WOR is not an Albany station  
(we mean Albany, N. Y.—not Georgia, really) *

He was rather impatient. He was a manufacturer. The product was a war-substitute for mending clothes, shades, soft goods...

(Please be patient and read on — there is some very important meat in this.)

WOR was the only station this man could afford; we mean, big station. And he had — what some people would think — peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N. Y., and Boston, which is in Massachusetts, and Philadelphia — as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before.

Maryland? Up, too. About 100%.

And so the story went — in practically all the 16 great war-active cities WOR platters its power down on.

WOR even pursued 43 department stores which had never handled the product to handle it.

Would you, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even — well, maybe Albany, N. Y., or Boston?

our address is

WOR

—that power-full station,  
at 1440 Broadway, in New York

* WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.
non-network advertisers used WLS to sell Midwest America in 1943.

34

of these (22%) used WLS all 12 months of the year.

98

of them (63%) were renewal advertisers from 1942...another 14 of them had used WLS at some time in the past.

THUS 72%

—112—of our advertisers last year were satisfied customers coming back for more...which, we feel, pretty well proves our oft-repeated slogan: WLS Gets Results!
LOOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Omahas Know and Appreciate Art without being "arty"

- A lorgnette and a broad "a" are not necessary complements to an appreciation of art. As evidence, just pay a Sunday afternoon visit to the Joslyn Memorial; an art gallery that would do credit to a city several times Omaha's size—and watch a throng of sound, substantial, typically American folks enjoying art.

Omahans are accustomed to "the better things of life." What's more—they have the means with which to enjoy them. The rich, responsive Omaha market can be sold most directly—and at lowest cost—through KOIL. Write us today for availabilities.

WHAT A MARKET
Of the 3074 counties comprising our nation—Douglas County (Omaha) ranks SECOND in Increased Per Capita Income for the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.
...and they chopped down the old pine tree.

Fourteen million acres of pine and hardwood producing annually some 5 million cords of pulp wood and 3 million board feet of lumber represents only one of the rich industries in KWKH-land. Here's an industry running at peak production and adding to the spendable income. It's helping to produce sales now... will help to build sales in the future.

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

CBS 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

REPRESENTED BY

THE BRANHAM CO.
IDEAS to make a network

...like the NEW Hollywood Barn Dance

There ain't no barns in Hollywood, podner. But come 10:30 Saturday nights and they's shore plenty dancin'. When that Cottonseed Clark lets 'er roll on Hollywood Barn Dance, folks up an' stomp the place apart.

Here's why:

The idea for the original Hollywood Barn Dance first came to us ten years ago. We figured a real rollicking hoe-down show would go over big here with everybody. It did. Mail from 11 Western States swamped us. Almost half a million listeners stumped and whooped in the studio audience during the 54 months we had the program on the air. And it never lacked a sponsor.

Now Hollywood Barn Dance plays a revival—brighter than ever—livened with new inspiration and talent. Today's Pacific Coast is thronged with more people than ever before—people who love the special brand of Western music and humor created by their fathers and grandfathers. So we're giving them the best of it we can with new variety, fresh color, and top-name Western stars—blended by the unbeatable CPN skill at production—to make a fast half hour of great radio.

The result is so swift, so sure, so smooth that the first half of Hollywood Barn Dance was sold even before we could get it on the air. (Press-time tip to sponsors out shopping: the other half is still available).

Hollywood Barn Dance is another good example of how ideas make the Columbia Pacific Network... ideas that go places... inspired ideas, carried out with imagination, skill and enthusiasm.

It isn't hard to get them—from CPN. You'll soon find out if you just ask us or Radio Sales.

COLUMBIA Pacific NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
PALACE HOTEL, SAN FRANCISCO 5 * COLUMBIA SQUARE, LOS ANGELES 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS
“HEY, SIS—TURN IT DOWN DURING THE COMMERCIALS!”

You know how many times you’ve heard that headline repeated in people’s homes. In order to avoid such frustration of their programs’ entire purpose, some advertisers have gone far in cleverly disguising their plugs—slipping them in “fast and cute”—making them into jokes!

Seems to us the next step is either to eliminate the plugs entirely—or to make the plugs as interesting as the program itself.

That’s where Sonovox comes in. Sonovox commercials are in themselves sufficiently intriguing to warrant the listener’s attention. The Lifebuoy talking foghorn. The Bromo-Seltzer talking train. The Vel talking glasses and dish-pan. And so on and on.

That’s not sales-talk. It’s a fact that has been proven by Hooper Sponsor Identification Ratings. Let us show them to you.

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

WRIGHT-SONOVOX, INC.
“Talking and Singing Sound”

FREE & PETERS, INC., Exclusive National Representatives
Ryan Is Choice of NAB Nominating Group

Miller’s Successor Before Board Feb. 23

By SOL TAISHOFF

JOHN HAROLD RYAN, Assistant Director of Censorship on leave as vice-president and general manager of Fort Industry Co., is the unanimous choice of the NAB Nominating Committee to succeed Neville Miller as NAB president when the latter’s term expires July 1.

At the request of the committee, a special meeting of the NAB board has been called for Feb. 23 in Chicago. Since the only function of the committee of six—all members of the NAB board—is to bring in a nomination, it appeared obvious that the extraordinary meeting is for the primary purpose of considering the Ryan selection.

A regular meeting of the NAB Board previously had been called for March 5 in Washington.

The presidency, under NAB by-laws, is filled by the board. The nominating committee was appointed by the board itself last July 30 after Mr. Miller had successfully resisted the effort to reorganize the trade association.

New York Meeting

No official word has come from either the committee or Mr. Ryan. The Nominating Committee met in New York Jan. 13 at which time it considered likely selections for the post, including the possible appointment of Mr. Miller. Don S. Elias, executive director of WWNC Asheville, committee chairman, at the committee’s request, last Tuesday asked President Miller in Washington to call the special meeting of the board. He said simply that the committee was “ready to report” and had reached a “unanimous conclusion” and therefore desired the meeting.

Mr. Ryan also was noncommittal. The Toledo broadcast executive, who was drafted for the censorship post in December 1941 shortly after Pearl Harbor, met with the committee in New York on the evening of Jan. 13, having

NAB ‘Victory Conference’ April 10-13

New York Chosen; FM, Video Get Attention

BARRING 11-hour changes dictated by war, the NAB will hold its 22nd annual membership meeting and “Victory-War Conference” at the Waldorf-Astoria, New York City, April 10-13, under arrangements virtually completed last Friday.

Following approval of the New York site by the special NAB committee of board members, C. E. Arney Jr., secretary-treasurer and convention manager, said last week that commitments were practically final with the Waldorf. Like last year’s meeting in Chicago, the 1944 sessions will carry a war theme, but this time with attention focused upon post-war planning and new services, such as television, FM, and facsimile.

Post-War a Factor

The Convention Site Committee, headed by Ed Yocum, KGHL Billings, Mont., and the Convention Program Committee, of which Kolin Hager, WGY Schenectady, is chairman, met jointly in Chicago Jan. 14 and decided upon New York, provided hotel accommodations could be procured. Mr. Arney completed his tentative arrangements last Friday, with ample accommodations for a convention of 1,000 to 1,200 at the Waldorf and nearby hotels such as the Barclay, Belmont-Plaza and Ambassador.

In New York was urged for roundtable discussion that was discussed because of the interest in post-war developments. Television and FM demonstrations will be close at hand in the New York area, where those activities are largely centered. Speakers for roundtable discussions likewise will be readily available. It was expected mid-western and western broadcasters could arrange business trips to the East to coincide with the annual meeting.

The conference will run from Monday, April 10, through lunch on Thursday, April 13, under the preliminary plan. Monday will be given

(Continued on page 58)
First Newspaper Order Test Raises Question of Monopoly

KYCA Application for Transfer of Control to KTAR Is Ordered Set for Hearing by FCC

MISGIVINGS about the FCC action dismissing the newspaper div-er-cement proceedings developed last week with the disclosure that the Commission had designated for hearing the first newspaper case to arise since its Jan. 13 action est-ablishing the newspaper ownership aspect as the main issue. By a split vote the Commission last Tuesday designated for hearing the application of KYCA Prescott, Ariz. to transfer control to KTAR Broadcasting Co., Phoenix.

In its notice of hearing, released last Friday, the FCC listed as one of the items: "To determine whether or not approval of the proposed transfer would effect a concentration of control of media of mass communications in the State of Arizona, contrary to the public interest."

Would Hold 75%

Other items in the notice were largely pro forma. KTAR owns about half of KYCA. The transfer application involves acquisition of control of the Prescott station by W. B. McFarland, president and corporate president of the Arizona Republic and Phoenix Gazette. KTAR would acquire approximately 75% of KYCA under the transaction. An additional item of $6,500 would be involved.

The application has been pend-ing for more than two years, and was one of those thrown in the "suspense" file under Orders 79 and 79A, newspaper divvorce orders which were dismissed by the Commission [BROADCASTING, Jan. 17]. Commissioner T. A. M. Craven dissented from the action.

It is understood KTAR has paid operating deficits of the station for some years, pending FCC action, to maintain the station's service in Prescott.

Senator MacFarland (D-Ariz.), a member of the Interstate Com-mittee, secured a hearing on the matter in November and early De-cember on the White-Wheeler Bill (S-814) repeatedly asked of FCC witnesses when the KYCA case could be disposed of, in view of its long pending. The substance of the information given him was that the matter would be handled as soon as the Commission disposed of the newspaper divestiture application.

Coincident with the issuance of its action dismissing the newspaper proceedings, Jan. 13, the FCC pro-nounced a formal order closing the record. It made a part of the record a series of exhibits hereto-fore introduced but not admitted.

The order stated that any party who had heretofore appeared in the proceeding on or before Feb. 1, 1944, could file a statement for inclusion in the record with respect to these exhibits.

Harold V. Hough, WBAP-RGKO

(Continued on page 4)

Emerson MBS Plans
EMERSON RADIO & Phonograph Corp., New York, which has been rumored to be interested in network institutional advertising for the past six months or so, appears to be set for a half-hour Sunday show on Mutual in the 5-5:30 p.m. period. William H. Weintrob & Co., New York, is agency in charge. New program is expected to be a dramatic show - Green Valley - by A. A., a serial formerly heard on CBS as a sustainer. Starting date for the new series has been tentatively set for Feb. 15, and station announcements in the process of being lined up.

FBI Head Refuses To Respond to Gary

PRESIDENT ROOSEVELT has ordered FBI Director J. Edgar Hoover not to answer certain questions relating to "internal security" before the House Select Committee to Investigate the FCC. Mr. Hoover told the Committee last Thursday when he appeared in response to a subpoena.

In nearly three hours on the stand the man who has headed the FBI for 20 years declined to answer most of the questions propounded by Committee General Counsel Eugene L. Gary but through the introduction by Mr. Gary of correspondence between the FBI and FCC many bits of evidence indicating lack of cooperation by the FCC with the FBI were brought out.

To Appear Tuesday

Mr. Hoover will appear before the Committee at 10 a.m. Tuesday (Jan. 25) for further examination after Attorney General Biddle in-terprets the Presidential directive with reference to certain questions which the FBI chief declined to answer. Last week's hearing saw these developments:

1. The President on Sept. 6, 1939, issued a directive placing on the FBI the responsibility of conduct-ing all sabotage and espionage in-vestigations to "avoid confusion and irresponsibility." Under that directive the FBI in September 1940 requested that the FCC turn over to FBI files fingerprints of radio operators and communica-

Hoover Silenced by Presidential Order

tions employees taken by the Com-mission.

2. Despite a letter addressed to FCC Chairman James Lawrence Fly on Jan. 2, 1942, by the Attorney General asserting "the evidence is strong that messages have been surreptitiously transmitted to our enemies by radio" it was not until June 1942 that the first batch of fingerprints were delivered to the FCC to the FBI and it was not until March 1943 that all of the 24,000 had been transferred.

3. Fingerprints filed under the system adopted by the FCC were made of "negligible value" to the FBI. After the transfer, beginning more than six months after Pearl Harbor, the FBI had to classify them under the Henry system, used by the FBI, involving added delay in proper classification.

4. Assistant Solicitor General Hugh B. Cox, who represented the Attorney General and advised Mr. Hoover as to whether he could an-swer questions, agreed to consult the attorney general for an inter-pre-tation of the Executive Order.

5. Although the Committee did not press Mr. Hoover for replies when he declined to answer, Chairman Clarence F. Lea (D-Cal.) said the refusal to insist on answers was "not to be considered as a waiver by this Committee of its rights."

6. Mr. Hoover said he had a copy of the Executive Order for-bidding him to testify but declined to present it to the Committee be-cause it was addressed to Attorney General Francis Biddle.

7. Under direct questioning by Rep. Louis E. Miller (R-Mo.), the FBI chief said if he were per-mitted to talk he could "shed some light" on Pearl Harbor, alleged laxness of the FCC in cooperating with Naval Intelligence and the FBI and "some other questions" which he declined to answer.

Interest in last week's hearing was keen following rumors on Capitol Hill that Mr. Hoover had been ordered by the President not to testify. Mr. Gary opened the hearing with questions about Al-fonso Lambiase who, the Commit-tee records show, was dismissed by WCOP Boston following an alleged collaboration between the FCC and OWI. Mr. Hoover answered ques-tions willingly until Mr. Gary read from a portion of a letter signed by the FBI chief and ad-dressed to Rep. Richard B. Wiggins-worth (R-Mass.), Committee mem-ber, with reference to the Lambiase case.

Explains Attitude

"May I say to Mr. Gary and to the Committee," said Mr. Hoover, "I was advised yesterday by Mr. (ugo) Carusi, executive assistant to the Attorney General, that I would be asked certain questions this morning concerning fingerprint records, and concerning certain mat-ters relating to activities at Pearl Harbor, and concerning certain operations of the Bureau."

"While I do not, in any way, de-sire to interfere with the work of this Committee, the President has directed I should not testify to any matters or to any correspondence related to security for which the Attorney General has construed questions of this kind as falling within that category, so I must decline to answer for that reason."

"From then on Mr. Hoover declined to answer many questions "for the reason previously stated."

Mr. Gary asked for a copy of the presidential order which Mr. Hoover testified he had with him. When Mr. Cox asked permission to consult with the Attorney General for a ruling on the request, Mr. Gary asked the Assistant, (Continued on page 57)

SEVEN FOR ELEVEN might be the slogan for this group representing the sponsor, the agency and the station that has carried the Simonis Suzonem Sweepstakes entries for over a dozen years. Gathered at a luncheon in Chicago recently celebrating the 11th anniversary of the program on WMAQ Chicago, are (1 to r): George H. Hartman, agency contact; Judy Britton, member of NBC's transcription department; Paul McCluer, NBC central desk announcer of the company's news service; first program; H. L. Nehrbass, vice-president and advertising manager of the Simonits Co., Chicago; John Holtman, announcer and m.c. of the pres-ent show; Rudl Neubauer, NBC spot salesman who services the account; and Oliver Morton, national spot and local sales manager, NBC Chicago.

Post-War Plans of Newest Service
Main Topic

FM MAKES its debut to the broadcasting industry en masse, for post-war delivery, at the annual convention of FM Broadcasters Inc. in New York Wednesday and Thursday, where FM broadcasters, broadcast aspirants, agency observers and other interested parties duly registered.

Advance registrations last week exceeded 325, and the attendance was expected to exceed FM's early emergence as the newest of radio's post-war services. Dr. Edwin H. Armstrong, whose inventions have made FM possible, in a statement to BROAD- CASTING, predicted the "renaissance of radio" by virtue of FM development with broad social, economic and political values.

Washington attorneys said they had been instructed to file applications for FM stations in a sudden revival of interest. A quick count indicated that 75 to 100 such applications are being processed, more of them in the interests of existing standard broadcasters but many for newcomers not in radio and other newcomers.

The list of new FM applicants last week was headed by the New York Times, not now in radio but several times reported on for FM's early emergence as the newest of radio's post-war services. Other speakers include P. H. Pum- phrey, Maxon Inc., on "What an Advertising Agency Found Out About FM"; Maj. Armstrong; Dr. W. R. G. Baker, vice-president, General Electric Co. and Chairman of D. Beat- well, of the U.S. Office of Educa- tion on "FM Plans Of The Office of Education".

The technical outlook for FM, both on the station and transmitter production will be covered at the opening sessions by speakers representing practically all of the major companies in the manufacturing field.

Following the round table discussion Thursday, the convention will be restricted to FM members for the Annual Meeting and transaction of regular business.

Membership of FMBI has more than doubled since Pearl Harbor, totaling approximately 100 just prior to the meeting. Membership rules were modified by the FMBI Board at its last meeting, to accommodate FM applicants as well as licensees.

In advance.

Principal speaker at the session will be John Lawrence Jr., FCC Chairman, who addresses the luncheon meeting Wednesday. Other speakers include P. H. Pum- phrey, Maxon Inc., on "What an Advertising Agency Found Out About FM"; Maj. Armstrong; Dr. W. R. G. Baker, vice-president, General Electric Co. and Chairman of D. Beat- well, of the U.S. Office of Educa- tion on "FM Plans Of The Office of Education".

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WHBQ to Mutual

WHBQ Memphis, on March 6 becomes a full-time Mutual affiliate, bringing the total number of MBS stations to 219. WHBQ is operated by Broadcasting Station WHBQ Inc. with 1400 kc on 250 w.
ENTERING the year 1943 in the annals of radio broadcasting presents but little, if any, difficulty: it was the year of new programs, if not better. The increase of network broadcasting in the past 12 months is summed up in the single fact that CAB records disclose a gain of 14% in the number of sponsored programs carried on five nighttime networks in December, 1943 against the same month of 1942. Statistics of all kinds can be marshaled to prove program popularity to show an unprecedented rise in the use of radio as an advertising medium in 1943.

Listening, however, did not keep pace with the growth in the number of sponsored offerings. An index of sets-in-use, based on CAB investigations, reveals that nighttime listening in the last quarter of 1943 ran about 6% and 1942. Daytime listening in the same quarter, however, was up by the rather narrow margin of 1%.

**Competition Keener**

In the absence of an equivalent increase in listening, the corollary of the increase in productions is, of course, a larger number of nighttime programs with lower CAB ratings. The comparison of December points up the validity of the corollary. As a result of a rise of 40% in the programs with CAB ratings of less than 10 in December 1943.

The swift assumption that 1943 has yielded a crop of radio lemons does not automatically apply. The sizable gain in low-ranking programs is partly a reflection of the more intense competition for the nighttime ear of the American radio audience and partly a result of the large number of newcomers to the networks.

Of the 137 programs rated in December, 1942, many that were new to sponsored network broadcasting in the summer and fall of 1943 reached the record-setting total of 33. Previous CAB records do not indicate that this high number of new offerings ever went on the air within the same range of time. The broadcast year of 1943, therefore, must be appraised as a period in which sponsors and producers sought new radio talent and, as a due course the low ratings that are part and parcel of building radio audiences. The influx of new programs, unprecedented in broadcasting history, weighted the year's record with a larger than usual proportion of low-ranking shows.

The quality of the 1943 performances, nevertheless, stacks up very neatly with 1942 and, of course, outdoes 1941 and previous years. A comparison of programs with CAB ratings of better than 10 and less than 30, the mid-range, indicates little deterioration in 1943. The mid-range that signifies established and popular audience acceptance contained 63 of the

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**Past Year Was One of New Programs; Night Sponsorship Increases**

**By A. W. LEHMAN**

Manager, Cooperative Analysis of Broadcasting (CAB)

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Where 1943 fell short of 1942 was in the delivery of war information to the American people. Neither President Roosevelt nor Prime Minister Churchill succeeded in 1943 in achieving an audience rating that rivaled or bettered accomplishments of 1942. The difference undoubtedly reflects the differing quality of interests and events in the two periods: 1942, with the outbreak of war a fresh and momentous inspiration, was a year of unexpected and unheeded developments; 1943, with a public inured to war, was a year of steady and expected flowering of American offensive might.

The President and the Prime Minister, nevertheless, were credited with audience ratings that outdistanced their pre-war records. The President's Lincoln Day address, in fact, was scored at 67 to compare favorably with several of his 1943 talks to the Nation. It could not measure up, however, to the rating of 83 that the President twice scored in the first three months of the war. The Presidential discussion of the coal strike on May 2, 1943 was rated at 60 for the second best mark of 1943. The Washington Day address was tallied at 48, while the international broadcast in which President Co- ma-cho of Mexico joined with President Franklin D. Roosevelt to the people of both Nations on April 20, 1943 was scored at 47.

Prime Minister Churchill was twice rated by the CAB in 1943 and was credited with audience ratings of 35 and 37. The first was scored by his international broadcast on "The Post-War World", May 21, and the second rating was earned by his address to the U. S. Congress on May 19. The Prime Minister's highwater mark in 1942 was 41.

**Special Events**

American concern with its supply of food, a subject that demonstrated a remarkable growth in 1943, was borne out by the rating of 22.3 credited to the address of Herbert Hoover on January 21, 1943. The former President spoke on "Food Supplies for This War".

Another special event that achieved an exceptional rating from CAB was the address of Madame Chiang Kai-Shek from Madison Square Garden on March 2, 1943. It was scored at 15. The Hoover speech was carried on only one network.

A series of weekly broadcasts by Elmer Davis, broadcast on three networks in the first three months of 1943, was scored with ratings that ranged from 11.7 to a high of 17.3. An all-network broadcast of the War Bond Rally opening the Third War Loan Drive on September 8, 1943 was recorded coincidentally with a rating of 40.2.

**New Programs**

While 1943 was the year of new programs, the development was not perceptible until the summer season was well under way. It was the consistent characteristic of the year thereafter. The record of the last winter season of 1942-43 discloses, moreover, that four fewer programs were rated than in the previous winter period of 1941-42. But the pickup that came in the spring of 1943 eventually added 29 programs to the roster that shows that 65 were scored in the summer of 1943.

CAB records disclose that 33 of them were new nighttime offerings in 1943. As the rated programs of the month numbered 127, it is evident that 24% of them were first-year productions.

An examination of the freshman shows that were still going strong in December indicates that they ran the gamut of types with one exception. There was no new production of serial and serial, and classical music. But all the other types were represented.

Sponsors and producers exploited virtually every source to bring new talent to their 1943 network pro-
DIVISION OF COMMERCIAL NETWORK TIME BY PROGRAM TYPES

Evening Programs

III October 1942--April 1943

CLASSICAL AND SEMI-CLASSICAL 2.2

FAMILIAR MUSIC 5.8

POPULAR MUSIC 10.3

COMEDY DRAMA 9.4

COMMENTATORS, NEWS AND TALKS 16.4

VARIETY 19.5

CHILDREN'S PROGRAMS 1.5

AUDIENCE PARTICIPATION 16.8

IV May-September 1943

CLASSICAL AND SEMI-CLASSICAL 2.0

FAMILIAR MUSIC 5.8

CHILDREN'S PROGRAMS 1.7

POPULAR MUSIC 12.6

COMEDY DRAMA 9.7

COMMENTS, NEWS AND TALKS 18.6

QUIZ 7.5

AUDIENCE PARTICIPATION 14.3

OTHERS 6.8

VARIETY 18.1

NOTE: Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute programs broadcast 5 times a week have been considered as 1/4 hours per week for the number of weeks investigated. 15-minute programs 5 times a week at 5 hours, etc.

New dramatic productions brought listeners a wide range of selection, ranging from dramatized war stories in the *The Man Behind the Gun* to another revival of the classic *Sherlock Holmes*. Mr. and Mrs. North qualified as comedy drama, while the *Coronet Little Show* followed the fashion of *Radio Reader's Digest*. Mystery Theatre was an out-and-out thriller with such period pieces as the *Murders in the Rue Morgue* providing the substance. Dramatic productions, all types included, accounted for more new shows among the December offerings than any other distinguishable type of radio program.

News and Comment

Despite the December record of the new dramatic shows, the type of program that displayed the greatest activity in 1943 was that embracing commentators, news and talks. The growing importance of network news programs—whether straight or inflated with comment—was demonstrated early in the year when Elmer Davis, chief of the Office of War Information, made weekly trips to the microphones to report to the nation over three networks.

Commercial advertisers likewise sensed the enriched interest in news programs and their consequent enlarged value as a vehicle for advertising messages. The CAB comprehensive report of the summer of 1943 reveals that news programs ranked second in the use of purchased nighttime network time. Exactly 18.6% of the purchased time was consumed in broadcasting news programs, and only the dramatic productions—44 shows in all—required more time. Variety shows fell to third place when they could account for only 18.1% of the commercial time.

In the previous summer season of 1942, news and comment programs (Continued on page 20)

BROADCASTING • Broadcast Advertising
January 24, 1944 • Page 13
**Young & Rubicam Tops Billing**

On CBS, Erwin, Wasey on MBS


Other agencies in the top 10 placements of CBS time were: Compton Adv., $3,099,680; Brotv, $2,333,376; William Esty & Co., $2,262,216; Foote, Cone & Belding, $2,191,153; Arthur Meyerhoff & Co., $2,027,945; Benton & Bowles, $1,988,002.

**Mutual Billings**

Erwin, Wasey & Co. topped the agencies placing time on Mutual network with $2,128,630. In second place was R. H. Alber Co., whose billings were $1,661,130. Ivey & Ellington was third with $1,076,100. In fourth place was William Esty & Co., $997,177, fifth, Kenyon & Eckhardt, $798,329; sixth, Hixon-O'Donnell Adv., $672,061; seventh, G. C. Hoskin Associates, $474,766; eighth, Ruthrauff & Ryan, $467,602; ninth, Aircresters Inc., $442,784; tenth, J. Walter Thompson Co., $439,352.

Among sponsors, General Foods topped the placements on CBS last year with $4,868,710. Not far behind was Lever Brothers Co., $4,524,100; Procter & Gamble Co., third, $3,886,722. Others in the first ten CBS sponsors were American Home Products Corp., $2,839,572; William Wrigley Jr Co, $2,657,483; J. R. Reynolds Tobacco Co., $2,552,210; Sterling Products, $2,141,801; Campbell Soup Co., $1,540,680; Liggett & Myers Tobacco Co., $1,523,780; Philip Morris & Co., $1,388,299.

Top Mutual network sponsor was Gospel Broadcasting Assn., placing $2,027,945 in time on Mutual network in 1943. In second place was R. H. Alber Co., $1,941,446, followed by Kellogg Co. in third place with $798,329.

**CBS 1943 BILLINGS BY AGENCIES, SPONSORS**

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. W. AYER &amp; SON</td>
<td>$400,000</td>
</tr>
<tr>
<td>W. B. EDWARDSON</td>
<td>$350,000</td>
</tr>
<tr>
<td>BATTEN, BARTON, DURSTINE &amp; ORBON, INC.</td>
<td>$300,000</td>
</tr>
<tr>
<td>ARMSTRONG CORT, INC.</td>
<td>$250,000</td>
</tr>
<tr>
<td>BATTEN, BARTON, DURSTINE &amp; ORBON, INC.</td>
<td>$200,000</td>
</tr>
<tr>
<td>BENTON &amp; BOWLES, INC.</td>
<td>$150,000</td>
</tr>
<tr>
<td>BOWES &amp; CO.</td>
<td>$100,000</td>
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<td>BROWN &amp; CO.</td>
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<td>BROWN &amp; CO.</td>
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<td>$30,000</td>
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<tr>
<td>BROWN &amp; CO.</td>
<td>$25,000</td>
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**MBS Billings by Clients**

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Billings</th>
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</thead>
<tbody>
<tr>
<td>Gospel Broadcasting Assn.</td>
<td>$1,566,150.85</td>
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<tr>
<td>Kellogg Co.</td>
<td>$915,440.15</td>
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<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$775,548.25</td>
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<td>$672,061</td>
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**December Is Best Net Billing Month**

February Poorest for Gross Receipts, Figures Show

Crossings of billboards network in 1943 were $57,951,744, according to figures gathered by the network's research department. Best month of the year was December, when billings totaled $5,914,165. Lowest month was February with $3,928,474.

Billings of Mutual network in December were $13,841,608, with December's $6,807,042 topping the list. Lowest month was February, $286,058.

CBS Billings by months follow:

- **January:** $997,104
- **February:** $286,058
- **March:** $5,914,165
- **April:** $4,882,444
- **May:** $5,914,165
- **June:** $5,914,165
- **July:** $5,914,165
- **August:** $5,914,165
- **September:** $5,914,165
- **October:** $5,914,165
- **November:** $5,914,165
- **December:** $13,841,608

**MBS Billings by Agencies**

- **Erwin, Wasey & Co.** $2,128,630
- **R. H. Alber Co.** $1,941,446
- **Ivey & Ellington** $1,076,299
- **William Esty & Co.** $997,177
- **Kenyon & Eckhardt** $798,329
- **Compton Adv.** $672,061
- **Brotv** $52,410
- **American Home Products Corp.** $474,766
- **Procter & Gamble Co.** $467,602
- **Aircresters Inc.** $442,784
- **J. Walter Thompson Co.** $439,352
- **CBS 1943 BILLINGS BY AGENCIES, SPONSORS**

- **Billings for 1943** $13,841,608

**BLOCH BUYS PENN**

BLOCH BROS. TOBACCO CO., Wheeling, has purchased all outstanding common stock of Penn Tobacco Co., Wilkes-Barre, Pa., although Penn will continue to operate as an independent business with Jesse A. Bloch as chairman of the board. T. F. Flanagan, president of Bucilla Yarns, Inc., will become a member of the board of Bloch Bros.

**Bucilla Yarn Spots**

BERNARD ULLMAN Co., New York, is entering radio for the first time with a campaign of participations on behalf of Bucilla yarns. Schedule has already started on $1,506,000 on KJZ WHTV WHTM and will expand to a dozen or more additional stations at a later date. Firm is using women's interest programs. Agency is Grey Adv., New York.

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Page 14 | January 24, 1944 | BROADCASTING | Broadcast Advertising | YEAR TOTAL 1943 $13,841,608.00
The Forgotten AUDIENCE!

We found it for you! A bonus audience. The Baltimore war-worker population who want daylight radio after midnight! We've got it all wrapped up in a package called "The Night Owl Club." Prizes, contests, fast, brisk showmanship, music and news. It's not just a "platter" show. And that makes the difference. They're joining the club by the hundreds every day. Get the facts . . . and get sales at lowest-cost-per-dollar. Write today for choice availabilities! You'll be glad you did!

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Television Broadcasters Assn. Formed
By Engineers at Convention in Chicago

FORMATION of the Television Broadcasters Assn., Inc., proposed and operated by the Society of Television Engineers, followed meet- ings held last week at Pale- House, Chicago, Jan. 17-18. Over a score of STE members, from all parts of the country, attended the sessions.

Principles and an organization code under which the group will operate were decided upon. An organization committee, to complete steps toward electing a board of di- rectors at the next meeting, was selected, composed of the follow- ing: Chairman, Allen B. DuMont, president DuMont Laboratories, Passaic, N. J.; F. J. Bingley, Philo- Radio & Television Corp., Philadelphia; Robert L. Gibson, General Electric Co.; O. B. Hanson, vice- president, NBC, N. Y.; E. A. Hayes, Hughes Productions, Hol- twood; C. R. Mason, Earle C. Anthony Inc., Los Angeles; Worth- ington Minor, CBS, N. B.; Paul Ralbourn, president, Television Productions Inc., N. Y.; and Lewis Allen Weisner, Broadcast System, Los Angeles.

Need Explained

Necessity for the organization was explained by the members as stemming from prospects for the immediate development of "large scale television activity after the war."

Mr. Du Mont said the association plans "aggressive action to obtain for television allocations of radio channels in keeping with the possi- bilities of television as a future public service.

Two classes of membership have been arranged for: active voting members, open to "all organizations operating a commercial or experi- mental television medium" and an affiliated non-voting mem- bership, who have a construction permit therefor, or who have an active application therefor with the FCC; and affiliated non-voting memberships, for "all others interested in radio."

Among those in attendance at the meeting, besides the organization committee named, were: G. O. Caldwell, Society of Television En- gineers, Los Angeles; Howard C. Lutgens, chief engineer, NBC central division; George Lang, chief engineer, Columbia Broadcasting; D. D. MeLean, General Electric, Schenectady; Harry R. Lukebe, Don Lee Broadcasting System, Los Angeles; G. M. Leverand, N. W. H. A.; W. E. Bingley, WOR New York; R. M. Mckin- eigh, International Detroil Corp., Detroit; A. H. Brolly, Balaban & Katz, Chicago; R. S. Peare, General Electric, New York; L. Foster, KMBC Kansas City; Walter J. Dammm, WTMJ Milwau- kee; Paul R. Bartlett, KFRE Fres- no, Cal.; Richard H. Hooper, RCA Chicago; John M. Baldwin, KDYL Salt Lake City; John Gibbs, De-

trola Corp., Detroit; G. L. Taylor, Midland Broadcasting Co., Kansas City; and Thompson L. Guernsey, General Television Corp., Boston. Among the members of the STE and director of Television Productions Inc., Los Angeles, who owns and operates W6XYZ Hollywood, a guiding figure in tele- communication plans for Tele- vision Broadcasters Assn., was unable to at- tend the meeting.

Incorporation of the TBA is expected to take place soon in Dela- ware, after a New York meeting of the group next month.

STATE DEPT. POST
GOES TO deWOLF

REORGANIZATION of the State Department last week resulted in the personnel change in the Telecom- munications Division of the Department of Commerce, and a new chief of the division succeeding Thomas H. Lang, who has been placed in the State Breckinridre Department last week in the Post Office Department.

Under the reorganization, As- sistant Secretary of State Adol- f Berle Jr. has been named As- sistant Secretary in charge of Transportation & Communications, replacing Assistant Secretary of State Breckinridre, who has been placed in charge of Congres- sional relations. Mr. Berle will suc- cede Mr. Lang as a member of the Board of War Communications.

The work of the Telecommunica- tions Division will remain the same as in the past, but closer coordina- tion with other departments is expected to result.

Hubbell Robinson Now
Vice-President of Y & R

HUBBELL ROBINSON, Jr., as- sociate director of radio of Young & Rubicam, New York has been ap- pointed vice-president of the agency. Mr. Robinson has been with Y & R since 1925. When the agency formed a radio department in 1926, he joined it and organized a station relations department, later going into production work. He headed the department when he reorganized the telem- communications department and took complete control of its activities.

In January, 1943, he was made associate director of the radio de- partment, a post he continues to hold. A graduate of Brown U., Mr. Robinson wrote World and on Schenectady and Al- bany newspapers. He wrote stage reviews for Exhibitor's Herald un- til joining Y & R.

AFM Board Session

INTERNATIONAL EXECUTIVE Board of the American Federation of Musicians will hold its annual mid-winter meeting in Chicago the week of Feb. 6. Decisions to meet again are expected to be made by the members where these sessions are usually held, was based on the union's de- sire not to add to unnecessary travel and to have the meeting in a central location, it was ex- plained at AFM national head- quarters last week.

CBS Names Lodge, Grossman to Posts

Cohan, Engineering Director, Resigns After Long Service

EDWIN KING COHAN, CBS di- rector of general engineering for the past 10 years, resigned Jan. 15. He has not revealed his future plans, but is expected to make an announcement shortly.

Mr. Lodge, who supervised the department during Mr. Cohan's recent leave of absence, will take charge of the network's general engineering, design and develop- mental activities, returning to CBS after a lengthy occupancy as as- sistant to the vice-president in charge of the division succeeding Mr. Cohan.

Henry Grossman, network oper- ations engineer, will have charge of engineering operations for CBS and in this capacity as well as that of chief engineer of WABC, network O&O station in New York, he will report directly to James M. R. O. Cohan, CBS director of oper- ations. Reporting to Mr. Grossman are R. G. Thompson, James Be- loungy and C. H. Howard, opera- tions engineers for the network's eastern, central and western divi- sions, respectively.

Beginning his radio career at 14 as a ham operator, at 17 Mr. Cohan turned professional with a summer job with the Pan- ama Canal Commission. During World War I he served in the Na- val radio laboratories and after- co-directing a high-fidelity audio- amplifier kit and traveling the country demonstrating it to dealers, entered broadcasting in 1926 as an engineer with WOR New York as technical supervisor for a period of time after which he was then New York key station. After building and equipping stud- ies for Judson Radio Program Corp., Mr. Cohan rejoined CBS in 1930 as chief engineer of its technical division. In 1934, when the CBS general engineering depart- ment was formed, he was appointed director, holding that position un- til his resignation.

Pete Nelson Is Appointed
Westminster House Manager

AFTER more than two years with the OWI Overseas Branch, F. P. (Pete) Nelson returned to West- minster House Inc., last Thursday to undertake new duties as Manager of the OWI Office. Among his Shortwave Activities, it was an- nounced by Lee Ward, General Manager, Mr. Nelson will be stationed in Phila- delphia to direct a depart- ment which has ex- pected to take place soon in Dela- ware, after a New York meeting of the group next month.

Mr. Nelson of television panning and develop- ment now in progress.

Mr. Nelson of television panning and develop- ment now in progress.

ATS Meets at FMBI

AMERICAN Television Society has arranged for a special general meeting on Jan. 25, timed to tie in with the FMBI sessions Jan. 26-27 and the 28th and 29th. Paul Raibourn, president, Tele- vision Productions Inc. and in charge of television for Paramount Pictures, will speak on "The Future of 'Television' and Norman D. Waters, ATS president, will dis- cuss "The Ugly Fact- ing," Meeting, to be held at the Capitol Hotel, New York, at 8:45 p.m., on Jan. 25, and has been invited by every- one interested in television.

Video Lunch Group

INFORMAL luncheon discussions of television by a small group of New York westers in the field have led to the formation of the Tele- vision Press Club as an "un- sponsored monthly luncheon group, all members of the television press." First meeting will be held Jan. 25, when a discussion on the last week's Tele- vision Broadcasters Assn. meeting in Chicago and a preview of this week's convention at the IRRE convention will be the major topics of discussion.

Engineer's Meeting

ENGINEERING representatives of 20 MBS members, meeting con- venerate at the network's New York headquarters Jan. 27 for a discussion of Mutual's Technical organization, operations, service and equipment, as well as the common wartime problems of man- power and equipment shortages, etc. Meeting, first of its kind to be held by MBS, was set for Thurs- day because most of the engineers will want to attend the IRE winter technical meeting in New York on Friday and Saturday.

Page 16 • January 24, 1944 BROADCASTING • Broadcast Advertising
national network originations make WXYZ a great station!

Longest-running network evening dramatic show—entering its 12th year on the air—"The Lone Ranger" is produced at WXYZ in Detroit for the Blue and Don Lee chains.
Wheeler to Conduct Public Hearing on Jett Nomination

Qualifications and Politics of FCC Chief Engineer Subject in Senate Committee

PUBLIC HEARING on the qualifications and politics of E. K. Jett, FCC chief engineer who was nominated Jan. 12 (BROADCASTING, Jan. 17) by President Roosevelt to fill the vacancy on the Commission which has existed since Commissioner George H. Payne’s term expired last January, will be conducted by the Senate Interstate Commerce Committee.

Sen. Burton K. Wheeler (D-Mont.), Committee chairman, said last week that the appointment of a Republican would be set probably sometime this week. Republican Senators who met informally last Thursday asked the Committee to delay the hearing until the party could ascertain Mr. Jett’s political faith.

Never Voted

“W’e will have a public hearing and if anybody has any objections to Mr. Jett’s nomination we’ll hear them,” said Chairman Wheeler.

A move to have Mr. Jett as a Republican was made in Congress after it was reported that the chief engineer had not voted in any political campaign. He has been a Navy man or Government official since he was 18.

Sen. Wallace H. White Jr., acting minority leader and member of the Committee, said that some Republican Senators questioned Mr. Jett’s politics. Sen. Styles Bridges (R-N.H.) wrote the acting minority leader soon after the nomination to protest his appointment as a Republican. Sen. Edward H. Moore (R-Okla.) previously had announced he would ask for a public hearing into Mr. Jett’s political faith and qualifications.

Sen. Chan Gurney (R-S.D.), member of the Committee, himself a former broadcaster, said he had written Chairman Wheeler asking for a hearing to determine “whether Mr. Jett’s nomination as for ‘national defense’ work of the RID and FBIS, whereas the normal operating estimate was placed at $2,209,000, an increase of $209,000 over the current fiscal year appropriation. It was stated that the committee members will demand that the normal appropriation be cut to $2,000,000 and that virtually all of the $5,146,000 requested for ‘national defense’ be cut.

It was understood that copies of testimony given before the House Select Committee to Investigate the FCC were made available to members of the Independent Offices subcommittee. That included statements by FCC representatives that a considerable portion of a half-million-dollar supplemental appropriation granted by Congress for the employment of new personnel was used for salary increases in the FBIS.

Brown Heads KFRU

FOSTER H. BROWN has been named manager of KFRU Columbia, Mo., according to an announcement by the Star-Times Pub. Co., owners and operators of KFRU.

Mr. Brown, who joined the KFRU staff in 1936 and before his new appointment was program director and assistant manager in charge of sales.

WFMJ Names Wood

PHIL WOOD has been named business manager of WFMJ Youngstown, O., following entrance of Leonard F. Nasman into the management of WFMJ.

WFMJ since it started in 1939, having been a salesman on the Youngstown Vindicator.

Smith Leaves

NEAL A. SMITH has resigned his position as station manager of KFRU, Chillicothe, Mo., announced Mr. W. H. Smith, owner.

Mr. Smith has resigned his station manager's post since 1938. His future plans will be told at a later date.

JOHN W. LOVETON has dissolved his relationship with the New York advertising agency bearing his name, and has joined the firm of Cornelius & Jewell, New York, as radio executive.

New York Times Files for FM Station

Following FCC Press Ownership Rule

FOLLOWING in the wake of the dismissal of the FCC press-ownersh ip ban, the New York Times last week filed with the FCC an application for a new FM station in the New York area to operate on 45,500 kc with a service area of 8,250 sq. mi. Assigned in that area now, already utilizing all but four of the available FM channels, are 10 FM outlets.

On file with the FCC pending action are several additional applications for FM stations in the New York area. Of these, three are newspaper affiliated. The Times application, in view of present wartime building restrictions, is believed to be slated for the pending file along with the others.

Under existing allocations all pending applications cannot be accommodated. Facilities now provide for 35 commercial FM channels. Six of these are Class A, 22 Class B and the other 7 Class C. Since FM stations may not satisfactorily use adjacent channels in the same area, the usable channels in each of these groups is cut in half.

Congestion in New York area FM channels became so acute in 1941 that a New Jersey Class A service area was created and certain reallocations in the existing New York outlets effected.

Stations now assigned in the New York area follow:

WSNY, City of New York (WNTC); WNYW, Musak, Radio, WGBB, William H. Finch, WQXR, WMCA, Inter-State Broadcasting (WAX); WNYF, Lower Booking Agent; WABC-FM, CBS (WABC); WBRM, Bamberger Broadcasting (WOR); WENY, Metropolitan Television; WBDA, Capital Broadcasting (WAB); WMCA, and the WABC radio.

Applications now pending for stations in the New York area follow. Newspaper affiliates contain asterisk (*):

Deba Memorial Radio Fund,* (WEDV); Frequency Brooaster; Greater New York Broadcasting (WMCA); WSNY (WNTC); WNYW; WABR, WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA; WNYF, WMCA, WMCA.

WAGE HOUR RULES ON TALENT DEFINED

Clarification of wage and hour rules regarding talent fees and their relation to regular rates of pay is contained in an official interpretation by L. Metcalf Walling, Administrator of the WAGE Hour Public Contracts Division, which was released by L. Joseph L. Miller, former NAB Director of Labor Relations, prior to joining the Navy.

Mr. Walling wrote:

The interpretation states that most announcers receive a weekly salary from the radio station in which they are employed. When, however, a week’s worth of talent requests and obtains the services of a particular announcer, the station is required to pay to the station a fee or commission not in excess of the announcer’s weekly salary plus the fee. Such an arrangement is provided for in contracts between stations and the America-

ic, and contracts between stations and the American Federation of Radio Artists. It is beyond the Division’s view that generally in such cases contracts provide for the use of the radio station and that “the talent fee” paid the announcer is part of his regular compensa-

tion. On the contrary, it will be analyzed with the fact that in performing such services constitutes work hours worked for the radio station. How-

ever, this position is not an absolute one. In a particular case, an examination of the facts in the case becomes necessary.

House to Ask 75% Reduction From FCC’s Budget for Year

By BILL BAILEY

A SLASH of some $6,000,000 from the FCC’s budget request for $8,371,700 will be demanded in the House, it was learned last Friday following the report of the Com- mission Chairman James Lawrence Fly before the Independent Offices subcommittee of the House Appropriations Committee.

Although sessions were closed and the subcommittee will not make public its recommendations until Thursday (Jan. 27) it was reported that Chairman Fly was subjected to intensive grill ing with partici-

pular reference to activities of the Radio Intelligence Division and the Foreign Broadcast Intelligence Service. Reference over disclosures in both the House and Senate on how the Army and Navy had protested to President Roosevelt over military radio intelligence activities of the FCC, but that the Chief Executive had refused to disturb the setup, is understood to have played a leading part in the effort to confine the FCC to normal work.

In the 1945 fiscal year request for the FCC the President asked Congress to appropriate $5,146,000, whereas the normal operating estimate was placed at $2,209,000, an increase of $209,000 over the current fiscal year appropriation. It was stated that the committee members will demand that the normal appropriation be cut to $2,000,000 and that virtually all of the $5,146,000 requested for “national defense” be cut.

It was understood that copies of testimony given before the House Select Committee to Investi-

gate the FCC were made available to members of the Independent Offices subcommittee. That included statements by FCC representatives that a considerable portion of a half-million-dollar supplemental appropriation granted by Congress for the employment of new personnel was used for salary increases in the FBIS.
Merchants Have a Preference in Radio Stations!

Yes, the local merchants have a preference in radio stations. Their buying of time in the past year is definite proof. WING has carried by far the greater percentage of local advertising. From department stores to the smallest shop, this is a confirmed fact. The reason for this popular choice is elementary. WING does an outstanding selling job for its advertisers at a remarkably low cost.

That is exactly what every advertiser wants and has the right to expect.

When placing business in the rich Dayton, Ohio market follow the example of local merchants and use Station WING.

BASIC BLUE—5,000 WATTS
Interests in Newscasts Soared
(Continued from page 18)

Blue Central Div. Notes
Sales Increase for 1943

REVIEW of 1943 sales figures for the Blue Network’s Central Division—the first year of operation since its formation from NBC—disclosed substantial increases over 1942 figures, according to Merritt R. Schoenfeld, sales manager of the division.

“During the first quarter of 1943, sales figures showed a 68.7% gain over the first three months of 1942,” explained Schoenfeld. Four next three months indicated an 82.6% gain over corresponding time in 1942. Blue’s third quarter was marked by a 90.5% gain over the third period in 1942.

All-borough fourth quarter figures were not available, Mr. Schoenfeld seemed certain that a 100% increase would be reported.

Meat Institute Series

AMERICAN MEAT INSTITUTE, Chicago, on Jan. 16 started “The Life of Riley,” on approximately 155 Blue stations, 3:30-6:30 p.m. (EWT).

Starring William Bendix as a war industry worker, cast includes Georgia Backus, Hans Conried. Script written by Ashmed Scott and Alan Lipcott. Lou Kosloff is music director. Agency is Leo Burnett Co., Chicago.

Interests in Newscasts Soared

(Continued from page 18)

grams ranked fourth in use of time. They were charged with 15.5% of the time, and the outranking types were, in order: drama, variety and audience participation. These types held the same relative positions in the winter season of 1942-43.

Nighttime Leaders

As in other years, there was little change from the previous year in the December 1943 roster of radio’s 20 leading productions. They were, listed in the order of their ratings, as follows:

Fibber McGee and Molly
Pepsi-Cola Program—Rob Hope
Chase and Sanborn Program
Jack Benny
Lux Radio Theatre
Red Skelton
Alfred Hitchcock
Maxwell House Coffee Time
Mr. District Attorney
Key Aver
Kraft Music Hall
Sealsit Village Store
Kate Smith Hour
Time To Take a Detour (Shore Dinner Center
Abbott and Costello
Hit Parade (464-minute program)
Screen Guild Players
“Take It or Leave It”
The Great Gildersleeve
Fitch Backstage Show

Only four were new to the list, and one of them, Sealsit Village Store, appeared in the 1942 roster as the Rudy Vallee program. The other three were Abbott and Costello, Screen Guild Players, and “Take It or Leave It.” The latter set a record as the first quiz show to climb into the top 20.

The 10 nighttime leaders for the winter months of 1942-43 are given in Table I. Changes in position from the previous winter season are few. The only newcomer to the group is Red Skelton. Walter Winchell and Kate Smith slipped from the first 10. The curious mathematics that adds one and takes away two is accounted for by the dual and whack rate listings of Alfred Hitchcock and Hall as an hour and half-hour program.

Only three of the winter headliners appeared among the 10 leading programs in the spring of the summer of 1943. They were the Lux Radio Theatre, Alfred Hitchcock, and Kraft Music Hall. The list reveals, however, that the Jergen’s Journal, which was the program of Walter Winchell, was still among the 10 high shows in popularity.

Daytime Leaders

Seven of the 11 programs that contested for the top 10 positions among the weekday leaders in December 1943 (two were tied for tenth) were among the 10 high shows of December 1942.

The 11 leaders were:

Kate Smith Speaks
Stella Dallas
Big Sister
Peppermint Family
Right to Happiness
Backstage Wife
Ma Perkins (Columbia)
Young Widder Brown
Our Gal Sunday
Lois W. Lindahl

Newcomers to the list were Stella Dallas, Backstage Wife, Young Widder Brown and Lorenzo Jones.

With the exception of the top-most program, Kate Smith Speaks, the leaders were all serial dramas broadcast five days a week. All of them, including the Kate Smith program, a news summary, were 15-minute programs. If the Sunday presentations were added, two more programs would be included: The Pause That Refreshes on the Air and the New York Philharmonic Orchestra. These would place respectively in second and third positions, the latter with Big Sister and Pepper Young’s Family.

The average rating of the weekday leaders for December 1943 is 11.5 as compared with an average of 10 for December 1942.

Sports Events

In accordance with its usual practice, the CAB scored the radio audiences of numerous sports events in 1943, including 10 boxing matches and numerous baseball games in the championship season.

Baseball—None of the 10 fights rated in 1943 was a championship affair. As a result the top fighting rating was only 8.5, and it was scored for the Beau Jackie-Fritzie Zivic affair on Feb. 6, 1945. The ratings for the other contests ran down the scale to a low of 3.7 for the bout between Johnny Greco and Terry Young on May 8, 1943.

The baseball season turned in a monthly listening average of 13.3 for 1943 to better by a narrow margin the 1942 average of 13.2. The 1943 season, however, showed a wider fluctuation in interest and reached a high point of 14.7 in June and dropped off to a low of 11.2 in September. The extremes of 1943 were higher and lower than 1942.

1942 1943
May 13.1 13.5
June 13.7 13.0
July 12.8 12.8
August 13.0 12.8
September 11.1 12.1
October 11.3 12.2
November 12.9 12.3

What the CAB Is

Collecting listening data for the members of its programs, the CAB is today the only non-profit organization engaged in research of radio program popularity.

With its beginnings in 1929, the CAB took shape five years later as a non-profit enterprise. Supervision in the first four years of operation was exercised by the Radio Committee of the Ass’n of National Advertisers in conjunction with a companion committee of the Ameri- can Ass’n of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing com-mittee—now the Board of Gover-nors—in which both agencies and advertisers had equal control. Thus, the CAB is representative of all the buyers of radio time and the Board, nominated by the American Ass’n of Advertising Agencies and the Ass’n of National Advertisers, at present consists of three agency members and an equal number of advertiser members.

The Board fixes all policies of the CAB including, of course, those governing research, membership participation, supervision of examination of separation, and the determination to foster the development and the improvement of the program. The improve- ment is the perfection of the ideal program popularity measurement. Accordingly, the CAB has always allowed a share of its income to experiment. As a result, the CAB subscribers have benefited from improved service time after time.

The cost of the CAB is borne by the subscribing advertising agencies, advertisers and networks, and operating funds are collected by dues prorated according to each member’s interest in radio advertising.

Results are sent to subscribers in the form of 40 or more reports per year—24 semi-monthly reports, and 16 others. The semi-monthly and monthly reports are rounded out by semi-annual publications—providing statistical data, while complete statistical data, while complete case histories of all commercial programs broadcast during the last 15 years are available to members.

Subscriber-members use the CAB reports to help them: (1) Pick the preferable day and hour whenever a choice of stations is available. (2) Detect trends in popularity of programs and types of programs. (3) Appraise talent scientifically by scrutinizing performance and listening data. (4) Determine probability that a given season should be included or not. (5) Balance the value of daytime and nighttime programs. (6) Analyze program audiences by the use of population and age groups, income levels, etc. (7) Evaluate the elements that contribute to high and low rating programs.

The CAB charts fortnightly the “box office” returns of every sponsored network program, regardless of the time of day or night it is on the air, using as its base a comprehensive nationwide sample.

Cities Surveyed

Investigations are regularly carried on in Eastern Cities—Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, and--

Southern Cities—Atlanta, Louisville, Memphis, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Minneapolis, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

MERCHANDISING PLANS of the Wildroot Co. (Cream Oil Formula hair dressing) were discussed at a recent meeting held in Cincinnati at the invitation of Specialty Sales, WLW subsidiary. Seated (1 to r) are: L. S. Kendall, Charles Siegrist, and M. G. Ballagh, Specialty Sales field representatives; A. E. Ritchie, Wildroot’s general sales manager; Allan D. Lehmann, BBDO account executive; Ronnie Jones and J. J. O’Connor, representatives of the Haldeman-Coddington sales force, and W. A. Murray, his assistant. Wildroot sponsors Gregor Ziemer’s daily Background newscast on WLW twice weekly.

Page 20 • January 24, 1944
THAT'S WHAT'S HAPPENING in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, you are expected to have your fingertips on every boom area in the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

Back the attack with War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
This year again the plans of more than four hundred alert radio stations will include the use of ASCAP Radio Program Service. And this year again, ASCAP has enlarged the scope of the Service to meet a definite need with a definite, well planned, well written, salable product.

*Your own Program men helped us plan*

With more than two years of correspondence and personal contact with program and sales managers throughout America, we have made constant improvement in every phase of our service . . . and have been rewarded by seeing more and more of the programs sold commercially.

*A free service to any ASCAP-licensed station*

The programs described in succeeding pages have been created by ASCAP as a service by the *composers* and *writers* of music to the *users* of music. They have earned, in many cases, much more station *income* than the station's entire *music costs*. Any ASCAP-licensed broadcaster will be provided this service without cost.
MARCHING TO MUSIC is a thrilling, human series of ten-minute programs, three times weekly. These scripts are planned and executed with superb showmanship. They have proved salable and are consistent audience-builders.

MARCHING TO MUSIC is an extremely flexible series. It has been sold as a vigorous, fast moving five minute show . . . and extended to half an hour for other sponsors.

In the pressure of program department activity these days, MARCHING TO MUSIC will come as a welcome addition. Any ASCAP-licensed station may receive it throughout the year without cost.
AMERICA SINGS presents the "behind-the-scenes" story of our American music and the men and women who created it. Beautiful, human incidents and beautiful, familiar music. Certainly a formula for listener enjoyment!

AMERICA SINGS is planned as a quarter hour, three times a week show, but is thoroughly adaptable to longer presentation. This series should create an enviable sales-record during 1944 and become an established feature on hundreds of stations.

Written by top-flight continuity people, planned, musically, by experienced showmen, AMERICA SINGS is a clean-cut, big-time radio show your station and your sponsor can present with pride and confidence.

AMERICA SINGS is available to any ASCAP-licensed station without cost.
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>DATE</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Year's</td>
<td>1</td>
<td>Confederate Memorial Day</td>
</tr>
<tr>
<td>Ben Franklin's Birthday</td>
<td>17</td>
<td>Flag Day</td>
</tr>
<tr>
<td>Robert E. Lee's Birthday</td>
<td>19</td>
<td>Father's Day—and Send Child Camp Week</td>
</tr>
<tr>
<td>Franklin D. Roosevelt's Birthday</td>
<td>30</td>
<td>Summer Begins</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>DATE</td>
<td>JULY</td>
</tr>
<tr>
<td>Boy Scout Week</td>
<td>8-14</td>
<td>Independence Day</td>
</tr>
<tr>
<td>Abraham Lincoln</td>
<td>12</td>
<td>Air Mail Service</td>
</tr>
<tr>
<td>Valentine's Day</td>
<td>14</td>
<td>St. Swithin's Day</td>
</tr>
<tr>
<td>George Washington</td>
<td>22</td>
<td>AUGUST</td>
</tr>
<tr>
<td>Ash Wednesday</td>
<td>23</td>
<td>Atlantic Charter Day</td>
</tr>
<tr>
<td>MARCH</td>
<td>DATE</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>Farm Day (National)</td>
<td>8</td>
<td>Labor Day</td>
</tr>
<tr>
<td>Girl Scout Week</td>
<td>12-18</td>
<td>School begins</td>
</tr>
<tr>
<td>Hobby Week</td>
<td>13-18</td>
<td>Constitution Day</td>
</tr>
<tr>
<td>St. Patrick's</td>
<td>17</td>
<td>Gold Star Mothers' Day</td>
</tr>
<tr>
<td>Spring—begins</td>
<td>21</td>
<td>OCTOBER</td>
</tr>
<tr>
<td>APRIL</td>
<td>DATE</td>
<td>NOVEMBER</td>
</tr>
<tr>
<td>April Fool</td>
<td>1</td>
<td>Election Day</td>
</tr>
<tr>
<td>National Baseball Week</td>
<td>1-8</td>
<td>U. S. Marine Corps</td>
</tr>
<tr>
<td>Army Day</td>
<td>6</td>
<td>Armistice Day</td>
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<tr>
<td>Good Friday</td>
<td>7</td>
<td>Book Week</td>
</tr>
<tr>
<td>Easter Sunday</td>
<td>9</td>
<td>Robert Louis Stevenson</td>
</tr>
<tr>
<td>Pan-American Day</td>
<td>14</td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>Humane Sunday—ASPCA</td>
<td>23</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>Samuel Morse</td>
<td>27</td>
<td>Pearl Harbor</td>
</tr>
<tr>
<td>MAY</td>
<td>DATE</td>
<td>Pearl Harbor</td>
</tr>
<tr>
<td>National Music Week</td>
<td>7-14</td>
<td>Bill of Rights Day</td>
</tr>
<tr>
<td>National Hospital Day or First Aid Week</td>
<td>12-23</td>
<td>Forefathers' Day</td>
</tr>
<tr>
<td>Mother's Day</td>
<td>14</td>
<td>Christmas</td>
</tr>
<tr>
<td>I Am An American Day</td>
<td>17</td>
<td>Memorial Day</td>
</tr>
<tr>
<td>Ralph Waldo Emerson</td>
<td>25</td>
<td>OF WHICH WHBQ OF MEMPHIS SAYS...</td>
</tr>
</tbody>
</table>

Of which WHBQ of Memphis says... "We have been able to sell, without exception, each individual program!" Here are fifty-seven program department headaches cured. Fifty-seven tough research and writing jobs all wrapped up and ready to sell.

Any ASCAP-licensed station may receive these programs throughout the year, without cost.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza • New York 20, N. Y.
BROADCASTING

the WPAT executives. A promotion of their five-month area description turn three WMCA New York, Folder explains the programs and their promotions. The promotion folder contains a mimeographed sheet explaining the station program listing.

DECALCOMANIA national active on the market outlets. The promotion folder containing a promotion page publication of "The Western Ontario Farm Station." With a circulation of 3,500 the Almanac also contains rewrites of farm broadcasts and other items of interest to the farmer.

LISTENERS who wish to receive the program. The program provides a daily farm service. The program is broadcast on WMCA New York, receive a picture of a crystal ball, with instructions to gaze into the crystal, wish three times for the ticket and return the card without identification. The "Man of Magic" does the rest, WMCA claims.

KODY Market

KODY North Platte, Neb., has issued a museum of a margarette market data promotion folder containing a description of the station now located on the ranch owned originally by Buffalo Bill. Estimated service area map and presentation of data on population and wealth in the area is found in the promotion piece.

KCKN Brochure

KCKN Kansas City, Kan., has released a brochure listing results of the KCKN through Magic mental telegraphy program on WMCA New York, receive a picture of a crystal ball, with instructions to gaze into the crystal, wish three times for the ticket and return the card without identification. The "Man of Magic" does the rest, WMCA claims.

KODA Market

KODY North Platte, Neb., has issued a museum of a margarette market data promotion folder containing a description of the station now located on the ranch owned originally by Buffalo Bill. Estimated service area map and presentation of data on population and wealth in the area is found in the promotion piece.

WORK Card

WIDE Asheville, N. C., has issued a recognition program consisting of a part of 1944 year-end workbook. The card is used for the use of buyers and executives. Station message is on the cover. Each sheet contains a complete calendar of the station's schedule, with room for numbering and noting.

WPAT-Miami

WPAT Paterson, N. J., has issued a field intensity contour map in the form of a green and salmon-colored folder, which lists data on the number of radio stations, filling stations and other business concerns in "America's Richest Market!"
OWI PACKET, WEEK FEB. 14

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 14. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan your best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT- SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Womanpower</td>
<td></td>
<td>X X X X X X X X X X X]</td>
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<tr>
<td>Women Marines</td>
<td></td>
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<tr>
<td>Conserve Critical Resources</td>
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<td></td>
<td></td>
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<tr>
<td>(Feb.)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Hold Prices Down</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Save Gasoline</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Save Fats and Grease</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Fourth War Loan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Feb. 14, 16)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use V-Mail</td>
<td></td>
<td></td>
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</tbody>
</table>

See OWI Schedule of War Messages 95 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Women Marines Recruiting, Conserving Resources Head OWI's Disc Packet

WITH the Fourth War Loan drive practically concluded, the OWI Radio Bureau schedule for the week beginning Feb. 14 resumes emphasis on continuous campaigns and reintroduces several familiar subjects.

TRANSCRIBE announcements available for sponsorship are continued on Women Marines recruiting and Conserve Critical Resources. In addition, the new packet schedules announcements on Womanpower and Hold Prices Down.

Womanpower Drive

Ever-increasing demand for workers in war plants, accentuated by drafting of formerly deferred single men, prompts the need for recruiting of womanpower. Messages on this campaign, scheduled on both the KW and OI groups of stations, urge women not now employed to take war jobs, either in production plants or in essential war-supporting industries.

Suitable sponsors for the Womanpower messages may be found among war plants or essential industries in the area served by the station. General advertisers, such as banks or utilities, may also find the announcements attractive.

Hold Prices Down, scheduled on the KW group of stations, continues to hammer away at the dangers of inflation. Messages urge listeners to buy only what they need and make what they have last longer and to invest surplus earnings in War Bonds and other savings. Sponsors for this series may be found among advertisers in the retail trades.

Other campaigns included in the week's packet are Save Gasoline, scheduled on the Network Allocation plan; Use V-Mail, also on the Network plan; Save Fats and Grease, scheduled through the National Spot plan; and the Fourth War Loan, assigned for Network Allocation for the first two days of the week.

In addition, war messages on the Black Markets campaign, with emphasis directed to gasoline, will be carried through the Special Assignments plan. This subject is also listed for appeals on women's programs through the Women's Radio War Program Guide. The Guide also includes V-Mail, Womanpower, and File Tax Returns Earned as subjects for treatments during the week.

The Fight Waste campaign, scheduled for Special Assignments, completes the week's packet.

O'Hara Heads WMAN

J. MARION O'HARA, manager of WRNN, Warren, O., has been appointed general manager of WMAN Mansfield, O., Monroe F. Rubin, president of Richland Inc., operators of WMAN, announced last week. Mr. O'Hara, who became manager of the Warren station several months ago, formerly was classified advertising manager of the Mansfield News-Journal.

Red Anthem to BMI

ENGLISH lyrics to the new Soviet national anthem have been written by Louis Untermeyer, distinguished American poet, with Broadcast Music Inc., owning the copyright.

CONSERVATION IDEA

Disc-Saving Plan Devised

By WWNC Staff

CONSERVING needed transcription materials, WWNC Asheville has taken all national spot recordings from its files and has written letters to the respective agencies asking about their disposition. The station found nearly 50 transcriptions marked "hold", some dating back more than two years.

Through the inquiry, WWNC hopes to place over 200 transcriptions back in circulation. Letters to agencies record number, track number, name of account, and asks them to check (a) continue to retain in file; (b) ship to manufacturer for refabrication; (c) other shipping instructions. The plan may be adopted by other stations.

market coverage that pays a profit

- A booming market of over 1,250,000 people
- Ample power (5,000 watts) and a favorable frequency (980 kc) to cover it
- At extremely low cost per 1,000 families.

Check up on Nashville and WSIX for any pending schedule—wire this station or

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

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Page 28 • January 24, 1944
Center of the Nation's population is located in Indiana, not far removed from WOWO.

WOWO is Indiana's Most Powerful Broadcasting Station . . . a Center for Program Production . . . a Center for Market Testing. Several now-popular network shows, and variations of them, had their beginning at WOWO.

Shows are produced and tested . . . in this ideal section of the country . . . and then linked to a product.

With an audience split fifty-fifty, urban and rural, the first few broadcasts provide indications upon which the advertiser charts his course.

The number of programs and advertisers that began at WOWO and are now carrying on nationally, is proof indeed that your good sales-ideas can be best tested on WOWO, Ft. Wayne.

New Coverage and Market Map now available. Just your name and address on a penny postal and we'll gladly send it.
INDICATIONS of opposition to FCC Order No. 118, which would make public practically all records of broadcasting business transactions except station financial affairs, followed announcement last Tuesday the Commission had set March 1 as date for oral argument on the proposed order.

Amending Sec. 1.5 of the FCC Rules of Practice & Procedure Reating to Inspection of Records, the proposed order was seen in some quarters as a tightening of Commission control over business practices of broadcasting under the so-called Frankfurter Supreme Court decision of May 10, 1913, which said the FCC has supervision over "control of that traffic".

Opposition Recalled

It was recalled that representatives of radio vigorously opposed Government control of business practices during hearings last November-December before the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814). Throughout the hearings Chairman Burton K. Wheeler (D-Mont.), co-author of the measure, expressed himself in favor of some control of business practices, despite contentions of broadcasters that the business aspects of broadcasting are too closely related to programming to make a separation.

Under the proposed regulation, the FCC would throw open to public inspection all records of contractual relations, such as agreements between networks and affiliates. This rule, if adopted, would tend to place broadcasting in the same category as common carriers, it was pointed out.

The rule further would make public all transfers of stock in stations and would throw open for public inspection business practices which now are considered private affairs. In many quarters it was felt that the proposed rule would serve no useful purpose but rather would operate as a detriment in the business of broadcasting.

It was understood that considerable discussion of the proposed regulation took place around Commission quarters, with the original plan to make public all dealings of broadcasters, such as financial statements, contractual relations with networks and affiliates, invoices, salaries, expenses, income, expenses, etc. After much argument the Commission is reported to have dropped the proposal that would have laid open all financial affairs of stations.

In setting Order 118 down for hearing the Commission established the deadline for filing requests for oral argument as Feb. 16. Text of the FCC's announcement of Order No. 118 follows:

"At a meeting of the FCC held at its office in Washington, D.C. on the 18th day of January, 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 1.5—Inspection of records. Subject to the provisions of sections 411, 212(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:

(a) Written requests required to be filed under section 203 of the Act; valuation reports including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to Section 213 of the Act; and annual and monthly reports required to be filed under section 219 of the Act.

(b) Contracts, agreements or arrangements between carriers filed pursuant to section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission.

(c) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made part thereof, whether by reference or otherwise, except reports filed pursuant to Section 1,961 of the Rules of Practice and Procedure; authorizations and certifications issued upon such applications, all pleadings, depositions, exhibits, reports filed pursuant to Section 411 of the Rules and Regulations, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission, excepting, however, any of the foregoing excepted by the Commission as confidential.

(d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefore.

WHEREAS, The Commission is of the opinion that it will best promote the proper dispatch of business and the end of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and generally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument be held before the Commission on the 18th day of January, 1944, at 10:30 A.M., as to why the above proposal should not be adopted or why it should not be adopted in the form proposed by this Order. Such request for oral argument shall be filed by February 16, 1944 and such request shall be accompanied by a brief.

Double Hero

MURDERS solved, stolen cars returned, runaways apprehended—all in a day's work at WDAF, Fargo, N. D. A few days ago one of the staff secretaries located a 12-year-old runaway being sought by the police. Two nights later Operator Carley broadcast a stolen car bulletin. An hour and a half later the car was passed, and Announcer Ebert and Miss Carley walked out of the Broadcasting Shop and into the missing car. They tore back into the studio and phoned the Fargo Police Dept. After a squad car chase up Fargo's Broadway, the car was caught and WDAF became a double hero.
the move is to mutual

<table>
<thead>
<tr>
<th></th>
<th>STARTING MUTUAL HOOKUP</th>
<th>PRESENT NO. OF STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sinclair Refining Co.</td>
<td>25</td>
<td>133</td>
</tr>
<tr>
<td>R. B. Semler, Inc.</td>
<td>7</td>
<td>178</td>
</tr>
<tr>
<td>Employers' Group Insurance</td>
<td>15</td>
<td>180</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>39</td>
<td>200</td>
</tr>
<tr>
<td>Pharmaco, Inc.</td>
<td>109</td>
<td>200</td>
</tr>
<tr>
<td>Gillette Razor</td>
<td>110</td>
<td>344*</td>
</tr>
</tbody>
</table>

*Even the world's largest network isn't large enough for Gillette so we round up additional, non-Mutual Stations for these broadcasts.
AN ADDITIONAL 117 advance registrants for the Jan. 26-27 convention were received since publication of the list in Broadcasting Station "WBBF," Detroit, Mich.; the new advance registrations bring the total to 292. The list follows:


WBBF Green Bay, Wm. A. Wagner.


General Mills, Minneapolis, E. G. Smith.

WCFM, Charles P. Henshaw.

Maryland Broadcasting Co. (WBAL), Baltimore, Thomas G. Tinsley, II.


WNEG Kennesaw, N. H., David Carter.

Chicago Sun, Clem Randus.

American News, Boston, Nata Addis.

William H. Lewis.


DNW New York, Herbert L. Pettorini.

WJL Richmond, D. C., Lewis Windmiller.

WHSF Bluefield, W. J. Shott.

Tiersky Mining Co., Bluefield, W. V., L. C. Tiersky.

WFIL Philadelphia, Roger W. Clipp.

WIII, Philadelphia, Dr. Leon Levy, N. V. West.

KXLC Kansas City, John Halfnet.

RCJX Quioto, Ecuador, Elkin, Ind., Clarence C. Moore.


The Hartford Times (WTHT), Hartford, Conn., C. B. DeLange, B. E. Blackborn.

Scranton Broadcasters (WGBI), Scranton, Pa., R. E. Cobb, George D. Coleman.


May Broadcasting Co. (KMA), Shenandoah, Ia., J. C. Rapp, Ray Schoener.


WABF New York, Anita DeMar.


Loret Watson, Clint Finney.

WEBB Buffalo, Paul E. Fitzpatrick, Cy King.


WMBU Manchester, N. H., Harvey Carter.

Vincent H. Chandler.

Pittsburgh Broadcasting Co. (KOCY), Oklahoma City, Okla., M. H. Bonnie.


WFR Detroit, P. M. Thomas, R. Fishtock.


Little, Dudley Graf, C. M. Rodman.

Earle C. Anthony Inc., (KFIKECA), Los Angeles, T. W. Mosca.


WSER Stamford, Conn., Harold E. Mayer, Edward Marko.

Alamance Broadcasting Co. (WBBB), Burlington, N. C., E. Z. Janis.

Lake Wannsee, Cleveland, Ralph H. DeLany.

WGN Chicago, G. W. Lang.


The Valley Broadcasting Co. (WJVT), Steubenville, Ohio, John N. Lauz, Joseph M. Tromp.

KFGO St. Louis, Carl H. Meyer.

KVAR Lincoln, Neb., Mark W. Bollock.

WRAL Raleigh, N. C., Stanley H. Brown.


General Electric Co., Electronics Dept., Donald T. Ball.

WOR New York, David W. Gilmore.


Canadian Broadcasting Corp., Montreal, J. E. Hanna.


National Association of Broadcasters, Washington, D. C., Robert T. Bartley.

Potomac and Daily, Washington, Andrew G. Haley.


WHB Kansas City, Donald Dwight Davis.

WBBR Pittsburgh, E. F. Shandley.


WBNS Columbus, O., Lester F. Naefger.


Post-War Glimpse Given Minn. Hardware Assn.

BEFORE hostilities cease, the radio industry will be prepared for the tremendous post-war market in radios, according to J. H. Rasmussen, commercial manager of the Crosby Corp., who spoke before the annual meeting of the Minnesota Hardware Dealers Assn. in Minneapolis on Jan. 20.

"It is not too early," Mr. Rasmussen told the dealers, "to start identifying your stores as radio and appliance dealers, because as soon as products are available." Mr. Rasmussen predicted that the models which will go on sale after the war will have a normal year's model changes.

Marmor Joins BMI

WITH expansion of West Coast operations, Broadcast Music Inc. has added Bailey Marmor to its Hollywood staff as assistant to Eddie Janis, manager. Mr. Marmor formerly was associated with Ed- win H. Morris Co., Hollywood music publishers. Merritt Tompkins, vice-president and general manager of BMI New York, has been in Hollywood conferring with Mr. Janis and instituting expansion program.

FREC Selects Programs

SELECTED programs for school listening during the month of February have been chosen by the Federal Radio Education Committee in Washington, D. C. Ten suitable radio programs for children may be obtained by addressing the Commissioner or the Division of the Office of Education, Washington 25.

ALFRED R. BECRMAN, former assistant sales service manager of the Blue, has been named commercial supervisor in the Blue traffic department, replacing Gordon Vanderwalker, who was previously stationed on the Navy.
WNOX is under the same sound management policy as WCPO—Cincinnati, Ohio; and WMPS—Memphis, Tennessee.

LISTENERS COVERAGE POWER MARKET

WNOX
10000 WATTS • 990 KC • KNOXVILLE, TENN.
Fourth of Daily Newspapers List All Radio Programs Free

ANPA Survey Reveals 563 Treat Logs as News; 271 Publish Information Only as Paid Ads

About one-fourth of the country's newspapers publish complete radio program listings without charge in their respective communities, a survey just announced by the American Newspaper Publishers Assn. disclosed.

ANPA last month sent questionnaires to all daily newspapers in the U.S. seeking information about the practices of publishers in handling radio program listings. Of the more than 900 who replied only 186 reported that they published listings of all stations in their communities according to the ANPA tabulation released in mid-January.

Of 563 newspapers which do publish radio listings without charge, 306 reported they did not carry the program logs of all stations in their communities, while 31 said they published the majority of stations' listings.

Published as Paid Ads

There were 271 newspapers which replied that they carried program listings only as paid advertising. Of that number 19 publish advertising of program listings regularly, either daily, weekly or monthly, and 119 carry such advertising when it is offered, which is only occasionally. Two said they would accept no radio advertising and 111 would publish such space if offered but none has been tendered by radio.

Two others discriminate against local stations. They indicated they would carry advertising by national but not local stations. Five others exchange advertising space for radio time and one publisher reported he would carry program listings free if the station would buy a half-page ad in conjunction with the programs.

Twenty newspapers said they did not publish program listings free but did carry news items ranging in space from one to three inches, a majority being the AP highlights of network programs. Of the 271 newspapers not publishing radio program listings free, four own and operate stations, four have financial interests in stations and one has an application pending before the FCC.

A total of 106 newspapers reported they published programs as news at one time but discontinued them. Another 128 have never carried listings. Of those discontinuing, 18 reported little or unfavorable reaction after dropping listings, 8 said some complaints were received and 9 failed to answer that particular question. Time of discontinuation of free publication varied as follows:

Discontinued within last six months, 7; six months to a year ago, 3; one to two years ago, 13; two to five years ago, 20; five to 10 years ago, 24; 10 to 15 years ago, 20; 15 years ago or more, 6; not answered, 13.

Of the 271 newspapers not carrying free program listings, 185 made no survey to determine reader interest, 18 reported having made complete or partial surveys which disclosed negligible reader interest; three reported high reader interest; one said program listings would have to be resumed when newspaper shortage is relaxed, and another replied that when its local station joins the Blue Network it "may require resumption of program listings."

Only 39 newspapers of the 563 which reported publishing program listings free have no financial interest in radio, while 92 own or operate stations and 412 have some financial interest. Two have applications pending before the FCC and one plans to file for a frequency.

Trade names are not used in program listings by 493 newspapers, while 11 others print trade names. Four use trade names only for the newspapers' respective stations, while 10 others reported they try to eliminate them where possible.

On daily space used in publishing program listings, 211 newspapers reported they devote from 11 to 20 inches; 105 give 21 to 40 inches; 115 contribute 6 to 10 inches and 29 use space ranging from 41 inches to more than 100 inches. Only 26 publications devoted less than 5 inches of space to listings.

Gabriel Heater, whose Mutual news programs have originated at his home in Long Island, is now heard from Ponta Vedra Inn, Fla. Program is sponsored by R. B. Semler Inc., Zonite Products and Halberst "Back to Texas"

Goes Hough, Satisfied With

FCC Ownership Rule

Gratified over the outcome of the newspaper-ownership proceeding, which culminated in dismissal Jan. 13 of the proposed orders to ban such ownership, Harold V. Hough, general manager of WBAP/KOKO, Fort Worth, and chairman of the Committee since its formation in 1941, told Broadcasting last week that he was "going back to Texas."

"I see no goblin in the Commission's order," Mr. Hough said. The Committee is plainly on record to the Congress as to its wishes. There are no changes in that.

The Steering Committee on Jan. 14 "welcomed" the dismissal but added that its position as to the need for clarifying legislation by Congress with respect to the powers of the Commission "is unchanged."
WFBR is fast cornering Baltimore's daytime audience

More and more letters like this one are coming in every day from Baltimore women.

With daytime program competition constantly increasing, we stepped up our programming even further. And the latest surveys tell the story! Showing a 50% increase in our afternoon rating during the last three months! Naturally, we're proud of this increase.

It's just further proof of what we've been saying right along . . . that, if you want to completely cover Baltimore, America's sixth largest city, WFBR is the station to do it . . . with a signal that is strong enough and clear enough to give you concentrated coverage in an area of well over a million people!

RADIO STATION WFBR BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
The famous Earl Stradivari, from the Wurlitzer collection, featured quite the pair in the Prince Hohenzollern collection. Genius.
... instrument of inspired music!
but only in the hands of a fine musician

Just a few inches of carved wood and four mute strings!
But in the skilled hands of an artist, this rare Stradivari becomes a mellow musical voice to sway thousands.

And in a similar way, Spot Radio Advertising *in skilled hands* becomes an effective instrument for swaying thousands of listeners to a product.

Many years of practical experience and intensive study have given us the ability to help you make Spot Radio a powerful builder of sales.
Politics

A typical campaign-year political tempest has been stirred over the nomination by President Roosevelt of E. K. Jett to be a member of the FCC. Mr. Jett is the best qualified man in sight for the FCC vacancy by virtue of his excellent naval background, his experience with the Commission since 1929, and as its chief engineer since 1933.

The only objection relates to Mr. Jett's politics. He was named as a non-Democrat, and therefore presumably a Republican, since he is to fill a post heretofore held by a Republican. Mr. Jett has never voted. The Communications Act states simply that the FCC shall have seven members, not more than four of whom shall be of the same political party. There are four members of the Commission named as Democrats. There are two Republican members. Therefore the seventh post—to which Mr. Jett has been named—must be filled by a non-Democrat.

Mr. Jett says he is not a Democrat. There is the contention that he is not a Republican because he has served as chief engineer under Chairman Fly, a vicious New Dealer. But Mr. Jett received his first appointment to the old Radio Commission when Herbert Hoover was President, Thus, by this same kind of reasoning, he must have been a Republican then.

To those in 1920 who made no difference what Mr. Jett claims as his politics. He is not a politician. He is a practical, sound engineering executive who has done an outstanding job for his Government. He deserves the promotion to the Commission, whether he calls himself Republican, Independent or Bull-Mooseer.

We are confident that once Mr. Jett appears before the Senate Interstate Commerce Committee, irrespective of party considerations, he will win the Committee's endorsement. That's because he is an open-minded, fair, public servant, who will vote as his judgment dictates and not by political label.

Evans' Evangelism

SILLMAN EVANS, publisher of the Chicago Sun, has launched a sort of one-man campaign against radio, presumably as self-appointed spokesman for publishers not in radio. It isn't, we assume, because Mr. Evans had no designs on becoming a publisher-broadcaster, because the Sun had WJWC, in Chicago, but tossed in the sponge last year because it couldn't get better facilities. And, as publisher of the Nashville Tennessean, Mr. Evans several years ago tried to get a station in Nashville, but that got hung up somehow.

Mr. Evans' address before a Chicago journalistic council was as inaccurate as it was violent. He damned publishers for their "stupidity" in "building up" radio, and damned radio for competing with newspapers. He criticized the FCC's newspaper ownership ruling as not conclusive, and then urged as an alternative, that no newspaper should own a station, but that the media shall be out-and-out competitive.

But these vitriolic outbursts answer themselves, for they hark back to the horse-and-buggy days of newspaper opposition to radio. Mr. Evans' plea for legislation to require the recording of all broadcasts on the grounds that stations carry advertising verbiage which the "newspaper in the community probably turned down on ethical standards" is a new note. He said that the "limited monitoring" done by the FCC is not sufficient.

We didn't know the FCC monitored radio advertising. We thought that was a function of the Federal Trade Commission. Maybe we're wrong, but the annual report of FTC, issued just a week ago, brings out that during the last fiscal year the Radio & Periodical Division examined 339,246 advertisements in newspapers, magazines, farm and trade journals, of which 25,549 were noted as containing representations that appeared to be "false or misleading". There were 1,045,464 commercial radio continuities examined, including network, individual station and transcription, of which 22,329 were "marked for further study as containing representations that might be false or misleading."

Now, let's scan these: "Honeymoon Love Drops—Secret Aroma to Win the One You Love". "For Hard-to-Heal Leg Sores, Ulcers—Old Sores—Open Legs". "Specializing in the Restoration of Acne Plots, Also Wrinkles Under Eyes". "Win the Battle with Constipation Miserys."

Those, Mr. Evans, are just a few headlines from ads appearing on a single page in a current issue of one of the metropolitan dailies (no radio affiliation).

Radio doesn't accept such copy.

Ruled Best and Least?

IN RECENT weeks there has been a tendency toward emphasis of "talks" programs on networks and individual stations. There has always been a substantial amount of radio's time (which happens to be its only income source) devoted to public discussion types of sustaining, from forums and roundtables to speeches by individuals in public life—national, state or local.

This new emphasis may result from the discussion Committee, notably at the last meeting before the Senate Interstate Commerce Committee, on the White-Wheeler Bill (S-814). Chairman Wheeler has berated stations and networks for not affording equivalent facilities for such discussions. He has heaped criticism upon certain commentators, and has insisted that equal opportunity for response be afforded to the same audience.

Others have taken up the issue. The result appears to be that more stations are carrying these sustaining "talk" features and perhaps more are being scheduled.

The public shouldn't be overburdened with such programs, and won't be so long as broadcasters continue to exercise their independent judgment, based upon known audience studies.

It has become evident, we believe, even to the most ardent advocates, that it is futile to attempt to write in the law a "fairness" clause without destroying "freedom of radio".

The American public is the best informed in the world. It is also the best entertained. That's because the American system has made radio keen and competitive and its broadcasters sensitive to the public tastes.

Our Respects To

DR. EDWIN HOWARD ARMSTRONG

FM ARE magic letters in radio. They spell for broadcasters the new frontier when victory is won. They mean for millions of listeners a new era of "staticless" radio. Overall, they spell a "radio revolution"; new vistas for broadcasting which will make possible the operation of as many stations as necessary to meet the demand.

This week some 400 broadcasters and satellite operators will gather for the convention of FM Broadcasters Inc. There will be radio manufacturers, advertising agencies, newspaper observers and others. All will be in tribute to the inventive genius of one man—Dr. Edwin Howard Armstrong, whose name is synonymous with FM.

Radio lore records many "fathers" of standard broadcasting. FM, however, lays claim only to a single undisputed parenthood—Dr. Armstrong. Many tributes have been paid this shy, almost awkward Columbia U. professor in his quarter-century as an engineer and scientist. But none will surpass the testimonial at the FMBH convention, where the cream of the nation's broadcasters will pay him homage by girding for full-scale commercial FM operations as soon as war-time restrictions are lifted.

Back in November, 1935, Dr. Armstrong first publicly disclosed his new method of wide-band frequency modulation. He presented a paper to the Institute of Radio Engineers in New York titled: "A method of reducing disturbances in radio signalling by a system of frequency modulation." It wasn't "frequency modulation" that was new, for that was a generic description of a system of modulation known 30 years before. But Dr. Armstrong's development of the wide-band frequency modulation which reduced disturbances 1000 times was the invention that overnight became known as "FM".

Dr. Armstrong is credited with four outstanding inventions: (1) the Regenerative Circuit in 1912; (2) superheterodyne receiving system in 1918 while serving in France as a major in the Signal Corps; (3) super-regenerative circuit, in 1920; (4) wide-band frequency modulation, in 1933. This last invention is destined to be his greatest. Its uses are not restricted to aural broadcasting. It is employed in many modes of communications where reliability and freedom from atmospheric disturbances are essential. Its use in war pursuits won't be disclosed in full measure until the enemy is beaten. A year ago American Int.

(Continued on page 40)
Smoking is, in itself, a habit.
But so is every little move which you make while doing it.

The people of Southern New England have developed a habit which we like to talk about ... the habit of depending upon WTIC for the best in radio.

Audience studies indicate that WTIC enjoys a greater number of listeners than any other station in Southern New England. And the people who listen so regularly to WTIC possess a buying income that is 50% higher than the average for the entire United States.

WTIC reaches the people who are in a position to spend money for your product. That's why we suggest that you let WTIC carry your sales message to Southern New England. The results are bound to satisfy you.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Comdr. Butcher in Washington During Gen. Eisenhower Visit; Luncheon Guest

ANNOUNCEMENT last week that Gen. Dwight D. Eisenhower had been in Washington before assuming his London post as Supreme Allied Commander also brought the disclosure that Comdr. Harry C. Butcher, former CBS Washington news and outdoor manager, has been named by the president who was in Washington at the same time. Comdr. Butcher visited with his wife and daughter who reside in Washington with Mrs. Eisenhower during a special mission for London at the same time, continuing in his capacity as naval aide.

Before his departure from Algiers, Comdr. Butcher visited with William S. Paley, CBS president, who is in the Mediterranean theatre on a special mission for OWI. Mr. Paley, he reported, is quartering in Algiers but has been on a number of special missions. He did not know the duration of his stay, but indicated it might be for a substantial period. Mr. Paley is reported directly to OWI Director Elmer Davis.

Comdr. Butcher's stay in Washington was secret. No mention of it was made until Gen. Eisenhower arrived in London to assume his new command.


Maj. Leyshon Appointed

Maj. Hal Leyshon, former editor of the Air Forces magazine and manager of WIOD, Miami, last week was named executive officer of the Army Air Forces Group Bureau of Public Relations, Washington. Maj. Leyshon returned recently after a tour of 15 months in the European theatre as executive officer for public relations for the Eighth Air Forces. He was commissioned a captain on two tours ago, leaving a public relations business in New York and Miami. A former airman, he is now paper editor, Maj. Leyshon specialized in both radio and newspaper public relations before joining the Army.

NBC Foreign Changes

MAX HILL, at one time head of AP's Tokyo bureau, has arrived in Algiers to cover the Mediterranean area for ABC News. He has been transferred to Ankara and Don Hollenbeck has come to the United States for a rest, after covering the Italian theatre for NBC.
"It's been doing that ever 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
CHILDREN from 9 to 90, flock to buy the products Arthur Godfrey sells. His unique "mike" personality adds flavor to one sponsor's candy and quality to another's socks. A touch of whimsy, a zany, home-grown commercial, a slight softish drawl, a smile in his voice and an occasional "platter" to which he sometimes harmonizes, all contribute to make him one of New York and Washington's favorite guys.

MANY of Godfrey's 17 New York sponsors buy spot, program and network time in other regional and national markets. Most, either directly or through their agencies, find Printers' Ink a big help in planning these campaigns whether radio is the whole or a part of their schedules.

PEPSI-COLA, for example, consistently "hits the spot" because Pepsi-Cola knows the spots to hit. With Godfrey and six Printers' Ink subscriptions, how can they miss? Incidentally, 18 subscriptions go to Newell-Emmett. agency for Pepsi-Cola.

BOND BREAD, a natural raw material for health, happiness and the most tempting toast you ever tasted, gets distributed in New York City, too. Godfrey helps do General Baking Company's two P. I. subscriptions and B. B. D. & O.'s 32.

EVER HEAR of Vicks Va-tro-nol? You have it you've heard Godfrey or if you've read P. I. Conversely, if you're advertising in Printers' Ink the people at Vicks Chemical and at their agency, Morse International, have also heard of you. Together these firms account for 8 subscriptions.

Among the 17 Godfrey participating sponsors in New York, Printers' Ink has 86 subscriptions and among the 16 advertising agencies who place this business, are 110 more.

This is the way Printers' Ink gets to the people who build, approve and spend the nation's advertising budgets. It dramatizes one of the important reasons why the bulk of media's selling story is placed here. To give your story the greatest circulation among advertising, merchandising and sales management men, buy P. I. . . . first.

PRICE AND OATES GET POSTS AT CBS

STEPHEN S. PRICE and Edward K. Oates, both of whom have received honorable discharges from the Army, have joined CBS as assistant directors in network operations. Before entering the Army, Mr. Price was with International Press & Radio division of the OWI as a program supervisor and director, and previously served as newscaster and producer of WOV New York. He has done writing and producing for WQXR and WBNX New York and for WAAAT Newark, N. J.

Mr. Oates was formerly producer and director of WINS New York. He has done public service for Dorothy Kirsten, soprano, and has worked as engineer for WACE Pittsburg and for the American Telephone & Telegraph Co., and as assistant director for Bob Cotton's Radio Productions.

WBBM News Changes

CHANGES in the WBBM-CBS news department last week have resulted in the newscaster, head of the department, Howard Lewis Emich, a member since 1916, left Jan. 1 to join the news and sports staff of WJR Detroit. Replacing him is Robert Schwartz, a rewrite and editorial man from the Post-Dispatch, St. Louis, Mrs. Christine Squire Hill, formerly with UP, has joined WBBM-CBS writing news shots, as replacement for Warren Moore, who was inducted in the Army Jan. 3. Janet Pomeroy, of Northwestern U. School of Journalism and a student of the NBC-Northwestern Summer Radio Institute, joined the news staff Jan. 14.

Rouse Named by Blue

GENE ROUSE, former supervisor of announcers for the Blue central division, last week was named director of the division's news and special events department, effective immediately. Rouse, who is a recent graduate of the University of Illinois, entered radio in 1921, is said to be one of the first seven announcers heard on the air. Before entering radio he was active in the newspaper field. He joined NBC's central division in 1931 as a staff announcer. Rouse was night supervisor of Blue announcers in Jan., when the Blue and NBC split, and was then made supervisor of the Blue's music supervisor. He is the father of the Blue and manager of its central division.

C. Coulter DeKlyn

C. COULTER DEKLYN, 49, night manager of WIP Philadelphia, died Jan. 15 in the Burlington County Hospital, Burlington, N. J., after a long illness. He had been in radio about 15 years, formerly with WCAU Philadelphia, and before that at WKAT Miami Beach, Fla. Previously, he had been employed as production manager in the recording department of the Victor Talking Machine Co. in Camden, N. J., and general service department was held Jan. 17 at his home in Morristown, N. J.

THE BLUE dramatic program, "Gus Botsford," which airs at 10:30 p.m. Sundays on the Blue, is sponsored by the Blue, which is marketed by the Sloan Co, marked the beginning of its ninth year on the air Friday, Jan. 21.

IN MEMORIAM

GEORGE B. YOUNG, former program director of KORH Jerome, and KBUJ Glendive, Mont., is now a sergeant in the Army stationed somewhere in the Pacific. Before going overseas he conducted an all-soldier program "Abraham on Parade" from the American Professional Grounds, Md., and which was a regular feature of WFBK Baltimore.

HILL HAHN, formerly with WBRK Rockford, Ill., has joined the announcing staff of WNBC Boston.

FRANCE LAUTX, KMOX St. Louis station, is recovering from a major operation.

THOMAS E. CONNELL, free-lance writer, has joined the staff of WAGA Atlanta.

LEON F. DREWS, for 17 years organist at the Heathman Hotel, Portland, Ore., has been named musical director of KFRO Riverside, Calif.

MILLI SCANLON VIRGEHN has been named acting station director of the United Broadcasting Co. (WHK-WKCJ), Cleveland. She replaces Leslie F. Biehl, who has joined the armed forces.

DON MCCAIG, traffic manager of KLZ Denver, is the father of a girl.

FRANK ALLEN, announcer of WWL New Orleans, and Jennifer Oren, secretary to WWL sales representative Paul Beville, have announced their engagement.

TERRY TERRY, news editor of WMPM Minneapolis, has been inducted into the Army.

VAL BROWN, announcer of KFWB Hollywood, has shifted to NBC staff, replacing Frank Barton, recently promoted to chief announcer.

RUTH SWINNEY has resigned as traffic manager of KYO Phoenix effective Feb. 15 and will be married to Capt. Randolph Sorenson of the Army Air Forces.

TOBE REED has been assigned announcer on WBOC in Lewes, Del., and succeeds Verne Smith, now in the Army.

NORVAL VAN ELLIS, announcer of WACV Vincennes, Ind., has been promoted to the announcing staff of WBBM Central Station.

BERNE ENTERLINE, news announcer of WMBD Peoria, Ill., has been inducted into the Army.

DOUG ADAMSON, former announcer of KGGM Albuquerque, N. M., and KTSF El Paso, Texas, has joined the announcing staff of KPRO Riverside, Calif.

LEON LIPSON, new to radio, has been named head news editor of WGO-C Chicago.

JACK SNELL, NBC San Francisco sound effects engineer, has been shifted to the network's Hollywood staff.

NELSON MCINNICH, farm reporter on KPRO Los Angeles, is the father of a girl.

FRANK BARTON, announcer of NBC Hollywood, has been named supervisor of announcers by replacing Clinton (Boy) Twiss who resigned to become associate producer of the CBS "Love of Life" syndicate.

WALTER McGRAW, former production manager of WKAR East Lansing, Mich., has been named coordinator for the program presentation group classes, organized to give NBC personnel an opportunity to enlarge their knowledge of various radio techniques.
ROGER W. BABSON SAYS:

"I rate Portland as one of the outstanding sales cities today. The prospects are that next year (1944) it will rate among the 10 leading cities of the country."

OTHER HIGHLIGHTS FROM THE BABSON REPORT:

EMPLOYMENT: "Factory employment has increased considerably during the last 12 months and will remain high."

PAYROLLS: "Payrolls are the highest ever and this money is flowing rapidly into the tills of local concerns."

RETAIL SALES: "Department store sales are about 20 per cent above a year ago, while sales of independent retail establishments are up close to 25 per cent."

INDUSTRY: "Portland's foundries, steel works and machine shops have stepped up production tremendously during 1943. With an all-out war on Japan there will be no letdown in activity until both Germany and Japan are beaten."

FARMERS: "The farmers in Oregon have had a favorable year. Cash income from farm marketings is about 25 per cent larger than a year ago. Prospects are that the farm population will be ready spenders in the next few months."

In the Portland Market your best buy is KEX

PORTLAND, OREGON 5,000 Watts
National Representatives...THE PAUL H. RAYMER CO.

GOING PLACES with THE BLUE NETWORK
PVT. BILL BOBBINS, former announcer of WCKY Cincinnati, continues as commentator at the Aberdeen Proving Grounds, Aberdeen, Md.

PHYLLIS HARRIS is now continuity editor of WJLS Beckley, W. Va.

SID TEAR, formerly announcer of WBGU Greenville, has joined the announcing staff of WYNC Asheville, N.C.

JIM TAYLOR, announcer of WHIO Dayton, has been inducted into the Navy. His work has been taken over by Fran Filmore.

CLARENCE H. PRICE, former announcer of WHBQ Memphis, in the Army for more than a year, returned home recently on his first furlough.

HELEN LOOMIS BAUGHMAN has joined the continuity staff of WCAE Pittsburgh.

CORALEE BURSON of Passadena, Cal., a Coast Guard SPAR, has been added to the Blue Fighting Coast Guard program to handle interviews with visiting personalities.

HARRY ASPLEAF, farm service director of KSTP St. Paul, was recently given a testimonial dinner by a group of Minnesota farmers for his service to that area.

WAR ACTIVITIES AWARD of the Advertising Club of Minneapolis is presented to John W. Jones (center) by Joyce Swan, business manager of the Minneapolis Star-Tribune and Tribune. Dr. Miller McClintock (left) addressed the meeting at which the award was presented.

HERMAN ARONSON, former announcer of WATL Atlanta, has joined the announcing staff of WRLP Knoxville, Tenn.

RICHARD E. STOCKWELL, associate news editor of WCCO Minneapolis, has taken on additional duties as a member of the U. of Minnesota School of Journalism.


LEADING AIRCRAFTSMAN Harold Burley, Royal Canadian Air Force, former manager of the Montreal office of Northern Broadcasting & Pub., Co., Timmins, Ont., is father of a girl.

JOSEPHINE BEARD has been appointed traffic manager of CJKL, Kirkland Lake, Ont. She comes from Brantford, Ont.

NORMAN PALMER, formerly of Brantford, Ont., has joined the announcing staff of CKGB Timmins, Ont.

TOM MOORE, announcer of WIBG Philadelphia before entering the armed forces, has been promoted to first lieutenant in the Air Forces in England.

LYALL SMITH, studio supervisor of WCCO Minneapolis, married Evelyn Harverud of Minneapolis.

BERNARD HANSEN has joined KOA Denver as newswroom editor. Carl Mehl has joined the KOA announcing staff.

CHARLES SCHON, formerly of WHAI Greenfield, Mass., and WTRY Troy, N. Y., has joined the announcing staff of WTAG Worcester.

Blue-NBC Separation

COMPLETE separation of the Blue Network's central division into news, special events, program and traffic departments from NBC will soon be effected, according to an announcement made last week by E. E. Borroff, vice-president of the Blue and central division manager.

At the present time these departments share space, facilities, and in some cases personnel. Both NBC and Blue have their Chicago quarters in the Merchandise Mart.

Mr. Borroff also stated that the Blue would maintain and staff its own news and special events department, conduct its own transcription library, guest relations department and reception staff. Several NBC studios have been leased by the Blue for its Chicago outlet programs. Gene Rouse, formerly Blue supervisor for the Chicago announcing staff, has been named to direct the Blue central division news and special events dept.

LAWRENCE RUDDELL, traffic manager of NBC's international division for 3½ years and for 17 years with Western Union, has been named to the newly-created post of recording supervisor of the Blue network. Function of the new department headed by Mr. Ruddell will be to concentrate on administrative details relating to recording operations arranged with NBC radio-recording division and other recording firms.

MARTIN LANGWEILER, of the promotion department of WFIL Philadelphia, and Shiree Helms, now with the Treasury Dept., Washington, have announced their engagement.

MARSHA DEANE, women's commentator, resumes her programs on WOR New York Jan. 24 from her home where she is caring for her twins, born New Year's Eve. Ruth Millett, feature writer for NEA Service who has been substituting on the program, is assisting Miss Deane.

FRANK CASON has been named publicity director of WSB Atlanta, succeeding Mary Caldwell who has resigned. Pauline Monley succeeds Frank Cason as music librarian.

RICHARD BARR, formerly with the Buffalo Broadcasting Corp., has joined WINS Washington, D. C., as program director. Ruth Berner, formerly with the WTOP Washington news room, is now music librarian for WINS.

WALTER S. WIGGINS, program director of KYOE Santa Ana, Cal., is the father of a boy.

VERNE SMITH, announcer on the weekly NBC Key-Kyser's College of Musical Knowledge, has been inducted into the American Legion. Formerly a former news editor of KMPC Beverly Hills, Cal., has succeeded Mr. Smith.

CLINTON (Buddy) TWISS, for approximately two years chief announcer of NBC Hollywood, has re-signed to become associated producer of the five-weeks quarterly-hour CBS *I Love a Mystery*.

DON CAVITT, formerly of WTAQ Green Bay; Sherwood Lortz, formerly of WOON Oshkosh, and Dick Crowley, recently of WEW St. Louis, have joined the announcing staff of WIBA Madison, Wis.

FRANK A. BROUWE has resigned as program director of KTIS Hot Springs, Ark., because of ill health and has returned to his home at Columbus, S. C., to convalesce. He formerly was program director of WAYS Charlotte, N. C.

LET'S LOOK at the RECORD!
(Hooper Shows What Kansas City Knows)

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The above table is made from the 44 quarter-hour daytime (8 A.M.-7 P.M.) program ratings in Hooper's May-thru-Sept., 1943, survey of the Greater Kansas City area. It shows the number of times each station ranked in each of the possible six positions.

It's no news to us that we are third—but what did surprise us was the number of times KCKN was the second station. And when you compare all stations' listener costs, it just about makes KCKN the most economical radio buy in Kansas City.

KCKN is fast being "discovered" by value-wise time buyers. Better wire or call your nearest Capper office before the better availabilities are gone.
© There's BIG DOIN'S in this part of DIXIE!

the station

10,752 MONEY ORDERS RECEIVED IN RESPONSE TO ADVERTISEMENTS OVER WLAC

Here is proof of the fine returns WLAC is producing for National accounts. Within a period of six months this station has secured a total of 10,752 orders—each containing $1.00 for the item advertised. What's more the number of orders have increased with every passing week, climbing to 895 on the 26th week.

(P. I. Accounts not accepted)

the market

INDUSTRY IN TENNESSEE VALLEY REACHES NEW HIGH!

More than one-half billion dollars worth of mighty dams assure an industrial area of ever-increasing importance. Estimates of the total manufacturing wages in the WLAC area are better than double that of 1940!

WLAC
50,000 WATTS

PAUL H. RAYMER, NATIONAL REPRESENTATIVES

CBS FOR NASHVILLE TENNESSEE
THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

BROADCASTING • Broadcast Advertising
HELEN LEIGHTON, script writer and director of women’s activities of WPAT, Paterson, N. J., has been named director of radio instruction of Fairleigh Dickinson College, Rutherford, N. J.

FRED WEBB, director of Right to Happiness for Procter & Gamble on NBC, assumes direction of Brave Tomorrow, another F&G-NBC program this week. Chick Vincent has resigned as director of the latter show to work on a program of his own.

JOHANNES STEEL, commentator of WMCA New York, has joined the faculty of the New School for Social Research, where he will give a series of lectures on political science.

DORIS BALE, formerly of KGKN Kenai, Alaska, has joined the continuity staff of WLAC Nashville.

ALLAN KALMUS, formerly publicity director of WQXR New York, has joined NBC’s publicity department, while Carol Davis has been transferred to the network’s New York publicity office from Hollywood. Mr. Kalmus has taken over part of Jo Ranson’s work, while Dick Connelly has been reassigned to handle publicity for WEAF, formerly handled by Mr. Ranson, now publicity director of WNEW New York.

STEPHEN FRY, traffic manager of the New York office of the BBC has returned to his office after a six-week visit to the London office.

PAUL MANNING, CBS correspondent, who returned recently from London, will leave shortly for a lecture tour in this country.

ALFRED VAN RONKLE, director of Alve’s Irish Rose on NBC, entered the Navy last week as an apprentice seaman. Anne Nichols, author of the program, has taken over its direction. Sponsor is Procter & Gamble.

ALGERNON BLACK has resigned as moderator of the “Round Table” on WHN New York. News Director Sidney Walton has taken over the program.

RUSSELL DAVIS, formerly radio director for Arbive Food Products, Kansas City, and prior to that, with KWTO Springfield, Mo., is now free-lancing. He currently directs shows for O’Neil, Lurem & McMahon Adv., Chicago.

VINCENT DITTMER, Toronto, has joined the announcing staff of CKWS Kingston, Ont.

FERNAND IPPERSIEL has joined the announcing staff of CKRN Ronsen, Que.

PAT FATTENSON has joined the announcing staff of CHEX Peterborough, Ont.

JOHN BARNES, who formerly was a script writer with WBBM Chicago, rejoined the station Jan. 17, as special assistant to Walter Freton, program director.

LEADING AIRCRAFTSMAN CY KING, formerly of CKGB Timmins, and C. J. L. Kirkland Lake, Ont., is now training with the Royal Canadian Air Force at St. Georges de Malbaie, Quebec.

BOB KESTEN, formerly program director of CKWS Kingston, Ont., has been promoted to lieutenant in the Royal Canadian Artillery.

FRED DARLING, formerly of CJKL Kirkland Lake, Ont., is now in the Royal Canadian Air Force, training at Nunspeet.

ARTHUR MUNDORFF, a CBS assistant director in network operations, has resigned to join the Navy as a reserve ensign (j.g.). Mr. Mundorff joined the CBS in 1931 as a technician. Samuel Duryee has been transferred from desk radio to the writing staff of the CBS news room, taking over the duties of Elizabeth Zimmerschied, who has been assigned to night writing.

INTERESTED LISTENER when Air Marshal W. A. Bishop, Canadian hero, addressed officials and employees of Canadian Marconi Co., Montreal, was B. K. Beesby (r.), general manager of Marconi Co. and former NBC director of station relations. Occasion was presentation of War Service Buttons to workers at Marconi plant.

TOM HALEY, formerly of NBC Washington, has joined the announcing staff of WJW Cleveland.

CHARLES O’CONNELL will resign as director of Real Seal Artists and Repertoire of the BCA Victor Division March 31 to devote more time to writing and conducting. He will be retained as consultant.

JAMES BANNON, announcer, identified in the past with The Great Gildersleeves, I Love a Mystery, and other network programs, has been assigned to handle Electric Auto Lite’s new NBC program, Everything for the Boys.

CHARLOTTE ADAMS, who conducts The Run of the House on WQXR New York, has been named food editor of the Associated Press Feature Service, effective Feb. 1.

DOUG ELMSEE, formerly of CKOV Kelowna, B. C., has joined the sales staff of CKWV Vancouver.

MERRINDWILLSON, formerly musical director of NBC Maxwell House Coffee Hour, and now of the Armed Forces Radio Service, has been promoted to a major.

CBS in Dime Drive

CBS-PROMOTION for the March of Dimes Campaign for the 1944 Infantile Paralysis Fund, includes five programs and the possibility of others later. On Saturday, Jan. 15, at 11:15-11:30 p.m., Marjorie Lawrence broadcast with the Columbia Concert Orchestra, and made a special appeal. Sunday the 16th, 11:30-12 midnight, began the March of Dimes Cavalcade of Bands, starting with Harry James from Hollywood. From 12:30-1 a.m. Charlie Spivak’s orchestra broadcast from New York. Sonny Dunham and his band played from New York on the 17th, 11:30 midnight, and Denny Becker went on at 12:30-1 a.m. Nila Mack’s Let’s Pretend program, on Jan. 22 presented The Little Lame Prince, featuring Bill Adams imitating the voice of Pres. Roosevelt.

Hughes to KXOK

DR. BERTRAM L. HUGHES has been appointed news editor of KXOK St. Louis, C. L. Thomas, station manager announced last week. He was previously with the Cornell U. Station, WHCU, and had received special recognition from NBC for his handling of special events.

Peabody Awards Committee Named

U. of Georgia’s Journalism School Takes Part in Judging EXAMINATION of this year’s entries and listening-post committee reports for the George Foster Peabody Radio Awards has been announced by President Harmon W. Caldwell of the U. of Georgia by appointment of the following committee:

Mrs. John C. Geston, chairman, acting assistant in journalism; Louis H. Edmondson, acting assistant professor of journalism; Miss Lila Wenner, instructor in radio journalism and speech; Miss Florence Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head of the Department of Drama; and E. Claybrook Griffith, associate professor of economics.

Advisory Board Named

Working with Dean John E. Drewry of the Grady School of Journalism which, with the assistance of the NRA administers these awards, the committee will make recommendations to the Advisory Board, containing the following members:

John H. Benson, AAAA president; Dr. Ralph D. Casey, director, School of Journalism, U. of Minn.; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; Mark Ethridge, publisher of the Louisville Courier-Journal and Times and general manager of WHAS Louisville; Earl J. Glade, v.p. KSL Salt Lake City; Joseph H. Jackson, literary editor, San Francisco Chronicle; Waldemar Kaempfert, New York Times science editor; Alfred A. Knopf, publisher; Dr. S. V. Sanford, chancellor, University System of Georgia; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear; and Edward Weeks, editor of the Atlantic Monthly.

An unusually large number of entries and reports has been received.
THE PIONEER NAME IN FREQUENCY MODULATION MANUFACTURE

When frequency modulation first drew the attention of the broadcasting industry in 1938, Radio Engineering Laboratories had already collaborated in installing its first FM transmitter (W2XMN, Alpine, N. J.) for Major E. H. Armstrong, the inventor of frequency modulation. Until the war, practically every major FM broadcasting station was REL-equipped. Our clients included Yankee Network (Boston-Paxton STL, Paxton, 50 kw, Mt. Washington, 10 kw); Milwaukee Journal (WTMJ, Milwaukee, 50 kw); Detroit Evening News (WWJ, Detroit, 50 kw); WBNS Inc. (WBNS, Columbus, Ohio, 10 kw); WFIL Broadcasting Co. (WFIL, Philadelphia, 10 kw); WHEC Inc. (WHEC, Rochester, 3 kw); Stromberg-Carlson (WHAM, Rochester, 3 kw); Interstate Broadcasting Co. (WQXR, New York City, 1 kw); and many others.

When World War II finally ends, you will once again be assured of the finest frequency modulation manufacturing there is when you buy REL equipment. For REL has kept abreast of every FM development, with its war orders adding years of FM experience for your post-war stations.
Members Elected On Blue Committee

Advisory Group's Membership Announced by Network

RESULTS of the election of members of the Blue Station's Planning Advisory Committee were announced last week following formal certification by Ernst & Ernst, certified public accountants who conducted the election among Blue affiliates for the network [Broadcasting, Jan. 17].

Organized in 1942 to advise and assist the management in the operation of the Blue, the committee is made up of representatives of Blue affiliates from seven districts throughout the country. In line with a resolution adopted by the committee last year to stagger the terms of the committee members, representatives from Districts 1, 3, 5 and 7 were elected for two years, while those from Districts 2, 4 and 6 were elected for a one-year term.

Committee Members

Committee members and the districts they represent are as follows: William A. Riple, WTRY Troy, N. Y., reelected from District No. 1; Allen Campbell, WXYZ Detroit, reelected from District No. 2; C. T. Hagman, W2CN Minneapolis-St. Paul, elected from District No. 3, replacing Earl May, KMA Shenandoah, Ia.; Henry P. Johnston, WSGN Birmingham, reelected from District No. 4; Harold Hough, KGKO Fort Worth-Dallas, reelected from District No. 5; Frank C. Carman, KUTA Salt Lake City, elected from District No. 6, replacing Duncan Pyle, KYOD Denver; W. B. Stuht, KJR Seattle, reelected from District No. 7.

FPA Invites Radio

FOREIGN PRESS Assn., organization of correspondents of foreign publications and news services in the U. S., has voted to extend its membership to radio. New ruling will permit American correspondents of foreign radio stations and those handling news casts originating in this country for foreign audiences to become active members, according to Bernard Musnik of the New York office of WLW Cincinnati, secretary-treasurer of FPA, whose membership in the organization derives from his extensive background in foreign journalism.

Plant Radio Study

HOW PLANT broadcasting helps build and maintain good morale, as well as improve productive efficiency and create goodwill, is described in detail in a booklet titled "Manpower, Music and Morale," published by the RCA Industrial & Sound Dept. Pictorially explained are such features as RCA's industrial music library service, a proposed training program available for plant broadcasting system directors, and details of planned psychological surveys to study employee reaction to music in industry.

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over three and a half billion dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the most good. A "natural" for local or spot campaigns.

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WAKE UP!

TO

The Philadelphia Market

RENEWALS

American Chicle Co. 52 Weeks
Super Suds 52 "
Palmolive 52 "
Pepsi-Cola 49 "
Crawford Clothes 26 "
Bell Telephone 13 "
Ex-Lax 13 "

It's No Secret—There's One Way to Do a GOOD Selling Job—Use

WPEN Philadelphia

950 ON THE DIAL • • • 5000 WATTS
Radio Advertisers

HARRIEL Roof Insulating Co., Memphis, on WHBQ Memphis is sponsoring a week spot campaign and a weekly half-hour program. Barham's (retail store) is sponsoring a heavy spot schedule on WHBQ in addition to 100 quarter-hour programs. Duffy's Furniture & Appliance is sponsoring a five-week half-hour series.

UNIVERSAL ENTERPRISES, Los Angeles (house paints), on Jan. 15 renewed for 52 weeks the weekly quarter-hour program Between the Lines on KOD in Los Angeles. Firm also renewed for 52 weeks its weekly five-minute recorded commercial on KFI. Agency is Adolph-Weland Adv., Los Angeles.

R GRAIN & MILLING Co., Los Angeles (Globe A-1 Flour), supplementing its spot announcement campaign on western stations, on Jan. 24 started 15-weeks daily participation on Homemaker's Club on KFL Los Angeles. Firm on Jan. 17 started daily transcription on Theme Project, KGO San Francisco. Similar participation in Art Baker's Notebook on KFI Los Angeles, where agency is McCann-Drickson Inc., Los Angeles.

DINA-MITE FOOD Co., Los Angeles (Dina-mite breakfast foods), has appointed Davis & Beaven Adv., Los Angeles, as agency. Radio is currently being used.


PAL BLADE Co., New York, has replaced its musical transcription on five programs, with news transcription on the five programs on WTCI WIP with. No. immediate plans for more radio are included in the forthcoming campaign in newspaper and other media, said to be the largest in the company's history. Agency is Al Paul Leftron Co., New York.

SEEMAN BROS., New York, has started a new 2-minute morning strip on WFIL Philadelphia, for Air Wick, kitchen deodorizer, placed through William H. Weintraub Co., New York.

BALI BRASSIERE Co., New York, has expanded its schedule on WOR New York. Agency is Lester Harrison Assoc., New York.

THOMAS A. KNOWLES, who has been associated with the Goodyear industry for 30 years, has been appointed vice-president of Goodyear Aircraft Corp., a subsidiary of Goodyear Tire & Rubber Co.

CHARLES A. CONRAD, formerly advertising and sales promotion manager of the Globe-America Corp., Kansas City, has joined Clontou Carpet Co., Chicago, as advertising manager.

Mr. Lemperly's service to the publicity department, Mr. Lemperly joined Sherwin-Williams in 1907.

NATIONAL STORES Mfg. Co., Atlanta, has begun series of announcements on WHBQ Memphis.

SEARS ROEBUCK & Co., Los Angeles, in a three-week push program on Jan. 9 started a heavy schedule of transmitted announcements on 15 stations in that area. Agency is The Meyers Co., Los Angeles.

WOODALL Orthopedic Appliance Co., Los Angeles, has begun sponsoring a weekly half-hour interview-type program, Least Ye Forget, on KFWB Hollywood. Series features interviews with ex-servicemen in need of jobs, sleeping quarters, clothes or particular aid. Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

CONSOLIDATED ROYAL Chemical Corp., Chicago (Velure hand lotion), is sponsoring a quarter-hour program featuring Don Norman, Mondays through Fridays, on WGN Chicago. Agency is Arthur Meyhoff & Co., Chicago.

WAGSTAFFE Ltd., Hamilton, Ont., has announced in agency the F. H. Hayhurst Co. in Toronto. Radio plans have not yet been announced.

HONEY DEW Ltd., Toronto (chain restaurants) has started Honey Dew Radio Theatre on CKCL Toronto, every Wednesday evening. Account was placed by F. H. Hayhurst Co., Ltd., Toronto.

EARL F. GILL until recently chief of the Radio Classification section, Industry Personnel Division, Army Service Forces, has joined General Foods Corp., as assistant to Ira V. Duncan, who research in the company's industrial relations department.

NATIONAL ALUMINUM Mfg. Co., Toronto, Ill. (Cast aluminum parts—cookware, pans and utensils), has named an agency as agency. Plans are said to include radio.


ALBERTA MOTOR TRANSPORT Assn., Calgary, has started newscasts 24 times weekly on four Alberta stations, to acquaint the public with activities and problems of the motor transport industry. Account was placed direct.

KIST CANADA Ltd., Stratford, Ont. (soft drinks), has appointed James Fisher Co., Toronto, handling advertising. No plans for radio as yet have been made.

FRED A. LALLEMAN & Co., Montreal (wheat), has started a radio spot campaign on a number of western Ontario stations. Account managed by Stanfield and Blakie Ltd., Montreal.

CITY OF PARIS, San Francisco (department store), on Jan. 18 started a weekly hour transcribed series This Is France on KKL Oakland.

FLYING HIGH WITH YOU BUY

SALES FLY HIGH WHEN YOU BUY

BROADCASTING • Broadcast Advertising

Page 50 • January 24, 1944

Baltimore's Blue Network Outlet

John Smer Geo. H. Roeder Geo. Manager
FREE & PETERS Exclusive National Rep.

TOMORROW will be the day of FM and LINGO

Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the existing standards of this important field. We’re "all out" for Victory, but our engineers are ready to work with you on post-war plans.

John E. Ling & Son, Inc.
Garden, New Jersey

Birds Eye Elects

BURT B. OLENE, former president of Snider Packing Corp. before it was acquired by General Foods Corp., has been elected president of Birds Eye Snider Inc., new name of the Fresh Packed Foods Co. Other officers of the new corporation are: George W. Mentley, vice-president in charge of sales; George O. Martin, vice-president in charge of production; Donald E. Barr, vice-president in charge of marketing and advertising; John S. Prescott, secretary, and Robert L. Garner, treasurer.

Joins Bristol-Myers

JOSEPH J. HARLIE, vice-president of Pedlar, Ryan & Lusk, New York, March 1 becomes vice-president in charge of sales of Bristol-Myers Co., New York, succeeding Earl A. Means who retires after 30 years in this post. Mr. Means will continue his association with the company in the newly created office of honorary Chairman. Mr. Hardie has been with a present agency since 1936, servicing the Bristol-Myers account for the entire period.

Guy Cooke Retires

GUY COOKE, advertising manager of the First National Bank of Chicago for 43 years, has been placed on half-time service. One of the organizers of the Financial Advertisers Assn., Mr. Cooke headed its finance committee for 16 years. Lewis H. Northrop, formerly First National assistant vice-president, heads the remaining advertising and new business department.

Walsh Named

APPOINTMENT of Frank Walsh as advertising manager was announced by Chattanooga Medicine Co. last week. Prior to joining the company a year ago as assistant advertising manager Mr. Walsh was employed at singer as advertising manager at Nelson-Chesman Co., Chattanooga agency.

Author Strauss

NATHAN STRAUSS, new owner and president of WMCA New York, has written a book, The Seven Myths of Advertising, which will be published this month by Alfred A. Knopf, New York.

NESTLEDALE KITCHEN will be the day of FM and LINGO

If you buy or plan advertising for Iowa, you need THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, program, network, station, city, age, sex, income, occupation, age, form families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING Co.

912 Walnut St., Des Moines, Iowa
In San Francisco County, the average man, woman and child has $2228 effective buying income!

San Franciscans’ full pockets reflect the prosperity in all the great booming area around it...where effective buying income is far higher than the national average!

You can reach this prosperous Central Pacific Coast market...really blanket it...at amazingly low cost per sale by using...
ADVISORY GROUP FORMED FOR ANA

PAST PRESIDENTS and chairmen of the board of directors of the Assn. of National Advertisers have been appointed to serve on a newly organized ANA advisory committee, to act as an auxiliary to the board of directors and advise on questions submitted by that body. Committee includes executives of some of the companies belonging to the ANA. First meeting with the board of directors was held Jan. 13, with a farewell dinner to George A. Hagan, secretary ANA, who has left to become director of public relations for Bethlehem-Morgan Co.

The committee consists of P. L. Thomson, (Western Electric Co.), past president and chairman; Richard E. J. Wallace, (Allied Chemical Corp.,) chairman of the board, 1937; Harold B. Thomas (Centaur Co.,) chairman, 1938; William D. Conaway, (J. Walter Thompson Co.,) 1939; A. O. Buckingham (Cuette Peabody & Co.,) 1940; and George M. Johnson, (Consolidated Tram Manufacturers Institute), 1942.

32% Decrease for G-E

GENERAL Electric Co. orders for 1943 amounted to $1,360,645, a decrease of 32% as compared to the $2,003,036,000 figure for 1942, President Gerard Swope has announced. The amount of unfilled orders on hand will be sharply reduced, business pending at the close of the year 1943 was equivalent to approximately 65% of the year's output. The effect on current production rates and prices, Mr. Swope said. Cancelled orders totalled more than $450,000,000.

Music for Workers

THE USE of plant broadcasting systems to carry selected programs of music to workers has materially improved employe morale, worker-management relations, and productive efficiency, according to surveys by the WBP and private agencies reported in the year-end review and forecast released by Edward Cahill, manager of the industrial and sound department of RCA.

Done by Dames

FOR THE first time WOR New York will be able to offer its listeners the sound of authentic women's footsteps when the script calls for this effect. Station has added two of sound effects department — Sara Jane Troy, formerly in sound effects and announcing at WVO New York; and Dorothy Langley, who has done sound effects work at WGY Schenectady. Because of union regulations, forbidding the use of feminine footstep substitutes, WOR has struggled along with a "swish" to represent milady's passage.
But MUST
Cleveland Merchants
WEAR ARMOR?

Well, Junior, armor is the better part of valor—if a Cleveland retailer advertises his wares over WHK. There's something about this station that stirs mobs of customers into buying... and buying... and buying.

Of course, the retailer could meet the inevitable customer stampede clad in a natty business suit. But by the end of the day, they'd have bought the suit off his back. It's embarrassing—in a pleasant sort of way!

Because it SELLS the goods

WHK

IS

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland, and WHKC, Columbus

So experienced Cleveland merchants advise others to apply for priority on an iron jacket and pants ensemble before airing sales messages over WHK. Armor may be a bit stuffy indoors—but who cares when the shekels pour in like crazy?
Paul Rickenbacker, manager of radio talent of young & Rubicam, is being shifted to the Hollywood office to handle the talent work on a temporary basis. The work was formerly handled by Clare Olmstead, now with Mc Claus Eldred, as a producer, and vice-president in charge of radio on the West Coast.

Joseph Burton, copywriter with Foote, Cone & Belding, Chicago, recently joined J. Walter Thompson, Chicago.

Edward Wallenstein, president of Columbia Recording Corp., and Manie Sacks, director of the popular recording division, are on the West Coast, conferring on post-war plans.

Jack Crossley, formerly active in Pacific Coast agencies, recently joined J. Walter Thompson Co., Los Angeles, as account executive. He succeeds Charles A. Stephens, now in the Navy.

Morgan Ryan, radio director of Sherman & Marquette, has returned to his Chicago headquarters following Hollywood conferences with Carlton Schop, producer of CBS Judy Canova Show.

Alyis P. Butler, assistant account executive of Ruthrauff & Ryan, New York, has been commissioned a lieutenant in the U.S. Naval Reserve.

L. J. Feeley, former account executive of Cuples Co., New York, has joined the planning staff of Albert Woodley Co., New York.

Ensign George E. Wilson, formerly a salesman in his father’s firm, Howard H. Wilson Co., Chicago, is now in the Naval Training School at Princeton U.

Reed to Blackett

Frank M. Reed, for several years in the space department of Stack-Goble Adv. Agency, and more recently with W. G. Rembeau Co., Chicago, radio representatives, joined Hill Blackett & Co., Chicago, on Jan. 17 as director of media.

Donald L. McGee, representative of the Bureau of Advertising, ANPA, Chicago, has been appointed assistant advertising manager of Nutrition Research Labs., Chicago.

Walter Reade, Chicago manager for Joseph Hershey McGillivray. A C-47 was sworn into the Navy Jan. 8 at Milwaukee, Wis., as an apprentice seaman.

Van Hecker Inc., Chicago, was formed effective Jan. 1 by Clarence E. Van Hecker to succeed business of Van Hecker-MacLeod, Chicago. Disolved. Personnel and address are the same, except that Earle H. McLeod is no longer with the organization.

Barbara Brown, formerly executive copywriter, with Aldens, Chicago Mail Order Co., has joined the copy staff of Goldman & Gross Adv., Chicago.

Chester S. Henery, previously executive vice-president of Blue ribbon Co., Chicago, handling operations in Brazil and Mexico, has joined the executive department of the Buchen Co., Chicago, as copywriter.


Ryder W. Rice, formerly promotion manager of the Ziff-Davis Publishing Co., Chicago, for five years, has joined Ruthrauff & Ryan. He joined Jan. 17 in a creative and executive capacity.

Hugh Reading, copywriter with Roche, Williams & Cunningham, Chicago, joined J. Walter Thompson Co., Chicago, Jan. 17.

Charles D. Adams, formerly with Visual Traffic Co., Chicago, and one time a script writer, has joined the creative staff of Ruthrauff & Ryan.

Irving Levy, formerly with Ruthrauff & Ryan, New York, has joined the creative staff of Franklin Bruck Adv., New York.

Pekor Joins CBS

Charles F. Pekor, Jr., for seven years a member of the NBC press department, has joined the CBS press information staff to handle special assignments in various parts of the country, it was announced last week by George Crandall, director of press information. Mr. Pekor entered the newspaper field after graduating from Georgia U., serving with the Montgomery Advertiser, Fort Worth Star-Telegram, Cleveland Press and the New York Sun. After becoming advertising and publicity director of the Knott Hotel chain, he joined NBC in 1936, and at the time of his departure was feature editor. His duties have been taken over by Edward Greif, who formerly handled NBC’s public service publicity.

McKesson-Robbins Plans Blue Show

Featured in a new McKesson & Robbins program to be known as Stop and Go, comedian Joe E. Brown is scheduled to start on the full network on March 23.

Though final commitments have not as yet been made, it is expected that the program will be aired Wednesday at 7:30-9:00 p.m. EST. The film star, now entertaining overseas troops, is to conduct the audio-visual show in a program which has already been tried out on the West Coast.

Plans for the network program were announced by L. M. Van Riper, president of McKesson & Robbins, in a statement revealing that the firm would spend $2,500,000 on advertising in 1944 (Broadcasting, June 17). Referring to M. & R.’s spot schedule, which includes announcements on more than 114 stations for Bexel and other products, Mr. Van Riper said that in addition to the new network show, all present successful radio programs would be maintained. The blue program will promote the ‘“big six’” among M. & R. products - Bexel, Bax, Albonene, Yo- dora and Serafine - with agency J. D. Tatcher & Co. New York.

Appeal for Nurses

Need for Nurses will be discussed by Miss Dorothy Wheeler, executive secretary of New York’s Nursing Council for War Service, on the Good Health Tour Program (1:15-1:30 p.m.) over WMCA Jan. 29. Program is under auspices of the New York Tuberculosis and Health Assn.

“The Mystery Chef on WDFD Flint said to pull all my leftovers in the soup.”

Page 54 • January 24, 1944

Broadcasting • Broadcast Advertising
**RTPB to Give First Progress Reports**

**At New York IRE Meeting, Jan. 28-29**

FIRST progress reports of the Radio Technical Planning Board, organized last fall to formulate plans for the technical future of the radio industry and services ... in accordance with the public interest and the technical facts, and to advise Government, industry and the public of its recommendations, will be made during the 1944 Winter Technical Meeting of the Institute of Radio Engineers to be held Jan. 28-29 at the Hotel Commodore, New York.

**Panels to Report**

In a symposium to be conducted Friday afternoon by Haraden Pratt, IRE representative on the RTPB board and chairman of the panel on radio communication, W. R. G. Baker, RTPB chairman, will outline the overall work of the board and each panel chairman will report on the problems and progress of his particular field. Chairmen and their panels are:


Another symposium, covering the complete engineering operations of the FCC, is scheduled for Saturday morning, with H. M. Turner, associate professor of electrical engineering at Yale and president-elect of IRE for 1944, presiding. After a general introduction by E. K. Jett, chief engineer of the Commission, G. P. Adair, assistant chief engineer, and chief of the Broadcast Division of the FCC Engineering Dept., will speak on "Timely Broadcast Matters.

W. N. Krebs, chief of the Safety and Special Division, will discuss "Police, Aviation and Maritime Services," and P. F. Seling, chief of the department's International Division will conduct the session with a paper on "Point-to-Point and Allocation Problems."

Arthur Stringer, NAB director of promotion, will discuss "Radio in Service of Home and Nation" during the Saturday morning meeting. That afternoon Commander A. B. Chamberlain, U. S. Navy, former chief engineer of CBS, will speak on "Standardization of Service Equipment." P. S. Barton, British Air Commission, will speak on "Organization of Radio Research, Development and Production in Great Britain," and T. M. Liang, Chinese Supply Commission, on "Peace, War and Future Application of Radio in China."

Two-day meeting will open Friday morning at 10 with an address of welcome by B. E. Shaeke, engineer in charge of RCA's Frequency Bureau, chairman of the Winter Technical Meeting. L. P. Wheeler, chief, Information Division, FCC Engineering Dept., retiring IRE president, will turn over the gavel to 1944 President Turner, who will preside at the annual meeting of the Institute, also on the morning's agenda.

**Vote on Amendments**

At this session, members will vote on amendments to the certificate of incorporation of IRE.

Speaker at the annual IRE banquet on Friday evening will be Commander J. J. Raby, U. S. Navy. Retiring President Wheeler will deliver the annual presidential address. President Turner will award the IRE medal of Honor to Mr. Pratt and the Morris Leibmann Memorial Prize to W. L. Barrow, Sperry Gyroscope Co. He will also present fellowhip awards to S. L. Bailey, Jansky & Bailey; C. R. Burrows, Bell Telephone Laboratories; M. G. Crosby, RCA Laboratories; Harry Diamond, Naval Bureau of Standards; C. B. Feldman, Bell Telephone Laboratories; Keith Henney, Electronics; D. O. North, RCA Laboratories; R. A. Norton, FCC; S. W. Soeley, RCA License Laboratory; D. B. Sinclair, General Radio Co.; Leo Young, U. S. Naval Research Laboratory.

A score of papers on all phases of radio engineering will be delivered at a number of technical sessions during the two-day pro-

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**KGBS to CBS**

KGBS Harlingen, Tex., on Jan. 1 joined CBS as a supplementary station.

A REVIEW of radio in 1943 has been prepared for the American Yearbook by Dr. C. B. Jolliffe, RCA Victor Division's chief engineer. Subjects covered include radio servicing, police and aviation radio and electronics.

**Now Lt. Miller**

JOSEPH L. MILLER, NAB labor relations director, last week reported for duty as a lieutenant (j.g.) in the Naval Reserve, and has been assigned to labor relations duties in the office of Assistant Secretary of the Navy Ralph Bard in Washington. Lt. Miller was inducted Dec. 23 as an apprentice seaman, and was commissioned Jan. 14. He had been with the NAB since 1935, and before that was labor correspondent in the Washington Bureau of the Associated Press. His NAB successor has not yet been named.

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**MILTON CHASE, newspaperman in the Far East before joining WLW Cincinnati, has been a regular news commentator over WLW titled Milton Chase and the Far East.**
Record 1944 Quota Is Planned by RMA

Prepares for 50% Increase in War Production

MEASURES to enable the radio-electronics industry to meet a possible $7-billion-dollar war production program in 1944 will be taken, following action by the Mid-Winter Conference of the Radio Manufacturers Assn., held Jan. 11-13 at the Stevens Hotel, Chicago. More than 100 leading industry executives attended the meetings at which recommendations looking toward reconversion were adopted.

Told by Paul V. Galvin, RMA president, that the 1944 goal, representing a 50% increase over an estimated $3 billion output last year, would require greater manpower facilities, the Conference took steps to increase employment of new workers, to re-employ and rehabilitate returning servicemen, and to study data on incentive wage plans, uniform job classifications and reduction of absenteeism.

Reconversion Plans

Arrangements for an employment survey, with Selective Service and other Government cooperating, were made by a new Employment and Personnel Committee, headed by Chairman A. H. Gardner of Buffalo.

Among the recommendations regarding reconversion, approved by the general RMA Post-War Planning Committee, was one that the Government should establish a future starting date of any shipments of civilian radio sets at least six months in advance. Other recommendations were that each manufacturer determine set models to be built, that there be no "Victory" models, and that price levels should not be established but that if this is unavoidable they should be set according to then current costs.

The recommendations, transmitted by the Industry Reconversion Committee to the WPB Radio & Radar Division, also called for the addition of E. A. Nicholas of Fort Wayne, Ind., and Fred D. Williams of Philadelphia to the Government's industry advisory committee to act with other members as a subcommittee for consultations on reconversion.

A publicity program to acquaint the public with the important part played by the industry in the war was outlined to the Conference by Chairman John S. Garceau of the RMA Advertising Committee.

An appropriation of $5,000 was voted by the RMA Board of Directors for a survey to be conducted by an independent agency to secure facts on distribution costs for use of the industry in connection with future merchandising problems.

A future export promotion program, projecting an estimated 100% increase in sales of post-war sets and parts and a 50% increase in sales of transmitting apparatus, was presented by Chairman W. A. Coogan of the RMA Export Program Committee.

The conference authorized new and expanded services for RMA members, including additions to the RMA headquarters staff in Washington. These plans include collection of wage and employment statistics and other work involving cooperation with military agencies and problems concerning reconversion.

The RMA Board of Directors authorized a subscription of $15,000 to the Fourth War Loan campaign. The Board also approved arrangements to hold the 20th annual convention of RMA at the Stevens Hotel in Chicago June 6 and 7.

RCA Personnel Switch

TRANSFER of J. M. Williams, RCA Victor's record advertising director to an important wartime assignment within the company was announced by J. W. Murray, head of RCA Victor record activities. Mr. Williams will resume his direction of the company's record advertising upon completion of his new assignment, but in the meantime J. L. Hallstrom will direct RCA Victor's record advertising in addition to retaining his duties as record merchandise manager.

CULINARY CUTUP

John Holtman, announcer for the new Music to Suit Your Taste series sponsored on WMAQ Chicago by the B. G. Pearsall Butter Co., Elgin, Ill., shows a few tricks of the trade to Carl Kratz (1), account executive for Schwimmer & Scott, agency handling the account; J. L. Vandertoll, Pearsall sales manager; M. R. Tennerstedt, NBC salesman. Contract for the 10-minute six-weekly program which promotes Elgin brand oleomargarine is for 26 weeks.

On November 23, 1942, we inserted the following advertisement in the newspapers. The thoughts expressed in it are even more important today than they were when first published.

MONEY TALKS

Make it speak the only language the Axis understands:

THE RUMBLE OF TANKS
THE ZOOMING OF PLANES
THE CRACK OF RIFLES
THE ROAR OF CANNON
THE BURSTING OF BOMBS

BUY WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

NBC

RICHMOND, VA.

WORLD'S WIDER MARKET

5000 WATTS

Memorable BATTLE GROUND

GUARANTEE

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BROADCASTING • Broadcast Advertising
Presidential Order Silences Hoover
(Continued from page 10)

Solicitor General be given that opportunity.
"The law is indefinite," commented Chairman Lea. "Over a period of 140 years the executive department of the Government has been excused. I take it the President couldn't instruct a member of the executive department not to testify." Mr. Lea did exempt questions involving security in wartime and when Mr. Garey told the Committee no problem of "national security" was involved, but that "a citizen of the United States, through the FCC was illegally and wrongly put off the air and the FCC tried to pass it on to the FBI.

Chairman Lea suggested that Counsel Garey submit "all questions to the Attorney General to see if they can be answered". Rep. Edward J. Hart (D-N.J.) interposed:
"With reference to answering questions, I would believe anything Mr. Hoover tells this Committee. I have a high regard for him and I think this Committee shares it. But there's something a bit nebulous about a witness coming here and saying the Executive instructs another executive what to testify as to certain questions. In order for the record to show, this Committee is entitled to know what's in this letter. I think the Attorney General should be advised something of the rights of this Committee. After all Congress does have some rights."

Union Agreement
After Mr. Garey had read some correspondence referring to E. G. Harrison, an employee of the FCC, Mr. Hoover testified that in June 1940 Mr. Harrison informed the FBI that the Commission planned to get fingerprints of radio operators as an aid to the Bureau but that subsequently, after taking it up with the Commission, he learned it was the desire of the FCC not to make the fingerprints part of the records of the Department of Justice.

Chief Hoover added that the FCC "did not feel it was proper to make the fingerprint cards part of the records of the FBI because of an agreement with unions." Under questioning Mr. Hoover said radio operators on ships "would endanger national security" and that they were a "matter of grave concern to the FBI." He declared the FBI "most certainly was desirous of obtaining their fingerprints and records.

Then came the series of letters between the FBI and FCC, to which Mr. Hoover declined to testify on advice of Mr. Cox. Mr. Garey read them into the record, one by one, and frequently when he asked Mr. Hoover if the contents were correct, the FBI director replied: "The record speaks for itself."

When Rep. Hart questioned the scope of the presidential directive forbidding certain testimony, Mr. Cox replied that the President had ordered correspondence be not "discussed" nor "publicly disclosed".

FBI Opposes
Mr. Garey read into the record a letter dated Oct. 18, 1941, and addressed to FCC Chairman Fly in which the Dept. of Justice asked for the Commission's cooperation and for the fingerprints. When he asked: "You didn't get any cooperation did you?" Mr. Hoover replied: "I didn't get any fingerprints until June 27, 1942."

In a letter dated Jan. 2, 1942, Attorney General Biddle wrote Mr. Fly, according to the correspondence read into the record, that the FBI could not acquiesce to the FCC suggestions that the fingerprints be kept on file at the Commission. In part the letter said:
"Though we stressed the importance of the arrangement which we urged, we appreciated the considerations which moved you to your decision. The situation has materially changed in recent days. The evidence is strong that messages have been surreptitiously transmitted to our enemies by radio, and that military attacks upon the territory of this country may have been furthered and facilitated thereby. I honestly believe that the radio operators who are loyal and law abiding would themselves welcome such a move because it would serve at once to rid their lists of any undesirables among them and to confirm the loyalty and reliability of the others. Please think this over; I should hate to have something serious happen which might have been easily avoided."

Mr. Hoover testified that the conditions outlined by Mr. Biddle were true. When the Committee general counsel asked if the work of the FBI would have been facilitated had the FBI turned over the fingerprints in Sepnine. Mr. Hoover replied:
"I won't amplify that letter because of the directive."

"But you could answer the question were it not for the directive?" pressed Mr. Garey.
"I could," replied Mr. Hoover. Mr. Garey read a letter dated Jan. 12, 1942, from Mr. Fly to Mr. Biddle. Attorney General in which the FCC chairman agreed to turn over to the FBI fingerprints on the following conditions: (1) Results of the investigation be communicated to the FCC; (2) fingerprints to be returned to the FCC permanent files and not be made a part of the Bureau's criminal files; (3) investigation to be concerned solely with "activities which relate to the national security and present war effort"; that no previous misdeemans of operators that might be discovered be disclosed; that "other crimes which have nothing to do with security measures be not disclosed; that "to revive investigation offenses not related to the war effort or to open the door to the possibility of anti-union discrimination by employers would undoubtedly, seriously affect the morale of the employees."

Bank on Radio
MODERN ideas are the rule of the Burlington, Vt. Savings Bank. When Levi P. Smith, president of the bank, gave his annual address to the bank corporators this year, he decided to use the airwaves. So the talk went out on the Burlington station WCAX Jan. 19.

"WATCH THIS until I get back," Lt. (j.g.) Doug McNamee tells Alvin B. Sheehan, assistant general manager and director of promotion, WCCO Minneapolis, as he hands over his stop watch. Lt. McNamee was a member of the WCCO production staff before he went on orders on Jan. 12 to report to Tucson, Arizona, for indoctrination in the U. S. Naval Reserve.

opposed Mr. Fly's second and third provisos.
Mr. Hoover did testify, after another letter had been read into the record, that as of July 1, 1943, the FBI had received 214,000 fingerprints from the FCC but found a "very substantial number improperly taken". Mr. Garey placed into the record a tabulation of 47,076 improperly taken prints.

Mr. Hoover testified, after more correspondence had been read, that the last of the 214,000 fingerprints were received by the FBI on March 27, 1943, "some 16 months after Pearl Harbor".

MISSISSIPPIANS' EFFECTIVE BUYING INCOME UP 70% Mississippi's per capita dollar increase in effective buying income in 1943 over 1942 increased 70% and stopped the total effective BUYING INCOME of Mississippi UP to $1,074,426,000.

Remember two highly important things in 1944: (1) The Mississippi Market is UP 70% in effective BUYING ability; (2) WJDX dominates this market and can give you effective results.

WJDX 5,000 D 1,000 N N.B.C.
THE VOICE OF MISSISSIPPI MISSISSIPPIANS' EFFECTIVE
BUYING INCOME UP 70%
Nominating Group Favors Ryan

(Continued from page 8)
caster since 1927, when Fort Industry acquired its first station. During the two years he has served with distinction in Washington as radio censor, not a single major incident has developed to reflect upon voluntary radio censorship.

There has been no indication about the length of Mr. Ryan's NAB tenure, if arrangements are completed. But based on past expressions, it is assumed he will return to station operation in Toledo at some future date. Mr. and Mrs. Ryan have maintained their home in Toledo along with an apartment in Washington, since he joined the Government service.

'Rump Movement'

Mr. Miller emerged successfully from his last set-to with the NAB board at a meeting in Chicago July 30, at which time the board paved the way for nomination of a new president prior to the expiration of his term July 1. William B. Lewis, former CBS vice-president and afterward OWI assistant director, has been proposed as Mr. Miller's successor but the day before the board withdrew his name from consideration on the ground that the industry's greatest need is for "unity of purpose and action." Mr. Lewis since has accepted a position as executive vice-president of American Network Inc., FM national network project.

The effort to provoke a change at that time was characterized as a "rump movement" by Mr. Miller's supporters. This meeting marked the third open effort to change the NAB high command. The first came in Chicago July 15, 1942 and the second Oct. 13, 1942. All were successfully resisted.

Led ASCAP Fight

Members of the NAB board, in addition to President Miller and the six members of the nominating committee are: Kolin Hour, WGY Schenectady; Ray F. Thompson, WKEI Ironton; James W. Good- ruff, WRBL Albany; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAYE Louisville; John E. Fetzer, WKZO Kalamazoo; E. L. Hayek, KATE Albert Lea, Minn.; William B. Way, KYOO Tulsa; Hugh A. L. Half, WOAI San Antonio; Ed Yocom, KGHL Billings, Mont.; Arthur Westlund, KRE Berkeley; Calvin J. Smith, KPAC Los Angeles; Harry R. Spenne, KXRO Aberdeen, Wash.; Barney J. Lavin, WDAY Fargo, N. D.; Herb Hollister, KANS Wichita; Frank King, WMBR Jacksonville; Leslie C. Johnson, WHBF Rock Island, Ill.; Paul W. Kesten, CBS vice-president and general manager; and Frank M. Russell, NBC Washington vice-president.

Mr. Miller was elected the NAB's first paid president in 1938. A native of Louisville, he had served as its mayor and had distinguished himself for his activities during the Louisville flood in 1937. He was serving as business manager of his alma mater, Princeton U., at the time the NAB selected him. Prior to his appointment, the presidency of the NAB had been held by active broadcasters elected annually, with the organization itself directed by a full-time managing director and staff.

Mr. Miller is credited with having marshalled the industry forces in the copyright battle with ASCAP, which culminated several years ago in an equitable arrangement for payment of royalties for copyrighted music. He was instrumental in the creation of Broadcast Music Inc., as an industry owned music source and serves as president of that organization as well as the NAB.

Mr. Miller's difficulties first began largely because of controversies with James Lawrence Fly shortly after the latter became chairman of the FCC in 1939. Chairman Fly has berated both the NAB and Mr. Miller, contending the organization was a "stooge" of the larger networks. Mr. Miller's proponents have been disposed to describe the movement for reorganization as an "appeasement" of Chairman Fly. This, however, is vehemently denied by other industry figures who contend that a change in leadership is desirable in order to solidify the organization and give it a different character of leadership.

Ryan's Active Career

Known to his radio intimates as "Harold", but to his college associates as "Jack", Mr. Ryan has held the respect and confidence of practically all those with whom he has been thrown in contact.

A native of Toledo, the 59-year-old executive attended grammar
which purchased to was used.

went into the gasoline business came school

BROADCASTING

WLOK joined as sold station and changed its in its major activity.

In 1940 with the then known facts &

1938. Surviving

Mr. Ryan's father's
gift to him, was musical director of Don Lee Broadcasting System, Hollywood, resigning in Sept. 1938. Prior to that Mr. Joy was musical and program director of KFWB Hollywood. He was in the Navy during World War I. Surviving is his widow, Edythe Joy of Tarsana, Cal.

self-educated cost-accountant.

The Ryan's in suburban Toledo is a veritable treasury of rare first editions. Mr. Ryan is an inveterate walker and an expert contract bridge player.

American Home Corp.

CONTINUING its expansion into the food field, American Home Products Corp. has completed negotiations for the acquisition of P. Duff & Sons, Pittsburgh, manufacturers of baking preparations, according to an announcement last week by Alvin G. Brush, AHP chairman.


ROY HARRIS, "Sixth Symphony", which the composer was commissioned by the Blue to write last May, is nearing completion, and has been scheduled for the broadcast of the Boston Symphony Orchestra on April 15, 70th anniversary of the death of Abraham Lincoln. The Symphony is based on Lincoln's Gettysburg ad-

NAB Conference

(Continued from page 9)

over entirely to group, committee or other satellite organization meet-

ings, together with advance registra-

tions. The convention will be called to order Tuesday morning and continue through Thursday. There will be pre-convention round-

tables on customary business, tech-

nical and related subjects, but post-

war activities and planning will be the main topic.

Chicago, Cincinnati Out

Members of the convention com-
mitties, aside from the chairmen, are Herb Hollister, KANS Wichita, and Harry Spence, KXRO Aberdeen, on programs, and Nathan Lord, WAVE Louisville, and John J. Gillin Jr., WOW Omaha, on site. All were present at the Chicago session except Mr. Gillin, who was in New York attending a meeting of the NAB Nominating Committee the preceding day.

Originally Chicago, Cincinnati or New York were listed as conven- tion sites, in that order. Ad-

vanced bookings of other conven-

tions at dates convenient or des-

irable for broadcasters, however, ruled out the other two cities. Moreover, it was concluded that with broadcasters anxious to learn of post-war planning, both tech-

nically and businesswise, New York, as the business hub, was most des-

irable.

If a banquet or dinner is held, it will be on Wednesday evening, Mr. Arney said. Only one busi-

ness session will remain for Thurs-

day, for election of directors at large, consideration of amendments to the by-laws, and other business which may be scheduled. The new NAB board will convene Thursday afternoon, under present plans.

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump to joy (Ky.)—much less for. But don't let that make you sad. WAVE does leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in your heart further, WAVE gives you the inside story on how to sell this market at lowest cost—gets listeners because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

OHIO'S 3RD MARKET

One of the Nation's Great Steel Centres.

WKBW

500 WAVE....1100 C.E.R.

FREE WEATHER, INC.

NATIONAL REPRESENTATIVES

ROY HARRIS' "Sixth Symphony", which the composer was commissioned by the Blue to write last May, is nearing completion, and has been scheduled for the broadcast of the Boston Symphony Orchestra on April 15, 70th anniversary of the death of Abraham Lincoln. The Symphony is based on Lincoln's Gettysburg ad-

BROADCASTING • Broadcast Advertising

January 24, 1944 • Page 59
Enlistment Upsurge Causes Cancellation Of OWI Women Marines Recruit Drive

An emergency request to networks and stations to cancel OWI allocations scheduled next month for Women Marines recruiting was transmitted last Thursday by the Domestic Radio Bureau following advice from the Marine Corps that more applications are being received than can be handled.

Informed by Marine Corps officials that a three-week campaign scheduled to begin Jan. 31 will be unnecessary, William F. Hymes, chief of the Bureau’s allocation division, requested producers of network programs to substitute WAVES recruiting messages for Women Marines (early story p. 28). Suggests Tribute Theme

Recognizing that many programs may be already written, Mr. Fairbanks suggested the recruiting appeal be omitted and the message used as a tribute to the Women Marines. Where messages can be easily revised for WAVES recruiting, advertisers were urged to make the change. Fact sheets were dispatched to assist writers.

Stations assigned transmitted announcements on Women Marines recruiting were noted by John D. Hymes, chief of station relations, that live announcements on WAVES recruiting were being sent them airmail special delivery to substitute for the transmissions.

Applications for enlistment in the Marines have reached such volume, OWI was informed, that not more than half of those seeking admission can be accepted with existing training facilities. The quota of 12,000 set for Jan. 1, 1944, has been exceeded by 3,000 and current enlistments are sufficient to enable the Corps to reach its ultimate strength of 19,000 set for July 1.

Control Change Granted KNET and WHO by FCC

Actions of the FCC last week granted consent to transfer control of KNET Palestine, Tex., from the Pauline Mayer Gordon Estate (33%) to Bert Horswell (34%) and Beverly Gordon Horswell (33%) to Ben A. Laurie, Billy A. Laurie and Leita Moye Laurie through the transfer of 100% of the issued and outstanding stock for $7,800. Reason for transfer is that Bert Horswell, now handling the Gordon Estate, does not have time to manage KNET properly.

Billy Laurie (49%), active in radio production and operation, is the son of Ben A. Laurie (50%), radio representative for B. M. Hughes & Co., Billy Laurie’s wife, Leita M., holds the other one percent.

Consent was also granted to WHO Des Moines for transfer of control from Daniel David Palmer to trusteeship composed of B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon. No money consideration was involved. Daniel David is the son of B. J. Palmer.

Ogilvie Joins NBC

S. Robert Ollipeant has joined NBC's legal staff in New York. It was announced last week by A. L. Ashby, vice-president and general counsel of the network. A graduate of Columbia U. and Columbia Law School, Mr. Ollipeant has been in private practice specializing in aviation law.

Taylor Quits CBS Post

Deems Taylor has resigned as CBS music consultant, because of pressure of other work, it was announced last week. Mr. Taylor has held this post since November, 1936.

Enlistment Upsurge Causes Cancellation Of OWI Women Marines Recruit Drive

It was pointed out that a radio campaign conducted by OWI last summer boosted WAVES recruiting from 503 to 1,600 a week and that the carry-over from the drive lasted for some weeks afterward. This campaign likewise increased the enlistment of Women Marines, as one out of every five programs was devoted to the Marine Corps.

In contrast to the relatively small force required for the Women Marines, the quota for the WAVES is 91,000 by the end of 1944. At present, the WAVES strength is approximately 50,000 and enlistments are in excess of 900 weekly. The Navy plans to increase this figure to 1,200 a week and expects, on the basis of previous recruiting drives, that the radio campaign scheduled by OWI will accomplish the result.
CAKE-CUTTING FOR BAUKHAGE on his 10th anniversary as a commentator brought many leading Washingtonians to the Blue Washington studios. At his right is William D. Hassett, of the White House secretarial staff. Watching from the other side are (l to r) Claude A. Wieclard, Secretary of Agriculture; David Lawrence, news columnist and publisher of the United States News; Senator Scott Lucas (D-Ill.); Rep. Joe Martin.

Goodyear Postpones
GOODYEAR Tire & Rubber Co., Akron, has set the format for its institutional CBS show starring Walter Pidgeon [BROADCASTING, Dec. 27], and has postponed the starting date from Jan. 30 to Feb. 6. The program will present guest actors. Originating from KNX Hollywood, and titled The Star & The Story, it will be heard on 130 CBS stations, Sun., 8:30 p.m. Agency is Young & Rubicam, N. Y.

Satereve on Blue
CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post) on Feb. 8 begins sponsorship of a quarter-hour drama and interview program on the full Blue (10:45-11 p.m.). Contract is for 63 weeks. Agency is MIlleFarland-Aveyard, Chicago.

BOOTS AIRCRAFT Nut Corn, a war plant in New Canaan, Conn., has signed a 92-week contract for Sunday 4:45-5:30 p.m. Mutual call for a musical-variety show starring Eddie Dowling. Agency is Cecil & Freshley, New York.

WLB DISC REPORT IS EXPECTED SOON
TRIPARTITE Panel appointed by the National War Labor Board to investigate the dispute between American Federation of Musicians and the recording industry, now between A.F.M. and Columbia Recording Corp., RCA Victor and NBC radio recording division, is expected to have its report ready for submission to the NWLB by the end of the month. Meanwhile, the three companies which have not accepted the contract in effect between the union and other recording companies continue to operate without the use of A.F.M. members.

James C. Petrillo, AFM president, has been absent from New York and there have been no meetings between him and the network presidents since December to discuss a renewal of the network contracts with the AFM locals in key cities which expire at the end of this month. Request of the national organization that the locals do not resume negotiations with the networks, made last August when the NWLB hearings were announced, had not been rescinded last week and if, therefore, the general feeling in both union and industry circles is that no strike will be called at this time.

Gallup Poll Data Released to Radio
FOR THE first time, a radio station—WHAM Rochester—will carry the results of the Gallup Poll as a regular feature, it was learned last week. Subscriptions to the survey material gathered by Dr. George H. Gallup's American Institute of Public Opinion, have here-tofore been confined to the press, although the results have been the subject of individual broadcasts from time to time.

Purely Experimental
Arranged on a purely experimental basis, the Gallup material will be broadcast in a quarter-hour, evening period Wednesday and Friday, starting as a sustainer sometime within the next few weeks, according to a spokesman for the Institute. Broadcast will begin with news flashes indicating where, significant results have been achieved through the participation of several Rochester citizens, who have been interviewed on the topic at hand. Plans for the entire series are subject to change depending on the outcome of the initial broadcasts.

Disclosure of the contract between WHAM and the Institute follows shortly on the announcement by the Blue, WHAM parent network, that it has arranged with Opinion Research Corp., Princeton, N. J., to conduct special polls on the post-war world, the results to be broadcast in a Monday night series, America Looks Ahead, which started last week.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . .

CHNS
Halifax, Nova Scotia

WSPA
5000 Watts Day 1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollinger

The Only BLUE
Network Station Serving the 28th * U. S. Metropolitan District

WFMJ
Youngstown, O.

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
No Penny Pinchers

Winston-Salem wage earners will be paid, see sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR
Winston-Salem, North Carolina

BRITISH COLUMBIA LAND OF OPPORTUNITY

Covering Exclusively - Every Sport

VANCOUVER, CANADA
J. A. MICHYSLA (U.S.)
H. N. MIVELL (CANADA)

SPORTS MUSIC NEWS

WHN
50,000 Watts
Dial 1050

ASCAP Bond License Plan Is Adopted

Per Program Basis For Stations Not Blanketed

AGREEMENT affording stations not under ASCAP blanket licensing the opportunity of using Treasury Dept. recordings on a per program basis was concluded last week by the War Finance Division of the Treasury and John G. Payne, ASCAP general manager.

Under the agreement, stations using a "complete, sponsorable program" shall make payment on a regular per program basis for the show. It is also noted that stations using the WFD discs on a sustaining basis as in the past will not be required to pay any licensing fee.

As the Fourth War Loan Drive for $14,000,000,000 enters its second week, more than 750 stations are utilizing the WFD quarter-hour and five-minute-tie-in recorded programs. Many of these and others are also using live announcements prepared by the WFD, announcements issued through CWP and special programs and features of their own in support of the Drive.

Special Guests

Elmer Davis, chief of OWI, on Jan. 21 was to have appeared in behalf of the campaign on the Amos 'n' Andy Friday evening show sponsored by NBC by Lever Bros. for Rinso. On Jan. 26 Donald Nelson, head of WBP, is scheduled to present a War Bond message on the Lucky Strike Kay Kyser programs broadcast Wednesdays, 10-11 p.m. on NBC. Rear Adm. Emery S. Land, Chief of U. S. Maritime Commission, is scheduled for the electric utilities Report to the Nation broadcast Wednesdays, 1-2 p.m. on CBS.

Wrigley's First Line show on CBS for Feb. 3 plans to present Lt. Gen. A. A. Vandegrift, U. S. Marine Corps Commandant, Secretary of the Treasury Morgenthau and Adm. Ernest J. King, Chief of Naval Operations, are scheduled for the Feb. 6 broadcast of We, the People, sponsored by Gulf Refining Corp. on CBS.

John L. Sullivan, assistant secretary of the Treasury, will present a bond appeal on CBS Jan. 30, 1:45-2 p.m. Eric Johnston, president of the U. S. Chamber of Commerce, will speak over MBS on Feb. 14, 6:15-6:30 p.m. Owens-Illinois Glass Broadcast Matinee on CBS Feb. 4, 4:45 p.m. will feature Mrs. Henry Morgenthau Jr., interviewed by Mrs. James Do-llittle.

CBS is presenting a total of 16 half-hour bond programs from top-notch night clubs in the New York area. Broadcasts are presented on the network 12:30-1 a.m. every Thursday, Friday and Saturday nights during the Drive.

The Blue network has chosen as the theme for its War Bond day, Sunday, Feb. 18, the slogan "Over the Top." Plans also made last week to have correspondents conduct soldier interviews and make direct appeals on news round-up programs.

Washington (D.C.) stations have found the Maritime Service training ship Liberty Ship American Mariner, now on display at Washington, a rich source for special programs. The 10,000 ton ship which was commissioned a year ago is constructed from a liberty hull and contains liberty engines. Space which ordinarily would be used for cargo now holds classrooms and training facilities for some 250 trainees.

Shows From Liberty Ship

WRC Washington recorded three hours of on-the-spot programs while the vessel was enroute from New York to the Nation's Capital. Included is a description of traditional ceremonies performed aboard ship when Naval vessels pass Mt. Vernon on the Potomac.

Programs were edited from nine hours of recordings made by the WRC crew on the 450 mile trip and currently are being presented over the NBC outlet as contribution to Fourth Loan promotion.

WTOP, CBS Washington affiliate, has used the liberty ship as theme for several special programs and for promotion tie-in on its news programs.

The programs were arranged by Lt. S. H. McConnell, USNR, chief public relations officer for the United States Maritime Service and formerly with Hearst magazines, New York. He was assisted by Lt. Jack Banner, USMS, formerly public relations director of WNEW New York.

WWDC Series

Half-hour bond rally Jan. 18 opening the District of Columbia's drive to meet its Fourth Loan quota of $95,000,000 was broadcast over WWDC Washington. WWDC is a broadcasting a quarter-hour program each day of the Loan from Walter Reed General Hospital, Washington, featuring wounded war veterans who take orders for bonds during and following the broadcasts. War bond prizes are offered each day to the soldier taking the most orders and at the end of the Drive the one having the highest total will receive a $50 bond.

Neighbor-to-neighbor idea has been set forth in the WINX Washington Fourth Loan promotion activities. Live appeals made by people of all trades and by-ways are presented several times each day of the Drive by WINX. Announcements are each one minute and are worked into regular programs as friendly "ne-to-you" messages.

Cornhuskers' Jamboree, sponsored by WKRC Cincinnati, opened the Fourth Loan in Norwood, Ohio on Jan. 18 and was broadcast by the station. Bonds totaling $97,500 were sold. A pair of Nylon hose was auctioned for a $50 bond and a hillbilly song went for $600. KTW Philadelphia sponsored a special performance of the "Ice Follies of 1944" Jan.18 at the Philadelphia Arena. Admission to the ice show was through war bond purchase. Station on the same day broadcast a half-hour bond rally presented by Strawbridge & Clothier department store.

Nations Honored

Broadcasts honoring the unconquerable nations were featured on WSPA Spartanburg, S. C., the week preceding the Fourth Loan accounted for bond sales totaling more than a quarter-million dollars. Jane Dalton, WSFA personality, broadcast the programs each morning from the bond booth of the American Legion in Spartanburg, sponsor of the series. Interviews were made with foreign born members of the armed services, many of whom had just returned from war duty. Climax broadcast of June 15 was a two-hour show.

FM in KANSAS CITY

KOZY
Everett L. Dillard, General Manager

BROADCASTING • Broadcast Advertising
OPEN DOOR POLICY of Blue for new program ideas and talent was discussed by these network executives with talent agency representatives during recent Hollywood dinner meeting while Dr. William E. Converse, vice-president in charge of programs, voiced need for package shows.

Program-minded group included: James L. Saphier, James L. Saphier Agency; Mrs. Don Novis, guest; Mr. Conlin; Leo Tyson, Blue western division director; Don E. Gilman, Blue western division vice-president; Helen Ainsworth, National Concert Artists Corp.; Everett N. Crosby, Everett N. Crosby Ltd, Standing, Bob Hussey, director of radio activities, Universal Pictures Co.; Melville A. Shauer, M. A. Shauer Agency; Don Cowan, Feldman-Blum Corp.; Marty Lewis, director of radio activities for Paramount Pictures Inc.; Joel Donahue, Myron Selznick Artists Corp.; Ed Gray, Montner-Gray; Norma Reinhardt, National Concert & Artists Corp. Conference agreed to seek ideas.

originating from the auditorium of Converse College and which featured the new Russian national anthem.

KSBO-KRNT Des Moines personnel are divided into two "armies," the "East" and the "West" army, with each competing to get to "Berlin" first by out-selling the other in bonds. "General" Mary Little, radio editor of the Des Moines Register & Tribune, commands the "East" army while Gene Loffer, veteran announcer, heads the activities of the "West" army. Both "generals" appear daily on KRNT's Victory Varieties show to seek support for their respective factions.

H. J. Grimes Co., Nashville, Tenn., department store, is a typical sponsor of the Treasury transcribed programs. Concern is daily sponsoring the WFD quarter-hour Treasury Salutes series, the Treasury Song for Today five-minute series and ten 50-second announcements over WLAC Nashville. Contracts are all for one month. The store also continues its regular twice-weekly news periods.

Bonds totaling $915,475 were sold in Phoenix, Ariz., Jan. 15, as Ralph Edwards launched his "Truth or Consequences" show on a bond-selling tour through the South.

program is sponsored on NBC by Procter & Gamble. A visual War Bond auction was featured on the WOR Television Party program on W2XWV, Dumont television station in New York, Jan. 18. Audience was shown a copy of Lt. William Lawrence Ryan's painting, "Harbor Light, Kingston, Jamaica," and invited to call in their bond bids.

Luft Returns to Radio Music Show With WJZ

GEORGE W. LUPTO Co., Long Island City, resumes radio advertising in this country for the first time in nearly four years Jan. 24, with a five-weekly five-minute transcribed Band of the Week on WJZ New York. The WJZ campaign, aired in behalf of Tangie Petal-Finish face powder, a new product, supplements newspaper and magazine advertising.

The firm has used radio in Latin America for several years, and in 1944 is launching a large campaign there in radio and other media in Warwick & Legler, New York, handles domestic advertising.

ILLINOIS INSTITUTE OF TECHNOLOGY, Chicago, has appointed Fenzholt Co., Chicago, to handle its advertising. Radio is contemplated.

Wide Scope Given To Press Wireless

FCC Grants Company Entry in Commercial Radiotelegraph

PRESS WIRELESS, under a ruling by the FCC, issued last Wednesday, becomes eligible to enter into the commercial radiotelegraph field in competition with other American radiotelegraph carriers in addition to conducting its press transmission and certain Government business. The action did not grant Press Wireless specific authorization to communicate with any particular foreign point or points.

The FCC announcement said that the Commission would "regard Press Wireless as eligible for consideration in authorizations of communications circuits to over-sea points where, because of military considerations, it is the policy of the Joint Chiefs of Staff and the Board of War Communications to limit operations of each such circuit to one U. S. carrier."

Protest to Senate

During hearings on the White-Wheeler Bill (S-114) before the Senate Interstate Commerce Committee, Joseph Pierson, president and general manager of Press Wireless, testified that the FCC failed to act on his company's application to establish a transmitter in North Africa, despite the firm's readiness to handle commercial business. The Press Wireless application for a license to do business as a commercial carrier as well as an exclusive transmission organization was pending before the Commission during the hearing.

The Commission's Final Order notes:

... Press Wireless was organized for the purpose of serving the press and the public (in 1932) as a specialized press carrier, dedicated to the purpose of handling communications intended for public dissemination. ... Experience with respect to over-sea circuits ... indicates there is some basis for believing that press traffic may constitute an important, if not the primary, type of traffic to be handled to and from war points to which the "one-carrier" policy may be applied. 

We believe that although primarily equipped to handle press traffic, Press Wireless is by virtue of past experience and present facilities, equipped to handle commercial traffic on a limited scale. Consideration should also be given to the fact that the United States area could not be foreclosed from the advantages of service by Press Wireless to points where press communications may constitute the preponderance or even the total traffic. Therefore, in view of the above considerations, we shall regard Press Wireless as eligible for consideration in the authorization of circuits to points where the "one-carrier" policy, so long as such policy is applicable.

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

Robert A. STREET
National Sales Manager
Paul S. RAYNER CO.
National Representatives

McClatchy Broadcast Company
Sacramento, California

WMAQ Record

BREAKING all previous sales records, WMAQ Chicago topped the million-dollar mark. Jan. 13, it was announced last week by Oliver Morton, manager of the NBC central division local and spot sales department. At year's end, 1943 showed a 38.9% increase over the best previous year, 1942.
McGrath Is Named Gallery Supervisor
For Coverage of Political Conventions

D. HAROLD McGRATH, superintendent of the Senate Radio Gallery, has been named supervisor of the radio news gallery for the Republican National Convention in Chicago June 28. He will be assisted by William W. Vaughn, acting superintendent of the House Radio Gallery.

Earl Godwin, acting president of the Radio Correspondents' Assn. Washington, announced last week that applications for seats in the Convention radio news gallery should be filed with Mr. McGrath no later than Feb. 15. The Association has been designated by the Republican National Committee to supervise the radio news gallery. Applications should be sent to Mr. McGrath, care of the U. S. Senate Radio Gallery, Capitol, Washington.

Early Arrangements

"The Republican Committee has given us assurances," Mr. Godwin stated, "that every effort will be made to provide facilities, including seats, for all possible legitimate working newsmen and commentators. But it will be necessary for applications to be filed by Feb. 15 so that our needs can be presented to the arrangements committee when it meets in February. "The set-up in the convention hall must be made early. The number of seats awarded to radio newsmen and commentators will be set by the arrangements committee after consultation with our committee. If we can have applications in by Feb. 15 there is less likelihood of disappointments."

The first news commentator to ask for a reservation at the Republican convention was Ray E. Dady of KWK St. Louis. His application was followed by one from Dr. Bertram L. Hughes of KXOK St. Louis.

That radio will play a strategic role in the coming national party conventions was indicated last week in the preliminary plans for coverage announced by NBC. For the first time in history, American servicemen overseas will be able to follow the developments at both assemblies—the Republican convention beginning in Chicago June 26, and the Democratic convention in New York City July 9—on radio.

In addition to the usual pickups from the convention hall, special broadcasts from outside meetings and tie-ups from other cities, NBC has installed facilities to bring into the hall the latest war news, which, it is pointed out, might change the tenor of the proceedings at any moment. Television will also figure in coverage of the proceedings. Sound motion pictures of the meetings will be released to New York on each day for presentation on WNB, NBC's television station. Special attention will be given to pre-convention political activities and to the "woman's angle."

First Test of Order
(Continued from page 19)

Mr. Worth Chairman of the Newspaper Radio Committee, pointed out that these exhibits were offered at the time of the hearings in 1941 and early 1942 but were objected to by NERC counsel as being "incorrect and misleading." Committee counsel, headed by Sydney M. Kaye of New York and A. M. Herman, Ft. Worth "will immediately prepare and file by Feb. 1 the necessary statements and exhibits for the purpose of correcting" the exhibits cited by the FCC and which were admitted, he concluded. The exhibits ordered by the Commission to be received in evidence and made a part of the record of this proceeding are as follows:

1. As Commission Exhibit No. 3 data entitled "Rise in Listening Noted by Hooper

3 Features Added to Service; Bob Hope in First Place

THE JAN. 15 evening program ratings report issued by C. E. Hooper, Inc., shows an increase of more than 8% in set-in-use over the Dec. 30 report, and a 4% rise in the program rating average. Latest set-in-use rating is 33.5. Bob Hope is back in first place after dropping to third in the Dec. 30 report as a result of the competition offered by the special Christmas show.

Three new features are introduced with the release of the Jan. 15 report which appears under the new title "Hooperatings Service," instead of the former "National Program Ratings." One innovation is the previously announced sponsor identification analysis [BROADCASTING, Oct. 4]. Another is a breakdown of listeners-per-set according to age and sex groups.

The Jan. 15 report lists ratings for the 130 programs of subscribers, for men, women and child listeners. A third new service is the listing of Saturday ratings during all sponsored and sustaining daytime periods. Beginning in February, the report will also contain two Hooperatings each month for Sunday afternoon sponsored and sustaining networks.

Fibber McGee & Molly ranks second in the list of "first fifteen," followed by Charlie McCarthy, Aldrich Family, Joan Davis with Studebaker, Bing Crosby, Jack Benny, Frank Morgan, Fanny Brice, Mr. District Attorney, Abbott and Costello, Screen Guild Players, Take It or Leave It, Walter Winchell, and Kay Kyser. Red Skelton continues to head the list of programs not measured in the Eastern Time Zone.

Kramer at Princeton

WORTH KRAMER, president and general manager of WCKY, Charleston, W. Va., has been commissioned a lieutenant (j.g.) in the Naval Reserve and is now stationed at Princeton, N. J. In 1939 he joined W TAM Cleveland, later going to W GAR as a singer-anouncer, then program director. He has recently been director-producer of W NBC in Ford for four years. CB station Lt. Kramer is on leave from the station.
NAB Sales Managers Suggest Plan for Industry Promotion

Group Votes for Motion Picture or Program For Schools and Civic Organizations

NAB SALES MANAGERS Executive Committee unanimously passed a resolution addressed to the NAB board of directors recommending the appointment of a joint “committee of members of the SMEC and the Public Relations Committee to investigate the possibility of making a motion picture or some other suitable program that could be used by stations for presentation before schools, civic organizations, trade groups and for general consumer display through motion picture theatre channels.

Action was taken during a meeting of the committee at the Hotel Roosevelt, New York, last Tuesday and Wednesday, following a discussion of the results of the retail promotion plan presentation. It was reported that in addition to requests for showings to retail groups in about 35 new cities, and for about five repeat showings, the NAB has been asked to make the films available to some 80 schools, colleges and civic groups. One request was from the Los Angeles Board of Education, which wishes to show the films in every high school in that city.

Requests Through Stations

Pending action on its resolution for a special presentation, the SMEC voted to channel such requests through the stations in each community, renting the films at $20 for the first showing and $10 for each additional showing to educational and civic groups. The NAB has received more than 100 unsolicited letters from broadcasters commenting on the retail presentation, of which only three were adverse. Consensus was that the showing was more effective in smaller cities than in larger ones and that retailers were generally favorably impressed, with most disparaging comments on the presentation coming from non-retailers whom stations had invited to the showings.

Committee adopted a recommendation to the board that Lew Avery, NAB director of broadcast advertising, be given a full-time assistant who would devote himself exclusively to the promotion of retail advertising on the air.

Avery to Report

Suggestion of a similar presentation to the automotive industry, made a year ago and tabled until the completion of the retail presentation, was discussed, with the group deciding that the motion picture and building and housing industries offer greater possibilities at this time. Mr. Avery was instructed to investigate the current and potential use of radio by these industries and to report back to the Committee at its next meeting.

On Wednesday morning the committee met with Maurice Meremy of Baldwin & Meremy, public relations counsel for the Proprietary Assn., to discuss the broadcasting industry’s participation in the advertising clinic in New York May 16, during the association’s convention. Mr. Meremy reported that the proprietary group would like a demonstration of what the broadcasters consider bad proprietary advertising on the air, suggestions for improvement and a demonstration of good propriety advertising. Dietrich Dirks, KTTR Sioux City, chairman of the Committee, will appoint a sub-committee to work with Mr. Meremy in forming plans for this presentation.

SMEC approved the following proposed amendment of the AAAA recommended standard contract forms:

If this contract is renewed for identical service, without interruption, beyond a 52-week period, the same earned rate will be allowed for the duration of such extended, continuous service at the rate earned for the original 52-week term. This provision shall not apply, however, for more than 62 weeks from the effective date of any revision of rates or discounts.

Advertisers Guests

This continuing discount clause, said to be in line with the practice of about 80% of the industry, will now be submitted to the AAAA for approval and then to the NAB convention. If adopted by both groups it will become part of the revised standard contract for station facilities. Amendment was also discussed at lunch on Wednesday when Robert Jackson of AAAA and Charles T. Ayers of Ruthrauff & Ryan, representing the AAI Time Buyers Committee, were guests of the SMEC.

Committee proposed a resolution that “network and non-network advertisers be discouraged from using and ultimately be denied the privilege of calling attention to another program on a competing network or station.” After a discussion of hitch-hike and cowcatcher announcements on non-network programs the group reported: “It is generally agreed that the industry is opposed to the combination of two or more announcements of unrelated products into a single announcement.” No action was taken regarding such announcements on network programs as it was felt that this problem is being effectively handled by the network affiliate advisory groups.

Group also adopted regulations urging that local stations refuse to accept announcement schedules for broadcast on alternating weeks, or continuous schedules with different products advertised on alternating weeks. In addition they condemned the practice of some stations in putting “too many announcements into participating program periods.”

Mr. Avery was instructed to report these resolutions to the NAB members at the district meetings beginning next month and to get their reactions and report back to the SMEC at its next meeting.

In addition to Mr. Dirks, who presided at the sessions, and Mr. Avery, meetings were attended by C. B. Beaver, KARK Little Rock; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; James V. McConnell, NBC New York; John M. Butler Jr., WSB Atlanta; John E. Surrick, WPIL Philadelphia; Sam H. Bennet, KMBC Kansas City, and W. B. Stuht, KOMO-KJR Seattle, were unable to attend.

CLOSERLY EXAMINING Hallcrafters’ model SX-28 are Irving Gliron, chief engineer in charge of production, J. E. Samuelson, chief engineer, and F. W. Schorr, chief engineer in charge of development for Hallcrafters’ Co., manufacturer of radio communications equipment. Mr. Samuelson’s post of chief engineer is to be a staff position as a part of management, instead of a line position reporting to management. It is expected that this reorganization of responsibilities will result in increased efficiency in all departments, for this triple winner of the Army-Navy E, officials said.
Rise of Radio as Advertising, News Medium Is Hit by Evans

Chicago Sun Publisher Sees Threat to Newspapers; Asks Tighter Supervision of Broadcasting

BECAUSE radio offers "a serious challenge to the position of the newspaper as the primary advertising medium," Stillman Evans, publisher of the Chicago Sun, called for tighten ed supervision of the medium and has criticized publishers because of "the ineptitude and stupidity" which permitted radio to become a prime disseminator of news.

FCC Rule Vague

Discussing the FCC's new ruling on newspaper ownership of stations, the Chicago-Nashville publisher said that the ruling was not conclusive. In deciding to judge cases individually, Mr. Evans declared, that the closest this ruling approached conclusiveness is the assertion, that whereas newspaper ownership is no bar to radio station ownership, it would be a factor for argument and decision in the event the FCC found two applicants, one newspaper and one non-newspaper "equally well qualified".

In 1929, Mr. Evans said radio received $18,730,000 in national advertising or 4% of such appropriations, whereas newspapers received $260,000,000 or 55%. In 1942 radio carried $164,905,000 in national advertising or 33.8%, while newspapers received $143,267,000 or 29.5%. In 1959 the newspaper share was 14 times that of radio, while in 1942 radio expenditures exceeded those in newspapers by more than $99,000,000. National advertising appropriations increased by three percent during this period. Thus, he concluded radio appropriations increased by 780.4% while newspapers were reduced 44.3% and magazines 7.9%.

The non-radio newspaper is suffering the brunt of the dollar loss, Mr. Evans declared. He said the situation is not "an encouraging one" for the non-radio newspaper.

"Stupid Press"

Calling it the duty of newspapers to demand that they have at least equal access to whatever utility is available for dissemination of news, Mr. Evans said that now FM has opened a new horizon in radio channelization of the news, every newspaper should be given the "right to have and operate FM". The only alternative to a final policy, that there shall be no future radio licenses granted to the 1400 newspapers now without radio affiliation, should be that radio stand "absolutely on its own as an out and out competitor with the newspaper, as an advertising medium and a source of news and information," Mr. Evans said. "The radio, under these conditions, both AM and FM should be owned and operated only as radio."

Mr. Evans chided "an obilging, if stupid press", for carrying, gratis, columns of pictures and publicity about radio which he contended had helped build the radio

CONGRATULATORY WHACK is administered to Arthur Godfrey, WTOP Washington early morning humor man who folly features a personalized "getter-upper" service for Washingtonians, by friend McNeil, WTOP broadcaster, on the event of Godfrey's 10th anniversary celebration broadcast from Loew's Capitol Theatre in Washington.

Research Benefits

JOHN J. KAROL, assistant sales manager and market research counsel for CBS said last week that the radio industry had paved the way in research and measurement of its own effectiveness, forcing other media to take similar steps to show advertisers what they were getting in return for their money. Mr. Karol spoke at a meet ing of the New England chapter of the American Marketing Assn. in Boston, Tuesday, Jan. 18. His speech was Measurement in Radio. Radio research has not only aimed to help the client, but has contributed towards improving program quality and formulation of program policies, he said.

LOUIS LANDEMAN, former general manager of Norman D. Waters Associates New York, and more recently vice-president, space buyer and production manager of Ideas Inc., New York, has rejoined the former agency as treasurer.

audience. He inferred that radio was susceptible to advertiser influence, whereas newspapers are not.

In another lung at radio, Mr. Evans contended the public was not adequately informed as to ownership and management of stations. About dawn every morning the broadcaster conforms with the FCC rules by "sleepily saying that WBVD is owned and operated by the Heavenly Rest Greenhouses Inc., but no details are given directly to the public as to actual ownership, indebtedness and management, as is required of newspapers by an Act of Congress. This information, true, is on file in the labyrinth of files at the FCC in Washington, but not accessible to the listener in Keokuk, Iowa. The radio should be required to give the public these details and because of the true broadcasting should do so frequently and at high listening periods."

Newspaper publishers, Mr. Evans said, are responsible "to a culpable degree" for both the critical new print situation and the "incursion of the radio in the newspaper field as a disseminator of news and as a highly competitive medium."
PETITION of the Polish Unionists Radio Hour Assn., sponsors of the Sunday Polish program, *Ray of Truth*, was denied by Judge Joseph A. Moyihan in Wayne County Circuit Court, Detroit, on Jan. 17. The petition was for an injunction to prevent WJBK Detroit from terminating its contract with the sponsor and removing the program from the air [BROADCASTING, Jan. 17].

The station had been forced by a restraining order to carry the program pending the injunction hearing. But that court order, which the sponsor obtained Jan. 10, was dissolved. The argument leading up to the decision started Jan. 14 and was continued until Jan. 17.

James F. Hopkins, WJBK manager, in a letter telling the Polish Broadcasting Corporation of *Ray of Truth*s cancellation, said the program had "failed to promote that unity among all population groups which is a prime essential to an early victory in this war." The plaintiffs, however, had countered by saying that the management had never found fault with their scripts but had frequently praised them. WJBK counsel cited frequent censoring of scripts, in refuting these statements. However, complete defense was based on the contract terms, which specifically reserved the station's right to terminate contracts.

"An effort is being made," Mr. Hopkins said, "to give our action the appearance of a blow at organized labor. . . . Our facilities have always been available to the workers, but there is no place in a labor program for discussion of post-war European, boundaries, the blame for Detroit race riots, or many of the other topics in which Stanley Nowak persist in bringing into his weekly talks." Nowak is a former Michigan state senator against whom a Federal indictment for failure to fulfill his obligations as chairman of membership in a citizenship application was dismissed some months ago by Attorney General Francis P. Biddle on the ground that the omission did not constitute an offense.

**WJBK Right to Cancel Polish Program Is Upheld in Detroit Court Action**

**AGENDA**

**COMPLETED**

**APPOINTMENTS**


Many wartime as well as post-war angles of current broadcast problems are slated for discussion, including establishment of the beginning of this year of a second Canadian Broadcasting Corp. COMMERCIAL NETWORK, AND THE RECOMMENDATIONS THE PRIVATE BROADCASTERS WILL MAKE TO THE PARLIAMENTARY COMMITTEE ON RADIO BROADCASTING, WHICH IS EXPECTED TO BE CALLED INTO BEING AGAIN THIS SUMMER. PRIVATE BROADCASTERS ARE EXPECTED TO MAKE RECOMMENDATIONS TO MEMBERS OF THE CBC BOARD OF GOVERNORS BE APPOINTED FOR THEIR KNOWLEDGE OF RADIO'S PROBLEMS, RATHER THAN AS AT PRESENT.

**CORMIER TO MCGILLVRA**

APPOINTMENT of Albert A. Cormier to an executive post in the sales department of Joseph Mc Gillvra Inc., New York, was announced last week by Mr. McGillvra. Mr. Cormier's radio career began some years ago when he joined WOR New York as a farm salesman. Subsequently he became commercial manager of the station's manager, serving WOR a decade. For a few years he was vice-president and sales manager of WIP Philadelphia and later vice-president of Hearst Radio. Mr. Cormier's appointment brings the McGillvra New York sales staff to five.

**ENERGINE ADOPTS SERIAL TO REPLACE QUIXOTE SERIES**

**CUMMER PRODUCTS CO., BEDFORD, O. (ENERGINE), WILL SPONSOR A NIGHT SERIAL, CENTERING AROUND THE EFFORTS OF A WIDOWER TO BRING UP HIS THREE DAUGHTERS, AS A REPLACEMENT FOR BATTLE OF THE SEASES ON THE BLUE, WEDNESDAY, 8:30-9 P.M., STARTING FEB. 9, TITLED MY BEST GIRLS, AND WRITTEN BY LILLIAN DAY, THE PROGRAM WILL BE A COMPLETE EPISODE IN THE LIFE OF THE FICTITIOUS BARTLETT FAMILY WITH EACH BROADCAST.**

**No plans have been announced for BATTLE OF THE SEASES, WHICH HAS BEEN ON THE AIR SINCE SEPTEMBER, 1943, AND PREVIOUSLY ON NBC FOR A NUMBER OF YEARS FOR ENERGINE, AND P&B SHAVING CREAM. YOUNG & RUBICAM, NEW YORK, HANDLES BOTH PRODUCTS.**

**COW-CATCHER SPOTS HIT BY FOUR COWLES STATIONS**

FOLLOWING the lead of CBS, all cowcatchers and hitch-hike announcements have been run by the four Cowles stations, KSO and KRNK Des Moines, WMT Cedar Rapids and WNX Yankton, in the interest of good program ming and uniformity in network, national spot and local service. The last three weeks were CBS stations.

The new policy will go into effect Oct. 1 to allow for production and operational problems which make immediate change impossible.

While there will be no restriction on the number of products a client may advertise within his program time limit, all "simulated" spot announcements which pretend to be divorced from the program are no longer permitted.

**KEEP SPOTS BEFORE THEIR EARS!**

**GET A JOHN BLAIR MAN ABOUT SPOT RADIO**
Help Wanted

ANNOUNCER—Capable handling news—any class operator license. KJUP, Durango, Colorado.

Experienced Radio Announcements—On 5 kW Regional Network. New York, Chicago, Philadelphia. Information and salary requirements. Box 757, BROADCASTING.

Maler market network needs versatile, experienced, draft-exempt announcer. Permanent job. Excellent working conditions and salary. Box 756, BROADCASTING.

Operator—With first class ticket. 5 kW Regional. Also opening for second class man. Army experience, draft status. First letter. Box 756, BROADCASTING.

ANNOUNCER—With some experience for 5 kW regional station just going network. Advise age, experience & draft status first letter. Box 756, BROADCASTING.

WANTED—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 756, BROADCASTING.

WANTED—First or Second Class Operator. Annoying ability desired but not essential. Give full details. Draft status, salary expected. First letter. Write Box 756, BROADCASTING.

Help Wanted (Cont'd)

WANTED—Announcer-operator, with first class license. Must be capable of news and advertising. Must have stable address. Send details to KSEI, Pocatello, Idaho.

OPERATOR—Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WDFP, Fitch, Michigan.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 755, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER—For NBC-Mutual Affiliate. Attractive New York State city under 100,000 population. $50.00 guaranteed. Excellent opportunity for alert, accomplished and stabilised family man with congenial and progressive organization. Box 751, BROADCASTING.

We Need A Girl with at least full year's experience in pure, unadulterated commercial continuity writing. There is no training available, but we would be interested in an applicant with suitable experience. Box 750, BROADCASTING.

WANTED—CBS Green Bay, Wis. 5,000 watts Salesman—Announcer. For progressive station in the upper Midwest. Salary. KBND, Bend, Oregon.

A-1 announce for NBC-Mutual Affiliate. Attractive New York State city under 100,000 population. $50.00 guaranteed. Excellent opportunity for alert, accomplished and stabilised family man with congenial and progressive organization. Box 751, BROADCASTING.

We Need A Girl with at least full year's experience in pure, unadulterated commercial continuity writing. There is no training available, but we would be interested in an applicant with suitable experience. Box 750, BROADCASTING.

ANNOUNCER—Permanent position for draft deferred announcer. Basic salary plus talent "comps." Send audition record, snapshot and detailed information. WSAV, Savannah, Georgia.

WANTED LICENSED OPERATOR—Position open with national network affiliate. Wire or telephone Monument, St. Louis, WICL, Grand Rapids, M ichigan.

New Station going in. Can use commercial salesman, engineer, announcer. Write Robin Weaver, Charlestown, Miss.

TECHNICIAN—CBS basic. California station has opening for technician with First Class Radio/Television license. Salary and union scale. Permanent position. Box 759, BROADCASTING.

WLOL, Minneapolis—CP changes transmitting equipment. Changes in DA to be used D.N. Increase 1 kw to 8 kw.

BROADCASTING

Page 68 • January 24, 1944
ANNOUNCER—Experienced man preferred; well-recommended radio school graduate considered; by New England basic network affiliate. Starting salary $25, for 48 hour week. Please give complete background in first letter. Box 748, BROADCASTING.

ANNOUNCER—Program Director-Manager or Commercial Manager. Has been with major network affiliate in the California division for the past five years. Needs a more responsible position. Experience in all phases of broadcasting, including audio and visual. West Coast only. Box 753, BROADCASTING.

ANNOUNCER—Manager of West Coast national affiliate. Extensive experience in all phases of broadcasting. Desires change to a major network. Work on Information Services. West Coast only. Box 754, BROADCASTING.

WANTED—A 250 watt transmitter and other station equipment. Gibb full, 10, 11, 7, 4. Address Box 754, BROADCASTING.

WANTED—Sales representative National Pr. Desires new connection. Will be in New York the last week in July. Box 755, BROADCASTING.

SITUATIONS WANTED
MANAGER OR COMMERCIAL MANAGER—Now managing network affiliate, 5 years experience, 6 years radio, 2 years newspaper. Sales representative National Firms 5 years. Husband and I, 31 years, relocate, prove sales record, Box 756, BROADCASTING.

ANNOUNCER-Program Director—Draft except, honorable discharge, two years experience, educational background, college, five years local, 7 network experience. Married and settled. Best references. Want to work with the best only. Box 760, BROADCASTING.

Chief Engineer—Desires change. Prefer Pacific Northwest or Western States. Experience in 50 kw. Capable, draft exempt, family man. Available for permanent position on reasonable notice. If you need an all around man (engineer-operate-manage) investigate. Box 763, BROADCASTING.

EXECUTIVE—Energetic and aggressive young man, nine years experience in most phases of broadcasting, qualified for position as manager or program director. Excellent references. West Coast preferred. Family. Draft deferred. Box 764, BROADCASTING.

News, Continuity Writer—Desires work in N. Y. C. Woman, 25, single. Experience two years in 50,000 watt stations. Box 751, BROADCASTING.

PROGRAM DIRECTOR—Announcer, now with one station. Desires change of position in West Coast. Prefer Southern, Southwest experience. Box 757, BROADCASTING.

WANT MORE BUSINESS—Station or Company Manager can get for you. Familiar with all phases of station operation, national and local sales promotion, fifteen years experience, aggressive, seeks opportunity to work full time. Age 42. To prove ability will consider deal with percentage of our gross volume. Box 761, BROADCASTING.

Experienced Regional Network Announcer desires change to California position. Has been with ABC local station. $45 week. Box 741, BROADCASTING.

BEN KIEVET, supervisor of customer services of Sylvania Electric Products in Emporium, Pa., has joined the New York office as field engineer in the equipment sales dept. for the metropolitan and New England area.

FRANK DUFFIELD, transmitter operator of CKY Winnipeg, is the father of a girl.

JOE HUFFMAN, recently discharged from the Signal Corps, has joined the technical staff of WLAC Nashville as operator. He succeeded Don Griffin who has been transferred to engineering.

CHARLES DORIS, engineer, has left the station to join the Pacific Corp. in a maintenance capacity.

CHARLES M. FITZGERALD, formerly of CKNX Wingham, Ont., is now engineer of CKWS Kingston, Ont.

MARSHA ALLEN has joined WTAG Worcester as control operator trainee.

GEORGE C. CONNOR, radio field engineer of Sylvania Electric Products Co., has been appointed manager of the California division of equipment tube sales. He will be headquartered in Los Angeles.

RALPH SARGENT, engineer, of KLZ Denver, is the father of a boy.

ANNOUNCER—Experienced man preferred; well-recommended radio school graduate considered; by New England basic network affiliate. Starting salary $25, for 48 hour week. Please give complete background in first letter. Box 748, BROADCASTING.

Like to be CONTINUITY CHIEF of 1000 watt regional station? Exceptional opportunity for capable, experienced writer. Send complete information on experience and samples of work to WFTO, Sharon, Penna.

—Announcer - Program Director
CHARLES MANAGER OR COMMERCIAL MANAGER KLZ in the California division maintenance capacity.

BROADCASTING...eO+dxOsdeOrepxQ:ep..0xsgs r CONTROL and samples basic network affiliate.

Situations Wanted (Cont'd)

Chief Engineer—Graduate engineer. Ten years installation, operation, maintenance, broadcast, international, aeronautical, marine radio, radio instructor. Full responsibility equipment and staff. AM or FM. Immediate date, picture, Box 737, BROADCASTING.

MANKOWER SHORTAGE? Am seeking permanent connection making supervising sales—programming. No agent. Ten years experience, advertising, station operations. Single, 34, capable, congenial, versatile. Previous experience newspaper and publicity. Box 738, BROADCASTING.

ANNOUNCER-Writer—3 years experience. Now employed NBC affiliate. Draft status 4F. Reply Box 734, BROADCASTING.

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BROADCASTING • Broadcast Advertising

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Price Charts Pre-Invasion Censorship

Strict Interpretation Of Voluntary Code Is Asked of Radio

A REVIEW of the voluntary censorship code by broadcasters of news material as the European invasion nears was urged last Wednesday by Byron Price, Director of Censorship.

Strict adherence to the code in preparation for radio coverage of the invasion was asked by Mr. Price, who reminded newscasters that: “The coming invasion confronts voluntary censorship with its greatest responsibility, for there is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base.”

Competition Out

“No American broadcaster,” said Mr. Price, “will want the distinction of being first to disclose where, when and how our troops will strike.” Referring to the coming operations, Mr. Price reminded broadcasters and editors to be mindful of the code’s provisions against broadcast or publication, without appropriate authority, of information relating to troop movements.

Revision of the Censorship Code Dec. 10, 1943, as it affects news concerning military bases, etc., located in stations’ neighborhoods, will be helpful to broadcasters (Broadcasting, Dec. 15) Mr. Price said.

No Backstairs Gossip

“Appropriate authority for any disclosure within the restricted list,” Mr. Price stated, “must be of absolute unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hairline authenticity regarding this critical battle.”

Mr. Price urged, and “let us have no black market in information so dangerous to American life.”

Mr. Price’s memorandum to broadcasters and editors follows:

The coming invasion of Europe confronts voluntary censorship with its greatest single responsibility. There is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base. What we must protect at all costs is the integrity of the time and place of attack, the strength of the attacking force, and its technical makeup and equipment.

This is not a field for the customary contempt for authority. No American newspaper man or broadcaster will want the distinction of being first to disclose where, when and how our troops will strike. But no one should forget for a moment that inadvertent disclosures are exactly as valuable to the enemy as deliberate disclosures.

In every reference to the invasion operations you are earnestly requested not to disclose where, when or how our troops will strike, without authority, of:

1. Secret war plans;
2. Movement of ships and troops, (including movements of high officers and personnel known for publication or broadcast, with-out appropriate authority, of:
3. Allied or enemy secret weapons an equipment and counter measures of defense. Weapons and defense measures of the enemy are included because it is his advantage to know how good our intelligence is.
4. International negotiations which concern military operations.

Avoid Speculation

Special precautions are necessary regarding information from abroad which bears on the invasion and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in the British Isles and cleared by British Censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise disseminated in any area abroad. The tests should be, “Does the enemy know this?”

All speculation about the invasion should be limited to what is to be laid down in the Codes and no device of speculation or prediction used to disclose restricted information. Bear in mind that it is always hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of a landing in one country or on one particular section of the coast; or to forecast how many troops or units will be employed.

Opinion on these subjects should be limited as opinion, and no attempt to set forth actual expectations of the high command should be made (except in case of formal official announcement) without prior reference to this office.

The appropriate authority for any disclosure within the restricted list must be of absolutely unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hairline authenticity regarding this critical battle. In case of the slightest doubt, consult the Office of Censorship. Let us have no black market in information so dangerous to American life.

Recently the Codes have been relaxed in several respects but in no respect which touches the fortunes of Gen. Eisenhower’s invading Army. Please take no chances.

Josephine in Field

MARINE CORPS radio correspondent, Sgt Alvin Josephine, formerly of WOR New York and the Radio Branch of OWI, has left for active duty as a military officer. Mr. Josephine will be under Capt. Raymond Henri, USMC, who has devised several types of portable radio equipment for use in the field. Capt. Henri was also with OWI before joining the Marine Corps.

CELEBRATING the new year, KFAR Fairbanks, Alaska, went to 10,000 w 660 kc on Jan. 1.

Ryan Explains Necessity for Tightening Censorship

NECESSITY for tightening all censorship defenses in preparation for the coming invasion was urged upon all broadcasters in a statement to Broadcasting by J. H. Ryan, assistant director of the Office of Censorship, supplementing the release by Director Price. He said:

“I should like to feel that every broadcasting station manager and network official will call in his staff upon receipt of Mr. Price’s release, and re-examine the entire voluntary censorship structure.

“The laurels won by broadcasters in self-censorship are not to be denied, and will be noted in history. We have come this far along the road and we are approaching the great critical period. I am confident that history will record no faltering steps among the broadcasters.”

INVASION RULE

Hope Springs

MAJORITY of women expect the first models of radio receivers produced after the war to be drastically improved, according to interviews with 1,600 women shoppers made in 13 cities by Scripps-Howard Newspapers, results of which were presented at the National Retail Dry Goods Assn. recent meeting held in New York. Advertising of various products included:

“Do you expect the first models after the war to be drastically improved?” 69.1% answered yes. Radios, more so than for any other type of product. Affirmative responses for other products were: televisions (62.8%); electric refrigerators, 57.4%; small appliances, 55.8%; washing machines, 59.6%; furniture, 63.2%; lighting fixtures, 62.0%; kitchen cabinets, 49.9%.

CBS Will Carry Phi. Orchestra

Series Has No Sponsor as Yet; Eugene Ormandy to Conduct

PHILADELPHIA Orchestra, which was prevented from starting on CBS last fall because of difficulties with the musician’s union, will be heard on the network in a series of 13 Saturday afternoon concerts, beginning Jan. 29. The hour-long programs, starting at 3:30 p.m., will be broadcast from Philadelphia’s Academy of Music without a studio audience.

Eugene Ormandy, music director and conductor of the orchestra, will conduct all of the concerts, with Saul Caston, associate conductor, and Bruno Walter each handling two remaining programs. Music annotator will be Harl McDonald, manager of the orchestra, and a composer in his own right.

While no sponsor has been named for the series, it is expected that the symphonic ensemble, one of the 16 major city symphonies in the country, will go commercial before long. It was sponsored on CBS in 1931 by AT&T, until 1933 by Philco Corp. and during the 1933-34 season by Liggitt & Myers Tobacco Corp. Mutual has carried its Friday afternoon concerts for the past two years.

AFA to Meet

FORTIETH annual meeting and second War Advertising Conference of the Advertising Federation of America will be held at Hotel Sherman, Chicago, June 4-7, it was announced last week by President Joe M. Dawson. “Advertising’s increased importance in directing the people in carrying our civilian war-time efforts,” Mr. Dawson said, “must be brought into more effective radio selling effect. Besides, advertising has a tremendous responsibility just ahead in the postwar era.”

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Who ever heard of a spirited "Texas Rangers" bronc hitched to a surrey? Don't misinterpret—he's only admiring the fringe on the top. Horses are human, too. Everyone likes words of praise—fringe to you. Recently within one week The Texas Rangers transcribed library received enough fringe to go the surrey around. Each bit of fringe is a testimonial to the veracity of vigorous claims made on the flexibility and the acceptance of The Texas Rangers. Certainly, it's worth an investigation!

Fringe which read, "KRLD (Dallas) believes that the Texas Rangers are one of the best buys for any station... sold to a local drug chain... bought two local quarter-hour shows daily... client is well satisfied... and you may rest assured that he will not give them up for some time to come." Would you look at that chest expansion!

Fringe that speaks in terms of a renewal. From far across the blue Pacific, KGU of Honolulu renews The Texas Rangers in behalf of its prominent ice cream company sponsor... renewed for the second 52 weeks period... with an option on the third. That's proof in the eating! Don't look now—something's got to give. Oh....!

This third bit of Fringe got him! Vice President William Burkhardt says that his Burkhardt Brewing Company has the greatest gain of any Ohio brewery. He gives The Texas Rangers primary credit because this is his principal advertising effort... Whether it's beer or ice cream, manufacturers or retailers, The Texas Rangers have proof of success.

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri
As Charlie McCarthy would say:

"To get above petty tribulations, to take a lofty view of mundane matters, I always tell Mr. Bergen, there's nothing like a ride to the top of WKY's new 910-foot antenna—and a steaming cup of Chase & Sanborn Coffee. Now there's a pair for you... WKY and Chase & Sanborn. Both on the beam, they please the most particular. Each on tip-toe making many new friends. Why, when the new WKY tower is completed, thousands more listeners will hear Bergen and me over this overwhelmingly popular Oklahoma City station."

WKY Adds Points to "Super-ratings"

Charlie knows his stations. Take a look at the winter-spring Hooper report of Oklahoma City listening. WKY delivered the Chase & Sanborn Program a rating of 35.8. The national Hooperating on this show was 32.2. Plainly WKY's ability to add 3.6 to the audience of this top show is proof again of its overwhelming leadership locally, and a reason why it is recognized as one of the country's great stations.

★ While planning for still greater post-war service, WKY is not ignoring the scientific progress of the present. Under construction now, is the nation's finest transmitter building, and one of the two highest antennas in the western world.