby powder), 3 as weekly, 13 weeks, thru Young & Rubicam, N. Y.

General Baking Co., New York (Bread Bread), 3 as weekly, 13 weeks, thru Levy & Ellington, Philadelphia.


Brow's Jewellers, Philadelphia (jewelers), 2 as weekly, 13 weeks, thru Edward Prager, Baltimore, Md.

Ex-Lax Inc., Brooklyn, N. Y. (laxative), 8 weeks, 12 weeks, thru Joseph Katz, N. Y.

National Biscuit Co., New York (Premium Crackers), 22 weeks, 52 weeks, thru McCann-Erickson, N. Y.

WIND Gary-Chicago
Chicago Stadium, Chicago (Sonic Henie), 58 as, thru Schwimmer & Scott, Chicago.

Cosmopolitan (magazine), 42 as, thru Schwimmer & Scott, Chicago.

Libby McNell & Libby, Chicago (institutional), 50 as, thru J. Walter Thompson and Kelliher, Chicago.

Monticello Drug Co. Inc., Jacksonville, Fla. (cigarettes), 2 as direct.

Chicago Sun (newspaper), 3 as, thru Ewing & Ramsey, Chicago.

Excutive Magazine, Chicago (gift kits), 13 as weekly, thru Schwimmer & Scott, Chicago.

WHN New York
North American Dye Corp., Mt. Vernon (Barrington Hand Cream), 8 weeks, 13 weeks, thru Albertson & Currier, N. Y.

KFRC San Francisco
Sir Francis Drake Hotel, San Francisco, 3 as weekly, 13 weeks, thru King-Har- rington Advertising Agency, San Francisco.

Klipstick Bakery, Oakland, Cal. (bread), 2 as weekly, thru Emil Reinhardt Advertising Agency, San Francisco.

Bolova Watch Co., New York (watch), 52 weeks, thru The Company, N. Y.

Carpenter Magazine, Chicago, 6 as weekly, thru Schwimmer & Scott, Chicago.


Hale Bros. Store, San Francisco (dept. store), 6 as weekly, thru McCann-Erickson, San Francisco.

Lazarus Company (Winns and Rinso), 6 as weekly, thru BBDO and Rothrauff & Ryan, N. Y.

WFLI Philadelphia

Philadelphia Milk Mills Co., Chicago (Pillsbury products), 5 as weekly, 26 weeks, thru McCann-Erickson, N. Y.


R. L. Semler, New Canaan, Conn. (Newspaper), 2 as weekly, 26 weeks, thru Erwine, Wasey & Co., N. Y.

Scholl Co., Chicago (Dr. Scholl's Foot Comfort Shoes and orthopedic supplies), 3 as weekly, 13 weeks.


Seven-Up Co., Philadelphia (soft drinks), 6 as weekly, 13 weeks, thru McCann-Erickson, Chicago.

Yager Magazine, Baltimore (Yager's Lineout), 6 as weekly, thru Harvey Masserman, New York.

WMAQ Chicago
Ward Baking Co., Chicago (bakery products), 8 as weekly, 22 weeks, thru J. Walter Thompson Co., Chicago.

Sears Roebuck & Co., Chicago, 2 as daily, thru Roche, Williams & Cunningham, Chicago.

Balaban & Katz Co. Corp., Chicago (motion picture), 2 as, thru M. M. Fisher As societtes, Chicago.

Pillsbury Flour Mills Co., Minneapolis (Golden Buns), 4 as weekly, 26 weeks, thru McCann-Erickson, Chicago.

Leavenworth Independent Publishing Co., 2 as, thru Rothrauff & Ryan, N. Y.

Shuey Candy Co., Chicago (Old Nick and Nancy Honey candy), 5 as weekly, thru Schwimmer & Scott, Chicago.

WOW New York
Southern Cotton Oil Co., New York (Tavel), 62 as, thru Tracy-Locke Company, N. Y.

MacFadden Publications, New York (True Magazine), 6 as thru Raymond Specter Co., N. Y.

Pillsbury Co., Chicago, 518 as, thru J. Franklin Vido, N. Y.

Druggist's (Andy boy vegetables), 156 as, thru Chambers & Witt, N. Y.

Ehlin Food Products, New York, 78 as, thru.

Filipino Co., Passaic, N. J. (La Perla Products), 624 as, thru Filco Adv., Passaic, N. J.

Buttoni Products Inc., New York (spaghett- ti), 1144 as, thru Visit Adv., N. Y.


Balbo Oil Co., Brooklyn (edible oil), 518 as, thru Commercial Adv., N. Y.

Gem Packing Co., Brooklyn (food products), 817 as, thru Commercial Radio, N. Y.

Consolodinated Chemical Corp., Chicago (Krank's Shave Cream), 78 as, thru Arthur Meyerhoff & Co., Chicago.

WAGA Atlanta
Wilson & Co., Chicago (meat packers), 6 as weekly, 52 weeks, thru United States Adv., Atlanta.

Chattanooga Medicine Co., Chattanooga (Black Drain laxative), 6 as weekly, 52 weeks, thru Neoson Chemman Agency, Chattanooga.

Miles Labs. Elkhart, Ind. (Dr. Miles New Life Tonic), 33 as weekly, 13 weeks, thru Wade Adv., Chicago.

Bush Milling Co., New York (Light- heart Flour), 6 as weekly, 52 weeks, thru Rowland Adv., Nashville, T. N.

Georgia Power Co., Atlanta (transporta- tion), 6 as weekly, 52 weeks, direct.

KECO Los Angeles
Joseph Telford & Co., New York (Telly soap), 12 as weekly, 13 weeks, thru Diamond Jones Co., N. Y.

Dr. Kahlor Shoe Shop, Los Angeles (shoe), weekly 52 as, thru Clark Char.-in-American Agency, Los Angeles.


CFPRB Toronto
Nyla Co., Toronto, Ont. (drug products), 6 as weekly thru A. J. Dennie & Co.

Page-Griffith Laboratories, Toronto (vitamin products), 6 as weekly, thru Dickson & Ford, Toronto.


WLIL Brooklyn
Block Drug Co., Jersey City (Gold Medal Capsules), 52 as, thru J. Walter Thompson Co., N. Y.

Burden Co., New York (Borden's Milk), 7 as weekly, 13 weeks, thru Young & Rubicam, N. Y.

Bulova Watch Co., New York, 70 as weekly, 52 weeks, thru Rubicam, Brooklyn.


Lane Bryant, Brooklyn (women's store), 36 as weekly, thru.

Harmon Watch Co., New York, 7 as weekly, 52 weeks, thru Newman-Emmett Co., N. Y.

Monticello Drug Co., Jacksonville, Fla. (Rivello), 6 as thru Vinti Drug, N. Y.

Middensy Co., Avery Island, La. (Tabac- ca Sauce), 36 as, thru Huber Hoge & Sons, N. Y.

Dime Savings Bank of Brooklyn, as, thru.

Hennafco Corp., New York (Hennafoam Shampoo), 52 as, thru.

Barrows' New York (men's clothes), 6 as weekly, thru Emil Mogul Co., N. Y.


WQQX New York
New School for Social Research, New York (courses), thru Green-Brodo Inc., N. Y.

John H. Hall Inc., New York (furrier), 6 as weekly, thru Lester Harri- son, N. Y.

Pep-So-Cola Co., Long Island City, as, thru Newman-Emmett Co., N. Y.

J. B. Williams Co., Glastonbury, Conn. (Glider Brushless Shave), 5 as weekly, thru W. Thompson & Co., New York.

J. F. Trenor Inc., Brooklyn, (beer), 13 as, thru Federal Adv., N. Y.

Farber's, New York, as, thru., 52 weeks, thru Kiley, Nason Inc., N. Y.

RQW San Francisco
Consolidated Royal Chemical Co., Chicago (Kranos), 52 as weekly, thru Arthur Meyerhoff & Co., Chicago.

Vick Chemical Co., New York (Vazorin), 3 as weekly, thru Morse International, N. Y.


Pillsbury Co., Minneapolis (Bake mix), 16 as weekly, thru McCann-Erickson, Minneapolis.


WOR New York
Walker's Austere Chill Co., Austin, Tex. (Maxene Chill Powder), 52 as, thru.

Best Foods, New York (Force, Presto), as thru.

Kroger Co., Cincinnati, Ohio (Kroger deer), 52 as, thru.


Kelo Co., Battle Creek, Mich. (All- Branding), 52 weeks, thru Ken- yon & Eckhardt, Chicago.

KIJ Hollywood
Monticello Drug Co., Jacksonville, Fla. (Wendy's Food), 6 as weekly, thru Thrifty Drug Co., Los Angeles (Southern California chain), 14 as weekly, thru Hillman-Dice-Heyer, Los Angeles.

Video Prospects
ANY CHANGE from television's present channels to higher frequency bands would delay the commercial development of the medium to a serious extent, Paul Rain- bourn, president, Television PRODUCTIONS Inc. and Paramount Pictures executive in charge of television activities, said recently. He cited the New York television reception survey recently made by Allen B. DuMont Labs., to the effect that most signals, which he called the industry's "number one reception problem", become rapidly worse as the frequencies become higher.

WYI Hollywood
Monticello Drug Co., Jacksonville, Fla. (Walker's Austere), 52 as weekly, thru Thrifty Drug Co., Los Angeles (Southern California chain), 14 as weekly, thru Hillman-Dice-Heyer, Los Angeles.

Page 52 • January 17, 1944
As simple as dialing...

**SPOT BROADCASTING CONNECTS YOU WITH CUSTOMERS**

*Wherever and Whenever You Want!*

- Have you noticed how many advertisers... large and small... are turning to Spot Broadcasting? It's the fastest-growing form of radio advertising today, and here's the reason: Spot Broadcasting works with all the selling power of radio... yet it's completely flexible—sales-manageable to meet today's rapidly changing conditions!

In Spot Broadcasting, the *advertiser* picks the markets he wants. He picks the stations, securing the best in each market regardless of network affiliation. And the advertiser has free choice of programs and announcement times with ready-made audiences... to give his advertising maximum effectiveness everywhere at minimum cost.

Bring your current advertising problems to your John Blair man. Chances are his market facts, his merchandising experience, his knowledge of radio and fine radio stations will contribute greatly to their solution.
Radio Agriculture Heads Plan Better Cooperation

COMPACT and nationwide program to extend the services of agricultural radio editors is being planned by special committees named at the recent session of the National Society of Agricultural Radio Directors held in Chicago. The group discussed methods to better farm information service for all people—from station owners to listeners.

The meeting was a result of the informal discussions held last year in Columbus, when the initial step was taken toward more unity of thinking among farm radio directors. The organization committee, named at that time, included: Larry Haag WCCO Minneapolis; Sam Schneider, KVNO Tulsa; John Merrifield, WHAS Louisville; Charles Strookey, KMOX St. Louis; Harry Aspleaf, KSTP St. Paul; William Drills, NBC Chicago.

Ad Symposium

A SYMPOSIUM on advertising will be conducted by the School of Commerce, Accounts and Finance of NYU, starting Feb. 3 and continued for 15 weeks, every Thursday evening at the Faculty Club, 22 Washington Square North. Content is designed for business executives whose work touches on marketing, and for others wishing a "refresher" survey of the field. Various faculty members of the school will conduct the sessions.

OWI PACKET, WEEK FEB. 7

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 7. All station announcements are 20 seconds long, 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.

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

War Loan, Paper Salvage, Conservation, and Girl Marines on OWI Air Packet

FOUR SUBJECTS carrying station announcements available for sponsorship are assigned on the OWI Radio Bureau allocation schedule for the week beginning Feb. 7. In addition to the Fourth War Loan, which again leads the parade of war messages, transcriptions will be broadcast on Paper Salvage, Women Marines, and Conserve Critical Resources.

The week's program winds up the intensive four-week drive to raise $14 billion through War Bond sales. As described in the Jan. 10 issue of BROADCASTING, several types of sponsorable messages have been prepared for the Fourth War Loan, including special quarter-hour and five-minute transcriptions and live announcements, in addition to the ominette transcribed announcements. Any of this material may be obtained from the Radio Section, War Finance Division, Treasury Dept., Washington 25, D.C.

Sponsorable Messages

Because of the emphasis given in the above-mentioned OWI Packet, this week will be the most active yet, with a new series of War Bond messages to be sent to advertisers. The new series is based on the idea of "sponsoring messages" during the OWI Packet, with each station giving the message over its air in exchange for the opportunity to broadcast its own message at a later date.

An acute shortage of waste paper in paper mills prompts the need for continuing the Paper Salvage campaign for a second straight week. Sponsorable announcements, urging the cooperation of listeners in adopting measures to alleviate a critical paper shortage, have again been assigned to the independent stations in the KW and OE groups.

Women Marines recruiting messages are also being continued for a second week on the Station Announcement plan, with the OE group of stations being assigned the announcements. The campaign is continued under the Network Allocation plan.

The one new subject for the week for which sponsorable announcements are broadcast is Conserve Critical Resources. These announcements, for use only in fuel conserving areas, urge practice of simple heat-saving rules to conserve critically short supplies and to maintain and during the winter months. Suitable sponsors for the series may be found among coal and oil dealers, gas utilities, heating supply dealers and contractors, and department and other retail stores which sell blankets, winter garments, etc.

Rounding up the war messages on the radio front during the week are the Home Front Pledge, on the National Spot plan, and File Tax Returns Early, on the Network Allocation plan. A seventh campaign, not included in the Packet, is the "Family Welfare" program, which is scheduled for messages under the OWI Special Assignment plan.

2d CBC Net Sponsors

CANADA'S second network, composed of 23 privately-owned stations and one Canadian Broadcasting Corp. station, is now in full operation for a limited evening period daily and in carrying a growing number of commercial accounts. By autumn it is expected that the full three hours of evening time, 8-11 o'clock, will be in operation. Commercial programs now on the Dominion network include: "Rudolph of the Woods" (Sun. 3-6 p.m.); Gifford's "Hope"; "McColl-Frontenac's 'Tessio's Star Theatre' with "F. and Aleen" (Sun. 9:30-10 p.m.); "Pepys' "Bob Hope" (Mon. 10-10:30 p.m.); "Quaker Oats That Brewed a Boy" (Fri. 9:30-10 p.m.); "Auto-Lite's Everything for the Boys" (Fri. 7:30-8 p.m.); and Lipton's "Town and Country" (Fri. 8-8:30 p.m.).
As beachheads and command posts are established, the SCR-299 built by Hallicrafters speeds ashore and immediately starts operation in voice and code, while stationary or speeding through woods and along rough roads under enemy fire.

Today these Giants of Military Radio are repeating this tough job, with the Allied Nations, on all the battlefronts of the world. Whether directing the fire of battle wagons lying offshore or the concentration of Allied land forces' fire on a strategic hill, the SCR-299 "gets the information through!"
GOP Challenges Jett

(Continued from page 11)

the Commission—George P. Adair, assistant chief in charge of broadcasting; George Sterling, assistant chief in charge of the Radio Intelligence Division, and Philip F. Siling, chief of the international section.

Assistant chief engineers on leave in the Government service, in addition to Capt. Webster, are Comdr. Andrew W. Cruse, (telephone) and Lt. Comdr. Gerald C. Cross, originally broadcasting but afterward assigned to common carrier activities.

The importance of post-war radio and communications developments, and the concomitant allocations and regulatory problems that will be raised, were believed instrumental in bringing about the selection of Mr. Jett. He has attended numerous international conferences on radio and telecommunications as delegate or technical advisor, and is active in Government allocations and planning.

Craven Sent for Jett

Ewell Kirk Jett was named chief engineer of the FCC Dec. 22, 1937, and took office Jan. 1, 1938. He had been acting chief engineer since the preceding August, when Comdr. Craven was sworn in as a Commissioner. It was upon Mr. Craven's recommendation that the FCC made that appointment. In the Navy Lt. Jett had served several tours under Comdr. Craven.

In 1939, when the Radio Commission needed technical help, Comdr. Craven first was "loaned" to the Commission, but he soon had

Lt. Jett with him. Subsequently, when the latter retired from the Navy for physical reasons, he was appointed senior engineer in charge of the Commission's work in other than broadcasting. He has been with the radio regulatory authority since.

In 1931 he was appointed assistant chief engineer of the Radio Commission in charge of non-broadcast activities and carried over in that assignment when the FCC was created in 1934. Even-tempered and soft-spoken, he is credited with being an able administrator. One of his most ardent supporters always has been Sen. W. White, with whom he had served on several international radio delegations.

Mr. Jett's communications experience goes back more than 30 years to 1911 when, as a youngster of 18, he enlisted in the Navy and immediately began training as a telegraph and radio operator. He

served conspicuously in both the Vera Cruz campaign and World War I and has been cited several times. He retired in 1929 after physical disability in line of duty, completing 18 years which carried him through enlisted ranks to a commission. But there wasn't a break in his Government service, for he promptly was appointed to the Radio Commission's engineering staff.

He was born in Baltimore March 20, 1893. He had the distinction of having served as radio officer aboard both the first and last convoy ships of World War I. He was radio officer aboard the Seattle which made the first convoy trip to France with troops in 1917. A year later, he was on the Georgia, which was halfway across the Atlantic when the Armistice was signed.

Mrs. Jett is the former L. Viola Ward. They have two married daughters, whose husbands are in the armed forces. The Jetts reside in Chevy Chase, Md., a suburb of Washington. Mr. Jett is a Mason and attends the Methodist Church.

Joints J-W-T

BEULAH STRAWWAY, former merchandising manager of WLW Cincinnati, has joined the radio publicity and promotion staff of J. Walter Thompson Co., New York, to specialize in station promotion. On Jan. 17 she will leave New York for a tour of 20 cities, where she will contact station managers and promotion men on the new Frank Sinatra show, sponsored on CBS by Lever Bros. Co. for Vimm's Miss Strawway will make guest appearances on women's programs.

Zenith Profit

ZENITH RADIO Corp., Chicago, reports an estimated consolidated operating profit for the first six months ended Oct. 31, 1943, of its current fiscal year, amounting to $1,572,905 after depreciation, excise taxes and reserves, including reserves for voluntary price reduction on war contracts and renegotiation, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at $2,072,787.
In the industrial life of America, research has been of constantly increasing importance. And today it is a national resource, for the research of industrial and college laboratories is proving its value in War.

To the Bell System, research is an old idea, for the telephone itself was born in a laboratory. Behind its invention, sixty-nine years ago, were researches in electricity and acoustics and in speech and hearing.

And, ever since, there has been a laboratory where scientists have searched to know more about these subjects; and with their associated engineers have applied the new knowledge, fitting it with all the old, to make the telephone better and better.

Their fields of inquiry have broadened and deepened through these years; they inquire into all the sciences and engineering arts which have any promise of improving the telephone. Much has been learned but still more will be, because their search goes on. That is why the telephone laboratory grew to be Bell Telephone Laboratories, Incorporated, the largest industrial laboratory in the world. And it exists to improve telephone service.

Improvements in industry can be left to chance in the hope that some one, sometime, will think of something useful; that some good invention will turn up.

The other way to make improvements is to organize so that new knowledge shall always be coming from researches in the fundamental sciences and engineering arts on which the business is based. From that steady stream will arise inventions and new methods, new materials and improved products.

This is the way of Bell Laboratories. Its search will never end. And as fast as it can the Laboratories will apply its new knowledge practically to the design of equipment and communication systems.

At present—and this started before Pearl Harbor—its trained scientists and engineers and all their skilled associates are concentrating on products of importance to our armed forces. But when this work is happily over they will be ready to continue their developments for the needs of peace.

Bell Telephone System

"Research is an effort of the mind to comprehend relationships no one has previously known; and it is practical as well as theoretical." BELL TELEPHONE LABORATORIES
Fulton Lewis, Jr.'s DECEMBER HOOPER RATING IS HIGHEST YET!

Hitch your advertising message to Mutual's ace news reporter ... and really start moving with Lewis. The man who scoops the world is now sponsored on more stations by more satisfied sponsors than any other reporter or commentator. Sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.
Voss Joins Blue

WILLIAM Voss, formerly of Transamerician Broadcasting & Television Corp., New York, and previously with CBS and Lennen & Mitchell, has joined the BLUE production staff. He replaces John Cleary who has been detached from his duties as senior director to serve temporarily with M. P. Wamboldt, commercial program supervisor. Joseph Bell, also a senior director and now on a three-month leave, is being replaced by Winifred Lenihan, actress and director.

Clough Joins WIBA

Mervin Clough, former night manager of the United Press Wisconsin bureau, Milwaukee, has joined WIBA Madison to handle newcasts and special events. He formerly was news and publicity director of KFYR Bismarck, N. D., and an announcer on KGNF North Platte, Neb. Under his direction WIBA plans to expand local and state news coverage, including 1944 Wisconsin legislation.

Pamphilon Named

L. E. PAMPHILON, former chief engineer of WFIL Philadelphia and former part owner of WTBO Cumberland, is now president and chief engineer of Air design & Fabrication Inc., Upper Darby, Pa., radio and power equipment manufacturers. Other officials are W. R. Keenly, plant superintendent; and W. C. Faust, vice-president and treasurer. The company manufactures power transformers, reactors, audio input and output transformers, iron core filters and relay coils.

A RECORDING DISC of their hero's exploits as heard on a broadcast of War Correspondent over WJAP Ft. Worth, was given to the parents of the late Lt. J. W. Livezey by the Frederic W. Ziv Corp., producers of this transcribed series.

BACK FROM THEIR TRAVELS in eastern and midwestern cities where they exchanged operational ideas with other stations, members of the executive staff of WGAR Cleveland assembled to discuss their respective observations. The men travelled in pairs, visiting stations in 15 of the largest cities. Around the table: Maurice Condon, assistant sales manager; Carl George, director of operations; Clyde Vortman, promotion director; Lloyd Wingard, acting chief engineer; John F. Patt, WGAR vice-president and general manager; Frank Oswald, auditor; Wayne Mack, chief announcer; Ralph Worden, news editor; David Baylor, program director; Harry Camp, sales manager.

Keep your cold feet to yourself, you big lug! Aw, Baby, be nice. WDAY hadn't oughter had such a scare-y program!

Out here in the great open country, radio is more than incidental entertainment. It's the constant companion. In the Red River Valley, WDAY is the exclusive NBC outlet and WDAY has more than 50% regular listenership (daytime) in 56 counties of North Dakota, South Dakota and Minnesota! Won't you write for the actual survey maps and figures?

FM in KANSAS CITY

KOZY

EVERETT L. DILLARD
General Manager
PORTER BLDG., KANSAS CITY

BROADCASTING • Broadcast Advertising

January 17, 1944 • Page 59
SAN QUENTIN Prison program, now on Don Lee Network, will be heard coast-to-coast on Mutual starting Jan. 18. Written and acted by inmates of San Quentin Prison, with only two professional involved—the technical engineer and Pat Kelly, Don Lee producer—the half-hour program is part of the rehabilitation program of Warden Duffy, by the school board in the war effort. The series has been arranged by Bertram L. Lutton, supervisor of the board's agricultural program.

PERSONAL PROBLEMS submitted by listeners are re-enacted and a solution offered by Jules Berman, European writer, in a weekly quarter-hour series heard on WBNX New York. Bearing the title Mistakes We Make, program varies from the usual personal dilemma program in that listeners do not air their troubles personally, and in that no stress is laid on marital difficulties.

SLANGUAGUE

As THE REGULAR Monday variation of its afternoon Blue Frolics series, the BLUE has started See You, a quiz based on slang interpretation. Three Chicago newspapers "slanguagae" experts, Howard Vincent O'Brien, Daily News; Herb Graffis, Daily Times, and Patricia Dougherty, Herald-American, are the regulars, alternating with three guest "masters of slanguage" in translating into conservative English various cynical examples of slang patois.

WILD LIFE SERIES

WILD LIFE conservation series presented over KARK Little Rock, Ark., for the regulars, alternating with three guest "masters of slanguage" in translating into conservative English various cynical examples of slang patois.

Quiz Sheet

SUPERMAN Inc. is sending a weekly quiz sheet to wounded servicemen, and to other hospital patients being in contact with Superman, as heard on Mutual under sponsorship of General Mills. Title of the quiz paper, which is followed the next week by an answer sheet, is "Match Your Mind with Superman.

Merch Swap

"WHITE ELEPHANTS" figures largely in exchanges on Swap Shop, recently started on KECA Los Angeles. Herb Allen conducts the daily quarter-hour program devoted to merchandise swapping.

EDUCATION SERIES

DISCUSSION programs by members of the Philadelphia Board of Education teachers and students provides a new weekly quarter-hour program series for WIP Philadelphia. Called My Part in the War, the program approach is to the adult audience, calling attention to the part being played by the school board in the war effort. The series has been arranged by Bertram L. Lutton, supervisor of the board's agricultural program.

On BBC CURRENT Broadway plays are adapted for BBC Home Service listeners in a BBC recorded half-hour series titled Second Nights on Broadway. Original cast takes part on each program. BBC New York production manager Robert Lockwood serves as commentator. First of the series is recorded and sent to Great Britain was a radio version of Elmer Rice's "A New Life.

News Mimic

NAT HALE'S ability to mimic voices is exploited in a twice weekly quarter-hour program on WWRL Long Island City, N. Y., titled Drama in the News. Imitating the voices of such persons as Winston Churchill, and Franklin D. Roosevelt, Mr. Hale reenacts current events. One portion dramatizes events on land, sea and air, and another "nugget news," features oddities in the news.

OFF TO CHEER Oklahoma's wounded men of the 45th Division, is Miss Oklahoma, 1943, Joan Hawt, entering the Christmas-special bus at Oklahoma City for Temple, Tex. Holding hands with Oklahoma's prettiest is Gayle Grubb, WXY station manager, Oklahoma Gas & Electric Co. sponsored the half-hour program of 30 entertainers, and provides a tree and presents for the boys.

Hookup for Film

AS AN UNUSUAL radio promotion stunt for the premiere Jan. 11 of the film "Lifeboat", 20th Century-Fox Film Corp., New York, sponsored a special $45,9 p.m. program from the Astor Theatre lobby, using a telephone line hookup of four New York stations, WWXR WOF WINS and WNEW. With Herb Sheldon as m.c., the program featured short interviews with such radio and screen celebrities as Phil Baker, Larid Cregar, Elsa Maxwell and others. Agency in charge is Kayton-Spiero Co., New York.

Housing Series

KLX Oakland, Cal., has started a new feature called Your Housing Counselor, conducted by James Walker Allen. Program offers homes to war workers with Allen obtaining listings from listeners for the various realtor sponsors. Program runs fifteen minutes daily except Sunday.
**Bulova Sale Reported**

(Continued from page 9)

the Yankee or its disposition to the Petley-Dolph-Clark group.

The only remaining Bulova station is WOV New York, which is now under contract for sale to the Mester Bros., New York merchants, for $300,000.

Whether WNEW will be sold is problematical. Several offers have been made. Richard F. O'Dea of New York has a 10% interest in the station, which, it is understood, he does not propose to relinquish. Milton Blow, advertising agency head, holds a 23% interest which would be available to Mr. Bulova for disposition along with his own holdings. Vincent Daley of New York, also holds 10%, available to Mr. Bulova.

Reports have been current that several New York newspapers among them the Times and the Daily News have had conversations regarding acquisition of WNEW. Also mentioned has been Floyd Odlum, New York financier who is identified with RKO.

**Wage Order Amended**

AMENDING its General Order 19, the National War Labor Board no longer requires employers to report wage increases given to bring women's rates to those of men when quality and quantity of work performed is identical. In the last 13 months, prior to the amendment, the Board received 2,250 reports covering increases for 89,600 women.

**Mutual Series**

MUTUAL LIFE INSURANCE Co., New York, since mid-December has been conducting a campaign of three weekly-five minute programs in several markets to dramatize stories of how the Government is providing for the war wounded. Campaign is slated to run 13 weeks. Agency is Doremus & Co., New York.

AMERICAN STANDARDS Assn. has released its new list of more than 600 standards, including 64 approved or revised since the last list was printed in April 1943.

ADELAIDE IRVING, 55, Hollywood radio actress, died at the home of her sister in Eureka, Cal., on Dec. 30.

NO DOUBT thorough knowledge of the industry's activities by regular reading of Broadcasting led to Jack Keasler's recent promotion to commercial manager of WOAI San Antonio from his former post of account executive. He insists he wasn't doing when this picture was snapped. Hugh A. L. Half, president and general manager of WOAI announced the promotion last week. Mr. Keasler, well-known in southwestern radio, has been chairman of NAB's Sales Managers Division for the 13th district for two consecutive terms. He demonstrates his ability to read.

**Test Series**

MILES EMULSION Co., Terre Haute, Ind., recently appointed Sherman & Marquette, Chicago, to handle advertising media. Testing for an expansion is being conducted on KARK Little Rock, Ark., with five-weekly one-minute spot announcements. Contract is on 13-week basis.

**Westinghouse Adds**

EXPANDING its radio advertising, Westinghouse Electric & Mfg. Co., Pittsburgh, is taking three programs weekly on the BLUE in the 10:15-10:30 p.m. period. No further details are available. The company already sponsors the Westinghouse Program on NBC Sunday afternoon. Agency is McCann-Erickson, New York.

**WLPM to Blue**

WLPM Suffolk, Va., on Jan. 12 became a BLUE affiliate, bringing that network's total affiliates to 177. Owned by Suffolk Broadcasting Co., the station operates full-time on 1480 kc, 250 w.

**Richards Group Names Pierce V-P**

ON THE EVE of his return to the war theatre as chief engineer of the Psychological Warfare Branch, Allied Headquarters in Algiers, R. Morris Pierce was elected vice-president in charge of engineering of WGR Detroit, WGAN Cleveland and KMPC Los Angeles, stations operated by the G. A. Richards interests. Mr. Pierce has been chief engineer of WGR for 13 years. In announcing the action of the stockholders, Mr. Richards said elevation of Mr. Pierce to the vice-presidency of the three stations "is in recognition of the outstanding contributions which he has made to the interests of these companies and to radio in general". He said it was also desired to relieve him of the burden of supervising a single station's detailed operations so that the benefit of his advice on overall engineering policy would be available. Mr. Pierce also will devote considerable time to post-war technical developments.

The new vice-president left Cleveland last week to return to his overseas assignment. He had gained national recognition for the part he played in broadcasting surrender terms to the Italian Navy.

He returned to WGR last September and supervised plans for the station's shift from 1480 kc to 1220 kc. He is expected to return to his new post with the Richards stations within six months.

**International**

**AUDIENCE BUILDING PROMOTION**

WSAI's Audience-Building Promotion is GREATER, in actual VOLUME of advertising promotion used, than that of all other local Cincinnati stations combined.

**5000 WATTS — DAY AND NIGHT BASIC BLUE NETWORK STATION**

National Representatives: SPIT SALES, INC.
New York + Chicago + San Francisco

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**WBONY**

BROADCASTING • Broadcast Advertising

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Problems for New York FM Meeting

Panel of Experts Will Be Given Questions At Convention

WHAT IS THE future of FM and what should AM broadcasters and other prospective applicants do about it? These questions and others which have descended upon FM pioneers, engineers, attorneys and government officials identified with radio will be presented to a panel of experts at the FMBI convention in New York Jan. 26-27.

Some of the questions, submitted in advance to Walter J. Damm, FMBI president, follow:

1. Is it true that FM will replace AM and that eventually all AM stations will have to switch to FM?
2. Can I get the same coverage with FM that I do with AM?
3. What provisions have been made to cover so-called trade areas in the large openspaces where trade may be so large that it would be impossible to build a tower high enough so that the present maximum permitted 50 kw transmitter would lay down a signal large enough to compete with the Commission's regulations?
4. Will there be FM automobile sets made in time to do away with AM sets now in use? If not, can I get a separate AM-FM set?
5. Why should I pay for FM station equipment and start all over with FM when I am making good profits now?
6. Where should I join FMBI and what can I get out of it?
7. I am only a small operator in a small town—why should I pay the same dues to FMBI as a large operator?
8. Where can I find out what area of coverage is limited to my location?
9. Do I have to have an ASCAP or BMI license for an FM station?
10. Can I use phonograph records on FM?
11. Can I get a construction permit for AM in one location and wait FM until I am forced by competition in my town to consider FM construction?
12. Why didn't the Commission let well enough alone and simply keep out AM from a frequency band?
13. What will happen to present AM stations if we get thousands of FM stations?
14. Am I cutting my own throat by building a FM station operating on the AM listeners and wait FM?
15. Suppose I want to wait until I am forced into FM—will I be able to get a frequency?
16. What is the cost of operating an AM station as compared with an FM station—power for power?
17. I understand FM signals reach only to the horizon. Won't this mean that many more FM stations than AM stations will be needed to assure complete United States coverage?
18. What about network programs for FM stations?
19. Has the Commission formulated a policy of licensing studio to transmitter by FM stations on a group basis and will such links only be licensed where it is impossible to obtain telephone lines?
20. Does the Commission intend to relax its rules which require all licenses in a community to cover the same area—such as 50 miles radius?
21. Will the Commission reinstate the use of a single transmitter for a certain number of hours each day must be unaltered programs—that is, in building a FM station can I use discs that I can program it with the same programs I am now running on my AM stations or must I spend money for separate programs?
22. Have I heard that FM sounds tinny—even on the best receivers. Why is this so?
23. Can I put an FM antenna on my AM tower provided that the tower is structurally strong enough?
24. Will there be FM antenna on my AM tower provided that the tower is structurally strong enough?
25. Wattage for wattage, does an FM transmitter have more power than an AM transmitter?
26. Is a limiter tube absolutely necessary in an FM receiver and what is the purpose of this tube?
27. Which is the better transmitter location on a high building or on a tower or a tower removed from a city?
28. How can we tell if dead spots on the side of hills removed from the transmitter location be taken care of? Where must we get the necessary technical part of an application prepared?
29. Is there any data available on directional FM antennas or does the Commission require a circular pattern? For instance, I am located in the corner of my trade area and in order to compete with a circular pattern would have to have my transmitter almost 40 miles from the city.
30. What will FM station equipment and receivers be available?

Television Attachment

31. The public has been the prey of spurious legislation in the past as to "television attachments" on standard broadcast receivers. What steps are being taken by the FMBI to prevent the same thing from happening in regard to FM attachments when manufacture of receivers is resumed?
32. There is every reason to believe that television will be "ready" as soon after the war as the manufacture of equipment can be resumed. A sound channel on the television transmitter apparently enjoys all the advantages that the FM justifies. Why should not the broadcasting stations be given the opportunity to transmit transmitters rather than FM transmitters to the particular cities or sections of cities with a sound program only until sufficient television receivers are in operation?
33. Assuming that television will be delayed two or three years after the war, what justification does the broadcast stations have for installing FM, possibly operating it, at a loss for a few years and then juking it in favor of television?
34. What changes, if any, have been made in the territorial allocation plan for television?
35. Discuss relative merits of a high power transmitter and a multi frequency station at the same cost. If a station is located on a high building in the center of a large city, versus a medium power transmitter with a simpler and smaller tower—located approximately 15 miles out of the city, but at a higher altitude. Would extra cost of high power transmitter offset costs of ST link, building, power and telephone circuits and additional expenditure for personnel at remote site?
36. Would intense field in city be an advantage, or would cross modulation on other services present a problem?
37. Is it possible, and economically feasible, to build FM studios in noisy downtown locations, and be sure that they will be acoustically right for perfect quality broadcast?
38. Is the use of booster or relay transmitters to give the large size station practical from a performance standpoint and economical from a cost standpoint?
39. Is an FM license obtainable in a station where there is already a radio station?
40. Can such a license be secured even though equipment for such a station cannot be bought until after the war?
41. Do such licenses cost anything other than fees to lawyers, etc.
42. About how much would it probably cost to install a small FM station when material is available?
43. Will AM stations be granted FM as an auxiliary service where FM could not get commercial support?
44. Will it be the FCC policy to allow duplication of service of FM and AM?
45. What FM equipment is needed for 40-mile coverage?
46. Approximate cost of equipment and installation for 10 kw transmitter. Can an antenna be used for both AM and FM?
47. Can regular AM programs be broadcast simultaneously on FM, or must a certain number of hours be produced separately? What are the FCC rules in this regard?
48. Any other information which could aid in your discussion which would be interesting to a smaller station.

51. What are the engineering possibilities and the legal (FCC) restrictions to be expected from dual operation of FM arrays from a common steel tower supporting structure? I have in mind plans whereby several FM broadcasters will rent space on a common tower which is constructed by an interested tower manufacturing concern.
52. Can a program be beamed to another station to be rebroadcast and broadcast at the same time by the originating station, using the same transmitter and the same antenna?
53. A network—such as the one proposed, local stations will undoubtedly be desirous of present FM programs for their localities at times when network programs are being beamed to them. As I understand it, this would prevent their picking up the network program and beaming it to their localities, unless some such network had two transmitter and two antennas. Is this correct?
54. Would the use of automatic relays be a solution of this problem? If so, will you explain their operation? Can you name any network programs which programs are beamed from one station to another? The beaming of these programs must go from them in a single direction, as I understand it, just as is the case with the telephone transmission of amplitude modulation network programs.
55. The University is planning on building new studios for its FM broadcast. Can you give me the ideal specifications (size, shape, acoustical requirements) of a studio for FM?
56. Who is designing and economical and economical to connect the stations by telephone instead of beam transmission of beam programs? Would this affect the quality? If the telephone company is permitted to pass the possible frequencies of FM will the beaming of programs from one station to another be prohibited?
57. What power would you suggest the member stations apply for?
58. Is there any reason why commercial FM stations could not be utilized in this network?

"Suppose you just forget those clothing commercials on WDFD Flint."

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stations and in the absence of available standard band stations, applications for affiliations will be received from operators of frequency modulation stations."

As the size of the national FM audience increases, NBC stated, there should be plenty of FM stations across the country to permit the organization of several new national networks comprised of FM broadcasters. For all practical purposes, it was added, FM using its present allocation in the spectrum will make as many broadcasting frequencies available as there will be broadcasters to use them. "The number of stations will be limited almost entirely by economic considerations," the statement points out.

"National network broadcasting has grown and developed in the U.S. as a result of the unique ability of networks to tap all important talent centers, and the ceaseless efforts of the four present networks to render constantly improving public service. These efforts will continue. FM, however, will afford to new broadcasters an opportunity to compete with present stations and networks. The test will be primarily the program offered to the listener. NBC welcomes this competition, believing that it will inspire new creative program effort in the whole field of broadcasting, and will add new value to the service of radio to the public interest."

FM Advantages

NBC pointed to television as a new service of far-reaching importance, and said that new standards of excellence in the post-war performance of both FM and television were expected. "FM broadcasting is a new art which will necessarily open a new type of program designed for both eye and ear, entirely distinct from those of sound broadcasting," NBC said. "FM, on the other hand, is a new technique applied to the transmission and reception of sound broadcasting. It furnishes, not a new form of program, but a new method of bringing to the radio audience programs designed for the ear alone."

FM broadcasting, the pronouncement added, offers a number of advantages in urban centers over broadcasting in the standard band. "It virtually eliminates the disturbances from natural and man-made static. Because of wider channels "higher fidelity sound can be transmitted". Transmitting equipment is also cheaper than for standard band transmitters, both for initial investment and for operation, it added.

Pointing out that FM can't depend solely on technical advantages if it is to attract wide-spread audiences, NBC stated that, first and foremost, attractive programming must be offered. "If FM is required to create and maintain a separate program service in competition with well established and highly popular programs, its development will be greatly retarded."

Paul W. Morency, WTIC Hartford, representing District 1, recently elected chairman of the committee, presided at the two-day session of the NBC Committee.

Other committee members, all of whom attended the meetings, are: D. E. Taylor, Wickliffe, WOH Oklahoma; J. H. Smolka, WIBX New York; Stan H. Foran, WICW Chicago; 3, James D. Shouse, WLW Cincinnati; 4, H. W. Slavicek, WMC Memphis; 5, Stanley E. Hubbard, KSTP St. Paul-Minneapolis, WDOD Duluth; 6, WKY Oklahoma; 7, Richard Lewis, KTV Portland, Ore.; 8, Arden X. Pangborn, KGW Portland, Ore.

ACE INTERVIEW

Missing Marine Hero on Disc

Aired by 4 Nets

ON DEC. 23, two men in a rowboat at the edge of Barakoma Field on Vela Laevella in the South Pacific recorded an interview. Interviewer was Sgt. James B. Dar- din, Jr., Marine Corps correspondent. The man interviewed was Marine Ace and ex-Flying Tiger, Maj. Gregory Boyington, who on that day had raised his score to 20 and become a Zeroace. On Jan. 3, after tying the Rickenbacker-Foss record of 26 planes, Maj. Boyington was reported missing in action.

The transcription of this interview was released last Thursday at noon by the Navy Dept. to the four major networks through their Washington outlets. At 12:30 WOL broadcast the interview over the full Mutual network, cancelling two numbers on the Navy Band program which was on at the time. WBC put it on locally at 12:50, WOR at 5:00 over the BLUE, and WTOP at 6:15 locally.

Godfrey's 10th Year

LAST Saturday, Jan. 15, marked the completion of ten years of WTOP Washington for Arthur Godfrey, whose musical murmurings and chatty small talk entertain early morning listeners starting at 6:30 a.m. daily. Associated with radio since he was an instructor in radio theory at the U.S. Naval Radio School at Great Lakes, III., Godfrey now holds a commission as Lieutenant Commander in the Naval Reserve. Special anniversary broadcast was presented with Godfrey's performance at Loew's Capitol Theatre in Washington on the evening of Jan. 15.

Squibb Case Closed

FEDERAL Trade Commission has closed without prejudice its case against E. R. Squibb & Sons, New York, charged with advertising which failed to reveal potential dangers in the use of a laxative preparation, "Granaỵa with Castor Oil", taken in the presence of symptoms of appendicitis. The company entered into a stipulation with the FTC to discontinue the questioned advertisements.

Edith Doyle

EDITH DOYLE, of the commercial staff WSPA Spartanburg, S. C., died suddenly in Spartanburg of cerebral hemorrhage. Mrs. Doyle, who is survived by a daughter and two sons had been with WSPA for several months after commercial work with Harry S. Goodman and Kasper-Gordon.

GENERAL BAKING Co., New York (Bond Trust), has been charged by the Federal Trade Commission with violating Section 2(d) of the Robinson-Patman Act by paying its preferred customers for rendering advertising services and facilities without making such payments available on essentially equal terms to all other competing customers.

House Group Ready to Act

(Continued from page 11)
two-division provision may be the
one which the Committee as a
whole will consider. Another sug-
gestion made by Judge E. O. Sykes,
former Commissioner, and recom-
manded by Commissioner T. A. M.
Craven, may be written into the
bill. This provision provides that the chair-
manship shall rotate each year.
Sen. White said he did not object
to rotating the chairmanship. Sen.
Wheeler was reported undecided,
although leaning towards rotat-

Penalties Seen as Dangerous

FCC Chairman James Lawrence
Fly, on the last day of the hear-
ings, came up with a plan that
would give the Commission infi-

substantial powers to penalize
stations for infractions of law or
regulations [BROADCASTING, Dec.
20]. His proposal, which would au-

thorize a maximum of $500 per
day sanctions, would apply even
though revocation of license was not warranted, was
presented as a written amend-
ment. There has been strong objec-
tion to this provision.

Endless of the Commissioners
in office, Sen. White said he could
see where some broadcasters might be
virtually forced out of business
through heavy fines levied for in-
fringements of any of the maze
of regulations adopted by the
Commission. On the other hand, he
added, if that's what the broad-
casters went and feel is the secon-
dation to the fear of the FCC now
prevalent, then in all probability it will go into the law.

Following a conference with the
new legislative committee of the
Federal Communications Bar Assn.
and broadcasters it was learned
that Sens. Wheeler and White are
agreed on the procedural and ap-
pellate provisions for the pro-

vision of the Act. Late last week
they had not agreed upon the pro-

vision (Section 8C) which would
prohibit the Commission from any
controversial business practices or
programs.

A difference of opinion in that
respect is expected to lead to some
provision giving the Commission
supervision over contractual rela-
tions between the chain companies
and network affiliates. Broadcast-
ers have contended that to regu-
late business practices is to regu-
late programs. Sen. Wheeler dif-
fers. He contends the networks
should be licensed as such and that
the Commission should be given supervisory over-

practices to prevent "monopolies".

While the co-authors hope to
have their own revised version of
S-814 ready for Committee con-
sideration late next week, it was
pointed out that they are only two
of a Committee of 21 and that
others who attended the hearings
have reached some conclusive views
as to what should go into radio
legislation. By time the bill is re-
ported out of Committee it is ex-
pected to contain several amend-
ments in addition to those formu-
lated by the co-authors.

NAB Opposes Rotation

Committee members last Thurs-
day received from the NAB copies of a supplemen
to the hearings, containing a compar-
ison of the two, division, two-
division provision of the chair-
manship, but urged statutory de-
inition of responsibility. "If all Commission-

ers continue to act as a group on
every subject which comes before
the Commission, the game of 'fol-

low the leader' will continue, as at
present," the NAB commented.

Amendments relieving the Com-
mision of regulatory jurisdiction
over "equal opportunities" but de-
fining it in the law were suggest-
ed. The NAB would prohibit the
FCC from exercising regulatory
control over "programs, the source,
substance, or contractual arrange-
gement governing the ability of pro-
moters or the material on which
business or program policies of
any station or station licensee."

"There can be no stability if

either or both (programs and busi-

ness practices) are subjected to

the ever-changing, economic views
and philosophies of an ever-chang-
ing licensing agency," said the
NAB recommendation. Sec. 9, on
public questions, and Sec. 10, gov-
erning political broadcasts, were
rewritten by the NAB. A clause
making mandatory identification of
comment and editorial opinion was
suggested.

The NAB also rewrote Sec. 11
title III which would prohibit
licensees and the Commission from
consorting the political or partisan
trend of any material broadcast
by public officers, candidates and
politicians.

Newspaper ownership would be
solved by an amendment suggested
as follows: "The Commission shall

make or promulgate no rule or
regulation of substance or pro-
cedure, the purpose or effect of
which will or may be to effect a
discrimination between persons
based upon their religious or politi-
cal affiliation, or their occupa-
tion or business association."

Blue Campaign

PRELIMINARY advertisements in

the magazine campaign the BLUE
is planning to run through its re-
cently-appointed agency, Geyer,

Cornell, Inc., New York, New
York, broke last week in four maga-
azines, The New Yorker, Business
Week, Fortune and U. S. News. Theme of
the ads is "What Is This Thing
Called Radio". Details on the over-

all newspaper and magazine cam-
paign will be announced later.

HAL HUDSON (left), CBS western
program director, during a recent
visit to the network's New York
outlet, WABC, photographed with
Margaret Wilson (right), conduc-
tor of a women's program on
WABC, and Arthur Hull Hayes,
WABC's general manager.

Let's Learn English

FOLLOWING UP the success of
its quarter-hour transcribed series
Let's Learn Spanish, heard both
commercially and sustaining on
some 50 stations throughout the
country, the radio program di-
vided Tiscie Mc., during the first
week in April, in order to have a
Let's Learn English (Apenda-
mos Ingles), series to start on
stations in Latin and South Amer-
ica under sponsorship of Kolynos
Co., New Haven (toothpaste).
Consisting of 32 quarter-hour pro-
grams, the twice-weekly series in
Spanish will feature Pedro Do-
meco, heard before the U. S. version
Rafael Carvajal, and Ignacio Car-
real. Agency is Irvin Vladmir &
Co., New York.

Ford Plans Jelling

ONE PHASE of the rumored shift
in format of Ford Motor Co.'s
seven-week quarter-hour on the
BLU network set for this week with
advertisement that the Sunday eve-
nings 8-8.15 spot will feature here
after the Greenfield Village Choir,
presently heard by Mrs. and Mr.
Henry Ford from Greenfield Village in
Michigan. Ray Henle is currently
having the Monday-through-Sat-
uarad Ford news program until
the company decides whether to
replace news with a musical or
public affairs. Agency is J. Walter
Thompson Co., New York.

Blue Votes Counted

MEMBERS of the BLUE Net-
work stations Planning & Advisory
Committee to represent the BLUE
affiliates in conferences with the

network management during 1944
are now being elected by BLUE
stations in the seven districts of
the country. Ernst & Ernst, ac-
counting firm, is conducting the
election, results of which are ex-
pected to be announced within the
next few days. WTCN Minnea-
olis announced last week that C. T.
(Swanee) Hogeman, vice-president
and general manager, had been
elected a director for the Seventh
District.

WPRF Transfer

APPLICATION was received by the
FCC for the acquisition of control
of WPRF by Mayaguez, Puerto
Rico, from Andres Camara, presi-
dent, through the purchase of 77 shares
of common stock from Ralph Perez
Ferry, general manager. Application
was returned as it was incom-
plete.
FCC Public Notice Dismissing Newspaper-Ownership Issue...

FOLLOWING is the full text of the FCC "public notice" dismissing the newspaper-ownership issue:

The Commission today (Jan. 13) closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 78A relating to newspaper ownership of radio stations.

"The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

"A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

"Aside from the specific question of ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the Commission agrees to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

"In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to 'public interest' considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses to the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee."

Alleged Reprisals Subject of Probe
House Committee Quiz Due To Resume This Week

FCC CHAIRMAN James Lawrence Fly will be questioned closely by members of the House Select Committee to Investigate the Commission about his alleged activities in connection with the retirement of Rear Adm. Stanford C. Hooper, former chief of Naval Communications, Rep. Clarence F. Lea (D-Cal.), Committee Chairman, said last week.

As a result of testimony given in open hearing last month by Commissioner T. A. M. Craven and his subsequent testimony in executive session [Broadcasting, Dec. 6], the Committee will probe deeply into Mr. Fly's purported interest in Adm. Hooper's retirement.

Hoover Called
Mr. Lea said he had been informed that Chairman Fly displayed what purported to be a letter written by President Roosevelt and addressed to Secretary of the Navy Knox, questioning the loyalty of Rear Adm. Joseph Redman, director of Naval Communications, after Adm. Redman had given confidential testimony to the Committee legal staff.

Meantime the Committee was preparing to hear J. Edgar Hoover, director of the FBI, who is to be questioned this week on charges that the FCC refused to turn over to the FBI fingerprints of some 200,000 radio stations, until several months after Pearl Harbor.

Date for this week's hearing is contingent upon action by the Rules Committee on Rep. Lea's aviation bill, the chairman said. General Counsel Eugene L. Garey said he is ready to resume hearings "at the convenience of the Committee."

Although General Counsel Charles R. Denny Jr. of the FCC refused to comment on the Commission's defense, Rep. Lea said he had been informed that Mr. Denny would be the first witness. Also that Robert D. Leigh, chief of the FBI, and George E. Sterling, assistant chief engineer in charge of radio intelligence, would be called in addition to Chairman Fly.

Under procedure outlined to the Committee by Mr. Denny, after Counsel Garey had told Acting Chairman Hart (D-N.J.) that the "chairmen of the FCC and the chairman of this Committee" had made arrangements for the presentation of the FCC defense, the Commission general counsel will conduct the affirmative examination, and Mr. Garey, representing the investigators, will handle cross-examination.

J-W-T Elects
ANNOUNCEMENT was made last week by Stanley Resor, president of J. Walter Thompson, of the election of four members of the firm to the board of directors. They are: Robert C. Cole, First Presidet, and O'Neill Ryan Jr., New York office, and Daniel Danker Jr., Hollywood office, and Merton V. Wieland, Chicago office.

Westerngaard to Leave Feb. 1 For Army Duty
R. B. (DICK) WESTERGAARD, vice-president of Scripps-Howard Radio and general manager of WNOX Knoxville, was inducted into the Army last week and will report Feb. 1 to Camp Shelby, Miss. He went to Knoxville in 1935 from Iowa when Scripps-Howard acquired WNOX.

Mr. Westergaard, whose successor has not been named, is the third Scripps-Howard top radio executive to enter the service. Jack R. Howard, president, is a Navy lieutenant and James C. Hanrahan, executive vice-president, is a major in the Army. Morton C. Watters, vice-president and general manager of WCPO Cincinnati, was later to the executive vice-presidency. Maj. Hanrahan was called to active duty.

McKesson's Budget
WITH an advertising appropriation of $3,500,000 for 1944, McKesson & Robbins, Bridgeport, is making advertising plans for its six products in the proprietary and toilette fields, and has announced that starting the latter part of March it will sponsor a half-hour weekly program on the BLUE. Plans for 1944 were presented the week by L. M. Van Riper, vice-president in charge of advertising, at a meeting of company executives, merchandisers and special representatives from various McKesson & Robbins divisions throughout the country.

MBS Cancels Balter
MUTUAL last week notified Buyak Inc., Philadelphia, and its agency, Ivey & Clowes, Philadelphia, that it is cancelling Sam Balter's "Stepping Up the News," twice-weekly program, effective Feb. 2. Both sponsor and agency have protested.
Post-War Universal Time Advocated

Barron Howard Abhors Confusion Caused By CNYT

By BARRON HOWARD
Business Manager
WYB Richmond, Va.

BACK IN the days when most New Yorkers thought Miami was a stop at the end of the subway line just South of the Jersey flats and that Chicago was somewhere in the neighborhood of the Bronx, an insidious combination of letters was invented. That phrase — CNYT — has spelled dynamite to the rest of the country ever since.

CNYT (Current New York Time) is a disease. Those afflicted can't just take it or leave it. Once infected by the virus the patient cannot tolerate the sight of a clock without feeling an irresistible urge to move the hands one way or the other. Those who are not infected find things very confusing.

Business Into Confusion

Of course it would be a simple matter if the entire nation could just get the disease and keep it. Then it would become the normal thing and would really cause no annoyance to anyone. The only really difficult part of the malady is its cyclic nature, resulting in kaleidoscopic changes back and forth to the continual bewilderment of the uninfected.

The disease centers itself in epidemic proportions in the large cities. When it strikes, the rest of the country is thrown into a dither. Howlers sulk on their roofs. Farmers jump into the stail with the cow. Transportation executives look for padded cells. Just when things become organized, the clock goes crazy again! In the radio industry traffic managers look for a drink of carbolic acid. Commercial managers duck into dark corners to avoid pirate sponsors. Bookkeepers drown themselves in red ink because business is at a temporary standstill until the clock is straightened out.

Experience with permanent time — any kind of permanent time — be it daylight saving, standard or what have you — has shown beyond doubt that the periodic changes of the clock have cost the radio stations of the country hundreds of thousands of dollars in business. We create a "season" in a business that should have no such thing. Thus, we artificially give ourselves a hazard which does not exist naturally. There is no shade of justification for one city imposing its ideas upon another.

Metropolis, if it wants a time change, should by all equity accept the inconveniences of deviating from the national standard, rather than insisting that the national standard adjust to its own unique ideas. Acceptance of its radio programs at an off hour, along with railroad schedules, should be one of the normal penalties of tinkering with the local clock.

Contracts Per CNYT

As it happens this is one adjustment which cannot be postponed for the duration. Circumstances are such that a change is possible only when we have at least one year without an overall technical timekeeping network system. Network commercial contracts are written in CNYT. The only possible way to correct this situation is to write network contracts in terms of some non-changing standard time. Obviously it would require a full year to get all contracts on a similar basis — and in any case the only chaos could result should we have a time change while half the network contracts were in terms of standard time with the balance in CNYT.

There is still another urgent reason for network contracts to be changed. Station option time is set legally in terms of "local" time. In more cases than "local" time is "standard" time. Any station in such a city is completely within its rights in refusing a network commercial offer when that offer is so written that a time change would throw the program into station option time.

To summarize the case: time changes are unfair and costly to the individual stations which remain on standard time; wartime, when we do not tinkler with the clock, is the only practical time to handle the problem; stations are certainly justly entitled to a full and public check-up to determine what type of timekeeping would be most fair to the national audience in change in the system is in order for post-war operations should it be found justified.

WJZ Expansion

IN AN expansion of the local programming activities of WJZ New York, whose shows have heretofore been written and produced by the Blue writing staff, John McNeil, manager of WJZ, has appointed Maurice Joachim as script writer and producer in the station's program department. Mr. Joachim has written and produced many programs, and his most recent was WJZ Cavalcade.

Redskins on Air

FOOTBALL games of the Washington Redskins professional team will be carried on WMAL Washington and WYX Baltimore, according to the Redskins' office. Last season the games were sponsored on the stations by American Oil Co., placed through Joseph Katz Co.

College Students Learn About Video at W9XIBK

PROGRESSIVE experimentation of several colleges and universities with television as a part of radio and drama studies is becoming evident. Stevens College, Columbia, Mo., sent 18 students and two instructors of its radio and "local" class to W9XIBK, Chicago television station on Jan. 10-11. Helen Carson, station director, arranged instruction, including technical matter, for the girls. They were permitted to enter an actual broadcast set. The program that night was "The Shadow" for Kohlers Dry Cleaners, WFMJ.

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

BROADCASTING • Broadcast Advertising
Radio Tackled Big Home Front Job
In 1943 and Achieved Real Results

By PHILIP H. COHEN
Chief, OWI Domestic Radio Bureau

THE RADIO industry's contribution to the war in 1943 cannot be measured in terms of dollars and cents alone. It cannot be measured by the amount of broadcasting time devoted to war messages. The only true yardstick by which we can evaluate the industry's contribution is in terms of a difficult job well done.

During the past year the radio industry used facilities at the disposal of the Office of War Information to the amount of more than $100,000,000. It took on the job of informing the American public on 151 separate information problems. American radio recruited WAVES, WACS, SPARS, nurses, Air Corps Cadets, urged listeners to salvage tin cans, scrap iron, fats, waste paper—raised money for War Bonds, Red Cross, National War Fund—collected Victory books and binoculars for the Navy, informed listeners how to get ration books, how to conserve food, how to care for Victory gardens, how to can food. And in addition to the 151 important war information problems, American radio still found time to keep its listeners up to the minute on the progress of the war—create an understanding of the reasons behind the Government's restrictive measures, such as rationing, price control, etc.

Some Success Stories

And, radio has accomplished results. The salvaging of fats showed a gain of 51% in the first six months of 1943—recruitment of women for one branch of the armed services increased 119% in 9 weeks. Ex-servicemen in training, 20,000 ex-seamen brought back to man the Victory Fleet—6,500 used people recruited to unload perishable food and other good. These are just a few of the success stories written by radio during 1943—only a few on the list of a job well done.

These results and numerous others which cannot be measured were achieved by this contribution to the OWI Domestic Radio Bureau. During 1943-44 network programs, commercial and sustaining—cooperated with the Network Allocation plan, carried 7,904 important war information messages—an average of 152 messages per week. Another 144 commercial spot programs broadcast on two or more stations carried 1,932 important war messages—an average of 42 per week.

Under the local Station Announcement plan 3,563,493 OWI war messages were broadcast by 891 U. S. radio stations. The special Assignment plan accounted for 135 additional network programs which carried war messages and above their regular allocation to the amount of 1,541 assignments—an average of 32 per week. In addition, 110 special broadcasts were arranged and 33 OWI subjects outlined in the Women's Radio War Guide were distributed to more than 1,000 local station women commentators and homemaking programs for broadcast.

The real story of radio's contribution to the war will probably never be written. There are too many unmentionables and no one person knows the whole story. But even this one part of the picture—in complete as it is—is so tremendous—the job that has been done is so outstanding—that the radio industry as a whole can be proud of its efforts. The record is a most impressive one. But it could not have been achieved without the continued support of every local radio station, every advertiser, every network, writer, producer, director, performer, engineer—as a matter of fact the entire radio industry to a man.
GENERAL TELEVISION CORP.

70 Brookline Ave.
Boston, Massachusetts

First in Television Development in
NEW ENGLAND

BROADCASTING • Broadcast Advertising
ANNOUNCER—Capable handling news—any class operator license. KTUP, Du- rango, Colorado, 713-1911. Salary $500 per month. Address first letter. Send details to Box 694, BROADCASTING.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 22, BROADCASTING.

OPERATOR—Permanent position with charge of all correspondence, correspon- dence and enclose small photo. Please in- clude your recommendations. Write to Technical Manager, WDVF, Flint, Michigan.

ANNOUNCER—Male—wanted at once. No Sunday hours. Experience required. Station WGNY, Newburgh, N. Y.

Engineer—First or second class license: license valid, pay all expenses. Write Box 704, BROADCASTING.

ANNOUNCER—Who can assume re- sponsibility and work into assistant managership Alaska station. Give complete details of present and past experience. Send details to Box 701, BROADCASTING.

ANNOUNCER—With some experience for 5 kw regional station just going network. Advise age, experience & draft status first letter. Box 712, BROADCASTING.

M Listor Major network station needs ver- satile, experienced, draft-exempt an- nouncer. Four years good experience in working conditions and salary. Box 717, BROADCASTING.

ANNOUNCER—Permanent position available to experienced man on 5 kw CBS station. Basic $42.50 per week. Opport- unity over军 and commercial fees. Write and send transcript immediately. WODD, Chattanooga, Tenn.

ANNOUNCER—Regional Network Station. Give personal information and all other requirements. Box 718, BROADCASTING.

ANNOUNCER—Permanent position available to experienced man on 5 kw CBS station. Basic $42.50 per week. Opport- unity over军 and commercial fees. Write and send transcript immediately. WODD, Chattanooga, Tenn.

ANNOUNCER—Regional Network Station. Give personal information and all other requirements. Box 718, BROADCASTING.

Help Wanted

Help Wanted (Cont'd)

ANNOUNCER—Progressive Southern NBC affiliate has opening for draft exempt announcer. Prefer experienced man from small southern station. Un- usual opportunity. Please give details. Box 704, BROADCASTING.

ANNOUNCER—Three years' experience, working on local New York stations. Interested in Eastern or mid-west stations. Best offer. Box 701, BROADCASTING.

Program Director-Announcer—Six years local network. 28, 2A, 2 children. Now employed by one of the best stations in the Des Moines area. Permanent position outside state, prefers Western coast. Salary Box 720, BROADCASTING.

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel we are an- gramming women for second and first class radio licenses and other Radio communication work. Some trained girls now available right along. All other women technicians, please write us. No guarantees, send for application. DEFOREST'S TRAIN-ING, INC., 2533 N. Ashland Ave., Chicago, IL.

Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

GEOBGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
WASHINGTON, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

John BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.

Radio Engineering Consultants
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

For Sale

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4th Loan Underway With All-Net Show

Stations and Chains Plan Extensive Bond Campaigns

FULL-HOUR BROADCAST designed to carry to the men in the armed services a picture of home front activities in war production and bond buying to “back the attack” and to officially open the Fourth Loan Drive will be broadcast 10,000,000 at 9-10 p.m. Jan. 17 and will be aired over the four major networks from 9-10 p.m. The program will be transmitted and rebroadcast for service men overseas.

Secretary of the Treasury Morgenthau will be presented as narrator of the Let’s All Back the Attack show which will feature “cut-ins” from various parts of the country, including war production centers and brief visits with the governors of the borders of the U. S. Capt. Rosalad Reagan, former movie actor, will appear in the major role in a music-dramatic production to be presented during the program. Among the guests who will appear on the program are Bing Crosby, Judy Garland, John Charles Thomas and Capt. Glenn Miller with his Army Air Forces Band.

The kick-off show will originate from New York with David Broekman and his Treasury Orchestra providing musical background. Conrad Nagle will announce. Other Loan Plans

Extensive plans for special activities, programs, and bond promotion features are being planned by the networks and individual stations to supplement the Fourth Loan radio campaign programs and announcements which have been offered stations by the War Finance Division of the Treasury Dept. and the OWI. The WFD and OWI material is planned with special emphasis for local sponsorship, placing radio on a more equitable basis with other media [BROADCASTING, Jan. 10].

In a three-week rebroadcast setup, CBS and its 134 stations, the American Hotel Assn. with 5,500 member hotels, and the Treasury Dept., from Jan. 16 through Feb. 15 will stage a series of 12 cross-country rallies and broadcasts as part of the Fourth Loan Drive. Broadcast on CBS from leading hotels where testimonial dinners are to be held honoring local war bond campaign workers, the programs will feature human interest stories of local and regional bond sales, music by name bands and guest appearances of Hollywood stars. The series will be presented at various evening periods as half-hour broadcasts. Programs will be produced by William N. Robson, Norman Corwin, William Spier, Lt. (jg) George Zachary, Robert Lewis Shayon and Chester Renier. Also as part of its contribution to the Drive, CBS is arranging for Kate Smith to devote an entire day to selling bonds in the same way she broadcast last fall, when she sold more than $39,000,000 worth of bonds. Kate Smith-CBS War Bond Drive is Feb. 1, with Kate on duty from 8 a.m. to 1 p.m. Feb. 2.

NBC-BSA Drive

In a closed circuit talk with the managers of affiliated stations and Scout leaders, NBC last Friday afternoon announced plans for a coordinated national “mop-up and cleanup” drive to be conducted by the Boy Scouts of America in conjunction with NBC Feb. 8-16, final week of the Fourth Loan and the Boy Scouts’ 34th anniversary week. A several-hour variety program on Feb. 8, NBC Bond Day, will start the campaign. Even the familiar NBC chimes have been tuned to bond promotion with a Sonovox interpretation of “Boy War Bonds.” A one-hour show on Lincoln’s birthday, with pickup from various points about the country, will feature Boy Scouts who have participated in the vast house-to-house canvassing to be conducted.

Scouts will also be available to handle bond phone calls, deliver bonds and messages and other duties at stations in the NBC-BSA campaign. Speakers on the Friday closed-circuit presentation which originated from Washington and New York were: George W. Healey, director of the OWI Domestic Branch; Robert W. Coyne, field director of the Treasury WFD; William S. Hedges, vice-president in charge of stations, NBC; and Dr. Elbert Fretwell, chief BSA executive.

Mutual on Jan. 18 will open the Fourth Loan with the ringing of the Liberty Bell from Independence Square in Philadelphia, 11:55-12 noon, together with a broadcast by Archbishop Francis J. Spellman, who will give the invocation and prayer. A special program originating from Ft. Dix will be presented on the afternoon of the 18th and will include pickups from war fronts overseas and Hospital Corp.

WOR, Mutual’s key outlet in New York, has arranged for a special staff and telephone number to take local war bond orders and pledges, with all of WOR’s personalities on daytime and night programs making the Drive an integral part of their shows. On four consecutive Saturday nights during the campaign WOR will conduct a “Victory Auction,” selling actual war souvenirs and relics of historical importance to those making the highest war bond bids. Dave Elman of ‘Hobby Lobby fame will be the auctioneer. Steve Ellis’ Moonlight Saving Time program in the early hours of Jan. 19 will broadcast from various war plants where name dance bands have been set up. Chickering 4-7100 is the title of a Monday through Friday bond promotion program to be heard in the late afternoon on WOR during the Drive and is the special phone number to be used to accept bond orders and pledges.

Detroit Activities

Four, the Bond Drive was launched in the Detroit area a week before the national date, the Retailer’s Victory Committee, cooperating with local stations, inaugurating the campaign with a full-hour radio show. Broadcast was made the evening of Jan. 9 and was carried by all stations in the Detroit area: WJR, WWJ, WJBK, WWJ, CKLW, WJLB, WJBK, WJLB, WJBK.

Program was written and produced by Nalip J. Abodabah, Retailers’ radio chairman and radio director of Simons-Michelson Agency. Talent was provided by the local stations and free-lancers. Featured were WJR’s Don Largass, WWJ’s Sophisteces, WXYZ’s newscaster Lee Smits and MacLeish Preview

PREVIEW of Archibald MacLeish’s new radio series American Story beginning on NBC in February will be heard on a closed circuit between NBC New York and WOR, the New York YWCA. To take place Jan. 20, at 6 p.m., the Librarian of Congress’ program is a series feature of a meeting of the Ascan for Education by Radio. Dr. James Rowland Angell, special counselor will speak from New York.

Michigan’s Governor Harry F. Kelly.

The new Graphlex war picture exhibit is being used for war bond promotion in tie-ins with stations across the country. The Treasury Dept. is providing stations with a complete exhibit of 100 of the pictures for their use in promotion activities. The Folmer Graflex Corp., Rochester, has prepared the exhibits. Showings now are scheduled for Detroit, Chicago, Milwaukee, Pittsburgh, Philadelphia, San Francisco, New York, and other cities. Indiana has chosen the exhibit as the central feature for its state campaign.

Eight Utah stations are planning a combined state-wide hookup for a series of bond promotion shows during the Drive. KSL Salt Lake City will originate two of the programs. WJZ New York has set a similar hookup with the lobby of the RCA Building for bond purchasers wishing to attend the “All-American Jazz Band” concert to be presented at the Metropolitan Opera House. Members of the WJZ Victory Troop will sell bonds as tickets for the concert, to be broadcast 9:30-9:55 p.m.

Indiana Program

Indiana stations and WLW Cincinnati on Jan. 13 carried a special local program sponsored by the Indiana War Finance Committee. Program originated from Indianapolis and included Governor Leonard W. Schriber, E. C. Pulliam, state chairman of the Indiana WFC, and the well known Billings Hospital concert orchestra. Remotes were aired from a large steel plant, a typical retail store in Ft. Wayne, a typical office and a store at the crossroads of America in Posey County, Ind.

The BLUE outlet in Cleveland, WWJ, will produce a one-hour program daily during the drive beginning Jan. 18. Show will be presented 12-1 p.m. at the Union Terminal Tower and will be broadcast from 12-30-1 p.m. Talent for a series will be composed of visiting celebrities and local theatre and nightclub personalities.

Radio’s sports broadcasters will join in the PRODUCE the sale of bonds with a special half-hour program now being planned for Jan. 24 from one of the New York radio theatre stations. Talent in sports will be present and Bobby Jones, now a major in the Army, stationed in London, will broadcast on the program via the WNDI.
FOTOS FOR FRIDAY

The nation's most merchandising radio station.

More people on WTM than any other radio station in the world.

To sell more merchandise, more advertisers spend more money.

 tuned into WTM's "Amos 'n' Andy..."

and every day...and night...
THE EXTRA ELEMENT
IN EVERY RCA ELECTRON TUBE

You can hold the tube in your hand and examine it thoroughly, but you won't see the extra element that distinguishes it. Not until after you've put the tube to use will you finally become aware of that extra element.

It's in every RCA Electron Tube—the extra element that makes the RCA monogram worth looking for and insisting upon.

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It's "know how"—the kind of "know how" that's built into every RCA Electron Tube—and it's best exemplified by the modern RCA Laboratories at Princeton, N. J., devoted almost exclusively to electronic research.

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The RCA Laboratories are a fitting symbol of the extra element that recommends RCA Electron Tubes to you.

The Magic Brain of All Electronic Equipment Is a Tube and the Fountain-Head of Modern Tube Development Is RCA

RADIO CORPORATION OF AMERICA