Another Year - Another Million Letters!

14 MILLION IN 14 YEARS

For the fourteenth consecutive year, WLS has received another million letters — 1,014,209, to be exact! In the 14 years that WLS has been under its present management, 14,896,704 letters have been received from listeners — more than a million a year average for 14 consecutive years! It all adds up to this: the WLS audience is a responsive audience and loyal — loyal to our station and our advertisers... which means — WLS Gets Results!

890 Kilocycles 50,000 Watts Blue Network

The Prairie Farmer Station

Burridge D. Butler President
Glenn Snyder Manager

Represented by John Blair & Company

Chicago

Affiliated with Koy, Phoenix, and the Arizona Network — Koy Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
DENVER DELIVERS

MACHINERY

- Even before the war, behind the beautiful scenic drop picturing the Denver area as a vacation playground, there existed many and varied manufacturing industries. These backstage activities of peacetime are today the whole show in Colorado with practically every one of them engaged 100% in war production.

Denver today is delivering machine tools, refinery equipment, landing barges, gas masks, chemicals, steel, high explosives and about sixty other items of war equipment.

The mining and agricultural industries of the Denver area have also converted to war production, reaching new high levels of production in 1943.

The Denver area is a big, important market today, and advertising investments made there today are post-war investments as well.

DENVER DELIVERS COAL

Next to molybdenum, the steel-toughening metal of which Colorado is the world's greatest producer, the production of coal exceeds the output in volume and value of any other product of the state's mines.

DENVER DELIVERS LIVESTOCK

Some of the finest beef cattle in the world now come from the vast ranges and feed lots of Colorado. Denver is the world's largest sheep market.

A Denver firm is one of three in the U.S. equipped to machine the 25-ton alkylation refrigerating containers for production of aviation superfuel for Allied bombers.

DENVER DELIVERS SALES

With cash farm income up 37% in Colorado and the mines and factories putting more money in more pay envelopes than ever in history, advertising is delivering sales to the Denver area more economically than ever before.
LET US give you full facts and figures on WSIX and the booming Nashville market.

Within the past six months, an impressive list of brand new advertisers made their bow on WSIX. These are hard-headed advertising buyers who spend their money to get definite results.

Old and new find it doesn't cost to use WSIX—it pays!

We offer you, Mr. National Advertiser, the same powerful sales-producing facilities that other advertisers have found so effective. Let us give you now the complete picture of the Nashville market and WSIX coverage.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Be A Conqueror

This vast area
millions of people
can be yours

WIN IT WITH WWL, NEW ORLEANS

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

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

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH’S GREATEST CITY


Page 4 • January 31, 1944
In Charleston, W. Va. WCHS has more listeners...than all other stations combined. Ask Crossley—he knows!

<table>
<thead>
<tr>
<th></th>
<th>8 a.m.-12 noon</th>
<th>12 noon-6 p.m.</th>
<th>6 p.m.-10 p.m.</th>
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<td>WCHS</td>
<td>61.4</td>
<td>62.1</td>
<td>54.8</td>
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<td>All Others</td>
<td>38.6</td>
<td>37.9</td>
<td>45.2</td>
</tr>
</tbody>
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* Monday through Friday

WCHS
CHARLESTON, W. VA
5000 on 580 • CBS

John A. Kennedy        Howard L. Chernoff
President              Managing Director

Represented by
THE BRANHAM CO.
RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.

De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.
"End of the Line" is only the Beginning

- This is the end of the Sylvania Radio Tube production line.

Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace

RADIO DIVISION, EMPORIUM, PENNSYLVANIA

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
PRIMITIVE COMMUNICATIONS

An early communications instrument was the Tom-Tom—to prove its efficiency, it is still used by the natives of Africa. Tom-Tom signals are "Beat out" along jungle lined rivers, but even then distance is a handicap, and "repeater" stations are many.

Like all means of communications, other than voice communication, translation of coded signals must take place in which additional skill is required, and another chance of error is presented. As in the case of the Tom-Tom beater: knowledge of the Tom-Tom code was restricted to a special family within the tribe, and was handed down from generation to generation.

Today, Universal Microphones in the hands of the fighting men of the Allied Armed Forces are performing a simple but vital need in electronic voice communications where their quality and efficiency are bringing us one step closer to victory.

Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Robert J. James  
Account Executive, M. H. Kelso Co., Los Angeles  

Says—“Tests convince me that spot broadcasting is the effective way to reach the most people for the least cost”

Well, Mr. James, that’s certainly laying it on the line, and we thank you kindly.

In return, we’d like to dedicate this space to telling all your clients (and those of every other agency placing “national spot”) that spot broadcasting is no sweet dream of peace, from the agency standpoint. Spot broadcasting is a constant battle to keep up with new ideas, new opportunities, new situations in the ever-changing radio world.

Sure, the better sort of station representatives work like mad to lighten the load, and often help a lot. But still, you agencies could recommend much “easier” media—and we think your clients owe you a rising vote of thanks!
FM Lays Plans for Post-War Expansion

Several Thousand Outlets and Adequate Space in Spectrum Are Foreseen

PREPARATIONS for postwar transition of an important part of broadcast service from its present 900-station standard broadcast limit to an art destined to accommodate several thousand outlets providing higher fidelity urban service via FM were enthusiastically pursued last week in New York at the fifth annual meeting of FM Broadcasters Inc.

Having thrown open the regular FMBI sessions to all interested parties as a showcase for FM’s postwar plans, the meetings drew a surprising registration of 650 with a gross attendance of 750. Resembling in many ways the annual NAB conventions, the preponderant attendance was of standard broadcasters and those in related agency, advertiser, equipment and service fields. But scores of newspaper executives, retail store representatives and other prospective applicants were there to learn at first-hand of the opportunities presented by the Armstrong wideband FM inventions.

Hailed by FDR

The keynote for the meeting was sounded by President Roosevelt himself in a letter to FMBI President Walter J. Damm (WTMJ-WMFM Milwaukee). Hailing FM as another forward stride in the development of radio, the Chief Executive said it was his hope that the broadcasters of this country “will keep step with the advancing science and will lift radio broadcasting to ever higher planes of public service.”

The convention was told by FCC Chairman James Lawrence Fly in the headlined address last Wednesday that “FM is of age and has come to stay”. FM, he said, now stands on the threshold of as tremendous a development as did standard broadcasting in the 1920’s.

Adequate allocations for FM stations were predicted by engineering executives of the FCC, including Chief Engineer and Commissioner-designate E. K. Jett, and George Adair, assistant chief engineer in charge of broadcast services. Mr. Jett recommended, conservatively, that the allocations for both FM and television should be doubled, but neither official was disposed to venture that the allocations would be in the present frequency range. The outcome will depend upon far-reaching studies now being made both by Government and industry groups.

Spokesmen for all of the leading equipment manufacturers promised production of FM receivers and transmitters as soon as wartime restrictions are lifted. Whether this will develop after Germany’s defeat or await complete victory was not hazarded.

From Dr. Edwin H. Armstrong, FM inventor, and others who have pioneered in the field, the convention heard optimistic reports on FM’s outlook as a new broadcast service. Announcement by such networks as NBC and CBS that they will make their regular program service available to FM stations operated by their present AM outlets was hailed by Mr. Damm as an important contribution to speedy commercial development of the new radio art.

Production Plans

That all major manufacturing companies will engage in FM production was revealed unmistakably to the convention by designated spokesmen. Any misgivings about the part RCA will play was dis-

About 6,000 in Service ‘Broadcasting’ Study Discloses

MORE THAN 23% of radio’s employed personnel is in the armed services, a tabulation based on information furnished by stations and networks for the 1944 Broadcasting Year Book Honor Roll, shows. The Year Book, now on the presses, lists 5,813 men direct from networks and stations in uniform.

One-Fourth In Service

This figure does not take into account the hundreds of radio executives and employees in other branches of Government, such as the OWI, WPB, OPA and other civilian agencies. Neither does it list those on civilian duty with the Army, Navy and kindred services such as the Maritime service, Marines, Foreign Economic Administration, etc.

Since the list was submitted to Broadcasting, radio has lost dozens of additional men to the armed services. Estimating that the names of at least 1,000 soldiers, sailors and marines will not be carried in the Honor Roll, because they were not listed by stations, or they were inducted after the listings went to the printers, radio would easily give more than one-fourth of its personnel to the service.

On the basis of radio’s weekly payroll, tabulated by the FCC for the week of Oct. 17, 1943 [BROADCASTING, Dec. 27], a total of 24,615 persons were employed in broadcasting. That figure covered 10 networks and 815 stations.

Broadcasting’s Honor Roll does not include employees and executives of advertising agencies, transcription companies and affiliated radio firms. It takes into account only that branch of the industry best known to the public—the broadcasting station and network. Neither does it count the many men who have been wounded in action and have been returned to private life. Nor does the list take into consideration those men who have been discharged from the services because of physical disabilities.

Included in the 5,813 men radio has given to the armed services are 35 who won’t be coming back to those jobs they left. Some lie buried in the fields of battle where they went down, fighting for the perpetuation of a free radio and a free country which they left to take up arms. Some were victims of disease or of accidents in line of duty.

Outstanding Service

Six others are prisoners of war. One of the first to be taken prisoner was Maj. George B. Hart, Cincinnatii, former engineer of WLW-WSAI and later sales manager of WCPO. For gallantry in action he was twice cited by Gen. MacArthur and twice promoted after the Japs attacked the Philippines. Last word was that he was being held prisoner in the Philippines. The other five radio men, now prisoners of war, are: Lt. William (Continued on page 18)
CHALK UP another radio phenomenon. It wasn't a new invention that's destined to revolutionize things overnight. But it was a discovery—a discovery of FM by broadcasters and prospective broadcasters. A registration of 3,000 to 4,000 for the FMBI Convention in New York last week had been anticipated. The record shows 650 with another 100 who didn't register.

There wasn't much surprising or new about the sessions—except the interest and attendance. But all those present learned something that a handful of pioneers who had become FM zealots and Armstrong disciples had known long ago—that FM is no flash in the pan; that it is a superior method of aural transmission, particularly in the urban areas.

A Technical Reality

There are those who would let well enough alone, contending that the public is satisfied with AM quality and that to develop FM merely builds a competitor or creates a Frankenstein. Let those broadcasters hark back to the development of AM after World War I, when smug newspaper publishers (and some of them are still around) wanted to stifle radio because of the competitive aspect. Progress and science can't be stopped.

FM is a technical reality. So is television.

FM, requiring less drastic changes in techniques and economics, is more susceptible of introduction and acceptance on a broad national base when wartime restrictions on construction and fabrication of receivers are lifted. Neither, however, is ready today to get under way. Fundamental allocations factors are under study by both Government and industry. No time should be lost in fixing allocations and standards for these services.

Timely announcements of the major networks that they will provide program service for FM adjuncts of their present affiliates also have come in the last few days. The public doesn't listen to high-quality signals, but to programs. If both the program and the signal prove excellent, perfection is achieved.

But there is a yet broader question involved for the broadcaster. He wants to keep pace and strives constantly to improve service. FM, with adequate allocations, will make possible licensing of several thousand stations—if the demand develops. The problem then will not be the technical limitation on the number of stations that can operate, but rather the free competition aspect. It will be survival of the fittest. Radio then should be relieved of onerous Governmental restrictions and special regulation.

Those who attended the FMBI sessions didn't get all of the answers. They were left in the dark on future Government policy as to dual operation of AM and FM stations. It is permitted now. But what about the day when FM has effective circulation through receiver distribution?

FCC Chairman James Lawrence Fly was the keynote speaker. True, he has been an FM supporter from the start. He hailed FM as having come of age. He entertained a packed house with a brand of wit that combined the talents of a Will Rogers and a Fred Allen. But on FM and where it stands from the regulatory standpoint, his talk was a masterpiece of evasion. His auditors didn't relish it.

Saw for Themselves

To FM's distinguished inventor, Dr. Edwin H. Armstrong, to Walter J. Damm, FMBI president, and his able and broad-minded associates, those who attended the New York sessions were deeply grateful. The purpose was to let them see for themselves. They did. They have a new perspective on a new dimension of radio. There will be an influx of FM applications from the present roster of broadcasters as well as newcomers.

It was a healthy development. They came, they heard and they can decide with knowledge of the facts as they stand.

FM Lays Plans

(Continued from page 11)

tended to design, manufacture and sell the types of apparatus for which need exists and which the public wants.

W. R. David, manager of transmitter sales of General Electric Co., predicted 780 standard (AM) stations, 500 FM stations, 100 television stations and 60 international broadcast stations five years after the war. His colleague, C. R. Barrhydt, G-E receiving set official, predicted 8,000,000 FM receivers for the first full year of production following permission licenses and 15,000,000 sets in the hands of the public at the end of five years.

Manufacturers generally predicted combination AM and FM receivers with the price ranges approximating those prior to the war. An FM receiver of excellent performance could be retailed at $60, one speaker said.

At a roundtable discussion Thursday morning, questions centering almost every conceivable aspect of radio development in relation to FM were answered by a panel of eight experts. Whereas O. M. Jansky Jr., consulting engineer to FMBI, urged retention of the present FM band extending from 42 to 50 mc, as best suited for the medium, Mr. Adair said technical studies undertaken by the FCC do not show conclusively that the service should remain there. FMBI officially is on record for acquisition of the No. 1 television channel extending from 50 to 60 megacycles, which would provide another 30 FM channels.

Dr. Armstrong predicted that the influx of applications for FM stations which would stem from the FMBI meeting would "force expansion of the existing FM band."

An advertising agency survey of FM audience, recounted by Preston H. Pumphrey, of Maxon Inc., revealed that, by and large, FM set owners are enthusiastic about FM reception, that they were led to buy in the first place by the superior tonal quality of FM and that the receivers have lived up to the promises made for them. It was also found that the virtual elimination of static was a major factor which rises in importance whenever man-made static presents a listening problem.

Adequate Band Needed

Philip G. Loucks, Washington attorney and general counsel of FMBI, said that if the policy of scarcity of channels followed in the past is shelved in favor of an adequate allocation, many of the problems presented in the standard broadcast band will disappear and there will be developed a "truly competitive system of broadcasting endowed with a new and expanding freedom from the need for detailed regulation".

This, he said, may prove to be

(Continued on page 60)

SPEAKERS TABLE group when FCC Chairman James Lawrence Fly addressed the Wednesday luncheon session of FMBI Convention in New York. Seated (1 to r): T. C. Streibert, WOR-WBAM; Mr. Fly; President Walter J. Damm, WTMJ-WMFM; Dr. Edwin H. Armstrong, FM inventor; John Shepard 3d, Yankee Network and president of American Network Inc., FM national network project. Standing (1 to r): Lee Walles, Westinghouse Radio Stations Inc.; Philip G. Loucks, FMBI general counsel; Arthur B. Church, KMBC-WKXER; C. M. Jansky Jr., consulting engineer to FMBI; George Lang, WGN-WGNB; Dr. Franklin Doollittle, WBC-FM. Chairman Fly said FM broadcasting has come of age.

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BROADCASTING • Broadcast Advertising
President's Letter to Mr. Damm

January 21, 1944

Dear Mr. Damm:

Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country.

The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this Nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.

It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.

With my very best wishes to you all, I am,

Very sincerely yours,

(Signed) FRANKLIN D. ROOSEVELT

January 31, 1944 • Page 13
NATIONAL BROADCASTING PAPERS

MILLIONS IN BILLINGS but not a nickle to spend on FM—yet. This group of agency account executives, radio directors and time-buyers were regaled with the virtues of FM at fifth annual convention of FMIB in New York last week. They were the guests of Brannam Co., national station representatives.

FMIB Reelcts Damm at N.Y. Meeting

Plans for Bulletins And Brochure Are Announced

FMIB AT ITS ANNUAL membership meeting and board of directors session held last Thursday afternoon in New York, which followed a day and a half of open sessions, heard reports on specific FM problems, the re-election of Walter J. Damm, President; L. W. Herzog, secretary-treasurer, WTMJ-WMFM, and Theodore C. Steibert, WOR-WBAM, vice-president. Mr. Damm, John Shepard, 3d, Yankee Network, and George Lang, WGN-WGNB, were re-elected to three year terms on the board of directors.

Plans for a weekly factual FMIB bulletin as well as a general monthly promotional bulletin on FM to be prepared for advertisers and agencies and others interested in FM were presented at the general session. These bulletins will be issued shortly under the direction of Myles Loucks, new manager of the FMIB Washington office.

The group also heard the report of the publication committee under the direction of Dr. Ray H. Manson, Stromberg-Carlson Mfg. Co., on the publication of a new brochure similar to the widely known "Better Mousetrap" piece issued by FM several years ago, designed to give the public a wider knowledge of FM. Distribution of the new brochure is expected to reach close to one million copies according to L. W. Herzog, FMIB secretary-treasurer.

The engineering allocation committee took cognizance of the desirability of establishing minimum standards of receiver performance to get full advantage of FM reception. "The grade of FM reception," it said, "is more dependent upon good receiver design than is the case with AM reception."

The board meeting which followed the general membership session discussed procedures to be followed in bringing to the attention of Congress a possible amendment to the Communications Act which would give the FCC jurisdiction over interference caused by dyathermy and other ultra high frequency equipment.

The board also discussed a proposal to urge the FCC not to bar the use of common towers by FM stations.

No action was taken on recommendations providing for classification of FM stations since it was felt that if there is a wide enough band for FM, there will be no need for the establishment of station classifications. The board voted to return the annual membership dues to $300. At the close of the directors meeting it was announced that FMIB membership now totals 106 with the addition of 36 new members during the convention.

At the Meeting

Attending the board of directors meeting were: Mr. Damm, Mr. Streibert, Mr. Herzog, Mr. Lang, Franklin M. Doolittle, WDRB-WDRC-FM, Dr. Manson, Lee B. Wallis, Westinghouse Radio Stations Inc., Arthur Church, KMBC-WXKER, John Shepard 3d, Yankee Network. John V. L. Hogan, WQXR-WQXQ, was absent.

Myles L. Loucks Heads FM in D. C.

Capitol Attorney's Brother Appointed by FMIB Board

APPOINTMENT OF Myles L. Loucks, York, Pa., newspaperman, and younger brother of Philip G. Loucks, Washington attorney, as director of the Washington office of FM Broadcasters Inc., was announced last Wednesday by Walter J. Damm, FMIB president.

The appointment, approved by the FMIB board at its convention meeting in New York, becomes effective with the convention. Office will be opened at Suite 711, Colorado Building, Washington. Mr. Loucks, for the past 20 years on the editorial staff of the York Dispatch, follows in the footsteps of his older brother. Phil Loucks, also a former York newspaperman and an attorney, became the managing director of the NAB in 1930, and built the organization from a membership of less than 50 to a representative trade association, to which he resigned in 1935 to reenter private practice. He is General Counsel of FMIB and is senior member of the Washington law firm of Loucks and Scharfard.

Myles Loucks was born in Jacobus, Pa., 41 years ago. He is married, but has no children.

Mr. Damm was in Washington last week to organize the new office. The FMIB bulletin will be written by the new office director.

Ford Adds Folk Music, Religion to Newscasts

FORD MOTOR Co., Detroit, is now offering Blue listeners a sequence of new folk music and church programs in the 8-6:15 p.m. period formerly occupied by Earl Godwin, commentator, and alternates until 8 p.m., when a major format change began to take shape.

Ray Henle, Ford newscaster since Godwin went off the air, was replaced last week by Paul Nelson, Blue newscaster, in the Monday through Friday spot. Effective Jan. 25 Early American Square Dance was substituted for the news cast on Saturday. Original contract to have Tommy Dorsey and his orchestra occupy the Monday through Saturday spot was canceled shortly before the program was to go on the air. Another change revealed last week was that the title of the Sunday program featuring the Greenfield Village Choir, from Greenfield, Mich., has been changed to Greenfield Village Chapel Services. Agency is J. Walter Thompson Co., New York.

Socolow Forms Firm

A. WALTER SOCOW, attorney who represented the transcription industry in its legal action to stop the AFM ban on recordings, and Benjamin Pepper have formed a law partnership under the name of Socolow & Pepper, with offices at 580 Fifth Ave., New York.
BUY ONE . . .
GET THREE—
Plus!

When you buy WHO, you get the largest primary coverage, plus the largest secondary coverage, plus the greatest dealer influence available from any medium in the State! • • •

In polls conducted by Iowa Retail Grocers & Meat Dealers Assn., and Iowa Pharmaceutical Assn., 68.3% of grocers and 87.4% of druggists voted radio the best state-wide advertising medium in Iowa to help sell goods. • • • Of all radio stations heard by Iowa families, WHO was voted most effective
—by 54.7% of grocers vs. 10.1% for Station B
—by 61.9% of druggists vs. 1.5% for Station B

"Such popularity must be deserved!" Write for further facts—or ask Free & Peters!

WHO
for IOWA PLUS!

DES MOINES . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
FCC-WPB Ease Construction Freeze

Joint Policy Permits Conditional Grants By Commission

IN SIMULTANEOUS statements issued last Wednesday, the FCC and War Production Board annoucned that in the future the Commission will issue conditional grants for new stations or change of facilities, involving critical materials, where it is shown that such grants would "serve an outstanding public need or national interest".

The new policy segregates the functions of the two government agencies, the necessity of new construction to be determined by the FCC, with the WPB to decide upon the release of needed critical materials.

Therefore the Commission has arbitrarily dismissed without prejudice, under its freeze order of April 27, 1942, some 300 applications for construction and change of facilities. Under the new arrangement conditional grants will be issued in certain cases.

Not Invitation to File

Applicants, whose petitions were dismissed under the freeze order, were given until March 26 to submit petitions for reconsideration, "accompained with amendments and supplemental information appropriate to any change in circumstances".

The new policy was seen as a move toward cutting red tape and expediting Commission action on proposed new construction. By deciding applications as they are filed, the FCC will avoid jamming its docket with scores of applications when the materials ban finally is lifted after the war, it was said. It also alleviates the Commission of attempting to decide a critical materials issue, placing that responsibility on WPB.

Both the FCC and WPB public notices pointed out that the state-measurement of the WPB is construc-tion of the WPB as an invitation for the filing of applications; the policy set forth is intended only to permit grants that will serve an outstanding public need or national interest. The WPB added that it could not adopt a policy of granting applications "merely because all required radio equipment was on hand or available".

Despite the decision to issue con-ditional grants, the Radio & Broadcast Division of WPB pointed out that the FCC policy does not mean a relaxation of WPB policy; which is dictated by the need for conservation of manpower, materials and manufacturing facilities of radio equipment and materials supplies".

Present indications are that in spite of the tremendous expansion of radio production, the WPB statement said, the requirements of the armistice in 1944 used "half again as large as in 1943".

"WPB efforts are now directed primarily to provide existing broadcasting stations with essential replacement equipment such as microphones, turntables, studio amplifiers and recording equipment," said the announcement. "It is felt that before equipment is made available to new stations, existing stations should be provided with such equipment as is needed to maintain the service they have been offering in the past.

Both FCC and WPB made it plain that the new policy does not mean the suspension of FCC orders and practices "looking toward the conservation of equipment, such as Order 107 relating to operation with reduced power". The FCC held that it would "not be in the public interest to issue and have outstanding permits for authorizations, the terms of which cannot be met within a reasonable period".

"The Commission will give consideration to the issuance of conditional grants upon applications, said the FCC notice, if the applicants show (1) that a grant will serve an outstanding public need or national interest; (2) that the operation proposed is consistent with the provisions of the Rules & Regulations of the Commission and the conditions and standards prescribed in the (Communications) Act, and (3) that, after due consideration of the policies and orders of the WPB the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay.

Following is the procedure outlined by the FCC:

1. If a conditional grant is authorized, applicant will be notified that effect and offered that permit will not be issued until applicant has satisfied the Commission that (a) his order has been issued within 30 days of notice of conditional grant.

(a) By evidence in writing from the War Production Board that any authorization of that Board necessary to the construction to completion has been obtained or that none is required.

(b) That applicant is in position to complete construction necessary to the proposed operation within a reasonable period.

(c) Acceptance of the permit is based upon these conditions has been submitted in writing within 30 days of date of notice of grant.

(* This time may be extended to a maximum of not to exceed 120 days from the date of notice of intent to grant upon a satisfactory showing that there is reasonable assurance that the conditions can be met within the time specified.

(2) Upon a showing that satisfies the conditions prescribed, in the conditional grant, the Commission will issue a regular authorization.

(3) In a case of an applicant fails to satisfy the conditions within the time allowed, the application will be denied or given further consideration as may be found appropriate.

Following are the restrictions on radio construction under WPB orders, as outlined in last week's announcement:

1. General Limitation Order L-296 prohibits radio manufacturing as an unessential activity from a supplier or manufacturer unless (a) is has a tolerance of A-1 or better; or (b) ground of a military or critical purpose is found.

2. General Limitation Order L-441 requires an authorization to start construction if the cost of construction alone is greater than $200,000.

Authorization must also be obtained from the Office of War Utilities to install power lines with the above grants.

3. Several other orders cover the transfer of materials, such as copper, even though they may be surplus stock.

SHOUSE URGES VOICE IN EUROPE

GREAT Post-War Use of Radio by U. S. Advocated

By Crosley Vice-President

A GREATER American radio voice in post-war Europe than that which maintains today was urged recently by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting, in an address before the Cincinnati Advertisers Club.

Speaking on his recent trip to London as special consultant to the OWI, the general manager of WLW-WSAI in charge of broadcasting activities declared that "we in this country are evidently still complete neophytes in the use of potentialities of radio as an instrument for integrating the people of different nations in a common bond of understanding if not, in every case, of sympathy."

Mr. Shouse told of his experiences in connection with the British Broadcasting Corp., of the work it is doing to win the war. Quite contrary to visionary impressions, he said, he did not find the BBC "the stodgy, super-commercial broadcasting organization" it might have appeared to be as a result of limited reading about it. The BBC has grown from a 1,000-person organization to one of 25,000.

"I might venture the assumption," he said, "that there is today, in the southern half of the British Isles, the potential concentration of broadcasting transmitting equipment in the world." He explained that the BBC operates through three divisions: Overseas, European and Home Service. The first two are responsible for the tremendous growth of the BBC, he said.

Explaining that the British Isles is possible to reach all of Europe through standard broadcasting, he said that he did not believe "it will ever be possible for the U. S. to do as effective job in Europe by means of shortwave" as the shortwave, by the radio, can be do by standard-band transmitters.

"I do not propose that the British will be disposed to misuse this tremendous advantage any more than we have felt in this country that we misused our free navy," said Mr. Shouse. "I do hope, however, that somehow it might be possible for the U. S., too, to find a means of invasion of Europe, not only for commercial reasons, but for ideological reasons, to provide and control our own transmission facilities to the continent of Europe as just as, regardless, of the British Navy, we, too, throughout most of our history, have elected to be a naval power.

"I think this is a serious problem. I do not believe, whatever it is fraught with grave potentialities. Whether as a nation we like to admit it or not, whether we like to think of it or not, Europe after the war will still be a tremendously important part of any plan of world economy. It will, for many years, be an important thing that the American philosophy and American thinking about the world of tomorrow be kept crystal clear in the minds of the hundreds of millions of people in the Continent.

Mr. Shouse, after returning from overseas, was invited to write an article on his impressions for a British magazine. In his wrote of the British programs and comprehensions are done excellently... I heard with the greatest enjoyment and admiration some of the BBC's excellent documentary programs produced and handled with a touch and a sensitivity that we seldom achieve, but I also heard, on one particular Sunday, a revival of a 1925 musical comedy that compared with some of our worst."

Page 16 • January 31, 1944
RADIO STATION
W-I-T-H IN BALTIMORE
TIES IN 30 DAY
PROMOTION WITH
4TH WAR LOAN DRIVE!

RADIO
STATION
W-I-T-H IS GIVING AWAY
240 WAR BONDS

Eight Every Day From
Jan. 19th to Feb. 17th

Keep tuned in to W-I-T-H! Any minute of the
day your name may be read out of the city
directory if you haven't a phone. If you have a
phone we may call your number. If you aren't
listening to W-I-T-H, the value of that Bond is
added to the next name. Keep tuned in! $200 in
Bonds given away every day.

$6,000 IN WAR BONDS!

We've just begun to fight this war!
And this is the year of decision! We've
got to get up that FIGHTING money
now!

To pound this fast home to every
soul on the home-front of Maryland.
Radio Station W-I-T-H is going to
give away War Bonds. $40 of them!
Every $10.00 Bonds every day for 30
days. A total of $6,000. That's right!
So listen in to W-I-T-H. Eight times a
day we will name lucky Baltimoreans.
We'll ask you to identify the program.
and we'll ask you a simple question.

TOM TINSLEY
President

KEEP TUNED IN ALL THE TIME TO

WITH
1230 ON YOUR DIAL

Good for the Bond Drive... for
the advertiser... for the listener... for the
station... Represented Nationally by Headley-Reed.

January 31, 1944 • Page 17
**New FM Grant-Press Applicant**

**FCC Decision Answers Newspaper-Owner Question**

FIRST construction permit to be granted a newspaper-affiliated organization for a commercial FM station, since the FCC suspended its newspaper-divorcement project, J. E. Co., was issued last Tuesday by the Commission to the Head of the Lakes Broadcasting Co., Superior, Wis. The station, to be known as WECB Duluth, WMFG Hibbing and WHLB Virginia, Minn.

In many quarters the affirmative action was interpreted as the Commission's answer to the question: "Will the FCC permit newspapers or newspaper-affiliated groups to operate FM stations?" That question came up before the Senate Interstate Commerce Committee during hearings last November and December on the White-Wheeler Bill (S-814), Commission witnesses, including Mr. W. H. James, Lawrence Fly, evoked direct reply on the grounds that the newspaper-divorcement question had not been decided.

**Pioneer in FM**

Pressure from both Houses of Congress, plus assertions that new radio legislation would contain prohibitions against discrimination in the ownership or operation of radio, coupled with the valiant fight put up by Commissioner Craven are believed responsible for the Commission's dismissal of its newspaper-divorcement proceeding under Orders 79 and 79A.

Sen. Chan Gurney (R-S.D.) announced recently that he planned to write an amendment into the White-Wheeler Bill, safeguarding newspaper-owned stations in the development of FM and television.

One of the early pioneers in high frequency broadcasting, the Lakes Broadcasting Co. began operation of WOXJL in July 1936 and continued that station until April 1940. A month later WXYH was licensed but on Jan. 1, 1941, under Order 69 banning experimental FM stations, the FCC denied a license renewal.

Between Jan. 1, 1941, and April 20, 1943, WXYH was permitted to operate on special temporary authority. A class 2 experimental license, granted last April 20, will expire April 1, 1944, at which time the new FM station, WDU, will begin operations under present plans of the company, pending the Commission's granting a license.

Application for a commercial FM station was first filed by the Head of the Lakes on Dec. 9, 1940. Mr. W. H. James, attorneys for the firm. An amended petition was filed Dec. 17 the same year but on May 20, 1941, the Commission dismissed it and placed the application in the suspense file. On Aug. 7, 1941, petition was filed to remove the application from the suspense file and on Sept. 16, 1941, that petition was denied.

On June 1, 1943, Head of the Lakes company filed petition to retain its application in the suspension file or to dismiss it without prejudice, due to wartime conditions. The case was reopened last October, resulting in last Tuesday's action.

In its amended petition the Head of the Lakes firm set forth that no critical impairment of the public interest, convenience or necessity existed for the station, inasmuch as it was located in Superior to a high bluff overlooking Duluth, site of which already has been purchased.

Head of the Lakes Broadcasting Co., is headed by Morgan Murphy, president, Evening Telegraph Co., Superior. H. H. Roy, secretary-treasurer of Central Broadcasting Co., Eau Claire, Wis., licensee of WEAU. E. P. Dupont, treasurer of the Evening Telegraph Co., Cloquet, Minn., is vice-president and director; W. C. Bridges, director-stockholder of Central Broadcasting Co., secretary-treasurer of the station, and Stuart B. Copeland, president of the Northwestern Paper Co., are directors.

The Northwest Paper Co. holds 25% of the stock of 258 shares; the Evening Telegraph Co., 32.125% or 267 shares; Mr. Murphy, 20.125%, 161 shares; Mr. Bridges, 10%, 80 shares, and R. L. Griggs 3%, 40 shares. R. T. Bayne and Messrs. Copeland, Dupont and Gates each hold one share of stock.

**Danger of Musicians Strike At Originating Points Is Ended**

**WQXR Acquisition By Times Denied**

James and Hogan Both Claim Negotiations Incomplete

REPORTS that the New York Times had acquired ownership of WQXR New York were denied last Friday by both John V. L. Hogan, president of Interstate Broadcasting Co., owner of the station, and Edwin L. James, managing editor of The Evening Telegram.

"We have nothing to announce. When there is, it will appear in the Times," Mr. Hogan said: "If a decision is made it will be announced. Nothing is certain at this time."

He added that Leonard Lyons had "jumped the gun," referring to an item appearing in Mr. Lyons' column in the New York Post on Jan. 26 reporting that the station had been sold to the Times and that "the price was over a million." Fig. 1 is believed to be an exaggeration.

**Time Inc. Interest**

Neither Mr. Hogan nor Mr. James would discuss the possible disposition of the 1,000 shares of WQXR held by Time Inc. Mr. Lyons, publisher of Time, Life and Fortune. At the time of the acquisition of this stock by Time in August 1942 it was announced that the Times would make an arrangement whereby the publishing company and the station would collaborate in "experiments in radio programming and broadcasting." An announcement also stated that there would be no change in the ownership of common stock or the management of the broadcasting company.

WQXR went on the air in 1929 as W2XBR, an experimental television sound station with 100 w power, broadcasting classical records to accompany the images for no better reason than Mr. Hogan's fondness for good music. Few people could receive the pictures but many tuned in and liked the music and at its insistence the station was put into regular operation. Its schedule of 80% classical and light music, 20% news and commentary, based on the assumption that some listeners are intelligent people of good taste, has attracted listeners and advertisers. WQXR's power has been boosted several times and it now operates with 10,000 w.

into the merits of the two questions concerned — whether payments to the employment fund provided for in the contract constitute income for the union or if it is determined to be a wage agreement subject to the board's jurisdiction it is consistent with the wage stabilization program.
"Talk about Shell Loading Plants... ...I've got over 300 on my farm alone"

"Sometimes, out here in Nebraska, it seems that the war is pretty far away. So the youngsters and my wife and I remind ourselves that we are on the production-front by calling our hens 'shell-loading plants.' We heard George Round on KFAB call them that one day. He talks every morning from the College of Agriculture...and he says there are over 20,000,000 'shell-loading plants' in the KFAB area.

"Of course I don't specialize in poultry. Like most Nebraska farmers I have learned to diversify—to raise corn and wheat and other crops and to have chickens and hogs and milk cows and so on. That way, we always have money to spend.

"Nowadays I'm working harder than ever, trying to do my full share in producing food for Victory. And since prices are good on all farm products, I'm in a position to buy a good number of War Bonds and to get the things we need here on the farm, too.

"If you've got something to sell...something we ought to have...you can be sure we'll hear about it if you tell about it on KFAB. It's the 'friendly neighbor' we've listened to for more than 20 years."

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
760 KC-10,000 WATTS
Represented by EDWARD PETRY COMPANY
Behind-Scene Workers Named; WFD Discs to Run After Loan

Early Bond Totals From New York Stations; Cross-Section of Fourth Loan Activities

THOSE PERSONS who silently have shouldered the responsibility for the preparation of the great quantities of radio continuity required by the War Finance Division of the Treasury Dept. in its bond promotion activities were honored by WFD last week in a release to broadcasting making public the names of those who have been doing work for the Treasury for the past two years, which was acquired by Young & Rubicam several years ago on the merit of high level winning abilities. He previously had been in theatrical work for a number of years. Miss Morgan worked up to her present position with Ruthrauff & Ryan from a secretarial post of ten years ago. She has been assisting the Treasury since April, 1942. Mr. Cottington, in view of his past agency experience, is in charge of continuity designated for rural areas by WFD.

These agency people have prepared all bond promotion continuity for the name band network bond broadcasts, all of the transcribed programs of the Treasury, the live and disc one-minute announcements released through OWI and other special programs and projects. Orchestras conducting special bond promotion programs on which the material is used are Tommy Dorsey, heard 11:30-12 midnight Thursdays on the Blue; Horace Heidt, on the Blue Saturdays 1-2 p.m.; Guy Lombardo, Mutual, Wednesdays 11:30-12 midnight and Little Jack Little, who broadcasts Monday through Friday 3:45-4 p.m. on the Blue. All of these programs are sustaining.

The Treasury Star Parade, currently issued three per week, will continue to be released one per week as bond sales as of Friday, May 17. The Treasury Salute series and the Treasury Song for Today series, which were inaugurated especially for the present Bond Drive, will be continued after the campaign. Frequency of release for these is as yet undecided but they will be sponsored as at present.

Mr. Common, campaign manager of the Treasury project, War Advertising Council, is credited with the organization of these extensive activities.

WGN Plan

WOR New York reports sales in excess of half-a-million dollars in response to the first two days of appeals from war plants and through the Chirsequing 4-7110 programs. With no specially-built programs, WMCA New York claims $700,000 in bond sales as of Friday, May 17. Station is carrying war bond pleas on every program during the Drive. Plan at WGN New York is to have one program series each week plug the campaign. The four-hour Monday to Friday variety show of Rodgers & Hodges went into action last week and record m.c. Dick Gilbert is now scheduled to devote his three-and-a-half hour program to the Drive. WGN's Swing Clubbers sold $33,000 over a period of several days.

WINS New York is tying in with special sports events staged by the Treasury Dept. and the Sports Writers of New York, carrying on-the-scene accounts last week of basketball, tennis and hockey games from regimental headquarters and Madison Square Garden.

Policy of WOV New York is to have less "grimness" and more entertainment in its bond selling. Station is carrying a series of 20- second musical jingles throughout the day and for one entire day will delete all commercials from its Italian-language programs, including only the sponsor's name. The second Monday the All-girls of Italian extraction will be the subject of special dramas.

WNW New York sold $13,000 in bonds through one broadcast of Martin Block's Make Believe Ballroom program on the opening day of the Drive.

At the request of the Treasury Dept. the Red Skelton program on NBC Feb. 8, sponsored by the Brown & Williamson Tobacco Corp., Louisville (Raleigh eighths, 7:30-8:30 p.m.) is being broadcast from the Los Angeles Philharmonic Auditorium in cooperation with the Fourth Loan. At the broadcast the audience will be asked to submit names on tickets to determine the amount of war bonds each has purchased. Six of the names are to be read on the studio show Feb. 15.

Report on the progress of the Army's WAC War Bond Caravan, which is on a ten-day bond selling tour of Georgia, is broadcast each day over WAGA Atlanta by Lamb- ert, public relations director for the Georgia War Finance Committee.

Local Speakers

Fourth Loan was opened in Fitchburg, Mass., by a half-hour broadcast on WEIM from the local War Bond headquarters. Featured on the program were municipal and state leaders. WEIM is daily presenting a quarter-hour Minute Man series of bond promotion ad- dresses by prominent Fitchburg citizens. Station break time announcements also have Fourth Loan slant.

A total of $150,655 in bonds were sold during a two hour rally conducted by WSLS Roanoke, Va., in the station's studio's on the opening night of the Drive. Local talent was assembled for the event by WEIM program manager Horace Fitzpatrick. KOA Denver daily broadcasts a report from Governor John C. Vivian on the progress of Colorado in the campaign. Appearing with the governor on the initial broadcast were state War Finance committee leader and wounded war veterans. A different veteran appears each day on the program.

Pickups from the Norfolk Navy Yard, Naval Air Station, Navy Operating Base, Camp Perry, home of the Seabees; Camp Lejeune and the Marine Base at Quantico were featured on the hour broadcast opening the Fourth Loan. Altogether, 45 stations over a 14 state wide hook-up. Gov. Colgate W. Darden Jr. and other state leaders appeared on the program which was directed.

NEW TWIST to Bond-selling—Lt. Comdr. Lawrence Breeze, chief engineer of the Liberty Ship America, and Holly Wright, announcer of WRC Washington, describe by recording the function of the master control board of the ship's radio, part of the 16 hours of programs recorded aboard the ship during a 450-mile trip from New York to Washington broadcast later as WRC's contribution to Fourth War Loan drive.

By Irvin Abello, program service manager of WRVA, Richmond. Broadcast originated from WRVA and was fed to WTRD WGH WLVA WBTM WSLS WMVA WKEY WC5D WSEP WOPW WING WWDC. Transmission of the show was later broadcast by WMBG WRNL WDBJ.

Tabulations

Networks and local stations in New York began to tally up the first returns last week and the series of 26 broadcast versions are now being staged from Manhattan night clubs by CBS netted $4,118, 900—sold from the "21 Club" Jan. 21. Sales at the Monte Carlo the next night ran to $415,000, at the Hotel Pierre $271,000 and at the Stork Club $458,000. The second of a Hollywood series of two special Regional "Hollywood" broadcasts was scheduled by CBS last Sunday, Jan. 30, and another Hollywood affair centering around Frank Sinatra on CBS was scheduled for Jan. 26. Admission was through bond purchase.

Mutual's big event last week was a Saturday show featuring heroes of the "Golden Age of Sports" of the 1920's, including the Babe Ruth, Jack Dempsey, Bobby Jones and others and contemporary sports figures such as Alice Marble and Don Budge. Broadcast from the WOR Mutual Theater, in cooperation with the Sports Broadcasters Assn., the program was expected to sell a million dollars worth of bonds, according to Mutual, MBS has set Feb. 1 as the date for a special program of original music to be broadcast from WGR Buffalo, bearing the title Ballad in V.C. Initial effort of NBC, which will concentrate on an intensive "clean-up drive" beginning Feb. 8 in concert with the Boy Scouts of America, brought $250,000 in bond sales from its show of "Pleasure of Life and Madness in Glen Cove, Long Island. The Treasury's efforts to reach the individual buyer met with success Jan. 10 when 11,000 citizens pledged $1,000,000 at the broadcast of Meet Your Navy on the Blue.
That's 5-year-old KXOK... the Blue Network station in St. Louis.

Youngest of all St. Louis radio stations, KXOK has outpaced a 21-year-old to rank second in morning listening appeal... and a 16-year-old to rank third in the afternoon and evening.

This "high" in listening audience for KXOK was revealed by a Robert S. Conlan & Associates coincidental telephone survey of radio listeners. The survey was made in St. Louis from December 8 to 14, 1943, inclusive.

During those seven days (Monday through Saturday) 56,709 basic calls were made. This was an average of 567 basic calls each hour... almost 142 basic calls every fifteen minutes... or better than 9 calls a minute.

A fast climber? Well... this husky "youngster" has gone far in five years. Keep an eye on KXOK... IT'S CLIMBING FAST!

KXOK
SAINT LOUIS, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KEXL, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & COMPANY
Healy Has Praise For Media Effort
Pointe to Achievements in Giving OWI Public Contact
PAYING tribute to broadcasters for their cooperation in disseminating war information, George W. Healy Jr., new director of Domestic Operations, Office of War Information, last Monday pledged himself and office to tell the "full story of the war." He spoke at a luncheon at the Statler Hotel, Washington, given in his honor by Neville Miller, NAB president.

"After three weeks of reading records and looking through the files, I feel we're on the beam," said Mr. Healy. "The beam for us is trying to tell the full story of the war and to tell the American people how best they can help. I don't know of any group of individuals that has done more completely or adequately than the War Advertising Council, motion pictures, newspapers, advertising agencies and radio."

Tribute to Cohen
Mr. Healy recalled that eight months ago when he served on the OWI Advisory Committee, that group unanimously opposed the OWI issuing printed booklets or going into the newspaper or domestic radio business because "the established media were doing a good job."

"You gentlemen have done everything we have asked you to do," he said. "We regard ourselves as your servant and want to help you do your job. Reading the files indicates to me that we have the best relationship with the radio industry." He paid tribute to Phil Cohen, chief of the Domestic Radio Bureau.

C. E. Arney Jr., NAB secretary-treasurer, acted for President Miller who, a few hours before the meeting, was summoned for a luncheon session with then-Burton K. Wheeler (D-Mont), chairman of the Senate Interstate Commerce Committee and co-author of the Wheeler-Wheeler bill (S -814). Guests included: Frank M. Russell, NBC Washington vice-president; J. Harold Ryan, assistant Director of Censorship in charge of broadcasting, Navy Bureau of Public Relations Radio Branch; Col. E. M. Kirby, chief, War Dept. Bureau of Public Relations Radio Branch; Thomas Lane, director of Advertising, Press & Radio, War Finance Division, Treasury; John Hymes, OWI Domestic Radio Bureau.

Members of the NAB staff, in addition to Mr. Arney, were: Dean Avery, director of broadcast advertising; Robert Bartley, director of war service activities; Willard Egolf, assistant to the president; Harvey Espo, director, engineering; Paul Peter, director of research; Arthur Stringer, director of promotion.

PLEASANT PHEASANT DINNER is anticipated by these Blue Network executives as they ogled the superman bird. Dinner was inspired by Bill Martin, manager of KMMJ Grand Island, Neb., who sent Ed Horstman, chief engineer of Blue's central division, 16 pheasants from Grand Island, on the promise that Ed would throw a dinner for executives. In the midst of the dinner, Ed Borroff, Blue central division vice-president, brought in a bird of the size raised around Chicago. Ready to eat are (1 to r): Mr. Borroff, Mihovil H. Schoenfeld, sales manager of the network's central division; Mr. Horstman and Dwight Reed, of the Headley- Reed Co., representatives of KMMJ. Chicago "pheasant" was a turkey.

Newspaper Divorcement Data Is Sent to Congress by FCC
A 38-PAGE summary of the record of the newspaper ownership investigation was submitted last week by the FCC to the Senate and House Committees investigating radio for their education and guidance.

The digest analyzed the testimony presented at public hearings which began July 25, 1941 and ran intermittently thereafter for 25 days until Feb. 12, 1942. The proceedings were divvied [BROADCASTING, Jan. 17] by the FCC last Jan. 13 at which time it announced that applications involving newspapers would be considered on their individual merits.

NRC to File
The FCC coincident with its dismissal of the newspaper proceedings, promulgated a formal order closing the record. It made part of the record a series of exhibits introduced during the hearings but not heretofore admitted. The order stated that any party to the proceeding could file by Feb. 1, a statement, for inclusion in the record with respect to these exhibits.

Harold V. Hough, chairman of the Newspaper Radio Committee, announced that these exhibits had been objected to by NRC counsel as "inorrect and misleading." He said that NRC counsel would file the necessary statements and exhibits for the purpose of "correcting" the exhibits.

It was presumed also that NRC would file with the Senate and House Interstate Commerce Committee statements in connection with the summary of the record, if exceptions are taken to any of the FCC statements or conclusions. In its public notice dismissing the newspaper issue Jan. 13, the FCC said that a summary of the evidence would be forwarded to the Congressional Committees "in order to inform them as to the facts developed by the investigation and for any consideration they may desire to give the matter."

In its summary, the FCC advised the Congressional Committees that the Newspaper Radio Committee in particular had "cooperated with the Commission in developing pertinent material." The record, it pointed out, covers more than 3,400 pages and in excess of 400 exhibits. Fifty-four witnesses testified.

Data broken down in the summary covered generally the development of radio in relation to the press from 1921 through 1941. Virtually all aspects of newspaper and radio competition for business were covered. The Commission said that although the effect of competition by radio on newspapers cannot be accurately stated, "radio has undoubtedly taken some of the advertising newspapers would otherwise have had."

Competition Covered
Polls of public opinion from 1938 to 1941 indicated that radio was being increasingly relied upon as a source of news. A survey in July 1941 resulted in 35.7% selecting radio as their primary news medium as against 24.3% for the newspaper and 26% selecting both. Dependence upon radio became more prevalent as the income level of those interviewed fell, said the summary. The polls showed a popular belief, especially among the lower income groups, that radio was more accurate and unbiased.

In a lengthy breakdown of the extent and character of newspaper ownership of stations, the Commission reported that 99.5% of the commercial standard stations licensed on July 30, 1941, 249 or about 31% had a newspaper association. Newspaper stations constituted a greater proportion of network affiliated than non-network affiliated stations—35.6% against 24.2%.

Newspaper associated stations earning a profit (175 of the 237 in 1940) had an average gross income of $41,507 as against $47,327 for non-newspaper stations. The 62 newspaper stations operating at a loss had an average deficit of $11,650 as against $6,950 for 125 non-associated stations.

Press Wires Reviewed
Several pages of the summary were devoted to the results of a questionnaire sent out by the Commission regarding complaints against newspapers. These covered refusal of newspapers to carry display advertising, program logs except on a paid basis; trade deals; agreements with newspapers on advertising and publicity practices; refusal by newspapers to carry display advertising of stations or to give space to press releases or other radio news; exchange of time for space for newspaper sponsorship. Another lengthy review dealt with the acquisition of news services by broadcast stations from the major press associations. Covered in the summary were all "restraining" arrangements involving refusal of certain press associations to sell their services to stations, and to purport rebates. Individual "case studies" involving newspaper ownership of stations also were abstracted. These related to WTMA Charleston, S. C.; WDAF Kansas City; the Des Moines Register-Tribune stations in Iowa and South Dakota, and the Hearst newspapers and their affiliated stations.

The final chapter was given over to an analysis of the "popularity" of a number of experts and college professors. Several witnesses, the Commission said, believed that a rule barring newspapers from radio ownership would be a restriction on freedom of the press. But the Commission added there was "fairly general agreement that there are no objections to the program if the Commission considered the individual circumstances of newspaper affiliation in each case as one element of public interest in a case by case basis."

Moreover, the Commission contended there was "fairly general agreement" among these witnesses that in the interest of attaining uniformity in the output by the various new media for communicating facts and opinion "a diversity of control over the media is desirable." There was some general agreement, however, that the question of whether diversity of control is the paramount consideration or but one of the factors.
"...but imagine how national buying power is piling up, Mortimer"

Whether it's the lowdown on air power, the coming national elections, or settling the Soviet-Polish frontier, most Clevelanders seem to have a better than average understanding of the important questions facing this old world of ours. And many of the discussions you hear everywhere in Cleveland, from drawing room to street car, have grown from forum programs planned and broadcast by WGAR.

Putting weighty subjects into words which will interest all listeners is the basic idea behind these programs. For instance, the City Club Forum, bringing nationally-known voices of authority, paired in down-to-earth debate. Or, Your Opinion, Please, with experts talking of rationing, housing, invasion, soldier bonus or whatnot in language all can understand.

Americans, whose heritage it is to think and speak freely, are more interested than ever in national and world affairs. It seems to us that one of the jobs of a radio station, then, is to serve up food for thought ... to stimulate the thinking of people who want to think.

...this is WGAR
your friendly station in Cleveland

What's to happen
At TWELVE TWENTY!
Watch and listen
Big news APLENTY!

G. A. Richards, Pres...John F. Par, V.P. & Gen. Mgr.
Basic Station, Columbia Broadcasting System
NOW AVAILABLE IN THE
WORLD PROGRAM SERVICE
ON WIDE RANGE VERTICAL CUT RECORDINGS
BRIGHTEST STARS

with DICK McINTIRE and his Harmony Hawaiians adds her own exotic interpretations of the Love Songs of the Islands to the growing galaxy of features in the Quality Library of the World.

THE ONE ROSE (THAT'S LEFT IN MY HEART) • THE MOON OF MANAKOORA
MY LITTLE GRASS SHACK IN KEALAKEKUA, HAWAII • SONG OF OLD HAWAII
LITTLE BROWN GAL • HAWAIIAN HOSPITALITY • LOVELY HULA HANDS • MALIHINI MELE

Transcription Headquarters
WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
**D'Arcy Heads List In Blue's Billings**

December Was Highest Month, Network Figures Reveal

D'Arcy ADV. Co. ranks first among advertising agencies placing billings on the Blue Network last year, a study of the network's 1943 billings reveals. The D'Arcy placements totaled $3,555,412, followed by Maxon Inc. with $2,868,457.

In third place for the year was J. Walter Thompson Co., $1,743,899; Compton Adv., fourth, $1,639,369; Ruthrauff & Ryan, fifth, $1,293,664.

By industries, foods and beverages headed the Blue list of sponsors with billings totaling $65,253,980. Embroidery and toilet goods were in second place with $36,163,695. Confectionary and soft drinks ranked third with $43,351,164.

Coca-Cola Co. was the leading Blue sponsor with $3,555,412 billings. Ford Motor Co. was second with $2,955,908, followed by General Mills, $1,764,726; Miles Laboratories, $1,300,729; and Socony-Mobil Oil Co., $1,308,724.

Best month of the year for Blue was December when billings totaled $2,504,920. Lowest month was February, with $1,747,053.

**Blue Gross by months in 1943 follow:**

- **January:** $1,797,274
- **February:** $1,755,174
- **March:** $2,024,914
- **April:** $2,468,976
- **May:** $2,079,965
- **June:** $2,596,945
- **July:** $1,648,937
- **August:** $2,093,351
- **September:** $2,289,058
- **October:** $2,184,427
- **November:** $3,008,571
- **December:** $2,504,920

**Total:** $24,869,948

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**Blue Billings by Agencies**

D'Arcy ADV. Co. $3,555,412

Maxon Inc. $2,868,457

J. Walter Thompson Co. $1,743,899

Ruthrauff & Ryan $1,293,664

Wade Adv. Co. $1,135,228

Hackett-Sample-Humert $1,300,729

Knox-Haven $933,755

Young & Rubicam $1,138,746

Kinsman $1,135,228

Roche, Williams & Cunningham $784,744

Stinson & Metz $914,527

Lennen & Mitchell $580,867

Walker & Downing $551,880

Worrick & Luter Inc. $397,307

Ashbury, Moore & Wallace $467,204

Tate Bjes Inc. $920,782

Duane Jones Co. $924,371

Sellers & Ballou $1,135,228

Small & Seiffer Inc. $1,135,228

J. William Stimson $1,135,228

Wm. H. Welstrom & Co. $942,232

Crichtfield & Co. $917,192

Donovan & Co. $742,218

Raymond Spector Co. $213,770

Robert Lewis & Co. $123,068

Buchanan & Co. $156,500

Potteiger & Co. $167,115

L. W. Ramsey Co. $156,016

Masch & Aveyard & Co. $291,320

**BBDO**

Ghieghetti Adv. Co. $156,235

Eugene Mogul & Co. $245,000

William Esty & Co. $107,376

Peter Nast & Ad. Co. $791,320

Advertising & Sales Council, Inc. $69,980

American Legion $44,537

Direct $58,912

Nelson & Co., Houston, Texas $46,250

Sayre M. Randall Assoc. $56,076

Campbell-Mithun Inc. $924,371

Arthur Kudsner Inc. $924,371

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**Blue Network Gross by Clients**

**FAMILIAR VOICES were heard during the holidays over CKOC in Toronto when the former employees, now in the armed services, took part on a special program.**

**Arthur Campbell MacFarland Roche, Williams & Associates, Toronto, reported that Jim Aveyard Co., 881,874**

**for the year totaled $1,743,899; Miles Laboratories, $1,300,729; and Socony-Mobil Oil Co., $1,308,724.**

**Sales Council, $1,533,202; Socony-Mobil Oil Co., $1,743,899;**

**Mills, $1,764,726; Miles Laboratories, $1,300,729; and Socony-Mobil Oil Co., $1,308,724.**

**Network Figures Reveal**

Bates Inc. & M. & Ramsdell Downing Acousticon Div., $530,224

Blue's Billings & Co. 881,874

**Mills, $1,764,726; Miles Laboratories, $1,300,729; and Socony-Mobil Oil Co., $1,308,724.**

**Network Figures Reveal**

Bates Inc. & M. & Ramsdell Downing Acousticon Div., $530,224

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**New Coffee Copy**

**PAN-AMERICAN COFFEE BUREAU, New York, is inserting new coffee copy in national advertising, which includes participants on home economics programs on 29 stations, highlighting the theme "Have Another Cup," and stressing coffee as a year-round, all-purpose beverage, in line with the now am- ple order for spot announcements.**

**Agency is in J. M. Mathes Inc., New York.**

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**Marglo Placing**

**MARGLO PRODUCTS, New York, distributors of foods for pets, has named S. Duane Lyon Inc., New York, to handle its advertising and promotion of spot announcements on WHN New York, adding Philadelphia and Boston stations and perhaps expanding further.**

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**CBS Makes Available Network Programs Free to Affiliated Stations With FM**

BEGINNING Feb. 1, all CBS network programs will be available to FM stations owned and operated by the network's affiliated stations without charge to them and, in the case of commercial shows, without any additional charges to network advertisers. CBS stations were notified of this change in CBS policy, which will finally be the widespread use of network programs on affiliates' FM stations, in a wire sent Jan. 24 by Paul Kesten, executive vice-president.

Wire also announced plans for a series of FM engineering clinics to be invited to groups of affiliates will be invited. "Because Columbia's influence is soledly that of a broadcaster, the message read, we will make available to our stations impartial and expert information and advise based both on engineering data and practical experience in FM operations of station WABC-FM New York and WBBM-FM Chicago."

**Discussed With Paley**

Mr. Kesten stated that the plan for making all CBS programs available to the FM stations of its affiliates was first discussed by William S. Paley, CBS president, with the Columbia Affiliates Advisory Board at its meeting on Sept. 15-16, 1943. "This was originally discussed as a war-post plan.

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**Network Gross by Industries**

**Automotive** $2,382,331

**Cigars and cigarettes** $1,183,926

**Clothing and dry goods** $3,903,801

**Confectionery and Soft Drinks** $4,351,154

**Furniture, lumber, and hardware** $6,174,030

**Insurance** $98,715

**Financial and insurance** $10,524

**Financial services** $6,506,980

**Lubricants and Petroleum Products** $3,905,948

**Miscellaneous** $214,884

**Printed materials** $180,250

**Political** $90,693

**Publishers** $59,291

**Travel and hotels** $2,740

**Radio Manufacturers Assn.** $446,194

Total $24,869,948

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**CRIME STORIES appearing in True Monthly, published by Fadden Publications Inc., New York, are the basis for a weekly half-hour series started on Mutual Jan. 28.**
WRC GOES TO SEA ON A LIBERTY SHIP

Radio precedent set in 450 mile wartime convoy trip

AN ANTI-AIRCRAFT GUN, it's nomenclature and sighting positions are explained to Holly Wright by one of the ship's gunners. Wright had to learn such details as well as naval terminology in order to accurately describe the activities aboard the vessel.

WHEELHOUSE on the bridge is ship's "brain." The "talker" at left relays a command of the Executive Officer Lt. Cmdr. A. W. Beale to the lookouts. The quartermaster, or helmsman, mans the wheel. At left is the engine room telegraph; at right, the ship's gyro-compass.

LARGEST SHIP ever to come up the Potomac, the American Mariner docks at Washington's municipal wharf. When the vessel passed Mt. Vernon, WRC was able to make the first recorded description of the traditional naval ceremony performed aboard every ship sailing past the historical landmark.


Aboard her, WRC's program crew began on-the-spot recordings. Interviews with officers and men, eye witness accounts of a blacked out convoy, description of abandon ship drill. From bridge to engine room, skipper to cook—these programs made Washington feel the tenseness of life—and the nearness of death—aboard a Liberty Ship.

Three hours of these programs have added power to the Fourth War Loan Drive in Washington. They have done something else.

They have added to the public mind another impression of the alertness of WRC programming and public service. Alertness that keeps WRC first in Washington morning, afternoon and night.

WRC
America's No. 1 Network

A Service of Radio Corporation of America
At 6 Tonight*

something wonderful is going to happen to your radio

Turn your dial to 770

Right on the split second of 6 o’clock tonight, when the hands of your watch point straight up and down, a switch will be thrown and WJZ’s powerful new transmitting station will go into operation at its new location.

Its power is 50,000 watts. Its tonal quality more brilliant... its listening reception far stronger than ever before. Its clarity, that of a sleigh bell at midnight.

To understand the great difference on your radio, you must listen both before and after this change occurs. Notice how, at the instant of 6 o’clock, the strength and clarity of WJZ’s programs are vastly improved.

Turn your radio dial to 770 and hear it happen for yourself.

Six o’clock sharp tonight.

Hear these great programs — See Newspaper Radio Listings for Day and Time

Music • The Metropolitan Opera, Metropolitan Auditions, The Boston Symphony, Victory Parade of Spotlight Bands, Nancy Martin, Meet Your Navy, Marian Downey, Kasparov, Musical Booklets, Paul Whitman, Dave Courtright and The Jesters, Sings, Souvenirs, Ink Spots, Moments of Memory, Farmies • America’s Town Meeting of the Air, America Tomorrow.


Foreign Correspondents • George Hicks (with U.S. Fifth Army in Italy), Arthur Pelham (London), Donald Cox (Aigle), Henry Barrett (Ascona), Clive Roberts (New Guinea), Tom Grundy (London), Frederik B. Oppen (Changchun), Frank She (Cairo).

Children’s Programs • The Blue Playhouse, Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

Variety • Radio Hall of Fame, Duffy, Chamber Music Society of Lower Basin Street, Breakfast at Sardi’s, What’s New, Breakfast Club, Ladies Be Bound, Dambly, The Kittens, Breakfast in Bed, On Stage Everybody, Minstrel Show, Awake at the Switch.


Quiz • Battle of the Brains, Quiz Kids, Yankee Doodle Quiz, Blind Date, Get You.

Service Programs • Nancy Quigley, Joyce Kendall, National Farm and Home Hour, Mystery Club, Living Should Be Fun, Fifty Questions, Byte, Broadcasts.

Religious and Inspirational Programs • The Catholic Hour, National Vocations, The Jewish Hour, Religion and the New World, Our Spiritual Life, Homecoming, The Bells of St. John, Building for America, Ted Mahone.

THE Blue NETWORK

WJZ NEW YORK 770 ON YOUR DIAL
YES, SIR!
AND SOMETHING WONDERFUL
DID HAPPEN . . . AT SIX O'CLOCK!

THE STATION MOVED!
moved its great transmitting
tower and equipment, lock, stock
and barrel—from Bound Brook,
New Jersey to Lodi, New Jersey,
where location, soil, distance and
the imponderables of radio en-
gineering render it closer—
dearer—stronger—louder—to
more people of the richest mar-
ket in the world!

NEW LISTENERS
who now hear—and hear dearly
and strongly any message you
want to send over the airwaves
via the Blue Network—to WJZ's
listening area—to more people
in the richest market in the
world!

A CAMPAIGN WAS RUN
Not just in all major New York
newspapers but in Brooklyn,
Queens, Long Island, Westches-
ter and Connecticut. Teaser ads!
large-scalable announcement ads!
good, big follow-up ad! And, of
course, Radio. Teaser announce-
ments for 3 days and a special
half-hour WJZ Cavalcade pro-
gram dramatizing the full story.

NEW CLARITY—
BETTER SIGNAL STRENGTH
This move of WJZ cannot be
measured in terms of miles or
fathoms or yards or feet. It must
be measured in terms of the new
rich strong voice with which WJZ
will now broadcast your message
or that of your client—broadcast
it with new clarity—by virtue of
new signal strength to the richest
market in the world.

*This ad ran in metropolitan New York and suburban newspapers on January 2.
Manufacturers Promise Full Lines of FM

VOLUME production of full lines of FM equipment, both transmitting and receiving, as soon as wartime restrictions are lifted, was promised by executives of eight radio manufacturing companies in a symposium before the FMBI convention at the opening session last Wednesday in New York.

Intensive promotion of the medium was promised by all of the spokesmen, with combination AM and FM sets to be produced as soon as production lines can be established. The preponderent view was that local and regional stations would give way to FM for urban area coverage, and that the use of "transcontinental" clear channel stations on the AM frequencies will supply the "national" coverage.

Following are summaries of the statements of the manufacturing executives on their future FM plans:

C. B. Jolliffe
RCA Victor Division
RCA

FOR MANY years RCA has had a very considerable interest in the technical development of FM. Research has been carried forward in RCA laboratories on special FM circuits, propagation characteristics of very high frequencies used in FM, and on component elements required for FM broadcasting. RCA's research work on FM is continuing, but most of it is related to the war effort and is of a confidential or secret nature.

Prior to the war RCA had developed and was ready to put into application some novel FM circuits. We expect to incorporate these circuits in apparatus produced in the post-war period. We have manufactured and supplied FM broadcast transmitters prior to the war. As soon as civilian production is resumed we plan to offer for sale a complete line of FM transmitters.

Fidelity Standards

In the post-war period, all RCA standard broadcast audio equipment will meet the present standards of fidelity in FM and consequently all standard equipment will be satisfactory for use with FM transmitters. RCA has produced test and monitoring equipment required by FM stations and we expect to continue to offer this equipment for sale. RCA plans also to supply FM antennas suitable for use on steel towers or existing structural supports. RCA will be able to furnish studio-transmitter link circuit equipment and accessories. In fact, we plan to be in the same position as we have been in the AM broadcasting field; that is, we will offer a complete and coordinated line of studio-transmitter and accessory equipment. We expect to cooperate with stations and with their consulting engineers in equipment and installation problems.

With respect to the other portion of the FM market, on which the public is interested—the receiver—as one of the larger producers of home radio sets, we expect to offer for sale to the public FM receivers of high quality design at reasonable prices.

F. R. Lack
Western Electric Co.

WESTERN Electric has no statement to make on its post-war manufacturing plans. In 1943, we produced $75,000,000 in equipment for the armed forces, a good share of it FM. In 1943 and 1944 we turned out $129,000,000 of FM equipment for military use. We are doing a war job now, but we are keeping our own people informed on post-war operations. As soon as the story can be told, we will make it available to the industry the results of our experience in FM, micro-wave and other new fields.

By W. R. David
Transmitter Division, Electronic Department
General Electric Co.

IT SEEMS reasonable that FM will eventually supplant all local, high power AM stations. It would give the public FM and better AM reception. The present AM band would be cleaned up, making more clear channels available for more high power stations. Possibly in the future we can have super power, 500 kw AM stations for long range coverage. At this point I should mention that a large master FM station with a bunch of satellite stations or locally owned affiliate stations has far greater coverage possibilities than any high power station in the eastern or western parts of the United States.

A few months ago, I stuck my neck out and predicted 500 FM stations and 50 AM stations five years after the war. To complete the prediction, add 100 television stations and 50 international stations. True, this is only one prediction but it is based on our analysis of the trends and with some thought about the economics.

Our equipment reservation plan has been well received all over the country and it has created interest in Canada, Central and South America. Many stations have signed up and we expect many more. The information will permit intelligent planning of post-war production.

Our plans for the future are very definite. We intend to manufacture and offer for sale a complete line of FM transmitting equipment from microphone to antenna and in addition, low power and high power AM transmitters both conventional and international. Work on these lines will be started as soon as our engineers are released from war work. Manufacturing will start as soon as we are authorized to produce transmitting equipment for commercial use.

Kee McCanne
Secretary and Asst. General Manager
Stromberg-Carlson Co.

IN THE postwar period, Stromberg-Carlson recognizes two fields for FM home sets: (1) The high quality field in which we have been predominant, and (2) a field for simpler FM sets with standard loud speakers and audio circuits to reproduce speech and ordinary music without the static and the interference between stations so frequently encountered on the AM band.

In fact, we recognize in this second type of receiver the means to gradually bring about a corresponding improvement and return to full usefulness of the AM band and its group of satellite stations like WHAM. If 700 or 800 of the present local and regional low-powered AM broadcasting stations could be induced to switch from better coverage, lower cost operation, and reliable day and night service to switch to FM, then the AM dial can be cleared for a few transcontinental and district stations with increased power over that which they are licensed to use today. We intend to develop this field and work towards that goal.

No Auto Plans

We have no present plans for producing FM receivers for automobiles, though we believe that FM will be a post-war market item and that FM-AM sets for automobile, marine and aircraft use will find a ready demand.

We believe FM provides the best means for transmitting and reproducing the sound tract of television pictures, but that FM receiving sets will not provide a large post-war market before the new television standard can be established and can be built and installed. The addition of a television picture receiver to a post-war FM broadcast set will provide a complete service to the most convenient form.

We are also interested in facsimile, provided its economic problems for market promotion can be solved. FM will naturally be superior for facsimile inasmuch as the picture can be superimposed on the carrier wave. An early use for FM is in the transmission of business and other information to offices which are located in business centers away from the local AM broadcasting stations. The Radio Engineering Laboratories, Inc. are the pioneer manufacturers of FM broadcast transmitters, having closely collaborated with Major Edwin H. Armstrong in the production of Radio Station 192XNN, New York.

As soon as restrictions are lifted, it is our intention to continue to supply FM broadcast stations complete with their necessary accessories and FM studio-to-station links. It is our intention to continue to employ the Armstrong phase-shift method of modulation. Field investigations and actual experience gained from the operations of the many REL-FM stations now on the air and more than substantiate the continued use of the Armstrong phase-shift method of modulation.

Sees Post-War Advance

We feel that the post-war period will show a tremendous increase in the number of FM broadcasting stations, that many of these new broadcasters will not come from the ranks of the present AM group, but will constitute the local bankers, grocer, newspaper or what-have-you. To give them a complete service that someone else has a right to do for them everything that is necessary to get them properly started.

Along this line, REL has set up a program whereby the new broadcaster entering the field can secure
You are looking at the steepest incline in the world... an actual view of Lookout Mountain Incline. Incline cars, powered by cable, run up and down these tracks on regular schedule, serving the residents, as well as the thousands of tourists who come to Chattanooga for the breath-taking and awesome beauty of the surrounding mountains and lakes. At its steepest point, this is a 72.7% grade incline.

With the development of TVA power projects, Chattanooga has combined the beauty of its natural surroundings with the attendant and natural industrial development following in the wake of TVA. Today Chattanooga is not only on "the Great Lakes of the South"... it is the heart of the TVA power empire!

AND IN THE CHATTANOOGA MARKET TIME BUYERS ARE INCLINED TO CHOOSE WDOD

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD. Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice.

WDOD 76.9%
STATION B 18.3%
STATION C 4.8%

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

WHERE NATURE AND INDUSTRY JOIN HANDS

National Representatives
PAUL H. RAYMER CO

BROADCASTING • Broadcast Advertising
January 31, 1944 • Page 31
a complete “packaged” FM broadcast station, low in cost and easy to erect so that his community, which now lacks adequate, enjoyable and static free radio entertainment will be properly taken care of. This FM radio package will comprise a 1 kw transmitter, studio equipment, measuring equipment and the necessary material for the erection of a suitable antenna.

The prospective broadcaster need only supply the building or the space in which the installation is to be made and the tower, roof or mountain top on which to erect the antenna.

Besides the apparatus, the REL will be prepared to make arrangements to supply all of the engineering and data required for the FCC construction permit filing. We will also make available for the package buyer all the source he will receive, the necessary data to get on the air. In plain and straightforward language, the package will be supplied from “soup to nuts.”

C. R. BARYHT
General Electric Co.

FM will dominate our product design and merchandising and advertising program in the post-war period. Tentative plans call for FM receivers in all but the low priced brackets. We believe that our first post-war line produced under unrestricted conditions will consist of FM models to the extent of approximately 20% by units and 60% by dollar volume.

Omitting the AC/DC sets from the picture, we expect our post-war line to consist of FM sets to the extent of 80 to 90% of all remaining types. A detailed survey made by our Company about 6 months ago indicates a probable deferred demand at the end of 1944 of approximately 25 million receivers. Another way to approach the problem is to estimate that the national income for 1944 has placed at approximately 150 billion dollars. On the average, approximately 1/2 of 1% of national income is spent for radio receivers. This gives us a total of 750 million dollars, which we may expect would be spent for radio receivers in 1940 if merchandise were available. The average price paid for radio receivers in the 1940-1941 season was approximately $500. Assuming a price rise post-war of 30% and dividing our 750 million dollars by the new average price we obtain, we arrive at about 19 million sets for 1944.

25 Million Market

Considering the factors of increased buying power, pent-up demand and the effect of FM as an obsolescence factor, it is believed that 25 million receivers is a very conservative estimate of the potential market which will exist in the latter part of this year.

Assuming that other manufacturers feel at least as optimistic about FM as General Electric, we may expect a production of approximately 5 million FM receivers for the first full year of production following the lifting of all restrictions on manufacturing. As to the years following, I think we may well let them take care of themselves. The experience gained in producing and selling 5 million FM radio receivers will certainly give us the clue as to what to do in the succeeding years.

We have been told that we are headed for several years of prosperity after the war. If we accept this hypothesis and assume a conservative average of 15 million sets annually for 5 years, applying the same FM percentage for the entire period, 15 million sets should be in the hands of the public at the end of 5 years. I should like to point out, however, that this assumes little or no technical progress in FM for the 5 year period. At General Electric we are not planning to produce FM receivers which do not provide the superior advantages offered by FM. We believe that the future success of FM will depend on maintaining high standards of performance. This does not necessarily mean that FM will be confined to the high priced end of the line. We believe that it would be possible to produce FM receivers with excellent performance at the present time that could retail at $60, based on pre-war prices. To reduce prices below this figure and at the same time maintain the high levels of performance which FM receivers must have, is not going to be an easy job. We think, however, that it can and will be done.

Perhaps no better answer can be given to the question “What do you think about the future of FM?” That in 1944 we are planning to spend 75% of our total advertising budget, or a million and a half dollars, to tell the story of FM.

ARTHUR FREED
Vice-President and General Manager
Freed Radio Corp.

AFTER the war we will continue, as before, to concentrate our efforts on serving the quality market for FM receivers.

Speaking for our organization, one of the small group of manufacturers and broadcasters who have supported Edwin H. Armstrong's faith in frequency modulation since 1940, we welcome to the ranks of FM a host of new manufacturers and broadcasters, who will share one of the most important jobs in the industry faces. This is the education of the public and the dealer by the manufacturer and broadcaster to the full advantages of FM. That job should be well organized and receive the complete support of all branches of the industry.

Too little attention has been paid to the antenna requirements of FM.

To insure complete satisfaction, FM will offer antenna systems that are easily and quickly installed, and be ready to serve the new FM radio industry.

J. E. BROWN
GM and Director

IN DEVELOPING its post-war FM receiver planning Zenith is of the opinion that the major problem before us is that of the extension of the FM band to some upper frequency limit greater than 5 megacycles. It seems logical that the FM band might incorporate the space from 42-56 megacycles. Therefore Zenith planning calls for extension of the tuning range in its receivers to cover this band.

The greatest service the receiver industry can perform for the new FM broadcasting business is to secure the widest possible circulation of FM receivers. We believe this is best accomplished by making receivers combination FM and AM so that the purchasers of new receivers in the price brackets in which FM sets fit automatically be set up to receive the FM service as it expands.

JAMES S. RASMUSSEN
Crosley Corp.

In 1940 and 1941 Crosley produced high-quality FM receivers, mainly combination FM-AM sets, ranging from $125 to $275 in price. As soon as the war is over and peace time production is resumed, Crosley will be back in the field, again producing high-quality receivers in the same price range.

Electronic Era Seen

KNOWLEDGE, experience gained in the radio and electronics industry during wartime will be valuable in the postwar “Age of Electronics”, according to W. L. Jones, vice-president and manager of the RCA Service Co. Mr. Jones said last week that assignments to various operations have taken RCA field men to war zones throughout the world.

WWNC Asheville, N. C., has named the Katz Agency Inc. as national representative effective Feb. 1.

A Dollar's Worth

F. R. LACK, Western Electric Co. engineering executive, told the FMBI convention in Nashville last Wednesday a story about Dr. Edwin H. Armstrong, FM inventor, that won't forget. When the Signal Corps asked Western Electric to manufacture equipment using FM, he thought Armstrong was too old to fight in this one. "If you want to build FM receivers," he told them, "I think you should, you can have the license for $1." Dr. Mr. Lack observed that in the past two years his company has built $125,000,000 worth of FM equipment on a $1 license.
THE ONLY 50,000 WATT STATION
ALONG THE ATLANTIC COAST, SOUTH OF NEW YORK
ON THE AIR--ALL NIGHT--EVERY NIGHT

ALL NIGHT
STAR PARADE

- News every hour on the hour!
Just the right type of music! A va-
riety of features including "Rhythm
Unlimited", "Dizzy Quiz", "Relec-
tions in the Night", "Battle in them
thar Hills", "The Zero Hour Club"
- And you'll find Bob Jones, Jack
Halloran and Happy Johnny perfect
hosts as "the programs most people
listen to most" continue throughout
the wee small hours.

POWERFULLY
PROGRAMMED!

EXTENSIVE
PROMOTION!

EXCELLENT
COVERAGE!

LOW
RATES!

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S
GREAT RADIO STATIONS

On The Air 24 Hours Daily—7 Days a Week With
The Programs Most People Listen to Most!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
FBI Chief Faces Possible Contempt Charge in Congress

Again Declines to Answer Questions Before FCC Probers on Orders of President

POSSIBILITIES loomed last week that Director J. Edgar Hoover of the FBI may be cited for contempt of Congress because he has consistently refused, under a presidential directive, to answer questions before the Attorney General, to answer questions before the House Select Committee to Investigate the FCC.

Appearing before the Committee last Wednesday for the second time, Mr. Hoover declined to produce the Presidential directive and to answer questions, despite specific instructions from the Committee transmitted by Chairman Lea (D-Cal.).

Attorney General Rules

"The chair directs that you answer questions," said Mr. Lea.

"I must decline, Mr. Chairman, for reasons set forth previously," replied Mr. Hoover. He said that he heretofore had refused Jan. 20 to answer questions on advice of Assistant Solicitor General Hugh B. Cox [Broadcasting, Jan. 24].

"Do you understand that the chairman has now directed you to produce the written directive from the President and to answer questions?" asked Committee General Counsel Eugene Garey (D-Mich.).

"Mr. Hoover said he understood but that he must "again decline for reasons previously stated."

Mr. Garey read into the record a letter from Attorney General Biddle to Chairman Lea in which the Attorney General said that he had instructed Mr. Hoover not to produce the Presidential directive for the Committee and to decline to answer questions outlined the previous week on the grounds that answers would involve "internal security."

"The position created by this letter and by Mr. Hoover's position, Mr. Chairman," said Counsel Garey, "is of course a matter of the Committee to determine and in view of the fact it may decide to refer the matter to the House for instructions and for action, I think perhaps we should have the record in such a shape, that in the event the House elects to exercise its constitutional powers and compel answers to these questions, there are a few questions I should put to Mr. Hoover."

Garey Scouts Security Angle

"The chairman, speaking for the Committee," Mr. Lea addressed Mr. Hoover, "directs you to answer questions put to you."

"I must decline, Mr. Chairman, for reasons previously stated by me as well as the directive in the letter just read."

"You have no other reasons for declining?" asked Rep. Hart (D-N. J.).

"Absolutely no other reason," the FBI chief replied emphatically.

Through a series of questions to Mr. Garey Rep. Miller (R-Mo.) brought out that answers to the previously posed questions did not, in Garey's opinion, deal in internal security; they would not interfere with the war but would, in fact, be an aid to winning the war and in "fog of war" Congress could not "legislate properly without this information."

Mr. Hoover told Rep. Hart that he did not have a copy of the Presidential directive on his person, although he did have a copy in his pocket Jan. 20, when he first appeared as a witness. When Mr. Garey asked Mr. Hoover if he would answer the questions in executive session, Rep. Hart objected, saying that if the Committee felt it expedient to call Mr. Hoover into executive session such action would be taken.

"I don't have in mind Mr. Hoover's appearance in executive session at this time," said Chairman Lea.

"Perhaps later we'll want to handle it this way. I think the Committee should first decide its course of action."

Executive Session

Although the Committee did go into executive session at the close of Wednesday's public hearing, action on Mr. Hoover's case was deferred, it was understood, until the full Committee could participate. Reps. Magnuson (D-Wash.) and Wigglesworth (R-Mass.) were absent.

Olive Amelia Merrill, former secretary to Chester A. Teitgen, supervisor of translators and transcribers of the Foreign Broadcast Intelligence Service, was closeted with the Committee in executive session. Miss Merrill is scheduled to testify in open hearing Tuesday (Feb. 1), when hearings are resumed at 10 a.m.

Following is text of the letter dated Jan. 24 from Attorney General Biddle to Chairman Lea:

My dear Mr. Chairman:

I have carefully considered the request of Mr. Garey, counsel for the Committee, that I produce before your Committee a copy of the document that I received from the Office of the President of Mr. Hoover to testify before your Committee about certain information between this Department and the FCC.

It is my view that as a matter of law and as a matter of sound and consistent practice, communications between the President and any General Officer of the executive branch are confidential and privileged and not subject to constitutional or statutory powers of either branch of Government to command the appearance of such witnesses before the Houses of Congress. In this instance, it appears to me that the privilege would not be waived; to do so would be to establish an unfortunate precedent, inconsistent with the position taken by my predecessors. It could, moreover, open the door to the disclosure of such confidential and privileged relationship that exist between the Executive and the Congress for other purposes and in other circumstances.

I must point out that number of Mr. Garey's questions are related to the methods and results of investigations conducted by the Department of Justice and the Department of Justice has consistently taken the position that when authorized by the Congress, that it is not in the public interest to have the matters of investigation disclosed. Even in the absence of explicit restrictions of this nature, it would have directed Mr. Hoover to refuse to answer those questions contained in the transcript of the hearing held by your Committee on Jan. 20, 1944, that Mr. Hoover has been requested to return on the morning of Tuesday, Jan. 25. I also deduce that Mr. Hoover stated that the general subjects as to which he wishes to testify are such that they were all touched upon in some form or another by the conduct of the investigation on Jan. 20, 1944. The transcript of that examination shows that these subjects were covered during the course of an examination of Mr. Hoover by the President. If Mr. Hoover appears again before the Committee, he would be obliged again to decline to testify as to such subjects. Moreover, I am sure you will agree with me that no useful purpose will be served by the testimony of Mr. Hoover on the latter questions. Certainly, no additional hearing would be required to answer the questions of Mr. Garey's or of Mr. Hoover's raising the privilege exists on matters made upon Mr. Hoover's time by his official responsibilities. I respectfully suggest that he should be excused from further attendance before the Committee.

Elaine Ewing to JWT

ELAINE EWING, assistant chief of station relations and editor of the Women's Radio War Program Guide for the Domestic Radio Bureau of the Office of War Information, has joined J. Walter Thompson Co. on special assignment in Washington. She will assist John T. H. in opening the new Thompson radio office in Washington

Hunt Bros. Revision

HUNT BROS. PACKING CO., San Francisco (food packers), which started radio for the first time Jan. 1, with Vaudrey's "Hotel," has dropped the show and on Feb. 15 begins sponsorship of Fulton Lewis JR. on 54 Pacific, with Lee Van Lion. Net-work stations Tuesday, Thursday (9:45-10 p.m. PWT). Firm also will sponsor Deane Dickinson, commentator, on 5 CBS stations (KXQ WKM KRY KGD) Tuesday, Thursday (9:45-10 p.m. PWT). Accounts are handled by Garfield & Guild, San Francisco.

WHBU Transfer

CONSENT to acquisition of control of WHBU Radio, Inc., by L. M. Kennett, through sale of 500 shares (50%) of common stock for $10,000 cash from Roy E. Blossom (499 shares) and Mrs. Blossom (1 share) was granted last week by the FCC. Messrs. Blossom and Mrs. Blossom plan to operate WHBU on their own after the transfer. Mr. Kennett now holds sole control, with Mrs. Kennett owning the total 100 shares. Mr. Blossom is retiring because of ill health.

New Yankee Show

LITTLE CROW MILLING Co., Warsaw, Ind., sponsors a new radio show titled Happy Hank on Mutual Network, and Rhode Island Yankee Network stations Monday through Friday, 7:30-8:45 p.m., starting Jan. 31. A successful children's program in the Detroit area, Happy Hank will introduce New Englanders to Coco-Wheat, a hot wheat and cereal with a mild cocoa flavoring.

Universal Spots

UNIVERSAL PICTURES, New York, last week spent nearly $4,000 for a spot radio campaign on six New York stations to promote the local showing of "Gung Ho!" A series of 100 five minute deliveries with illustrations is being distributed to branch managers for use of local distributors. Agency for Universal is Agency for Advertising in Walter Thompson Co., New York.
Now you can reach America's most active new market

Alaska

Things are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation.

New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent.

Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

If you have any questions regarding Alaska, don't hesitate to write me. We have eight men in our Seattle office who know the Territory thoroughly. Between us, we can dig up the information you request, whether it pertains to radio, bear hunting, steamship schedules, the weather, salmon fishing or gold mining. By the way, I have a few hundred additional copies of the Annual Pictorial Edition of Alaska Life, which I publish. It's just off the press and, I believe, gives a rather complete analysis of Alaska in 1943. If you'd like a copy just send me your request on your company stationery.

Edwin A. Kraft

Alaska Radio Headquarters

708 American Building

Seattle 4, Washington

BROADCASTING • Broadcast Advertising

January 31, 1944 • Page 35
Fly Tells Broadcasters FM Is 'Of Age'

Warns Hurry-Up Plans
Will Sacrifice FM Quality

FM WAS DECLARED “of age” by FCC Chairman James Lawrence Fly in an extemporaneous address to the 650 delegates at the convention luncheon of FM Broadcasters Inc, last Wednesday in New York. Mixing a plea for cooperation in establishing a larger use of radio service, with a sort of Will Rogers brand of homespun humor, Chairman Fly did not try to answer seriously the questions propounded by broadcasters on FM's future, economic or regulatory.

Instead of introducing Chairman Fly to the overflowing luncheon audience, President Damm, in verse the order, first asked that the 46 FM licensees, who have pioneered the field, stand for recognition. Then he called upon the 72 applicants for FM stations, and finally the “100 other individuals” who had come to get first-hand information on the medium.

“Here to Stay”

Mr. Fly commented that the convention constituted the biggest and most pleasant group he had met in radio “since the first day of the convention at St. Louis”, alluding to his bitter fight at the 1941 NAB Convention. He then read the President’s letter to Mr. Damm, observing that he was happy that the President “recognized the significance of the contributions of the great scientists”. He paid high tribute to Dr. Armstrong, and called upon broadcasters and manufacturers to avoid “hurry up” schemes that would sacrifice the quality and high-fidelity of FM.

“FM is of age”, Mr. Fly declared. “It is going to stay. No one of us can stop it”.

Alluding to the appointment of RTPB to provide for orderly allocation of the high frequency spectrum, Mr. Fly said that the very opportunity afforded by FM, as a high fidelity service, would be frustrated unless the entire technical task is coordinated. He stressed the importance of “overall, sound long-range planning”.

FCC Will Cooperate

“Hurry-up schemes for mass production”, Mr. Fly cautioned, “should be avoided. FM quality can be no greater than the narrowest inside ‘choke point’ in the system from microphone to receiver.”

RTPB, Mr. Fly declared, constitutes the most competent group of technical men ever assembled. This board, he said, is entitled to the cooperation of FM broadcasters.

Pointing to the “golden opportunity” in FM, Mr. Fly advised that “instead of rushing bell-mell into injurious production, we have what we might call a beneficent stalemated”. He compared FM to the war-imposed freezes, he said, provide time for development in an orderly way and for planning upon an “optimum engineering and mechanical basis.”

He pledged the cooperation of the PCC in FM development.

Calling for “completely free enterprise”, Mr. Fly said the trend must be away from “monopolistic control” of FM today to standard broadcasting in the 1920’s and predicted that it may become a greater service. That it will go ahead, he said, is certain.

Departing from his technical discussion, Mr. Fly reopened his crusade against soap operas, racing result programs and “the hawking of money” over the air. After having stressed the importance of high fidelity he said that it won’t be necessary on FM to use such program devices. “Some broadcasters may have to have a high colonic irrigation” he asserted in prefacing his tirade against program quality. That type of programming, he said, can be “put out with baling wire—that’s about what it rates”.

Humorous Mood

Putting on a brand of humorous monologue, Chairman Fly read a number of the questions which had been prepared in advance by broadcasters for the panel of FM experts on Thursday. To the question whether FM would replace AM, Mr. Fly remarked: “This is one of the most serious questions facing the radio industry today”.

As to the elimination of automobile ignition interference to FM, the Chairman dryly proposed that the automotive industry ought to provide propulsion eliminating spark emissions. One broadcaster had asked whether he would be cutting his own throat by going into FM and thereby building a competitor. Mr. Fly thought the answer would be for him not to go into FM but simply “cut his throat and let it go at that”.

The Chairman made no serious attempt to answer any of the questions troubling broadcasters. Finally, he admonished broadcasters to “get together on this tremendous task”.

Sheaffer on NBC

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Feb. 13 will begin sponsorship of a quarter-hour program over NBC stations, Sundays, 3-3:30 p.m. Contract is for 52 weeks. Agency is Russell M. Seeds Adv., Chicago.
ANOTHER GREAT PERSONALITY SCOOP FOR KWK

THEY'RE IN *FIRST PLACE... WITH A 7.0 RATING... AFTER ONE WEEK.

NOW AVAILABLE

BABS CHARLIE LITTLE

The SMOOTHIES

JOIN THE KWK STAFF OF PERSONALITIES

MONDAY THRU FRIDAY
6:00 P.M. to 6:15 P.M. CWT

The SMOOTHIES have been network stars for a number of years. They were featured with Fred Waring, Burns and Allen, Kate Smith and many others.

* Bee Angell & Associates completed 451 co-incidental telephone calls which showed the SMOOTHIES in first place with a 7.0 rating. This survey was conducted Friday, January 5, 1944 during their fifth broadcast.

IN ST. LOUIS THE TREND IS TO KWK

PAUL H. RAYMER, REPRESENTATIVE
Horse Sense "Ra"

IT HAS BEEN SAID: "YOU CAN LEAD A HORSE TO WATER BUT YOU CAN'T MAKE HIM DRINK."

But

WHEN HORSES WANT WATER YOU DON'T HAVE TO BOTHER ABOUT MAKING THEM DRINK!

To be sure, radio listeners are not horses, but they, too, have certain habits which are peculiarly their own. They invariably "drink" heartily of programs to their liking — and head for the "trough" often!

That's the way Fort Industry Company Stations go about getting listeners — keyed to the markets they serve is the thing!

Granted it's a homespun theory, but people are people the world over and if they get what they prefer they are satisfied friends. Every Fort Industry Station has many such satisfied friends ready to hand over to advertisers who have "drinking water" to offer. The capacity of these listeners is making numerous campaigns outstanding successes.

They'll "drink" for you, too!

WSPD
Toledo, Ohio

WAGA
Atlanta, Georgia

WWVA
Wheeling, West Virginia

WMMN
Fairmont, West Virginia

WHIZ
Zanesville, Ohio

WLOK
Lima, Ohio
If it's a Fort Industry Station you can bank on it!
Radio’s Fighting Sons

THAT RADIO is doing its share to win the war on the battle fields as well as on the home front is brought home vividly in the Honor Roll of broadcasters and employees who left their jobs for the armed services. The Honor Roll, to be published in the 1944 Broadcasting Year Book Number, now in the press, lists 5,513 men, including 38 who have given their lives or are missing in action, and six known to be prisoners of war.

A careful check of listings, provided by networks and stations, disclosed that many radio men now in the service were not listed. Some have been inducted since the tabulation was compiled; others were not listed by stations. Conservative estimates place radio’s fighting men at well over one-fourth of the industry’s total personnel. Those listed in the Honor Roll represent more than 23% of broadcasting’s executives and employees.

When they get back, radio will have room for them all. Better jobs in many cases will await those who have always done. Soon new services as television and FM, great opportunities will be presented. Radio can use the brains, brawn and zeal of its fighting sons.

Radio its backing the attack in all respects. At the front with soldiers, sailors and marines; at home by giving more than 100 million dollars annually in time and talent to promote war campaigns.

That ‘Duopoly’ Gun

SINCE THE FCC promulgated its “duopoly” order last November, banning control of more than one station in the same or overlapping areas, the impact on multiple owners, actual or suspect, have been in a dither. In almost every instance, the dual owner feels there are ex-
tenuating circumstances in his case, but all are faced with a May 31 deadline—or else.

Theirs isn’t a popular cause, since so few stations are affected. It may well be that dual operation on standard stations isn’t desirable. But the issue is broader than that. Certainly no rule-of-thumb can be applied.

The big trouble is the “forced sale” aspect. The war has brought about a critical man-
power situation. Radio materials are scarce or unavailable. And, most significant, there has been no complaint against dual operation from the public.

The FCC order couldn’t have been made un-
timely. Practically all of the dual stations (which have been given license renewals for years by the FCC and the old Radio Commission) use common facilities. Many of them have the same transmitter houses. Thus they are able to conspire in a dual capacity.

To force separations means a rush to get per-
sonnel, technical and general, materials and equipment—all on the wartime critical lists. For all this hardship, there wouldn’t be an iota of improvement in service.

The order should be postponed. It might well be deferred until the war’s end. Or it might be extended until such time as the manpower and material situations are no longer critical, which may precede the termination of the war.

It is true that the FCC has made provision for individual pleadings where hardship would be encountered. But the FCC already has es-
tablished precedent for axing forced sales by allowing an indefinite time for disposition of the Blue network. The multiple owners, generally, are smaller independent operators. They should be given the same privileges as the larger entities.

In disposing of the newspaper ownership order, the FCC wisely decided to consider situa-
tions on their individual merits. The same formula could be applied to dual ownership.

The circumstances are not dissimilar. The “duopoly” order was not demanded by the public or in Congress. It just popped up without warning. The result is that every broad-
caster affected feels he has a gun against his head.

Every broadcaster who feels he is affected by the order, whether it is an out-and-out dual ownership situation or a rather straining overlapping coverage condition, should do something about it. The FCC order is ambiguous. It is un-
tilmy. And, in these times, it is enor-

mous. These broadcasters should unite, under a common banner, and make a joint appeal to the FCC to postpone the order. They have a valid and reasonable case. They are facing the pistol muzzle. Relief won’t be forthcoming unless the FCC is asked for it.

Radio-Building

THESE are luscious advertising days. All media are enjoying unprecedented demand. Ne-
papers and magazines, limited as to size, in many cases are rationing display space. Radio, with only so many waking hours of the day and with a war job, likewise is in a position to pick accounts.

It won’t always be thus. Many accounts now on the air are first-timers. The demand for desirable time is at the peak. Stations in the more important markets don’t have to merchandise, nor do their competitors.

The obvious tendency is to let things slide, because time is at a premium. It’s a seller’s market. But advertisers don’t forget. There will come the day when the yardstick again will effect a cost-per-impression, not institutional.

Even now, because the station is building for that post-war era when hard-buying again will be the order. The commodity the station has to sell is time, but that time must be the vehicle for pro-
grams which attract audience right to the outer-limit of the station’s signal. The pro-
grams must be made of 1945, and eyes snap-
ing, was letting her tongue run a mile a second pleading her case. Abruptly the venerable Justice Hitz leaned down from the bench and stopped her short. “Fanny Neyman,” he said, shaking a finger in the young lawyer’s face, “you back up. You’re exceeding the speed limit.”

Speed limits, detours, untravelled roads are nothing more than a challenge to Fanny Neyman Litvin. The first woman lawyer—and the only one for 10 years—in the Federal Communications Commission, she is now celebrating her 15th year with the law department.

She arrived at the newly-formed division in December 1928 when it was the Federal Radio Commission. Louis G. Caldwell, then chief, could scarcely have hoped for anyone with more interest or background for the job than eager Fanny Neyman. While work-

line with the late Sen. Thomas J. Walsh (D-Mont.), and going to George Washington Law School, though she already was a member of the D. C. Bar, she attended as many as possible of his hearings on the original license bill. That was 1926-27. Not only did she sit in on the hearings, but she also combed the Library of Congress for books and articles on radio and the regulations of communications.

“From then on,” she said, “there was no question as to what I was going to do.” And so when the Commission was formed, Fanny Neyman was one of the first to join the staff.

Today the files of her bibliography on communications, the laws governing them, and the disputes concerning them cover a side of her office. Her communications files—radio, tele-

do-grammy—go back to the explo-

atory, pioneering days of 1903, and follow the history up through the formative years to the present.

They form endless answers to the endless questions that stream into Mrs. Litvin’s office daily in the FCC Broadcast Section. They are a main source of information for the rules and regulations she draws up for the Com-
mision. She uses them when reviewing the peti-
tions for rehearings of broadcast cases that go through her busy office. And the Commission refers to them constantly.

But Fanny Litvin’s job is more compre-
hensive than her separate duties would imply. She is the walking encyclopedia of the FCC. Rosel Hyde, FCC Assistant General Counsel in charge of broadcasting, who joined the Com-

(Continued on page 48)
Portland's prominent TED GAMBLE, National Director of War Finance Division of U.S. Treasury, receives membership certificate in KOIN's bond-selling Million Dollar Club from Chet.

SUZANNE BURCE, KOIN's singing discovery and now M-G-M starlet, Jane Powell, was soloist at City Park concerts, m. c.'d by Duncan.

Subjects of Preceding Public Service Stories

1. A KOIN-presented summer series of City Park concerts.
2. "Wartime Women"... award-winning nightly broadcast of women's war activities.
3. "Million Dollar Club"... the big weekly half-hour, year-round War Bond promotion program.
4. Special educational and farm service activities.
5. Broadcast coverage of special events.

This is Public Service Story #6 in a series about KOIN activities that ensure its Number 1 position in prestige as well as audience... Presenting

CHET DUNCAN
Director of Public Relations
...and Song Leader Extraordinary

With a smile and a song Chet ably represents KOIN in a wide variety of wartime and community activities... working on committees... making talks... m. c.'ing public gatherings and broadcasts... in continual demand as Portland's best known song leader... his efforts contribute continuously to this station's public service program. He appeared before approximately 200,000 people in 1943.
Our Respects to

(Continued from page 40)

mission; at the same time, and in-

cidentally, attended classes with her
at George Washington U., says of
her, “Fanny is the kind of person that
has to be available to all
groups at all times. She is our
congressman-at-large.”

Mrs. Hyde enjoys telling of Mrs.
Litvin's college days when she was the
only woman in the law classes.
“ar’t don’t think that made her
shy, he says, with a

wink. “Fanny will

be on the stump to the root of

a question or die in the attempt.
And she’d argue with Lucifer if
she knew she was right. But I

guess that is what makes her so

thorough. We all know here that if

a job is given to Fanny Neyman
she’ll do it—and well.”

When Mr. Hyde had an appen-
dectomy some time ago, Mrs.
Litvin took over until he returned.
“And as usual she did a fine piece

of work.”

Speaking of her college days,
Mrs. Litvin went through her high-
education at full speed—back-

ward. She attended all courses only

graduated from high school at 15. That
was in Butte, Mont., where she
was born in 1900. Having career ideas,
she chose the Silver Bowl Law
College in Butte as the next step.

And so, a full-fledged lawyer
when she graduated from Sil-

ver Bowl in 1921, young Fanny
Neyman got herself a job as secre-
tary for Jim Murray, who had

been an attorney-at-law shingle
in Butte and who is now junior
Democratic senator from Montana.
There she met Senator Walsh.
“We practically set up Democratic head-
quar ters in that office,” she recalls.

Everything was progressing
beautifully toward her career,
when Fanny decided she would

like a college degree to hang be-

side her law degree. So she had
the courage to enter Montana State
College as a freshman. After fly-

ing through her academic courses
there, she looked to greener fields
and the inevitable happened—

Fanny Neyman went to Wash-

ington.

Still with educational gears in
reverse, she matriculated at George
Washington U. Law School to ob-
tain a degree from a large, fully-

accredited law college. By that
time, she was already a member of
the D. C. Bar, and working prac-
tically full time for Sen. Walsh.
But the schedule was under con-
trol, and in 1928, very much of a
lawyer, Fanny Neyman received her
L.L.D. from George Wash-

ington University.

But Fanny's education is a pro-
gress in a thing. Among stacks of
law and radio books on her desk is
a well-thumbed copy of the War-
time Refresher in Fundamental
Mathematics. She has an insat-
bly curiousity that lights up her eyes
every time something new catches
her interest. If she hadn't chosen
the law and communications, she

would undoubtedly have made an

ace reporter.

In 1938 Fanny Neyman

was married to "a really very splendid

person", a psychiatrist and lawyer,
Dr. Philip Litvin. He is now at
Camp Hulin, Texas, serving as a
major in the Medical Corps. Mrs.
Litvin tells about the time she
was in court with him shortly after
they were married. She was mov-
ing his admission to the District
Bar when the judge turned to a
clock and shouted in a stage whip-
ser, "That's Miss Neyman's hus-

band."

She'll never live it down.

One of Mrs. Litvin's pet pleas-

ures is traveling. If I have any

avocation, she says, "that's it."
She has been to every state in the
Union, Canada, England and
France. England captured her
heart completely, "but I love

France, too. And Canada is very
beautiful, but of course there is
nothing lovelier than the United
States."

That's typical of Fanny Litvin.
She is intrigued by everything.
Her tremendous vitality spends it-
self in a thousand different ways

on a thousand different things a
day. She makes a hobby of her

husband, communications, law, travel,
people, and especially her 12-lb.

pussy-kat, "Slog". With all her

thoroughness, insis-
tence on the right way to do
it", her deep knowledge of
her work, Mrs. Litvin is still a
very human, vital person. She loves to

hear or to tell a good story. A very

feminine "un-lawyerlike" perfume
floats across her desk, and "her

girls" in the next office bring her

a glass of orange juice every day
to "keep up her vitamin B."

Little things like that are the
key to a woman. They tell more about
her heart than professions. She is a
member of the Federal, D. C.,
and Montana Bar Associations; the
National Women Lawyers; the
Medical Auxiliary and several col-
lege organizations.

But the greater part of her time
and energy are dedicated to the
FCC. The fifteen years she has
spent there are worthy of congrat-
ulation. And also, because this

Tuesday (Feb. 1) is her birthday,
may we add, Happy Birthday,

Fanny.
That's WOV, the station with a double selling sock! Two markets listen to WOV . . . both vast, rich and responsive.

During the daytime WOV dominates metropolitan New York's Italian-speaking audience. It reaches as many as 58% of the 520,000 Italian radio homes and never less than 23% during any particular hour.

In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches the most radio homes at the lowest cost per thousand listeners of any other New York Independent station . . . and at less than one-half the cost of the next ranking station.
WILLELL Names Smith

NEAL SMITH, station manager of WCOL Columbus, for five years, joins WLW Cincinnati, Feb. 1 as sales service manager, according to an announcement made last week by Robert E. DuViville, vice-president of Crosley Corp. Mr. Smith succeeds William Robinson, now with WLW's Chicago sales office.

Mr. Smith, with a week's experience in newspaper work Mr. Smith served as salesman and advertising manager with Scripps-Howard papers in Cleveland, Cincinnati and Columbus. He was sales manager for WCOL for a year before becoming manager five years ago.

Eggleston in Army

JOE EGGLESTON, commercial manager of WMC Memphis, is scheduled to report Feb. 3 to Camp Shelby, Miss., for Army duty. When Mr. Eggleston arrives at Camp Shelby, he will be close to the heels of another selectee formerly connected with Tennessie radio. Dick Keplinger, announcer of KOMO-KJR Seattle, and winner of 1943 H. F. Davis award, has been inducted into the Army.

NORMAN CORWIN, with MCA where he had been under contract as a writer-director, returns to CBS to handle a radio series.

PVT. GENE TWOMBLEY, formerly with NBC western division, has been assigned production head of a New Caledonia Army radio station.

HERB BOLTON, formerly assistant news editor of WTMJ Milwaukee, has been appointed assistant to Ed Henry, central division publicity manager.

JEAN TREVEILER, new to radio, has joined the Blue Note division to handle publicity for WENH Chicago.

KAY SKUBO, in charge of the transmitter department of CKSO Sudbury, Ont., has joined the Canadian Women's Army Corps (CWAC).

Laurie Irving, formerly chief announcer of CKWX Vancouver, has been appointed assistant production manager. Ken Hughes has taken over as chief announcer.

KEN GRIFFIN, NBC actor starred in Backstage Wife and Road to Life, NBC series, last week was in Michael Reese hospital, Chicago, suffering an internal ailment. His roles are being taken over by Ed Freindt.

CHRISTY FLYNN, WBBM Chicago engineer, has replaced Holly Pearce as traffic manager for the station. The latter was inducted into the Army last week.

HAROLD FRANCIS, former announcer of CFQG Saskatoon, and CKRM Regina, has joined CKOC Hamilton.

AUDREY WICE, WDEA, Kenosha, Wis., has joined the Royal Canadian Navy.

WILLIAM B. DICKINSON, with UP's London bureau for two years, arrived in Australia several weeks ago to take over as UP general manager, succeeding Brydon Taves, killed in an airplane crash last December.

WILLY WANG, formerly with WHON Chicago, has been appointed the Program Director of WQAM Miami.

WILLIAM J. ROBERTSON, former program director of WIND Chicago, has been appointed the Program Director of WKBW Buffalo.

DICK MACPHERSON, former announcer of WGN Chicago, has been appointed the Program Director of WMAY Peoria.

RICHARD E. BATES, program director of WGN Portland, Me., is the father of the elder Bates.

ANDREW BELL, formerly of the station relations department, NBC and radio censor at Ottawa, now with the Department of External Affairs, has been appointed third secretary at the Canadian High Commissioner's office at London, England.

AL HAUGHER, CBS news writer, was one of 14 Chicago radio, newspaper, and film industry men to be initiated into Sigma Delta Chi, national journalistic fraternity, on Jan. 18.

JOHN BARCLAY, radio actor and singer, has joined the staff of WGN Chicago as a producer.

CY HOWARD, gag-writer for Jack Benny, has been signed as permanent columnist on the Chicago Blue program ('RDA Family. Agency is J. Walter Thompson Co., New York.

Sale of CHML to Soble

Is Confirmed in Canada

YOUNGEST (32) owner of a Canadian station is Ken Soble, whose purchase of CHML Hamilton, has just been confirmed by the Department of Transport, Ottawa. Manager of the station during the last seven years for its previous owner, Senator A. C. Hardy of Ottawa, Soble began in radio as a bit player. (UBC) Soble is reputed to have paid nearly $200,000 for the station, situated in Canada's heaviest industrial area.

In addition to CHML, his activities include an advertising agency, Metropolitan Advertising Service Ltd. and an entertainment booking agency. On the day he appeared before the CBC Board of Governors, Soble purchased of CHML, his second daughter was born.

PFC. DOROTHY JEAN CRANE, previously with WIND Gary, Ind., as assistant program director, is now in the Women's Reserve Section, Public Relations division of the U. S. Marine Corps in Washington.

TED HUSTON leaves the announcing staff of WIBG Philadelphia to join the production staff of CBS in New York.

BOB EVERSON has joined the announcing staff of WRKJ Cincinnati. He was formerly with KLO Ogden, Utah.

ED BROWNING, former announcer of WIP Philadelphia, has joined the staff of WIP Binghamton.

ROBERT STRUNKSY, active in newspaper and department store advertising, has joined CBS as network copy writer.

JACK SWIFT, KDKA newscaster, has entered the Navy as apprentice seaman.

PAUL HAVENS, announcer newscaster of WIRE Indianapolis, is the father of a boy.

LARRY GORDON, formerly of KBIR Knoxville, has joined the announcing staff of WIRE Indianapolis.

JAMES FLORA, who joined Columbia Recording Corp. two years ago as assistant art director, has been named its advertising manager.

RHODA OTIS, publicity and promotion director of WSPN Philadelphia, and William Kresch, attorney, have announced their engagement.

HERB TRACKMAN, former announcer of KFEL Denver, is now handling public relations at KLZ Col.

RICHARD E. BATES, program director of WGAN Portland, Me., is the father of the elder Bates.

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CY HOWARD, gag-writer for Jack Benny, has been signed as permanent columnist on the Chicago Blue program ('RDA Family. Agency is J. Walter Thompson Co., New York.
Please take a Bow!

We don’t need to tell you that when Reader’s Digest runs a piece about you, or prints an article of yours, or an excerpt from one of your broadcasts, or a quip of yours — it’s a laurel wreath of which you may well be proud. These honors are yours, for you are all in the January, 1944, issue.

We, of course, are proud for you. And proud of you, because you are on our Network. So, gentlemen, will you please each take a bow — for these specific laurels? Thank you.

THE DUMP TRUCK NOBODY COULD BUY

This feature in the January issue was excerpted from a broadcast by Henry J. Taylor, BLUE commentator, early in September, 1943. Taylor gave chapter and verse of an unusual incident . . . a dump-truck that nobody could buy. The sequel is reported by Reader’s Digest in these words: “Two months after this broadcast, which attracted national attention, the truck was sold.” Henry J. Taylor has just returned from overseas, and is back on The BLUE.

BABY MIRACLE

who is none other than Joel Kupperman, mathematical genius of “QUIZ KIDS.” The Reader’s Digest article, from The American Magazine, is by Jerome Beatty — who calls Joel the “most entertaining son-of-a-gun, little or big, on the radio.” Hear Joel and the Quiz Kids Sunday nights on The BLUE at 7:30 EWT. Sponsor: Alka-Seltzer.

DUNNINGER

“Radio’s Master Mind Reader” is the subject of an article condensed from the full-length story which ran in “Variety” — show-business authority. The story, written by Earl Sparling, explains why, after only a few weeks sustaining, Dunninger is now sponsored Wednesdays at 9:00 p.m. EWT by the makers of Kem-Tone.

ASCENSION ISLAND

an article about the “Mighty Midget” of the middle wastes of the South Atlantic and its strategic importance in this war. John Gunther, BLUE commentator, reveals in this article the inside story of one of the war’s best-guarded secrets. John Gunther is heard on The BLUE, Friday and Saturday evenings at 10 EWT. Sponsor: General Mills.

LEON HENDERSON

once OPA Administrator and now one of the most incisive and trenchant commentators of the American scene, is represented in the January Reader’s Digest by a pointed anecdote about inflation. And what an anecdote! Listen to Leon Henderson over The BLUE every Saturday at 6:45 p.m. EWT. Sponsor: O’Sullivan Rubber Heels.

THE BLUE NETWORK
KATHERINE REYNER, actress and freelance writer in England and this country, has been named supervisor of the production of all-night programs of WABC, New York. Lucille Hudiburg, formerly with Standard Oil Company, and previously with WGN Chicago, and NBC, has been made assistant supervisor.

TED COTT and Jo Rauson, program manager and director of publicity and special events respectively of WNEW New York will conduct a twice-weekly evening course in radio administration and production starting Feb. 15 at N.Y. City College.

IRA MARION, Blue network script writer, has been inducted into the navy.

ROGER KRUPP has resigned from WHN New York announcing staff to take the announcing assignment on the Rock and Tom Thomas newscast, formerly scored by Standard Oil of California on 16 West Coast Blue stations.

PAUL GLASS, former conductor of the School of the Air on CBS, is joining WLIP Brooklyn as assistant musical director. Sabine Moss joins the music staff as assistant librarian and Shirley Wolfe becomes a member of the production staff.

CECIL SECREST, formerly with the New York office of the Treasury War Savings Staff, and previously with CBS as writer-producer, has been named head of the productions staff of WHN New York.

PAUL OLMAN (Jack Darbo) of NBC One Man's Family and son of Don E. Gilman, Blue Western television vice-president, has been permitted a second lieutenant in the Army after completing the training course at Fort Sill, Okla.

WILLIAM GOULD, sound effects engineer of KNX Hollywood, is the father of a girl.

FERRY LEROY, whose recorded piano lessons are heard on three midwestern stations, is the father of a boy.

ARTHUR RUSH, former president of Art Ruhl Inc., Hollywood talent agency, has been named RCA Victor manager of RCA Victor artist relations, with headquarters in Hollywood.

AIRCRAFTSMAN HAL LAWRENCE, formerly of CGB Timmins, is now stationed in Vancouver as radio script writer in the Royal Canadian Air Force.

McCormick Overseas

ROBERT MCCORMICK, N.B.C. Washington news commentator, has arrived in Honolulu aboard the Navy seaplane Mars to do a series of newscasts from the Pacific area. In his absence Leif Eld, director of news and special events, has taken over Mr. McCormick's air spots and William R. McAndrew has succeeded Mr. Eld. Mr. McAndrew, news editor for Earl Godwin, Blue Network commentator, of N.J., will remain in the station in which he is serving during Mr. McCormick's absence.

Robinson Decorated

ANNOUNCEMENT was made last week by the Army, public relations office that Sgt. Neil S. Robinson, former production man of WSBA York, Pa., has been awarded the Good Conduct medal for "faithful service and devotion to duty." The award was made at ceremonies held in the Saratogan at operations after Sgt. Robinson became eligible for the award on the recommendation of his squadron commander. He is attached to the Twelfth Troop Carrier Command.

C. H. Garland of WBBM, Runs on GOP Ticket

CHARLES H. GARLAND, Illinois radio man, has been selected by the Republican organization as a regular G.O.P. candidate for Congress in the 7th District. Mr. Garland, who has spent two years in the Navy, was formerly manager of WBBM Chicago for 19 years, and sales manager of the station.

Mr. Garland joined WBBM in 1925 as announcer and program director. In 1928 when WBBM became a CBS affiliate, Garland transferred to its radio sales staff.

In addition to his radio activities, Garland has been active in Republican politics for the past 12 years. He was Selig's addition of Des Plaines (III.) in 1937, and in 1940 became Mayor of the Township. He is vice president of the Illinois Municipal League.

Tele Press Club

SOME 25 writers and editors of publications covering television met in New York last week for an organization luncheon meeting of the Television Press Club, which will meet on the fourth Tuesday of each month. Al W. Berns, C.B. Barber, Richard W. Hubbell, N. W. Ayer and television consultant of Time, Flotow, Madison, and Stanley Kemper, Retailing Home Furnishings, were the organization committees. J. R. Popepe, chief engineer of WOR New York and publicity chairman of the IRE Winter Technical Meeting, and J. E. Shackelford, head of RCA's frequency bureau and chairman of the IRE meeting, were speakers.

CBS News Plans

CHARLES COLLINGWOOD, CBS foreign correspondent, during a special War Bond broadcast last Monday, announced that he would leave this country in a few days to cover the European invasion. Eric Sevareid, who returned to the United States several months ago after his plane crash in India, is also slated for a European assignment. Trent Potter will remain in this country until the national party conventions.

Brings Symphony

BILL DOWNS, CBS correspondent, who has arrived from Moscow with the score of Shostakovich's Eighth Symphony, for which CBS has obtained premiere rights in the Western Hemisphere, was guest of honor at a CBS luncheon for newsmen, correspondents and music critics at the Ambassador Hotel New York, Jan. 26.

WENR Sales Up

HIGHEST in the history of WENR Chicago, are revenue compilation figures for 1943. The 12-month period showed the station over the total 1942 sales figures. Ten new period advertisers, an added amount of spot announce- ment revenue and several client's renewals of 1942 contracts were factors.

Video Described As Peace Factor

Raibourn Sees in Television Ambassador of Goodwill

TELEVISION alone holds the promise of becoming the ambassador of good will that will bring about an enduring peace, Paul Raibourn, president of Paramount Pictures, told a meeting of the American Television Association, at the Hotel Capitol, New York, last week.

Citing the history of American motion pictures in creating an international desire for articles shown on the screen, and radio's important role in building international understanding, Mr. Raibourn urged that television networks be established across the country as quickly as possible.

"Only by striking out boldly at once can we hope to capture world leadership in television programming as we did in motion pictures," he declared.

FM Seen as Danger

Norman D. Waters, ATS president, condemned the selfish "money" motives of those who propose that television be withheld from the public until it has been perfected in every detail. Another problem, he said, the FCC regulation allowing any company to operate the three television stations, which he branded as "unfair discrimination against television that has been instrumental in retarding its progress".

A third hazard is FM, he said, "because television will be delayed if the public rushes to buy FM sets due to high-powered promotion methods after the war; it will be that much longer before they will be able to afford television sets. Yet television sets will revolutionize their lives, not F M."

Proposal of Mr. Waters that ATS be reorganized as a membership corporation under the laws of New York was approved by the membership which also approved the appointment of a seven-member committee to sign the incorporation papers and manage ATS affairs until new officers are elected.

Mr. Waters announced his resignation as president, stating that the pressure of expanding business of the magazine, and the demand of which he is head made it impossible for him to continue to devote nearly half his time to ATS business.

ANPA Booklet

A BOOKLET, "And Not Only the News", issued last week by the Bureau of Advertising, American Newspaper Publishers' Assn., details the way in which newspapers, "above and beyond the call of duty as reporters of the news," have helped the war effort by providing war loans, scrap, and fat salvage, informing their readers about rationing, helping solve the manpower problem and other wartime projects.

ART MOORE, account executive of KMO Tacoma, Wash., has joined KFAC Los Angeles.
BROADCAST BY MORE STATIONS THAN ANY OTHER WAR SHOW IN THE WORLD

Soldiers of the Press!

These weekly transcribed shows dramatizing the experiences and the exploits of United Press fighting-front correspondents have won dramatic success.

United Press first presented them two years ago. They proved instant winners with tuner-inners, were promptly spotted by sponsors to run interference for sales-scores.

The “Soldiers of the Press” series furthermore has continued steadily to augment audiences and increase incomes of United Press clients. Because of this it is today broadcast by more stations than any other war show in the world.

The shows run 15 minutes, including three for announcements and commercials.

“Soldiers of the Press” is only one of many United Press radio news accessories. But its pre-eminence is characteristic of every element of United Press radio news service.

UNITED PRESS

Foremost because it offers most!
Derum to Brischer

JAMES P. DERUM, account executive of Ralph H. Jones Co., Cincinnati, where he handled the Kroger Grocery & Baking Co., account, has been named general manager of the New York office of Brischer Van Norden & Staff. Mr. Van Norden, who formerly held this post, is now vice-president and manager of the Los Angeles office.

Mr. Derum was at one time executive vice-president and general manager of the former Green, Fulton, Cunningham agency, and has been associated with Ruthrauff & Ryan, and Campbell-Ewald Co.

FREE & PETERS, station representatives, and the Sonovox division of that firm, have moved Hollywood offices to larger quarters at 6331 Hollywood Blvd. Telephone is Gladstone 3949. Hal W. Hoag is Southern California manager. Jack Ross is in charge of the Sonovox division.

MONTGOMERY N. MCKINNEY, former partner and account executive of Earle Ludgin & Co., Chicago, recently was commissioned a lieutenant (j.g.) in the Navy. Replacing Mr. McKinney is Paul C. Staake, for 12 years a partner in Staake & Schoonmaker Co., Kalamazoo, Mich.

CARL H. BRIESE, former assistant art director of Western Advertising, has joined the art department of Needham, Louis & Brorby, Chicago.

FRANK R. STEEL ASSOC., Chicago, will change its name to Fremont Adv. Agency, effective Feb. 1. No change in personnel is involved. Frank R. Steel left the agency in 1943 to join WBBM Chicago.

GEORGE E. BLISS, formerly with Budo, New York, is now with J. Thompson Co., New York, as an account executive.

GEORGE E. HALLEMAN Jr., Chicago, has joined Howard H. Wilson Co., Chicago, station representatives.

It's Only One...

The giant lumber industry is only one of the many rich industries down in KWHK-land. Producing annually from some 14 million acres more than 5 million board feet of lumber add to the spendable wealth. It is one of the industries that spell opportunity to sell now...build sales for the future.

Waits for your free copy of KWHK new circulations day and night maps.

DOROTHY F. LAMB, former president and treasurer of Lamb Adv., New York, now dissolved, has joined Lawrence Fertig & Co., New York, to supervise women’s accounts.

LISTER A. LOEB, a member of the planning board of Charles M. Storm Co., New York, has been named a vice-president.

WAXELBAUM & Co., New York, agency specializing in advertising in the Jewish market, has moved from 132 W. 34th St., to 10 East 34th St. Telephone is now Murray Hill 2-7368.

JULIAN HEINEMANN, former account manager of KFEL Denver, has joined the art department of J. Walter Thompson Co., New York.

SHAW Co. has redecorated as well as expanded its office facilities at 816 W. Fifth St., Los Angeles.


Seeds N. Y. Plans

C. A. (Fritz) SNYDER, formerly an account executive of J. Stirling Gretsch, New York, and later a member of the Blue Network station relations department, has been named the manager of the newly opened New York Offices of the Russell M. Seeds Adv. agency, Chicago, it was announced by Freeman Keys, president. Seed’s eastern offices will be located at 363 Madison Ave. Snyder will handle the Mennen account’s eastern activities.

Named Esty Buyers

JOHN C. ESTY, magazine space buyer of William Esty & Co., has taken over the agency’s network timebuying, Richard C. Grahl, outdoor space buyer, has assumed direction of spot timebuying. Tom Lynch, who formerly supervised Esty net and spot timebuying, resigned recently to join Grant Adv. as media director.

JOSEPH J. FINN and Gordon E. Taylor were recently appointed vice-presidents of Reinecke-Bills Young-Green & Finn, Chicago agency which is expanding in anticipation of increased post-war activity. Mr. Finn is a son of J. H. Finn, vice-president of the agency. Nelson Fuqua, former copy-writer with MacFarland-Averyard, N. Y., and Loren Ahlweil, a member of the advertising staff of Standard Register, have joined the copy staff.

DADE R. EPSTEIN has established a Chicago general advertising agency under his name in Chicago. Vice-president of McNutt Inc., Chicago, for three years, Mr. Epstein has been identified with retail merchandising for several years.

WILLIAM R. BAKER, vice-president of Benton & Bowles, New York currently is in Hollywood to program conferences with Al Kaye, agency producer of NBC Maxwell House Coffee Time.

FORD C. MCELIGOTT, well-known in West Coast food and packaging industry, has been appointed copy director of Davis & Beaver Adv., Los Angeles.

BRISCOE B. RANSON III, assistant account executive of Ruthrauff & Ryan, New York, has been appointed an officer in the Army Transport Service for overseas duty.

FRANK J. SCHNEIDER Jr., formerly a member of the copy staff of Mitchell-Faust Adv. Co., Chicago, has joined the Phil Gordon Agency, Chicago.
EDWARD HALPERIN, formerly account executive of McCarty Co., Los Angeles agency, has joined Hillman-Shane-Breyer.


Entire media department of Ivey & Ellington has been transferred to New York from the Philadelphia headquarters, which continues as service office. Stella M. Kisloc, radio timebuyer, and Mrs. Elizabeth Rohner, also in timebuying, are now working in the New York office.

R. B. SOPER, account executive of the Kern Advertising Agency, reports to the Army on Feb. 7.

William Cayton, formerly advertising and sales manager of Lemon & Bros., and with Newell-Emmett Co., New York, has been named copy chief of Prime Ad, New York.

Nelle Kelly, formerly with the research department of Curtis Publishing Co., has joined Pulse of New York Inc., radio research firm, as assistant to Sydney Roslow, director.

Franc Dillon, formerly of KPRO Riverside, Calif., has joined the publicity department of J. Walter Thompson Co., Hollywood.

Earl Kennedy, the publicity staff of Young & Rubicam, New York, has been assigned as script writer on We the People at War, CBS-Gulf Oil Corp. program, effective Feb. 2.

Tom Harrington, vice-president in charge of radio for Young & Rubicam, will take an extended vacation upon his return from the west coast in the early part of February. Hobe Morrison left the staff of Variety last week to join Y&R’s radio department, assigned to talent and program creation.

Milton F. Decker, with Scripps-Howard Newspapers for a number of years, has been named director of marketing and media research of Fuller & Smith Bros., New York.

Harry Engel, formerly West Coast manager of Broadcast Music Inc., has joined Republic Productions Inc., as member of the production advisory committee.

Earl B. Sproul has resigned his position as vice-president of Western Newspaper Union, Chicago, and its affiliated Publishers’ Auxiliary, to form the Agency Service Corp., effective Feb. 1. Mr. Sproul plans general advertising and public relations accounts.

Pauline Wattrous, with the radio department of Poole, Cone & Belingh, Chicago, for several years, has joined Leo Burnett Inc., Chicago.

Alan H. Schroeder, a member of the advertising staff of Diamond Match Co., Chicago, for nine years, has joined the Paul H. Raymer Co., Chicago.

New Ad Agency

Opening of a new advertising agency, Royal & de Guzman, 452 Fifth Ave., New York, was announced last week. Three associates of the new firm, which officially starts operations Feb. 1, are: Royal de Guzman, account executive; director of copy and vice-president of J. M. Hickerson Inc., N. Y., Edward F. Royal, formerly of the public relations staff of Pan-American Airways, and Catherine A. Noone, formerly of the publicity department of American Airlines.

Initial projects will be to conduct field studies of two groups of magazines, and to run radio and television experimental work for an unnamed film producer. The agency will specialize in one-minute transcriptions.

At Request of the networks and the National Foundation for Infantile Paralysis, the FRC has granted waiver of its rules so as to authorize elimination of identification breaks during the period 11:15 p.m. Jan. 29 to 12:15 a.m. Jan. 30, only, while broadcasting the birthday celebration of the President.

Nicholls Leaves Morse To Join Donahue & Coe; Slaybaugh Is Successor

Richard Nicholls, director of the radio department of Morse International Inc., New York, for four years, has resigned to join Donahue & Coe, New York, succeeding Ed Fitzgerald, who resigns as radio director Feb. 15. Chester Slaybaugh, who joined Morse seven months ago as assistant to Mr. Nicholls, will become radio director of Morse.

Mr. Slaybaugh was in the banking field until 1940, when he joined BDO, New York, as timebuyer. Mr. Nicholls was with N. W. Ayer & Son as a director for 1½ years. He also was with WLIW Cincinnati as assistant general manager in charge of all production, and as director of the radio department of Cecili, Warwick & Cecili.

Charlie Correll (Andy) of the weekly NBC Amos ’n’ Andy, is the father of a 9½-b. boy born on Jan. 28, named Charles Jr.

Y & R Names Two

Joe Moran, manager of radio commercials, and Harry Ackerman, manager of radio production of Young & Rubicam, New York, have been made associate directors of radio. Mr. Moran has been with Y&R since 1934, in charge of creation of radio commercial announcements. Mr. Ackerman has been with the agency since 1936. His duties will include radio policy planning and creative planning on new radio productions, while continuing supervision of all radio production.

Durstone in Chicago

Roy S. Durstone Inc., New York and Cincinnati, will open its new Chicago office at 313 S. Michigan Ave., on Feb. 1. Ellis Travers, former director of advertising and sales promotion of Crosley Corp., will serve as manager of the new office. Walter J. Daily has resigned as assistant treasurer of the agency to join Bendix Home Appliances, South Bend, as advertising director.

It’s KSD for Sales Stimulation in St. Louis

Has a greater daytime population coverage area than any other St. Louis broadcasting station.

Basic NBC Network Station

KSD-NBC have led all other St. Louis broadcasting stations in "Firsts" in Nation-Wide Radio Popularity Polls since 1935.

A Distinguished Broadcasting Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative

FREE AND PETERS, Inc.
Chicago, to

Bloomfield, advertising and has

Philadelphia. Placed has

OLIVO Inc., Philadelphia, has shifted

under New York, sponsor AMERICAN
weekly.

E. W.

joined New York.

KELLOGG thru of high quarter

Pal, has started three of its lamp division.

and previously executive and its

direct sales promotion Lewis

member (writing sets) and Alberty Foods. General

selling for Republic is Donahue & Co., New York.

INTERNATIONAL Labs. have begun sponsorship on WEMPS Memphian of the quarter-hour Rhythm Ranchers

program, Mondays through Thursdays. for Vitawine and Oeuline.

CANADIAN BANKERS ASSN.,

Toronto (chartered banks) has started People Enjoy Facts, transcribed program, on 13 Canadian stations. Account was placed by Cochfield Brown & Co., A. McKim, and R. C. Smith & Son, Toronto.

LORIE Ltd., Toronto (watches) on Feb. 7 starts weekly quarter-hour musical program on CKAC Montreal. Account was placed by A. McKim, Toronto.

PARR VITAMIN Co., Chicago, began sponsorship Jan. 17 of a quarter-hour musical program Mondays through Saturdays on WAIT Chicago. Contract is for 13 weeks. Agency is

Walter Banker, current producer for Young & Rubicam; Tom Harrington, first producer and new agency New York vice-president and radio director, in Hollywood on company business; and Jack Benny. General Foods Corp. sponsors the series.

GREGORY FOUNT-O-INK, Los Angeles (writing sets); Vogue Products (cosmetics), and Allerby Food Products, Hollywood (health foods), have appointed Davis & Beaven Adv., Los Angeles, as their agency.


PILLSBURY FLOUR MILLS Co.

Chicago (Best Enriched flour) renewed its quarter-hour show Meet the Miasus, thrice-weekly, on WBBM Chicago. Contract is for 82 weeks. Agency is McCann-Erickson, Chicago.

REPUBLIC PICTURES Corp., New York, has announced additional advertising schedules for "The Fighting Seabees" following up initial radio promotion in Chicago, Memphis, Philadelphia and Washington. Spot announcements are scheduled prior to local opening dates for the film on:

WIZ, WEEI, WEEI, WCY, KOMA WDSO WWL WMSB WNOE KDQ KNOX WIL KNX KWK WTVW KF1 KNX WEMP WISN KMBK WDAP KRLD WFAA WIBY NTTA KOTH. Agency for Republic is Donahue & Co., New York.

"NOW AND THEN" huddle found the first and the current agency producers of NBC Jack Benny Show chatting with the star after a recent broadcast. Grape-Nuts-mind trio are (1 to r): Walter Banker, current producer for Young & Rubicam; Tom Harrington, first producer and new agency New York vice-president and radio director, in Hollywood on company business; and Jack Benny. General Foods Corp. sponsors the series.

GEORGE WESTON Ltd., Passaic, N.J., has named Calkins & Holden, New York, to handle advertising of Weston English Biscuits. Firm has used radio, but there are no plans for the present.

JEAN A. HOLLANDER, with Can Manufacturers Institute since 1939, has been named director of consumer information.

FOREST LAWN LIFE Insurance Co., Glendale, Calif., new to radio, on Jan. 17 started an extensive 13-week promotional campaign in the Los Angeles area, utilizing five local stations.

KTRK KNPC KNK KHE KFH. Agency is Dan B. Miner Co., Los Angeles.

FOREST LAWN Memorial Park Assn., Glendale, Calif. (cemetery), on Jan. 15 started sponsoring a daily quarter-hour transcribed and live talent program Memories in Melody on KDKA Los Angeles. Contract is for 13 weeks. Agency is Dan B. Miner Co., Los Angeles.

PARAMOUNT PICTURES, Hollywood, to promote the film "Lady in the Dark", in a 22-day local campaign starting Feb. 22 will use an approximate total of 205 live spot announcements on eight Southern California stations. List includes KFWB KNX KFAC KKKD KMPC KHJ. Agency is Buchanan & Co., Los Angeles.

JACK NELSON, vice-president, general manager and publicity and public relations director of Rock-Ola Mfg. Corp., Chicago, has resigned effective Feb. 1.

CONSOLIDATED BISCUIT Co., Chicago, is sponsoring a quarter-hour program, Mystery Chef, Mondays through Fridays, on WNCR Chicago. Contract is for 82 weeks. Agency is McNish Adv. Co., Chicago.

AMERICAN EXPRESS Co., New York, sponsor of a series of recorded music programs on various stations under the title Change Your Music, has shifted its New York outlet to WOR. Contract for 82 weeks is for a weekly quarter-hour at 7:35 p.m. and started Jan. 25. Agency is Caples Co., New York.


WESTINGHOUSE E. & M. Co., Bloomfield, Pa., has started three times daily weather forecasts on KTW Philadelphia to promote products of its lamp division.

C. E. JACOBS PACKING Co., Chicago (Jacob's Soup), recently appointed Rogers, Gano & Bechtold, Chicago, to handle advertising for newspaper and radio.

JUST PLAIN KIDS

SPONSORED BY

THE MAKERS OF ALKA-SELTZER

AND ONE-A-DAY VITAMIN TABLETS

MILES LABORATORIES

WADE ADVERTISING AGENCY

BROADCASTING • Broadcast Advertising

LISTEN TO

QUIZ KIDS

Every Sunday Evening, 7:30 E.W.T. • Blue Network
Spot Enter
UNSHAKABLE belief in results of spot announcements is evidenced by the sign Norman F. Elliott, advertising manager of Sears, Roebuck's South Bend store, has on his office door. The sign reads: "No admittance without copy information for one or more spot announcements over WSBT." The store has been using seven quarter-hour programs per week and 96 spot announcements per month over WSBT South Bend.

New High-Power Tubes Are Developed by RCA
ANNOUNCEMENT was made last week by RCA of the development of two new high power triodes, RCA-9C21, a water-cooled type, and the RCA-9C22, a forced-air-cooled type. Both are recommended for use in the Class B modulator stage and in the plate-modulated Class C final amplifier stage of high-power transmitters. Also, they can be used in industrial r-f heating applications when high power is required.

The new tubes may be used at maximum ratings at frequencies as high as 5 mc and with reduced ratings up to 25 mc. A feature of these types is the metal header which is entrant to provide short internal connections between filament and filament terminals. In addition, the grid is mounted directly on the header, the flange of which serves as the grid terminal. This provides extremely short, heavy-duty, low-inductance path to the grid. A pair of either type has ample power-delivering ability for the final stage of a 50 kw high-level modulated broadcast transmitter.

Dept. X Marks Time
REPORTS to the contrary, CBS' "Department X," continues in operation though reduced to a skeleton staff, according to Dr. Lyman S. Bryson, CBS director of education and chairman of the network's adult education board. Dr. Bryson is director of the so-called "Department X," organized just before Pearl Harbor to study war aims, and post-war planning. With CBS President William S. Paley abroad on OWI assignment, majority of the staff has been absorbed by the program research division of the CBS reference department, headed by Bill Ackerman.

Site for Video
TELEVISION PRODUCTIONS Inc., Hollywood, subsidiary of Paramount Pictures Inc., in mid-January acquired on long-term lease an acre atop Mt. Wilson, near Pasadena, Cal., as site for proposed new television transmitter, W6XYZ. Klaus Landsberg, director of television, said construction would start within the next few months. Studios remain on the Paramount lot at 5461 Marathon St., Hollywood.

Sweet-Orr Studying
SWEET-ORR & Co., New York, has named privately, to handle advertising for its work clothes for men. Following a market study concentrating on the post-war situation, a campaign will be launched which may include radio. A limited newspaper drive is now in progress.

Blue Moves
THE Blue has announced a number of new assignments for announcers, including the appointment of Don Nordner to do the commercials on What's New, the RCA show. Jim Ameche, m.c., has been doing the commercials. Gene Hamilton, who reports for induction in the Army Feb. 4, is being replaced on one show by Fred Cole, while George Gunn is taking over his duties on the Bethlehem Steel's What's Your War Job on WJZ, also handling the Eddie-Roll-Dick Tracy program. Wylie Adams has been assigned producer-director on the latter series. George Amsbro now announces the new WJZ program for Tangee products, Beat the Band, while Robert Moss is replacing John Wellington as producer on Coca-Cola's Victory Parade of Spotlights Bands. Jim Bennion, NBC announcer, has been named to handle the Auto-Lite series Everything for the Boys.

C of C Discs on 150
DISCS of the U. S. Chamber of Commerce have been made available to 150 stations. Titled, The War of Enterprise, transcriptions have been distributed so that every state is covered despite the shortage in materials. The quarter-hour programs tell the story of business and industry at war, with Hard Burt, former Chamber radio director, as commentator. Collaborating are: Automotive Council for War Production, Edison Electric Institute, American Trucking Assn., American Merchant Marine Inst., Assn. of American Railroads, Assn. of Casualty & Surety Executives.
A NET PAID registration of approximately 650 was reported by Walter J. Damm, president of PM Broadcasters Inc. last Thursday. Gross registration aggregated about 700 with the attendance at the sessions exceeding 750.

Following are additional registrations released last week, supplementing the advanced list published in BROADCASTING Jan. 17; 24.

E. C. Abbott, G-E.
Roy L. Albertson, WBRN.
Ernest L. Adams, WBHI.
Wendell Adams, CBS.
Herman A. Akers, CBS.
Fred W. Albona, Dow & Lohnes, Aba.
W. J. Alston, WGMT.
C. R. Barshardt, G-E.
Claude Paree, NRC Radio Recording.
Arris A. Becker, WTRD.
Phil T. Brey, ABC.
A. G. Beale, WBVR.
Bernard S. Berk, WAKR.
Andrew W. Bennett, WWPQ.
Haskell Bloomberg, WLLM.
George Blumenstock, WOR.
G. A. Bodem, Tung-Sol.
W. H. Boland, G-E.
Ken Brown, KMA.
R. E. Burrows, G-E.
F. E. Busey, WMOM, Mobile, Ala.
Edward H. Benedict, Free & Peters, Inc.
Louis G. Caldwell, attorney, Washington, D.C.
John B. Caraway Jr., WBOA.
Paul L. Chamberlain, G-E.
William Chandler, Scripps-Howard.
William E. Chiles, WIOD.
Slocum Chopin, WJZ.
Russell Clancy, AP.
Fles & Clark, KFIR.
Roy Collins, WFAB.
George R. Cook, WLS.
Wayne N. Cook, WCAP.

Marjorie Cooper, WSN-FM.
Robert E. Cooper, Coulter Sound Equipment.
M. W. Crocklakhan, WHHC.
R. C. Curtis, Rogers MAesthetic.
Homer Courchesne, WENR-WLS.
S. D. Daniels, Western Electric.
C. F. Daugherty, WSE.
John Morgan Davis, WIBG-WLBA.
William Day, Stromberg-Carlson Co.
Ralph R. Decker, G-E.
William E. Denby, KOZY.
Everett L. Dilker, Commercial Radio Equipment.
Sidney R. Eirks, KTL.
Jack M. Draughon, WSIX.
Augustus J. Eaves, Graybar Electric Co.
O. Eddy, Standard News Ass'n.
Clifford F. Fraser, City of Bridgeport, Conn.
Finnem Hinkelstein, attorney—ASCAP.
Fred W. Fletcher, Wombacking.
Barney Finsky, R. H. Macy & Co.
Nathan Frank, WEBT.
Jack Frost, RCA.
Kenneth J. Gardner, WHAM-WHTM.
Andrew J. Gerney Jr., Westinghouse.
Bodgen Eida, RMA.
Bert George, WSB.
Catherine Gilbert, WBBK.
E. G. Glassmian, WLO.
Eddy Goff, WABX.
Paul F. Godley, Montclair, N. J.
Stanley W. Goldner, RCA.
Oliver Gramling, AP.
Thaddeus A. Greene, WENY.
Ken Gordon, KKDTH.
C. W. Harkness, G-E.
Robert Hardman, North Adams-Transcript.
Giff Harris, Wjectory.
W. B. Harris, WJDX.
Paul F. Harron, WBOZ.
Bill Harvey, WIXM.
J. C. Hendon, G-E.
Philip J. Hennessy, Segal, Smith & Hennessy.
B. W. Holder, Bader, Browning & Hersey.
Julius Hetland, WDAY.
M. H. Hill, RCA.

This Amazing Sales Increase is Proof that.

WHOM DELIVERS ‘BETTER THAN AVERAGE RESULTS’

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for just what they want to hear, and largely support the sponsors. For Better Than Average results for your radio dollars, call or write.

1480 Kilocycles  Full Time Operation

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th St., New York City

1000 Watts Day
1000 Watts Night

5000 Watts Day

1000 Watts Night

950 kc.

Spartanburg, S. C.

CBS

Represented by Hellingbery

Hi-silver

OFTEN JUDGED the outstanding children's program, the Lone Ranger on Jan. 30 entered its 12th year on the air. The Lone Ranger began on WXYZ Detroit, and seven other Michigan stations have joined in. Actors who have played the Ranger, with Bruce Beemer as the masked hero since 1941, George Trendle, president of WXYZ, originated the program, which is written by Fran Striker and a cast of five. The program first went net Jan. 18, 1937, moving to the Blue Network, on which it has since been heard, Monday, Wednesday and Friday, 7:30-8 p.m. General Mills, Minneapolis (Cheerio Oats), is sponsor. Agency is Dan-
er-Fitzgerald, Sample, Chicago.

Earl Stone, WOEL,
L. W. Wallace, WNDE.
Peggy Stone, Spot Sales.
George C. Sublette, KEMA.
Lawrence Smith, WNET.
Alfred P. Noto, WBNY.
John P. Taylor, RCA.
Nathan A. Thomas, Spot Broadcasting Inc.
Harold C. Vance, RCA.

L. W. Wallace, Trendle Engineering Co.
P. J. Walters Jr., RCA Victor.
Alfred P. Noto, WBNY.
W. G. Sasser, WJAS-KG.
P. T. Watson, WMQ.
William R. Watson, WQMF.
Brian M. Wilson, WJAS.
Harry Webster, Geo. Company.
C. H. Welsh,寺.
Nathan Williams, Consulting Engineer.
R. H. Williams, G-E.
George S. Wilson, WAKR.
W. H. Wuest, RCA.
Rev. Leo Wofford, Queens Workshop of American Music.
John C. Wolfe, Gross Distributors Inc.
Wilfred H. Woodward, WJUX.
W. J. Woodliff, CBS.
Jim Woodruff Jr., WRL.
Milton W. Woodward, KOZY.
Howard W. Wooten, WQ.
C. J. Wright, WFO.
W. A. Wynn, WDEF.
Charles A. Young, Loucks & Schafair.
Jacob A. Young, WREC.

Additional registrations follow:

Harvey J. Aderhold, WBDW.
Louise J. Appell, WLS.
Stuart L. Bailey, Jancy & Bailey.
William E. Brown.
Richard Buckner, John Blair Co.
Gene Calk, WBY.
John Camp.
Campbell, WNDA-WBAP.
Hedwig W. Castill, WGY.
L. C. Case, WOEL.
Edw. A. Chaepell, WQNY.
J. M. Collins, ASCAP.

The CBS Station for a million people in 25 counties of 3 states...

the heart of the

Textile South.
OWI Seeks Radio Men for Overseas

JAMES O. WELDON, Chief of the Bureau of Communications Facilities, OWI Overseas Branch, last week called upon the broadcasting industry to release qualified technicians to meet a situation of "extreme urgency" in connection with forthcoming military operations in Europe.

OWI is in immediate need of 36 transmitter engineers and 17 studio engineers and installation mechanics for overseas service, Mr. Weldon told BROADCASTING. He explained that previous OWI appeals failed to provide sufficient men with the experience required.

To Mediterranean Area

The type of engineer needed, he said, is one who can assume full responsibility for installation of transmitters ranging from 250 w. to 50 kw. Men selected will be sent to the Mediterranean theatre. Installation of importation facilities is being delayed in that zone pending the arrival of competent technicians.

In letters sent out to approximately 50 of the larger stations and to all major networks, Mr. Weldon stated:

"We realize that the station manager who has built up an efficient technical staff is hesitant to release any of these men on a permanent basis. . . . We therefore suggest that a great number of the larger broadcast station operators in the United States could release one or more men to OWI on the basis of a six-months' leave of absence under an arrangement whereby when these men are released by OWI a like number of other men would be released by the same company, and in this way a situation of personnel to be loaned to OWI could be set up.

"This would permit the members of the broadcasting station's technical staff alternately to acquire valuable field experience in transmitter engineering and construction work under unusual circumstances, together with the experience in foreign broadcast procedure."

Referring to a recent complaint from NAB to OWI Director Elmer Davis regarding recruitment of personnel from broadcasters, Mr. Weldon stated that OWI is well aware of the shortage of technical personnel. "However," he wrote broadcasters, "we feel that the extreme urgency of the situation deserves the attention of the broadcast station operators and warrants their planning to assist in supplying the needed personnel, even though inconvenience is imposed upon their operation."

He informed broadcasters that OWI will place eligible engineers in job classifications paying salaries in line with their present compensation, plus living allowances to offset expenses of living abroad while their families remain at home.

Rural radio listeners are the most responsive radio listeners. That's what certified public accountants found when they tabulated the 493,- 479 pieces of commercial mail KMA received from April, 1942, through March, 1943.

From the 2,038,182 people who live on farms or in small towns, the station received 302,006 responses, making a response ratio of 14.8%.

From the 249,669 people who live in towns between 4,000 and 10,000 population, the station received 24,827 responses, making a response ratio of 9.9%.

From the 617,381 people who live in towns of 10,000 or more population, the station received 43,726 responses, making a response ratio of 7.1%.

This simply means that farm and small-town listeners are 49.5% more responsive than those in medium-sized cities and 108.5% more responsive than those in large cities. Listeners in medium-sized cities are 39.4% more responsive than those in large cities.

It means, too, that for maximum results in the No. 1 Farm Market, you need KMA.

For your copy of this big "Complete Mail Study" and pertinent KMA market facts, please write now—to the KMA Research Director—as our supply is limited.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
- studio programs
- newscast programs
- transcription announcements
- to-transcription announcements

KECA Los Angeles
Gordon Bread Co., Los Angeles, 23 to 52 weeks, thru The Mayors Co., Los Angeles.
American Express Co., New York (money orders), 6 to 12 weeks, thru Caples, N. Y.
Lancaster's United Bakers Inc., San Francisco (bread), 3 to 6 weeks, thru The Mayors Co., Los Angeles.

WABC New York
Savings Bank of New York State, New York, 3 to 6 weeks, thru Rothaus & Ryan, N. Y.
E. Fougner & Co., New York (RamsJell's Suaviter Cream), 3 to 6 weeks, thru Spot Broadcasting, N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 6 to 8 weeks, thru J. M. Mathies, Inc., N. Y.
Taylor-Redd Corp., Manhattan, N. Y. (Lumbo Puddings), weekly, thru Tracy, Kent & Co., N. Y.
Farnam, Pictorial, New York ("Lady in the Dark"), 6 weeks, thru Buchanan & Co., N. Y.
Metro-Goldwyn-Mayer, New York ("Madame Curie"), 7 to 10 weeks, thru Donahue & Co., N. Y.
Astor Theatre, New York ("Song of Bernadette"), 3 weeks, thru Donahue & Co., N. Y.

KFI Los Angeles
Mutual Orange Distributors, Redlands, Calif. (Pure Gold Oranges), 2 to 12 weeks, thru Duna Jones Co., Los Angeles.
Colgate-Palmolive-Percol Co., Jersey City (soap), 6 to 8 weeks, thru Los Angeles Advertising, San Francisco.
National Schools, Los Angeles (instructor), weekly, 4 to 5 weeks, thru Adolph Weindal Ad., Los Angeles.
Joseph Teller & Co. New York (soap tests), 10 to 12 weeks, thru Duane Jones Co., N. Y.
Lanc Publishing Co., San Francisco (Sunset magazine), 3 to 6 weeks, thru Tractischer, Van Norden & Staff, San Francisco.

KERC San Francisco
Bell Brook Dalles, San Francisco (milk), 1 to 12 weeks, thru Botsford, Constantine, Gardner, San Francisco.
Coronet Magazine, Chicago (Coronet magazine), 5 to weekly, 62 weeks, thru Schwimmer & Scott, Chicago.
Marin Fireworks Co. New York (Martin blazes), 3 to 12 weeks, thru Los Angeles Advertising Agency, N. Y.
Los Angeles Linda Food Co., San Francisco (food products), 2 to 12 weeks, thru J. C. Madden & Lee, Los Angeles.

KPAS Pasadena, Cal.
Palm Springs Land & Irrigation Co., Los Angeles (real estate), 6 weeks, thru Botsford, Constantine, Gardner, Los Angeles.
Delancy Sales Corp., Los Angeles (health foods), 3 weeks, thru Weisen P. Fehmahan Adv., Los Angeles.

KNX Hollywood
Fitzsimons Sporting Goods, Los Angeles (chains), weekly, 6 to 8 weeks, thru McIlroy Adv., Los Angeles.

WSPR Springfield, Mass.
Russell-Miller Milling Co., Minneapolis (Occident Flour), renewal, 3 t. weekly, thru Campbell-Milton, Minneapolis.
Megowen-Educator Food Co. (Crux), 5 to 7 weeks, thru Badger & Browning, Boston.
Walnut Drug Stores, Springfield, Holyoke, 4 to 6 weeks, thru Badger & Browning.
Deubell Bakers, Holyoke (Orange Wreath Bread), 25 to 30 weeks, thru.

WENR Chicago
Enquirer Inc., Chicago (Coronet), 8 to 10 weeks, thru Schwimmer & Scott, Chicago.
Pillsbury Flour Mills Co., Minneapolis (Golden Bake Mix), as series, 13 weeks, thru J. C. Madden & Lee, Minneapolis.

WQXR New York
Black, Harry & Johnson, New York (jewelers), 12 weeks, thru Abbott Kimber & Co., N. Y.

WPAT Paterson, N. J.
Evlo Pharmaceul Co., Pompton Lakes, N. J. (nose drops), as direct.

Red Cross Sponsors
CANADIAN Red Cross will use paid radio time as well as free time on practically all Canadian stations for the 1944 campaign to raise $10,000,000, which starts on Feb. 25 for three weeks. A total of 58 sponsored dramatized spot announcements will be carried on a sponsored basis on all Canadian stations Feb. 20 to March 16. In addition to two non-sponsored 45-minute feature presentations will be used on Feb. 20, 27 and four quarter-hour shows during the drive.

MKAR San Antonio, To Join MBS Feb. 15
NEW MEMBER of MBS is MKAR San Antonio which joins Mutual Broadcasting. MKAR will carry the full-time Mutual Network service, both sustaining and commercial, according to an announcement last week by Mr. Davis, its owner, operator, and general manager of MKAR. In addition to Mutual Network features, MKAR will also carry Texas State Network shows, having recently installed lines connecting it with KAB Salado, KTBC Austin and KBWU Corpus Christi, all of which are fed shows by MKAR.

OWI Region Shifts
RESIGNATION of Richard Shaf- to of WIS Columbia, S. C., as OWI regional consultant for North and South Carolina and appointment of separate consultants in each state was announced last week by Mr. Hymes, chief of the station relations division, Radio Bureau. John Rivers of WCSC Charleston, S. C., has been named consultant for South Carolina and Richard Mason of WPTF Raleigh, N. C., has been given the North Carolina assignment. Mr. Hymes also announced that H. K. Carpenter of WHK Cedarville will take over duties in West Virginia, in addition to his work as consultant for Ohio and Kentucky. Regional consultant for Virginia is James H. Moore of WSLH Alexandria, Va.

Miles Cal. Renewal
MILES CALIFORNIA Co., Los Angeles, has renewed, on Feb. 1, for a one-year term, its affiliation with the station.

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BROADCASTING  - Broadcast Advertising

CONVENTIONS AND GROUP MEETINGS

NAB Victory Conference—April 10-13
Waldorf-Astoria, New York.
Advertising Federation of America War Advertising Conference—June 4-7, Hotel Statler, New York.

NAB Regional Meetings
District 1, Columbia Club, Feb. 1.
District 2, Denver, Colorado, Condominium Hotel, Feb. 7-8.
District 4, Los Angeles, Calif., to be announced. Feb. 18.
District 5, Dallas, Texas, Baker Hotel, Feb. 17.
District 12, Tulsa, Oklahoma, to be announced. Feb. 28-29.
District 6, Memphis, Tenn., Peabody Hotel, Feb. 24-25.
District 2, (not yet decided), to be announced, March 1-2.

KMAC, in San Antonio, To Join MBS Feb. 15
NEW MEMBER of MBS is KMAC San Antonio which joins Mutual Broadcasting. KMAC will carry the full-time Mutual Network service, both sustaining and commercial, according to an announcement last week by Mr. Davis, its owner, operator, and general manager of KMAC. In addition to Mutual Network features, KMAC will also carry Texas State Network shows, having recently installed lines connecting it with KAB Salado, KTBC Austin and KBWU Corpus Christi, all of which are fed shows by KMAC.

BROADCASTING was established in 1926, operates full time on 1240 kc and has been managed by Howard W. Davis during the past 10 years.
THE INDEPENDENT NEWSPAPER FOR THE INDUSTRY

S. O. S.
QUICK ACTION in the use of spot announcements by the Southern Union Gas Co. over KOB and KGMM Albuquerque, N. M., urging citizens to choke off all use of gas, because of repairs to a broken main, resulted in a 70% curtailment of consumption. Placing an ad recently in the Albuquerque Journal, the Southern Union Gas Co. thanked the people for their cooperation, stating in the ad that “within a few minutes after the local radio broadcast, gas consumption in Albuquerque was curtailed approximately 70%, permitting repairs... and preventing a prolonged shortage.”

Dominion Net Problems Are Discussed by CBC
PROBLEMS of the Dominion Network of the Canadian Broadcasting Corp. were discussed at a meeting held in the CBC offices in Montreal with western Canadian station operators. Overlapping of contracts, finding time for local sponsored and sustaining shows, problems of growth of the network and of use of transcriptions by private stations after the network closes down, were aired at this meeting, the first since the start of the Dominion Network Jan. 2. The network plans to operate three evening hours by September.

Attending the meeting were Gerry Gaetz, CKRC Winnipeg, who was chairman; Frank Giphicke, CKWJ Vancouver; R. A. Rice, CFCN Calgary; Gordon Love, CFBC Prince Albert; A. A. Murphy, CFCI Saskatoon; W. C. Buchanan, CHAB Moose Jaw; F. V. Scanlan, CKRM Regina; A. L. Garside, CJGX Yorkton and CJRL Kenora; Harold Carson, CJVI Victoria; Dr. A. Frigon, CBC acting general manager; and E. A. Weir, CBC commercial manager, Toronto.

Hires' New Program
CHARLES E. H I R E S Co., Philadelphia (rock beer), on Jan. 24 started Horace Heidt Time for Hires on 134 Blue stations, Monday, 7-7:30 p.m. (EWT), with West Coast repeat 7:30-8 p.m. (PWT). Talent includes Fred Lowry, blind whistler; Ollie O'Toole, comedian, and Bob Matthews, vocalist. Jack Rourke, New York producer of N. W. Ayer & Son, has been shifted to Hollywood to handle the show. During each broadcast three honorably discharged servicemen are interviewed and every effort made to locate kind of job each wants and in region preferred. Where possible, Western Union line to Blue station in that region is open to network's Hollywood studios to relay job offers.

FIELDING ROBINSON, coordinator with various Government agencies for Hazeltine Corp., New York, has been named vice-president of the company. John D. Grayson, controller for Hazeltine since 1941, has been elected treasurer.

THIS IS JOE RIZUNSKI

Joe is a die setter. He makes $115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the Polish Variety Hour, which he listens to on WBNX.

Joe’s language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. “I'm glad to be an American. My children have the advantages of the land of opportunity.”

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts.

WBNX, New York 51, N. Y.

IN THE PRIMARY SERVICE AREA OF WBNX THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station
**MUTUAL**

**BUFFALO BROADCASTING CORPORATION**

5,000 WATTS by DAY
1,000 WATTS by NIGHT
550 K. C.

**Buffalo’s Most Powerful Transmitter Plant**

**You Can Say it AGAIN in ’44**

...to an even greater market than ever! And 610 on the dial gives you complete coverage of the best market in Florida... and one of the best markets in the South.

You can be sure you are reaching this market when you advertise on Mutual. Each broadcast is repeated the following week.

**National Representatives**

GEORGE P. RUGGIERI CO.
Southeast Representative

HARRY E. CUMMINGS

5,000 WATTS by DAY - 610 KC - NBC

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

**OWI PACKET, WEEK FEB. 21**

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

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP OF</th>
<th>NAT. SPOT PLAN</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>GROUP</td>
<td>Type</td>
<td>Aff.</td>
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<tr>
<td>Save Fats and Grease</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Hold Prices Down</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Join the WAC</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Books for the Merchant Marine</td>
<td>X</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Home Front Pledge</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Pay Your Taxes</td>
<td>X</td>
<td>X</td>
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See OWI Schedule of War Messages 96 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

**Three New Subjects on OWI’s Packet Schedule for Week Beginning Feb. 21**

**THREE NEW subjects are listed in the Station Announcement Allocation Plan in the OWI Domestic Radio Bureau schedule for the week beginning Feb. 21 and a fourth campaign is continued from the previous week.**

‘Join the WAC’ messages, assigned also on Network allocation, will be carried by the KW group of stations. Transcribed announcements will emphasize the many attractions which membership in the WAC offers — opportunities for travel, associations, training for post-war jobs, good food, recreation, medical care, clothing, and compensation equivalent to civilian jobs paying from $150 to $225 a month.

In fact sheets sent to network advertisers, the need for additional recruits will be stressed but program producers will be asked to give equal emphasis to the personal advantages to be gained from joining the WAC. The fact that the WAC is the only women’s military service which sends its members abroad will be included in recruiting appeals.

Department stores and theatres are regarded as likely sponsors for the WAC transmissions. In many cities recruiting booths have been installed at these locations, offering further incentive for sponsoring the messages. Additional possibilities may be found among firms who have been devoting part of their advertising in other media to war themes.

Save Fats and Grease announcements, scheduled on both the KW and OI groups of stations, emphasize the value of this salvage material in making life-saving medicinalals as well as glycerin for explosives. Because of this phase of the appeal, the spots are considered as suitable for drug store as well as super market and grocery chain sponsorship.

With an increasing number of troops going overseas and shipping space limited, the Army Postal Service has again called upon OWI to aid in the assistance of the radio industry in furthering the use of V-Mail. Previous campaigns have been followed by conspicuous expansion in use of the forms but it is imperative that the public continue the V-Mail practice.

Stations may find sponsors for these spots among drug chains, five and ten cent stores and other retailers who sell stationery. The announcements are also regarded as suitable for sponsorship by department stores, which in some cities have arranged special V-Mail exhibits featuring gifts for soldiers and other merchandise attractive to V-Mail customers.

**Price Plea**

Hold Prices Down messages are continued on the Station Announcement plan, allocations this week going to the OI group of stations. In addition to general advertisers who have been promoting War Bonds, sponsors for the spots may be found among banks and insurance companies. These institutions are mentioned in the campaign messages as places to invest surplus earnings in the fight against inflation.

Books for the Merchant Marine appears on the OWI allocation schedule for the first time. This campaign will last two weeks and will be promoted exclusively through radio. Coverage is being handled only through the National Spot plan, involving about 2800 individual broadcasts on commercial programs on several hundred selected stations.

Messages on the Home Front Pledge and Pay Your Taxes campaigns are confined to the Network plan during the week. Appeals to stamp out Black Markets and Fight Waste are carried on Special Assignments and the Womanpower drive continues through the Women’s War Guide.
**Ceilophane Tape Recorder Shown**

Sound recording on ceilophane tape has just been demonstrated to the radio trade and technical press by the Fona Corp., New York, which displayed its first commercial model, said to be capable of up to eight hours recording and playback.

Tape, about an inch wide, is an endless loop 390 feet long, capable of carrying 60 parallel grooves and running at about 40 feet a minute. At that point, the company stated, the useful frequency response extends to 3,000 cycles per second, adding that at 60 feet per minute the range is extended to 6,000 cps.

Recording and reproducing needles have permanent gem points which do not require changing. Instrument's chief use probably will be for reference use.

**Janitors' Union on Air**

As a step toward more amicable public relations, Chicago Flat Janitors' Local No. 1, Building Service Employees International Union, Chicago, began sponsorship on Monday, Jan. 24 of an evening hour-hour serial titled Who Dunit? on WCFL. Anticipated in a transcription network in all major cities. Contract is for 13 weeks. Carl Eulsaft Riblet Jr., public relations counselor for the union, is writer and producer of the mystery-comedy scripts in which Carl Kroenke and Nannette Sargent, Chicago radio stars, have feature roles.

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**KRT-KSO Fete Manufacturers' Group Guests**

- In Des Moines-

Opening of new quarters for the promotion and publicity departments of KRT and KSO Des Moines was celebrated yesterday when 50 members of the Des Moines Manufacturers' Representatives' Assn. were invited to a house warming on the 11th floor of the Register & Tribune Bldg.

A tour of the new offices as well as the studios, control room and newsroom of the jointly operated stations was conducted by John Drake, promotion manager; Mary Little, radio editor; Wilda Whiteacre, trade paper publicist; Gene Pond, Barbara Oliver and Virginia Black. Craig Lawrence, general manager, and Ted Enns, national sales manager also greeted the MRA guests.

After the tour, the station played host to MRA members in the American Room. After a schedule, P. W. Lemke then conducted the club's regular Saturday business and social meeting.

Going through the studio's new quarters are (1 to r): Glen Law, KRT news editor, G. B. Aldrich, Sweetheart Soap (sponsor), and Ten Enns, national sales manager of KRTN, WMT and KSO.

**GE Names Williams**

Promotion of E. E. Williams to the post of sales manager of the laboratory and measuring equipment section of General Electric Company's Speciality Division was announced last week by H. W. Bennett, division manager. Mr. Williams will be located in Schenectady, where he was employed as a student engineer by G. E. in 1928; after his graduation, from the University of Idaho, with a B.S. in electrical engineering. Following his year in the test department, he became engaged in commercial engineering on radio transmitting equipment. In his new capacity, Mr. Williams will be responsible for sale of laboratory, electronic measuring and test equipment.

**NBC Video Course**

Preparing for the post-war development of television, NBC has started a 50-week course of television instruction for its staff engineers, to be conducted by George Maedel, chief instructor of RCA Institutes. Two-hour weekly classroom sessions are scheduled at several periods, so that each enrollee can choose the one that fits in best with his free time. New York course opened Jan. 17 with an initial enrollment of 158.

**Nebraska Appeal**

Great need by the Army for registered nurses was explained over the Nebraska Network by Brig. Gen. C. H. Danielson of the Seventh Service Command in a quarter-hour broadcast, over KOIL, Omaha. Serving all the member stations, KOIL provided studio and engineering. The Nebraska Network consists of all 13 stations in the state: KGFP Kearney, KODY North Platte, KRMJ Grand Island, KORN Fremont, WJAG Norfolk, KHAS Hastings, KGY Scottsbluff, KFAB and KFOR Lincoln, and WOW KBBN KOWH and KOIL, Omaha.

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**WBAI Merchandising Cooperation**

WBAI Merchandising Cooperation is no mere opening barrage. It consists of a definite plan of merchandising cooperation, custom-tailored to the requirements of each individual advertiser... constantly supervised by a group of the best merchandising brains in the country... continuously maintained throughout the life of every WBAI contract.
ORIGINAL and successful is Farm Sales & Want Ads broadcast Monday through Friday from 8-8:30 p.m. by KPFN Shenandoah, Iowa. Set up first during the depression years as a public service to help listeners find jobs, the program has expanded into a complete farm service and advertising medium, billing 2,020 separate advertisements in 1942. Currently farmers in the KPFN area use the program to solicit help, seek jobs, sell a cow, buy a second hand rake, hire a housekeeper or publicize weekly community sales. In most cases the advertiser furnishes his own copy and payment is made in advance. Entire production cost is only that for the farm announcer, and only when insufficient sale bills are at hand is transcription music required.

* * *

Repairs
DESIGNED TO GIVE householders tips for repairing damaged articles during the days of wartime scarcity, KYW Philadelphia has introduced a series of weekly Doctor Fix-Um programs. Each broadcast places Doctor Fix-Um in an imaginary household where he prescribes remedies for patients such as broken chairs, smashed lamps and worn-out electrical appliances. Listeners are invited to send in their remedies.

* * *

Medical Series
HOW the Army and Navy protect the health of servicemen is told in the American Medical Association’s Doctors at War, which has started a new cycle on NBC.

Arbitration
IN A TEST of local reaction to labor arbitration programs, KROW Oakland, Calif., is currently releasing transcribed version of the weekly 60-minute Labor Arbitration series featuring Samuel E. Zack on WMCA New York. Scheduled for Sundays, 3-4 p.m. (PWT), arbitrator’s decision is broadcast at 4:30 p.m. (PWT). Arranged as a public service feature, Philip G. Lasky, manager of KROW, plans to develop a similar arbitration program using local incidents and personnel.

* * *

Veterinary Advice
INFORMATION on the proper medical care of livestock is offered on the Monday broadcasts of WEAH New York, starting Jan. 24. Presented in cooperation with the American Veterinary Medical Assn., the new feature is titled Animal Gossip.

* * *

Historical
IN COOPERATION with Los Angeles recreation department, KMTR Hollywood, is presenting a weekly quarter-hour American Storybook based on little-known tales about characters in American history and California lore.

Complaints
INVITATION to listeners to write to Every 40 Seconds, new series on WNYC New York, describing their operations and their complaints about treatment, has resulted in a large response. Presented in cooperation with the Associated Hospitals Service of New York and the United Hospital Fund, program dramatizes hospital or medical practice about which a patient has complained, following an interview with a well-known professional man who analyzes the complaint and tells what is being done to correct conditions. Title is based on the fact that a patient enters a New York hospital every 40 seconds throughout the year.

* * *

KOVC Program
AFTERNOON Sailor’s Swing Symphony program conducted by KOVC Valley City, N. D., especially for the men of a Navy V-12 unit stationed near Valley City, consists of an hour of the latest swing and old jazz recordings in addition to frequent special guests and interviews. Broadcast six times weekly from 4-5 p.m., series is sponsored by the Dakota Drug Co. and the Pillar & Rex Theatres of Valley City.

New on Blue
BUILT around the vocalist, a weekly half-hour musical variety show Connie Boswell Presents has started on Blue stations. Besides Miss Boswell and weekly guest star, program includes dramatization in black-and-white of gag sent in by a serviceman. Award of $25 War Bond is given for winning gag. Phil Bovero produces the show during its San Francisco origination.

* * *

Phone Quiz
POSTAL ZONE tie-in is feature of the three-weekly quarter-hour telephone quiz Calling All Zones recently started on KGJF Los Angeles. With dollar war stamps as prize, answers are limited to listeners within zone named along with the question. Jackpot for charity is split between Hollywood Guild Canteen and Crippled Children’s Society.

CONSERVATION
WIBW Merchandising Angle Brings Results

CONSERVATION tied in with merchandising is the story behind the boxes surrounding Ben Ludy, general manager of WIBW Topeka. Early in January the station sent out a set of salt and pepper shakers to its national advertisers and their agencies, asking them to mail back the empty shipping boxes for re-use, postage prepaid. By mid-January, 55% of the 1729 pieces mailed had been returned.

Carter-Owens, Kansas City agency handling WIBW’s advertising, had estimated returns would be 20%. Mr. Ludy’s expectations exceeded 65%.

Directions for remaining were on the inside of the smaller gift box, originally mailed within the shipping container. On the return label—slightly larger than the original bearing the address of the advertisers—was printed, “Will you help UNCLE SAM and WIBW, too? Because of the paper shortage we may not be able to get any more of these shipping boxes or inside boxes. . . . Will you, therefore . . . please mail back to us at your convenience both this shipping box and the main box?”

Salt and pepper merchandising piece is explained by the message enclosed, “Season your Selling in ’44 with dollars and cents results. Salt away a new high record in Kansas sales for 1944. . . .”

Get All 3 in Hartford...

An important market calls for a good advertising job! Get all 3 on WDR—1) coverage, 2) programs, 3) rate! That’s the tried and true formula of successful adcasters.

WBZ

BROADCASTING • Broadcast Advertising

Page 58 • January 31, 1944
Mutual Schedules Three-Day Meet
Program Board Session Today Opens Executive Sessions
THREE-DAY meeting of directors, shareholders and executive committees of the Mutual Broadcasting System will be held at the Waldorf-Astoria Hotel, New York, this week, opening today (Jan. 31) with a meeting of the program operating board. On Tuesday the executive committee will meet and the board of directors and shareholders are scheduled to assemble Wednesday.

Network executives will be hosts to all MBS department heads and their wives at a dinner Tuesday evening.

Program Board Speakers
Speakers at the program operating board meeting today were to include: Theodore C. Streibert of WOR, MBS executive vice-president; Richard Connor, network station relations director; Robert Schmid, director of sales promotion and research; Edward Wood Jr., sales manager; and Allen de Castro, director of commercial programming.

The program operating board is composed of the following program heads of key Mutual stations and network officials: Miller McClintock, MBS president, chairman; Adolph Optinger, MBS program director, chairman; Lewis Allen, Weis; Don Lee network, Hollywood; C. M. Hunter, WHK Cleveland; Julius F. Seebach Jr., WOR; Frank Schreiber, WGN; Linus Travers, Yankee Network, Boston.

Executive committee includes: W. E. Macfarlane, WGN, chairman; H. K. Cargesten, WHK; Mr. McClintock; John Shepard 3d, Yankee Network, Boston; Mr. Streibert; Mr. Weis.

The board of directors includes: Alfred J. McClintock, chairman; E. M. Antrim, WGN; Hope E. Berrold Jr., WPFR Baltimore; J. E. Campau, CKLW, Detroit-Windsor; Mr. Car- genter; Benedict Gilbel Jr., WIP Philadelphia; Lecord Kapner, WQAM Pittsburgh; Mr. Macfarlane; Mr. McClintock; Mr. Shepard; Mr. Streibert; Mr. Weis.

WILLSON WOODSIDE, news commentator of CBC Toronto, is in Great Britain as a guest of the British Ministry of Information.

NEW 'POST' SERIES
KEYED TO ISSUES
KEYED to each week's current issue, on most newstands by Wednesday, the Blue series for the Saturday Evening Post will be heard on a 65-station hook-up starting Tuesday, and continuing through Friday in the 10:45-11 p.m. period. Program starts off Feb. 8 with a dramatization of a story appearing in the Feb. 12 issue, but future Tuesday broadcasts will usually be devoted to a variety show, leaving the remaining three programs of the week open for dramatizations of articles and fiction. Talent for the series include Patry O' Shea, child actress, Everett Sloane, and Ethel Owen.

This is the first regular network series for Curtis Publishing Co., publisher of the magazine. Company has used the Blue for several one-time spots during the past year, tying in with a "Four Freedom War Bond Show." Spot schedule for the Post will continue, with some revisions to eliminate duplication of markets. Agency is MacFarland-Aveyard Co., Chicago.

Proprietary Clinic
PROPRIETARY ASSN. of America, Washington, D. C., trade organization, will hold an advertising clinic in New York May 16 in conjunction with its 62d annual convention. The meeting will be addressed by representatives of the bureau of advertising of the American Newspaper Publishers Assn., the sales managers committee of the NAB with the Periodical Publishers Assn. also participating.

Mack Drug Test
MACK DRUG Co., Hackensack, N. J., through Surety Adv. Co., New York, is testing spot radio on WKIP Poughkeepsie, N. Y., as a preliminary to a radio advertising campaign in behalf of its chain drug stores, located in New York, New Jersey and Massachusetts. Plan is to build up prescription department exclusively through radio. Newspaper advertising will continue to promote the packaged product. The WKIP test, which is considered successful, consists of a six-weekly five-minute news spot.
FM Lays Post-War Expansion Program

Many Outlets, Adequate Space in Spectrum Foreseen

(Continued from page 12)

FM's greatest contribution to the future of broadcasting under our concept of freedom of speech, he recommended to the FMBI board formulation of a legislative policy which will aid Congress "in delineating a more definite national legislative policy which will guide us toward perfection of a free American radio".

William D. Boutwell of the U. S. Office of Education, Washington, told the convention that education joins in the movement for extending the FM allocation because the education band of five FM channels is already too narrow to accommodate the school and college applications now coming to the FCC. More than 25 school systems, 16 state departments of education and upward of 50 state universities and colleges either have filed or contemplated FM applications, he said.

Specifically, he said, Commissioner of Education J. W. Studebaker has recommended three times the number of channels now available adjacent to the commercial band along with ten relay-transmission frequencies to facilitate the change of programs among educational stations. Also recommended were at least two television channels for educational assignment.

Damm Traces History of FM

Walter J. Damm, president of FMBI, opened the Wednesday morning session with a review of frequency modulation history, beginning with the winter afternoon five years ago when a small group of men met in Maj. Armstrong's apartment in New York to listen to something new in radio—FM. Tracing the medium's rapid growth in 1938, which culminated in the FCC's calling a hearing to study FM, which in turn called for a united front among the 20 FM licensees and holders of construction permits that resulted in the formation of FMBI, Mr. Damm described the group's presentation to the Commission, which on May 20, 1940, "gave FM the green light, assigning the band from 42,100 kc to 49,000 kc to FM and announcing full commercial authorization as of Jan. 1, 1941".

FM and FMBI flourished for a period, Mr. Damm reported, but "then came March 17, 1941, and the Commission's orders Nos. 79 and 79A—the so-called newspaper orders. These were followed by Dec. 7, 1941—and Pearl Harbor. The rest you know."

Keeping on—with a restricted budget and reduced dues—FMBI has fought for and secured liberalization of the FCC rules to alleviate to some degree the difficulties of wartime operation for FM stations, Mr. Damm reported. The organization's December meeting in Chicago, he said, showed that the increasing interest in FM, plus the need for post-war planning, has made it again desirable for FMBI to open an office, preferably in Washington.

"As I see FMBI of the future," Mr. Damm stated, "I see its actions limited to FM problems and not what we generally call overall industry problems—unless, of course, it becomes evident that such general broadcasting problems are not being handled as the membership thinks they ought to be. Under such circumstances, FMBI ought to be able to do a good job for its members at a cost of $20,000 to $25,000 per year."

Jansky Urges Increased Allocations

The "superior potentialities" of FM over AM for sound broadcasting stem from two basic differences, C. M. Jansky of Jansky & Bailey, told the convention in his report as consulting engineer to FMBI. First, he explained, radio waves act "more reasonably" around 50,000 kc than they do in the standard broadcast band between 550 and 1600 kc, so that FM stations have substantially the same coverage day and night. In addition, he said, "the aggregate of interference and fading" of the AM signals.

Second, he continued, with AM broadcasting the desired signal must be about 100 times as strong as the interference to come in clearly, while in FM this ratio is reduced to two to one. "It takes approximately 2,500 times as much power at an AM station to deliver clear reception to receiving points as it would for an FM station operating on the same frequency at the same place," he declared, adding that the localized propagation characteristics of FM make it possible for many stations throughout the country to share a single broadcast channel.

Even so, Dr. Jansky stated, more than the present 40 channels should be allotted to FM as "already in some parts of U. S. there are more applications than can be granted in the existing band."

Backing up the request of FMBI that these additional channels be adjacent to the present 42me-50me assignment, he averred that "there is no tangible evidence to prove that this is not the best place in the spectrum for FM and there is plenty to prove that it is".

Discussing the FCC regulations of FM, Dr. Jansky called attention to the contradiction between the Commission's philosophy that all FM stations near a city should, for competitive purposes, serve the same coverage area and its practice of licensing three classes of stations, and to the fact that the use of trade areas as a basis for FM allocations is faulty because of the variable nature of trade areas which does not agree with the laws of radio propagation.

The FMBI board has approved the following recommendations of its special engineering committee, Dr. Jansky said: (1) that station assignments on a basis of service areas be retained but that their rigid coupling to trade areas be dropped; (2) that new classification of stations, if necessary, be made on a regional rather than a national basis; (3) that "FM broadcasting stations," common industry and public usage, replace "high frequency broadcast sta-
“tions” in the FCC’s official usage; (4) that in granting FM licenses the commission consider the natural coverage area the station would have and its ability to deliver adequate service to its primary area and that the FCC define the area in which the station shall be protected against interference from other stations; (5) that the FCC allow a period of commercial, program and engineering development to provide for normal growth before requiring installation of facilities to cover the ultimate area proposed, allowing also for different rates of growth in audience in different parts of the country.

Armstrong Urges Widening FM Band

With an eye toward past and future FM developments, Dr. Edwin H. Armstrong, speaking before the Wednesday afternoon session of the FMBI in New York, advocated the widening of the FM band to occupy the channel between 50 and 56 megacycles now allocated to television. This allocation would be almost double the width of the FM band which at present stretches from 42 to 50 mc and would enable a wider granting of FM licenses, according to Dr. Armstrong. The modification has been proposed officially through the FMBI.

Dr. Armstrong paid glowing tribute to those broadcasters who supported and experimented with FM during its early days. He traced the development of FM from its beginning in 1912 when the search began for a static eliminator in a telegraph system. The objective was to utilize a type of radio wave different from the natural electrical wave. The result was a development of wide band FM which reduced the noise level by 1,000 to 1. After experimenting for 2½ years, using the transmitter atop the Empire State Bldg., Dr. Armstrong said he could not persuade anyone to put FM in use and in 1935 undertook the job himself, and built W2AG at Alpine, N. J.

The opposition of television’s proponents to crowding FM out of the experimental purposes. In 1940, after John Shepard 3d of the Yankee Network, advised by Paul De Mars, and Franklin M. Doolittle, WDRD Hartford, advised by Professor Noble, obtained licenses to erect stations. Followed by a series of FM applications by broadcasters, the FCC in 1940 allocated to FM the channel from 42 to 50 mc, the channel it now occupies. Dr. Armstrong characterized this allocation as the greatest single service of the FCC and praised the “far-sightedness” of FCC Chairman Fly.

Dr. Baker Describes RTPB Panel Functions

Dr. W. R. G. Baker, vice-president of G-E and chairman of the Radio Technical Planning Board, outlined to the convention the scope, organization and activity of this group which will devise systems, standards and frequency allocations required for existing and new services in collaboration with the Government. The end result of the work of the RTPB, he said, should be the submission to the proper governmental agencies of a plan or plans incorporating the

Boots on MBS

HIGHLIGHTING activities and personalities in the aircraft industry, an elaborate format has been set for the Boots Aircraft Nut Corp. program Wide Horizons, which starts Feb. 27 on 33 Mutual stations Sunday, 4:45 p.m. With Eddie Dowling, actor, as m.c., its features will include interviews with prominent figures in the aviation industry and with entertainers who have given up their profession to work in aircraft plants. Talks by Casey Jones, flying ace, David Mendoza’s orchestra, a review of theatrical events, and selection of a “Star of the Future,” from the entertainment world. Agency is Cecil & Presbrey Inc. New York.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment. For Rates: Apply Station Director CHNS • Lord Nelson Hotel Halifax, Nova Scotia or Joe Weed, New York City

**SALESMANSHIP**

Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.

WIBW The Voice of Kansas in TOPEKA

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

WFMJ

Youngstown, O.

* J. Walter Thompson Research Dept.

**New CBS Show**

PILLSBURY FLOUR MILLS Co., Minneapolis, is scheduled to start Grand Central Station on CBS Saturday, 10-10:30 a.m. in late February, subject to time clearance on CBS stations, according to the New York office of McCann-Erickson, agency in charge. Featuring human interest dramas centering around New York's Grand Central Station, the program has been sponsored successively by Lambert Pharmaceutical Co. on CBS for Listerine from 1937-1940, and by Lever Bros. on NBC-Blue for Listerine 1940-1942. Since its last network program Clara, Lu, and Eve, discontinued on CBS in 1942, Pillsbury has been using spot radio.

KFWL Denver has celebrated its 224 year of continuous operation. Although on the air under temporary authority since 1922, KFWL was granted its first license Jan. 4, 1923.

requested the FCC to increase the educational FM band to provide three times the number of 200-ke channels currently available, that the listener educational band be adjacent to the commercial FM band, that regional and statewide allocation bands be formulated as a guide for assigning frequencies to educational station applicants; that 10 relay transmission frequencies be given to education to aid the exchange of programs among educational stations operating on a statewide network basis, and that at least two television channels be reserved for educational use.

**NO BATH (Ky.)—EVEN ON SATURDAY NIGHT!**

No such, we must be practically smelly, so far as night reception in Bath (Kentucky) is concerned. Bath, like other real Kentuck "towns", is outside our territory. All we claim around here is Louisville Trading Area, which we cover easily with the strongest signal of any NBC station on the air. And that's apparently quite a tubful of value, because advertisers keep our availability practically washed out! Want to climb in?

**BROADCASTING** • Broadcast Advertising
Jett’s Political Status Heard At House Committee Hearing

Chief Engineer Tells House Appropriations Subcommittee He Has No Party Affiliation

DESPITE instructions from FCC Chairman James Jett, Rep. Fly not to make a statement as to his political faith, Chief Engineer E. K. Jett, Commissioner-designate, told the Independent Offices subcommittee of the House Appropriations Committee that he was neither Democrat nor Republican, it was disclosed last week when the record of hearings before the subcommitte Jan. 19 were made public.

Meanwhile the Senate Interstate Commerce Committee has postponed consideration of Mr. Jett’s nomination, Chairman Wheeler (D-Mont.), said, at the request of Sen. White (Me.), acting minority leader. Sen. White said last Friday that although Senate Republicans had planned to discuss Mr. Jett’s politics at a session last Thursday, “other matters were discussed” and the Jett nomination was not touched. Sen. Wheeler said he would delay Committee consideration pending Sen. White’s wishes.

Fly Trys Sidetrack Mr. Jett’s politics crept into the Appropriations subcommittee, of which Rep. Woodrum (D-Va.) is chairman, when Rep. Wigglesworth (R-Mass.) questioned Commissioner Ray C. Wakefield about his own political affiliations.

“How about Mr. Jett, who is now nominated for Commissioner Payne’s place, as I understand it?" asked Rep. Wigglesworth, also a member of the House Select Committee to Investigate the FCC.

“I suggest that it is a matter pending before the Senate Committee at this minute,” interposed Chairman Fly. When Rep. Wigglesworth pressed further, and Mr. Fly remarked that the chief engineer’s appointments always come from Republicans, I think”. Mr. Jett said: “I am not trying to qualify as a Republican now, or a Democrat either.” Chairman Fly exhorted his chief engineer: “Now do not make a statement unless you are directed to.”

Woodrum Lauds Jett Rep. Wigglesworth continued to press and Mr. Fly appealed to Chairman Woodrum with: “Mr. Chairman, this is a matter pending before the other committee at this time, and that question has been raised in the Senate Committee. I do not have any objection to his making a statement, but I question the propriety.”

“Whether a Republican, Democrat or Socialist, Mr. Jett has had a lot of fine experience in this business,” said Chairman Woodrum, “and I think the Communications Commission ought to have the benefit of his active participation.” Rep. Stimpson (D-Vt.) seconded and Mr. Jett, ignoring instructions from Chairman Fly not to make a statement, gave the following information:

“I hope the record is not misunderstood; as you make me say that I have never belonged to any political organization, have never taken part in any political campaign or attended a dinner given for a political purpose. And while I have registered to vote, I have never voted in my lifetime. I am not registered to vote for a party; I can only vote in a general election. In other words I cannot vote in the primaries.

“The reason I have not voted is because I was in the Navy for 18 years; following that, I lived in the District until I moved to Maryland, and when I got in a position to vote in Maryland, where I have resided since 1932, I was then assistant chief engineer of the Commission, appointed by the then Federal Radio Commission, which had a Republican majority in 1931, and I felt it would be a bad idea at that late date in life, being in the engineering department, to get active in politics, and so I stayed out of it. Those are the facts.”

Rep. Case (R-S.D.), declared: “I think that is a much better contribution to the record than to avoid answering the question, as the chairman, Mr. Fly, suggested. I think Mr. Jett has helped himself.” To which Chairman Fly fired this parting shot: “I think that is right, but I am sort of reluctant to try issues here that are before the Cox Committee, the Select Committee, or before other committees. I have no objections, of course, to any statement he may make and I would not want any cloud in the record on that account, so far as I am concerned.”

NBC War Clinic

THIRD ANNUAL war clinic of NBC will start in New York at the Waldorf-Astoria Hotel Feb. 28 and will wind up March 22 in Los Angeles, lasting for three days in each of five cities. Instituted in 1942 to provide an opportunity for discussion of war-time network operations by executives of the network and its affiliates, the 1944 clinic will meet in New York Feb. 28-March 1, in Atlanta March 5-7, in Dallas March 9-11, in Chicago March 13-15 and in Los Angeles March 20-22.

WTAG-FMNowCommercial

WIXTG, FM station of WTG Worchester, altered its call letters Jan. 30 to WTAG-FM, when it changed over from an experimental to a commercial status. The new FM outlet, which received its commercial grant from the FCC last month, was also assigned the new frequency, 46.1 mc. Within a short time WTAG-FM is scheduled to broadcast CBS commercial and sustaining programs in accordance with CBS policy and outlined in a telegram from Paul Keesten, executive v-p, Jan. 24. (See p. 26.)

WCFL Names Keegan

HOWARD KeEGAN has been appointed manager of WCFL Chicago, replacing Maynard Marquardt who resigned recently. Keegan will continue to act as program director.

BROWN REPLACES BALTER ON MUTUAL

CECEL BROWN, former CBS correspondent and commentator, who resigned from that network last September, will begin on Mutual this week as commentator, a product of Bayuk Inc., Philadelphia. Sam Balter, who has been sponsored by the ciga company since 1945, New York, Wednesdays, Friday 8:315 p.m., is leaving the air. Mutual notified the Ing and, as its agent Ivey & Ellington, Philadelphia that it was cancelling Mr. Balter’s commentaries effective Feb. 2. Mr. Brown is expected to start on that date.

Mr. Brown’s resignation from CBS, submitted Sept. 2, 1945 was the result of a disagreement with the network’s news policy, forbidding the expression of editorial opinion by commentators. [BROADCASTING, Sept. 27]. He had been reprimanded in a memo from Paul S. White, CBS Director of news broadcasts for “indulging in defeatist talk,” in one of his series of broadcasts for John Phillips Corp. He replaced Elmer Davis on the CBS-Johns-Manville program in January, 1942, after returning from a foreign tour for CBS during which he made his dramatic coverage of the sinking of the “Re- pulse” and the “Prince of Wales.”

Boake Carter on MBS

Jett Predicts Utility Relays
(Continued from page 13)

tions that will aid the FCC in allocating facilities.

"Don't figure on filing an application and then doing nothing about it until competition forces you to," Mr. Adair told his audience. "When the FCC issues a construction permit it expects the work to be carried forward diligently," he said, adding that the rules call for work to begin within two months of the granting of the CP and to be concluded within six months of that date.

Advices Against Directionals

Revision of the present system of allocating FM station coverage to coincide with trade areas is under study by the FCC in cooperation with RTPB, Mr. Adair said. Asked about regulations covering the use of directional antennas for FM stations, Mr. Adair said the Commission does not require a circular pattern but expressed the opinion that it would generally be advisable to stay away from directional antennas for FM broadcasting. In response to another question about dual operation of AM and FM stations in a community, he replied that the FCC already had granted a number of FM licenses to AM operators and that there has been no discussion of changing that policy.

Asked about antenna locations for FM, and the relative advantages and costs of in town and out of town locations, Dr. Janisky said the answer is more a matter of economics and sociology than engineering techniques. In AM, he explained, the broadcaster usually gets less coverage than he desires, so he plans to get all he can. But in FM this is not the case, so he should decide the antenna location on the size of the area he can profitably cover and to which he can render public service, Dr. Janisky averred.

Denying the common statement that "FM coverage goes only to the horizon," Dr. Armstrong said that a number of FM stations are currently reaching to three or four horizons. Considering the factor of soil conductivity, he said that in New England conditions are such that no 50 kw AM station can attain an effective range that the Mt. Washington FM station gets with 3 kw, while in the Midwest FM won't go as far as AM.

FM Good to 100 Miles

He added that up to 100 miles the FM signal is so far superior that the listeners, given a choice, will choose FM, and that when stations share frequencies, the station's night coverage is pushed back about 20% from its daytime scope while the FM station coverage remains the same.

Clearing up a confusion indicated by some of the questions between rebroadcasting and relay broadcasting of FM programs, Mr. Damm explained that the former practice was extensively employed in New England, means that each station in a series picks up and rebroadcasts the broadcast signal of another station, whereas in relay broadcasting the program is broadcast on an ultrahigh frequency beam from which all stations in the group take the program. In rebroadcasting if one station drops out, the chain is broken at that point and the program goes no farther, he explained, but in relay broadcasting the service continues regardless of whether all or none of the stations served by the relay broadcast any particular program.

Video Relays Studied

Comparing network service by radio relays and by wire lines, Dr. Armstrong said that the choice may depend upon where the stations are located, pointing out that in New England no one has yet been able to erect telephone lines over the mountains, which will stand up through the winter, so a radio relay is essential there. On a cross-country basis, he said, radio relays would be competing at a disadvantage with telephone circuits, adding that the future will expand the present 500-mile service areas of radio relays to transcontinental proportions.

Mr. Jett said that serious thought is being given to the problem of radio relays for television as well as for FM, and added that as the telephone and telegraph companies are monopolies operating under Government supervision, it is possible that radio relays might well fall into the common carrier class. Recent improvements in high quality wire lines and coaxial cables make it questionable at this time, he said, whether these services may not prove superior to radio relays for nationwide program service for FM and television. The question probably will be one for Congress to decide, he stated.

Asked why some listeners think FM sounds "tinny," Dr. Armstrong said that broadcasters are experiencing in placing microphones in a studio to produce the best effect in the receiver, but that when the same placement is used in FM the listener gets the effect of being seated right next to the orchestra. He added that FM's brilliant reproduction may seem sharp when first heard by listeners accustomed to standard radio reception.

Dr. Armstrong predicted that some means would soon be found of suppressing motor interference with FM so as to permit FM auto radios, if for no other reason than that it will provide such a great competitive advantage to the automobile manufacturer first bringing out a car with FM radio. Mr. Jett said that the FCC had some time ago recommended to Congress that the law be changed so as to permit some control over all sorts of radiation machinery which produces interference with radio reception.

Mr. Adair said that although the FCC rules did not specify whether an FM station had to put on some live programs or could depend entirely on recorded music, a station's public service would be considered when licenses were issued or renewed. Dr. Armstrong reported on a demonstration some three years ago of a 15,000-cycle record produced by Bell Labs. When these were available to stations, he said, an FM broadcaster could send out music of a quality much better than any which can be transmitted over today's network lines.

Listening in New York Increased in Past Year

LISTENING in New York during 1943 was 22.8% greater than in 1942, according to the January issue of The Radio Audiences newsletter issued by the Pulse of New York Inc. In the metropolitan area, listening showed an increase of 12.0%.

Average listening time per radio home per day in 1943 was 4.84 hours. Total listening for December 1943 was 15.7% higher than in the same month of 1942. Listening, as affected by sets out of order, the audience sizes of daytime serials and overall sets-in-use last year were covered in the newsletter.
OWI War Message Audience Up; Listener Impressions Increase

Radio Bureau Index Shows Steady Circulation Gain With Growth of Allocation Plans

REFLECTING a general upward trend in audience coverage for home front war messages, OWI's Domestic Radio Bureau estimated that for its various campaigns from August 27, 1942, until the end of the week the total of 658,499,000 listener impressions, representing a gain of 44% over the corresponding week of last year.

The estimate of listener impressions is prepared by the Radio Bureau each week to provide the OWI campaign planners with a common denominator by which they can appraise the emphasis given through radio to war messages. Computed in advance on the basis of campaigns scheduled through the OWI allocation plans, the estimate does not include additional voluntary efforts by networks and stations or special events arranged through OWI following compilation of the figures.

Good Yardstick

The listener impression serves as a convenient measure of the percentage of the total radio effort devoted to a particular. It is particularly suited to the needs of the Government which has the problem of reaching as much of the population as can possibly be reached through the radio medium and to get its message heard as often as is necessary to obtain effective public response.

Records compiled by William F. Fairbanks, chief of the Allocations Division of the Bureau, reveal an almost uninterrupted rise in the growth of radio circulation recorded war messages since the inception of the OWI allocation plan in the week beginning Aug. 27, 1942. At that time, OWI had only the Network Allocation Plan in operation and the home front problems created by the war were just emerging. Three campaigns were scheduled (ear pooling, scrap collection, and the first War Bond drive) and the total of listener impressions obtained was estimated at 189,600,000.

Except for occasional declines caused by seasonal factors, the listener impression figures rose steadily during the next few months and, with the addition in August of the National Spot Allocation plan, reached 343,100,000 for the week beginning Jan. 11, 1943.

New Allocation Plans

Two additional allocation plans then went into operation, Mr. Fairbanks recalled, which boosted the listener impression figure for the next week to 448,800,000. These plans were the Station Announcement Allocation, which then carried a 25% greater announcement load than at present, and the Local Transcription series of 15-minute “Uncle Sam” programs which were assigned to 829 stations. This series expired July 31, 1943.

The trend continued upward in February and March, accentuated by seasonal gains in listening and the adoption of the Special Assignment Allocation plan, reaching an all-time high of 898,190,000 listener impressions in the week beginning April 12 when special coverage, embracing 221 network programs, was devoted to the Second War Loan.

Audience Figures Up

The additional audience obtained by the Special Assignment plan was offset by seasonal declines in the following months, reaching a low point of 378,140,000 impressions in the week beginning July 19. Also contributing to this decline was the reduction of 25% in the number of announcements allocated under the Station Announcement plan.

From July to October the audience figures registered a constant increase, reaching a peak of 740,300,000 listener impressions in the week beginning Oct. 25 when a three-week emergency paper salvage campaign was superimposed upon the regular allocation schedule. With the conclusion of the campaign, the listener impression total declined to 531,813,000 for the week of Nov. 8. Except for the week beginning Dec. 20, when allocations were reduced because of the Christmas holiday, the trend has continued upward since that time.

Aside from the impetus provided by the addition of allocation plans, Mr. Fairbanks explained, the expansion in listener impressions has been due to the steadily growing number of programs participating in the plans and the increase in program ratings of network shows. OWI uses commercial ratings as a basis for its own projections.

Listener Impressions Up

The increasing audience obtained through the Network Allocation plan has been particularly important in the growth of the war message audience, he pointed out. This plan, devised by the War Advertising Council at the outset of OWI operations, now provides two-thirds of the total number of listener impressions.

Mr. Fairbanks emphasized that while the 683,300,000 listener impression figure may appear large, it should be appreciated that this is the equivalent of only 6% messages heard by the average listener in one week. Whether or not 6% messages per week to each of the 100,000,000 radio listeners will arm the nation with the information it needs to wage a war on the home front is a moot question.

There has been no evidence presented to OWI that this volume of radio messages is more than is needed or wanted by the American listener. On the other hand, Mr. Fairbanks pointed out, a recent listener survey made at the request of OWI showed that listeners do not feel that the volume of messages is excessive.

A breakdown of the listener impression estimate for the week of Jan. 24-31 shows that facilities allocated to the Fourth War Loan drive accounted for 69% of the total audience. The campaign to enlist women for war work provided 15.5%; the rubber conservation drive 11%; Navy aviation cadet recruitment 7%; and promotion of wartime nutrition practices 2.4%.

The audience breakdown by allocation plans shows that the Network Plan provided approximately 66% of the week's listener impressions, Special Assignment 21%, Station Announcement 10%, and National Spot 3%.

JAMES L. FOUCHE, president of Universal Microphone Co., Ingleside, Calif., has been named membership chairman of newly-formed West Coast Electronics Mfrs. Assn.
Million Cut From FCC—RID Budget

FBIS Also Is Slashed; House Committee Defies FDR

DEFYING President Roosevelt, who last September ordered radio intelligence activities kept within the FCC rather than transferred to the military services as recommended by the Joint Chiefs of Staff, the House Appropriations Committee last week all but abolished the Commission's much-discredited Radio Intelligence Division by lopping off more than half of the budget requested for that operation.

Reporting out the 1945 fiscal year Independent Offices Appropriations Bill (H.R.4070) Wednesday, the Committee slashed the FCC budget request by $1,654,857, of which an even million was taken from the RID and another half-million from the Foreign Broadcast Intelligence Service. Congressional observers saw in the Committee's action a move to force transfer of radio intelligence duties from the FCC to the armed services.

President Roosevelt, in his budget message, had requested $8,571,-700 for the FCC. If the House sustains the Committee, the Commission will be left with $6,716,843.

For the current fiscal year, the budget was reduced from $8,089,000 to $7,600,914, but William B. Robertson, FCC director of Budget & Planning, testified that overtime pay had caused the Commission to obligate $757,154 additionally, bringing the current year's operational costs to $8,367,068.

Under the reduction, RID was left $858,175 for operations while the FBIS request of $2,002,998 was pared to $1,602,998. In addition to the 14 million dollars cut from “national defense” activities, the Committee turned down a $115,007 request for 34 new employees; lopped $21,897 from the Personnel Division and sliced another $19,953 from the Budget & Planning Division.

Reports were current on Capitol Hill that Congressmen on the floor would demand still further cuts. With reference to the severe pruning which it gave the RID budget request, the Committee said in its report which accompanied the appropriations bill:

Committee Believes Military

“The reduction of $1,000,000 in the estimate for the RID is specifically applied to that part of the work of the division relating to war activities now being performed by the Commission and which, in the opinion of the Committee, should be performed by the War and Navy Depts., as recommended by the Joint Chiefs of Staff, in a letter dated Feb. 1, 1943, and signed by Adm. William D. Leahy for the Joint Chiefs of Staff, and in a joint letter dated Feb. 8, 1943, addressed to the President and signed by the Secretary of War and the Secretary of the Navy.

“The Committee believes that the statements and recommendations contained in the letters referred to give sufficient justification for the action it has recommended and it is of the belief that appropriate provision should be made at the earliest possible date to the end that the facilities of the FCC should not be used for purposes pertaining to the military unless specifically requested by the Joint Chiefs of Staff.

“The Committee thinks it appropriate to point out, however, that after the receipt of the aforementioned recommendations the President investigated the matter, did not concur in the recommendations, and submitted the budget estimate for continuation of the work under the FCC.

The Committee left untouched the budget estimate for $2,200,000 for regular operations and $16,700 for printing and binding, but the President's request for "national defense" activities was slashed more than 25%.

At an all-day hearing Jan. 19, 1944, members of the Resident Broadcast Advertising

SPORTS BLESSING

SPIRITUAL GUIDANCE on a sports program is a new idea, but when Sam Leavitt, WSBA York, Pa., announcer, resumes his daily sportscast on WOUSTON, and the Rev. H. B. Rittenhouse will read the invocation. Blessing will be asked also for the continuance of sports which the York clergyman contends, are "an integral part of our democracy, and should be continued for the welfare of our fighting forces and our production forces".

FCC Chairman James Lawrence Fly and other Commission executives were subjected to minute cross-examinations by members of the Independent Offices subcommittee, of which Rep. Wodrum (D-Va.) is chairman. Leading the barrage of questions was Rep. Roger Wigglesworth (R-Mass.), also a member of the Select Committee, and Rep. Starnes (D-Ala.).

On behalf of the RID Mr. Fly called it the "largest single activity in the Engineering Department". The $1,686,687 requested was $5,800 less than the current fiscal year's appropriation, he said.

Chairman Woodrums delved into the deferment of 485 FCC employees. Commissioner T. A. M. Craven, member of the FCC committee of three named to cooperate with the War Manpower Commission, testified that of those deferred, 51 were over 38; 70 were outside the Continental U.S. and 85 were pre-Pearl Harbor fathers. A tabulation of deferments filed for the record shows that the majority not called for military service were employed in the Engineering Dept.

Testifying on the RID, Chairman Fly expressed doubt that "this committee would want to take over, or for that matter, review the exercise of administrative judgments, particularly the wartime judgments..."
Mother Radio

MIDWEST MOTHERS en masse answered an appeal over WTCN Minneapolis recently when Ann Gunn’s program asked for homes to care for orphaned children and those whose parents could not care for them. Fred D. Thomas, executive secretary of the children’s agency, reported that 545 mothers had volunteered to take children into their homes.

that are exercised by the Commander-in-Chief. In other words,” he declared, “I doubt if the committee would want to take the responsibility of saying that the Commander-in-Chief is wrong and that these activities ought to be transferred to the Army and Navy and thus, by process of indirection, accomplish that result.”

Fly Lists Espionage:

“Your position is we have the constitutional power to cut off the entire appropriation, if we desire, but we have no business and no right to inquire as to what this money is to be used for, or how it is to be expended?” demanded Rep. Starnes.

Mr. Fly said the “vast quantity” of the work by RID is “done for departments other than the Army and the Navy, a great deal for the FBI. Work in regard to espionage stations has been done both in this country and in South America on an extensive scale, in cooperation with the State Dept., and we have extensive work to do for the Office of Foreign Economic Administration,” he added.

He introduced several letters from various Government agencies praising the RID and FBI, but when letters of the Joint Chiefs of Staff and Secretaries Knox and Stimson, urging the President to transfer radio intelligence to the armed services, were read he asked that they be “off the record” since they were still classified as “secret”. When they were made part of the record, however, Mr. Fly asked that the President’s letter of Sept. 7, 1945 to Secretary Knox, in which he decided to leave radio intelligence with the FCC, also be included.

Of the total budget request for $8,524,122,309 for independent offices, the Committee recommended a reduction of $325,531,957. Only two other agencies were given reductions higher than that recommended for the FCC. From the Federal Works Administration the Committee stripped off $10,025,348 and from the U.S. Maritime Commission $1,000,000. Both were for proposed construction. The Bureau of the Budget was reduced $864,705.

The House is expected to take final action on the Independent Offices Appropriations Bill today (Jan. 31) after two days’ debate.

NOW THEY KNOW

WCLO Shows Roation Board—Why Gas Is Needed—

TO CONVINCE the Janesville, Wis., radio board that gasoline is a vital necessity in the business of broadcasting if a station is to function in the "public interest, convenience and necessity", WCLO invited members of the board to sit in on a special presentation.

With Sidney Bliss, station president, flanked by Announcer Art Ohlson and Dorothy Alan, continuity chief who doubles in air duties, a local interpretation of Dr. J.Q. with helium voice, Mr. Bliss acting as m.c. Pat Alan, singer, did some solos and led the rotation board members in group singing.

The program was recorded and played back. It demonstrated that broadcasting involves a lot more than pushing a button and that if WCLO is to provide Janesville with remote pickups of general interest and otherwise serve its community properly, gasoline is necessary for the autos which transport engineers, announcers, producers, and remote and recording equipment.

New Radio Legislation Supported by ‘Colliers’

CURRENT issue of Collier’s devotes its lead editorial, entitled “Take the Chains Off Radio,” to an endorsement of the program of Niles Trammell, NBC president “for the bringing of radio in the United States within the Bill of Rights’ guarantee of freedom of speech”.

Itemizing Mr. Trammell’s proposals for changes in the Communications Act to halt further Government encroachments on the rights of the broadcaster and listener [Broadcasting, Dec. 18], Collier’s states: “We think all the Trammell recommendations ought to be written into this (the White-
Radio’s Personnel in Service

(Continued from page 11)


Scores of radio men have given extraordinary service, both on the field of battle and in technical work in the Army, Navy, Marines and Maritime Service. One of the most outstanding is Comdr. Harry C. Butcher, CBS Washington vice-president, naval aide to Gen. Dwight D. Eisenhower.

Radio’s first hero to be decorated with the Distinguished Service Cross is Capt. Thomas E. Knodle, Inf., retired, director of public relations for NBC Washington. Capt. Knodle left his post as NBC Washington news editor at the outbreak of war to serve as a second lieutenant in the infantry. He was twice wounded in New Guinea but refused to be evacuated until he had given instructions to the men of his platoon. He was retired last fall after several months of hospitalization.

Throughout the war broadcasters and broadcasting personnel have played important parts in all branches of the service. In key posts of the War Dept. Bureau of Public Relations in Washington are several radio executives and employees. Col. J. Noel Macy, broadcaster of White Plains, N. Y., is chief of the News Division, employing the Press, Radio, Pictorial, Analysis and Publications branches. His executive officer is Capt. Frank Mayborn, president of KTEM Temple, Tex.

Assigned to Washington

Heading the Press branch is Lt. Col. Albert Warner, CBS Washington news chief. Col. E. M. Kirby, director of WSM Nashville and the NAB, is chief of the Radio branch, while his executive officer is Maj. Jack Harris, director of news and special events, WSM. Capt. Lester Lindow, manager of WFBM Indianapolis, is on duty with the Radio Branch.

Maj. Hal B. Rorke, in civilian life assistant publicity director of CBS, is assistant to Col. William Nickols, chief of Army Air Forces Public Relations. Maj. Frank Pellegrini, formerly of KOIL Omaha and director of Broadcast Advertising of the NAB, is on duty with Allied forces in Italy.


Col. Luther L. Hill, vice-president of the Iowa Broadcasting System (the Cowles stations), is Commanding Officer of the Army Air Forces Redistribution Center, Miami. Lt. Col. Sam Rosenbaum, president of WFIL Philadelphia, is said to be on an overseas assignment for the Allied Military Government.

In the Navy, J. Harrison Hartley, assistant director of news and special events of NBC New York, is chief of the Radio Branch, Bureau of Public Relations. Lt. William J. Bailey of KYW Philadelphia, heads the Radio Section, Industrial Incentive Division of the Navy. He is credited with putting across warcasts in Navy production plants [BROADCASTING, Jan. 13].

Scripps Executives Serve

Another radio executive who ranks high in the Navy is Capt. John A. Kennedy, president of the John A. Kennedy stations, WCHS Charleston; WBLK Clarksburg; WPAR Parkersburg and WSAZ Huntington, all in West Virginia. Lt. Comdr. George Storer, president of the Fort Industry group, is on duty with the Navy in Chicago.

Lt. Jack Howard, president, and Maj. James C. Hanrhan, executive vice-president, of Scripps-Howard Radio, are serving with the Navy and Army, respectively.

Lt. James Hurbut, director of publicity for CBS Washington, distinguished himself as a combat correspondent with the Marine Corps on Guadalcanal. He is now on duty in Washington. Another Marine Corps combat correspondent who was returned to the States from the Pacific to write eye-witness accounts of action at Bougainville and other battle grounds is Sgt. Harold Asine of WBAI Baltimore.

In Government civilian agencies several practical broadcasters hold high positions. The list is headed by Elmer Davis, CBS New York news analyst on leave as director of the Office of War Information. His deputy director is Edward Klauber, former chairman of the executive committee of CBS. Chief of the Domestic Radio Bureau is Phil Cohen, former NBC producer.

William S. Paley, CBS president, is overseas on a special mission for the OWI, while Niles Trammell, president, and John Royal, vice-president, of NBC recently were abroad as special emissaries of the OWI, as was James D. House, vice-president of the Crosley Corp., and general manager of WJW Cincinnati.

Lion’s Roar

VERSATILE announcer Bud Baldwin of WHIO Dayton started his lion roar on the air last week that continued to entertain listeners for a full minute. Ordinarily a few seconds of a recorded roar is sufficient prelude to a spot announcement for the Lion’s Roar Store in Dayton. On the morning of the sustained roar, however, announcer Baldwin couldn’t find the copy for the announcement, so he played lion for a full minute, much to the dismay and jocundity of the listeners who congratulated both station and sponsor for using just the sound effect.

It’s Leap Year in Texas, Too!

WOAI woz its feminine lis’eners ardently. For example, 129 broadcasts per week of the current schedule are tailored for woman audiences.

Small wonder, then, that women of Central and South Texas—with their vastly increased spendable income—respond so eagerly to WOAI in this leap year of 1944! They are intensely loyal to the station that shows them such devoted attention.

Which helps explain why WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS . . . . . . . . . . . CLEAR CHANNEL
AFFILIATE NBC . . . . . . . . . . . MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

Oil Promotion Canceled

PLANS for a national network broadcast by five major oil companies in connection with the dedication of the opening of a synthetic rubber plant in Port Neches, Tex., Feb. 23, have been abandoned, but the ceremonies may be broadcast on one of the Texas regional networks on that day. Original plan for a network show featuring government and oil company officials speaking from a luncheon in New York [BROADCASTING, Jan. 17] fell through with the cancellation of the affair in favor of concentration of activities in Texas where Gulf Oil Corp., Atlantic Refining Co., Texas Co., Pure Oil and Socony Vacuum have cooperated with other companies and the government in building the Butadiene plant. N. W. Ayer & Sons, New York, Atlantic agency, is handling public relations for the event.

WOMEN’S National Radio Committee, New York, has set up a committee of 12 to further the use of radio as a means of combating juvenile delinquency, according to Miss. Yolanda Mero-Irion, founder and chairman of the WNRC.
Woodell Advises Selling Friendship to S. America

SHIRLEY WOODELL, assistant account executive of the foreign department of McCann-Erickson, New York, told members of the export advertising field last week that their post-war objective for the Latin American market should be not so much to sell more goods, but to establish in Latin American minds the fact that we in America are permanent friends and fair to do business with. "God help us if we don't," he added. Mr. Woodell spoke before a luncheon meeting of the Export Advertising Assn. at the Belmont-Plaza Hotel, Wednesday, Jan. 26.

Regarding American export advertising activities in southern countries after the war, he said that either someone else will offer more generous terms, or "we will stop pumping-with the Chase of war necessities that will no longer be required in peacetime economy."

Following a market-by-market analysis of advertising outlets, Mr. Woodell was asked for an estimate on the number of radio sets in Latin America. He said that he believed about 5% of the population has a radio set available.

Pinkham Increases Time

ADDING ANOTHER transcribed daytime series to its schedule and moving into Eastern and Mid-West markets, Lydia E. Pinkham Medicine Co., Lynn, Mass., on Feb. 1 will announce Mr. Good on WIRE WCAE and WMCA at a five-times weekly quarter-hour feature. New series promotes Lydia E. Pinkham tablets, and centers around the title character, a kindly person who helps people with their problems. "Just Home Folks," a similar quarter-hour program last fall, continues on six southern outlets.

Firm maintains a limited spot announcement schedule as well. Agency is Erwin Wasey & Co., New York.

Esso Farm Program

STANDARD OIL Co., of Indiana, on April 1 begins sponsorship of a series of noon farm broadcasts daily on 100 spot stations. Awards, false representations in radio and outstanding agricultural accomplishments, will set the program format. Everett Mitchell, farm news commentator, will be featured. Contract is for 26 weeks. Agency is McCann-Erickson, Chicago.

Quiz Moves to WMCA

AFTER three years on the Blue, Wake Up-America! the quiz-debate program presented by the American Economic Foundation, went quietly off the network a month or so ago, and is now heard as a transcription on 147 stations, and live on WMCA New York. It is heard by NBC Radio Recording Division. WMCA New York started carrying the debates live last Sunday, Jan. 30, in the 5:30-6 p.m. period.

AT&T to Reduce Interstate Rates

Cut Effective March 1 Will

Effect 10-million Savings

A REDUCTION approximating $10,350,000 annually in interstate telephone and teletype rates, effective March 1, was agreed to last week by AT&T following negotiations with the FCC.

Designed particularly to aid members of the armed services and war workers away from home, the rate reduction of an hour, 6-7 p.m., in the lower night rate bracket for long distance calls, also will aid in easing the peak traffic loads which usually jam the lines in the early evening hours by spreading the traffic over a longer period.

TWX Overtime Cut

Overtime rates on interstate tele-type messages will be cut from one-third to one-fourth the initial-period rate on all traffic for which the initial-period rate exceeds 30e. It was stated that benefits from this reduction will go principally to the Government and war industry subscribers. The Government alone now makes up one-half of the TWX traffic.

Through arrangements with the Bell System, all surcharges now collected by hotels, apartments, clubs, etc., on interstate and foreign calls will be prohibited effective Feb. 15. This is expected to save the public an additional $1,700,000 annually.

In January 1943 the largest single rate reduction in Bell System history was announced. The cut of approximately $34,700,000 annually related to overtime charges on all interstate calls and rates charged for interstate leased private-line telephone, telegraph, and radio program transmission services. It was estimated that this reduction would effect savings of $2,145,000 yearly to the radio industry [Broadcasting, Jan. 25, 1943], particularly aiding the small station group.


Fulton Lewis, Jr.

GOES EVERYWHERE

HUNTING FOR NEWS

Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarter-hour rate per week. Call, wire or write WM. B. Dolph, WOL, Washington, D. C.

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Standardizing Trends Cited At New York Meeting of IRE
Lubcke Tells of Don Lee Television Experience
In Using Orthicon Cameras in Studio

DEVELOPMENTS toward standardization of radio transmitting and receiving equipment by the military during the war as well as postwar engineering standards were reviewed at the winter technical meeting of the Institute of Radio Engineers held last Friday and Saturday at the Hotel Commodore in New York. The two-day meet was highlighted by a symposium held last Friday afternoon on the progress of the Radio Technical Planning Board, which is working on standardization problems of AM, FM, television, facsimile, high-frequency and other radio systems. The establishment of specifications for U. S. Army Signal Corps and Bureau of Ships radio tube requirements was described by Lieut. C. W. Martel of the Signal Corps. By pooling their requirements in tube specifications, the Army and Navy were able to improve the quality of many of the types of tubes used. He quoted from a British report that stated "American tubes are superior because they are sturdier, standardized and interchangeable."

Lubcke Talks

The experience of Don Lee television station KTSI Los Angeles in the use of the Orthicon cameras in the studio work was related in a paper delivered before the IRE by H. R. Lubcke, Don Lee television engineer. Although the Orthicon camera transmitted a clearer, more life-like picture with less light than the Iconoscope camera, Mr. Lubcke stated that the Orthicon camera required sensitive adjustments to get maximum results. The Orthicon produces more fine shading, gives a more realistic picture of depth as against the flat pictures reflected by the Iconoscope camera, he said.

The engineering principle behind the new General Electric Co. 25 w studio to transmitter antenna was explained by M. W. Sheldorf of GE. The S-T relay operates on a 14 mc band in the ultra-high frequencies of over 300 mc. The relay has been used experimentally by GE for two years over a 225-mile haul from studio to transmitter and has given uninterrupted service, Mr. Sheldorf said.

Dr. W. R. Baker, General Electric Co., chairman of the Radio Technical Planning Board, described the board as a "challenge" to engineers of the radio industry and a way in which they can play an important part in the industry's development. He was opening speaker in a symposium on the work of the RTBP under the chairmanship of Hardene Pratt, Mack Radio & Telegraph Co. Chairman of each of the 13 panels outlined briefly the field, problems and methods of attack of his group.

Dual operation of AM and FM for some time after the war was predicted by Howard S. Frazier, NAB director of engineering. Arthur Stringer, NAB director of circulation, said that the network may construct receiving sets.

Film Promoted

TWENTIETH CENTURY Fox Film Corp., New York, last week promoted the New York opening of "The Song of Bernadette," with spot announcements running for three or four days on WABC, WRCA and WOR, in WLIR. Plans for radio promotion in other cities have not been completed. Agency is Kayton-Spier Co., N. Y.

Pfunder on 15


WVO New York application to the FCC last week requesting transfer of control from Arke Linone and Ma), Harry D. Henshel to Murray Meuser and Meyer Meuser has been returned to the station as improperly executed. The Meuser Bros., New York postwar stations, are reported to be offering $30,000 to the New York watch manufacturer.

NETWORKS ROTATE BATTLE RECORDINGS
MEETING with the Army in New York last Tuesday, the four major networks discussed plans of review and allocation of the Army's wire recorder transcriptions now being made at the front lines.

NBC, CBS, Mutual and Blue are to have the privilege, in turn, of considering a transcription as the Army makes it available. In order of rotation, the network may either use it or pass it on to the next in line. Recordings of special importance will be released simultaneously to all the networks. Blue Jan. 26 with a transcription from Italy, recorded by Maj. Frank Pellegrin, Radio Branch.

Because of the scarcity of recorders in the field, most are now being used by Army personnel in the front lines, according to Maj. Jack Harrington, of the radio branch, War Dept. However, he added, there are now en route to be allotted to the network correspondents so that they may cover landings, field operations, and other action in the combat areas.

Those detailed with Maj. Hain in New York were: Paul White, CBS; William B. Miller, Mutual; Frank Meuser, Linone, NBC; Tom Slater, Mutual; G. W. (Johnny) Johnstone, Tommy Velotta, Blue.

Eversharp on Blue

EVERSHaRP Inc., Chicago, will have two network programs on the ultraviolet band for a new series in the Tuesday, 7-7:30 p.m. period on some 165 Blue stations. Phil Baker's "Take It or Leave It," sponsored on CBS by Eversharp for a number of years, will continue. Format for the Blue program had not been set last Friday. Blow Co., New York, handles the account.

Norwich to RecomralAR

NORTH PHARMACAL Co., Norwich, N. Y., on Jan. 14 discontinued its five-week five-minute music program featuring Jean Colins as a previous student of the late Grace Morgan on WJZ New York. Firm has completed its early winter spot radio schedule which will not resume spot radio advertising until spring. Agency is Lawrence C. Gumbiner Adv., N. Y.

FIRST RECORDING of an actual attack at sea against a German U-boat was broadcast over the Blue Network last Friday, 8:30 p.m. Navy engineers aboard an escort aircraft carrier recorded the incident on an Ammeter Type Record Graph Film Recorder.

POSITION WANTED IN SPECIAL EVENTS, NEWS, PUBLICITY

Applicant, 4f, married, is now working for a non-government national war agency. Background includes extensive radio, publicity and newspaper work. Interested in FM or television organization with post-war future. Prefer northeast.

BOX 788, BROADCASTING
MEMBERS of the CBS Affiliates Advisory Board, all of whom attended the recent meeting held at network headquarters in New York City Jan. 24-25, are: Front row (l to r): Leo Fitzpatrick, WJR Detroit; I. R. Loumberry, WKBW Buffalo; Hoyt B. Wooden, WRRC Memphis; C. T. Lucy, chairman of the board, WRVA Richmond; Arthur B. Church, KMBC Kansas City. Back row, Clyde W. Rembert, KRLD Dallas; Franklin Doolittle, WORC Hartford; C. W. Myers, KOIN Portland; John M. Rivers of WESC Charleston, S. C.

Wheeler, White Considering New Law Requiring Report to Congress by FCC
LEGISLATION requiring the FCC to report periodically to Congress as well as to the Executive Branch of Government is being considered by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Sen. White (R-Me.), acting minority leader, co-authors of S-814 to revamp the Federal Communications Act, it was learned last week. Reports have gained circulation that Congress feels it is being slighted by several Congress-creased agencies, especially the FCC. Hearings involving the FCC before committees in both Houses have been punctuated by demands of Senators and Representatives to know why the Commission took certain actions without first consulting the legislative branch.

Latest outbursts came last Thursday when the House debated the Independent Offices Appropriations Bill (HR-4090). Chairman Woodrum (D-Va.), of the Independent Offices subcommittee of the Appropriations Committee, said that while he was opposed to lopping off a million dollars from the FCC appropriation for Radio Intelligence Division and an additional half-million from the Foreign Broadcast Intelligence Service, “the majority of the Committee thought otherwise.”

Rep. Woodrum explained that letters of the Joint Chiefs of Staff and the Secretaries of War and Navy, urging President Roosevelt to transfer radio intelligence facilities from the FCC to the armed services, were responsible for the budget reduction. Mr. Woodrum pointed out that a subsequent letter from President Roosevelt to Secretary of the Navy Knox did not concur with the Joint Chiefs of Staff recommendations, but left the radio intelligence activities within the Commission.

Rep. May (D-Ky.), chairman of the House powerful Military Affairs Committee, complimented the Independent Offices subcommittee for its action and declared the fact that the Joint Chiefs of Staff had “changed their attitude in the face of the attitude of the President is conclusive to me that they still believe what they said.”

In view of the general Congressional criticism of the FCC, it was reported Sen. Wheeler feels it an obligation to his colleagues to formulate a provision in the law to compel the Commission to keep Congress informed of its functions.

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

Robert A. Young
National Sales Manager
Paul M. Ravey
National Representatives

 McClatchy Broadcasting Company
Sacramento, California

BROADCASTING • Broadcast Advertising

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**TWIN FALLS - IDAHO**

**GENERAL TELEVISION CORP.**

70 Brookline Ave.

Boston, Massachusetts

First in Television Development

in NEW ENGLAND

**HERE'S HOW TO GET "HEP"**

**KGO takes pleasure in announcing the new streamlined "Advertiser and Agency News."** This useful broadside is released every two weeks to keep advertisers informed of all new developments. You can't cover the San Francisco Bay Area properly unless you know the picture at KGO, so if you're not on our mailing list... advise us immediately. The San Francisco radio picture has changed.

**CAPT. GLEN BOUNDY,** former engineer of WWVA Wheeling, W. Va., writes from Persia that he helped install communication facilities for the Teheran conference. His regular duties are as radio officer for the command.

**CHARLES BICKERTON,** engineer of KDKA Pittsburgh, is beginning his 22nd year at the station.

**TOM RICHARDS,** former transmitter operator of CKBH Timmins, Ont., is in England with the Royal Canadian Artillery.

**WILLARD CONRAD,** junior control room supervisor, NBC central division, has resigned to accept a position with the Western Electric Co., Chicago. He is replaced by Marvin Eichorst, control room engineer.

**ARCHIE SICHEL** of the engineering department of WIBG Philadelphia, went on active duty with the Navy Jan. 28.

**ALICE CLEVELAND** is the first of the six women trainees at KYW Philadelphia to be appointed to the engineering staff of the station.
HELP WANTED

- One of south's leading stations, major market, network affiliated, needs experienced salesman immediately. Prefer southerner, Salary and bonus. Permanent position.

Box 784
BROADCASTING

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

GEOEGE C. DAVIES
Consulting Radio Engineer
Rutland, Vermont

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Television Engineering
Ernie Building, Washington, D.C.
Telephone National 7757

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D.C.
District 2004

HECTOR R. SKIFTER
CONSULTING ENGINEERS
FIELD SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

FREQUENCY MEASURING SERVICE

EXACT MEASUREMENTS

ARCH NAVIGATING
BY R.C. Communications, Inc.
66 Broad St., New York 4, N.Y.

WANTED TO BUY
Equipment Wanted - RCA or Federal Field strength meter. State condition, last calibration date and price. Box 781, BROADCASTING.

HELP WANTED

- One of south's leading stations, major market, network affiliated, needs experienced salesman immediately. Prefer southerner, Salary and bonus. Permanent position.
8 Station Owners Are Notified Multiple Holdings Must End

SHOWING no disposition toward leniency in the enforcement of its "duopoly" regulation banning multiple ownership of broadcasting stations in the same or overlapping areas, the FCC late Friday by a split vote ordered eight stations whose license renewals expire prior to May 31 to comply with the rule by that date. This presumably means that, unless extensions are obtained, each owner will be forced to dispose of one outlet.

The FCC first rejected a motion that the effective date be extended to Jan. 1, 1945. Then by a 3-3 tie vote it rejected proposal for extension to Nov. 23, 1944—which would give a year of grace from the date of adoption of Order 84-A [Broadcasting, Nov. 29, 1943]. The initial proposal was offered by Commissioner T. A. Craven, and the amendment by Commissioner Norman S. Case. Commissioner Ray C. Wakefield voted for the postponements, but Chairman James Lawrence Fly and Commissioners Paul Walker and C. J. Durr opposed any deviation.

Those stations which must comply with the order by May 31 as the first to have their renewals expire included: KFI Los Angeles, WMAZ Transfer

APPLICATIOI N was received from the FCC last week from WMAZ Macon, Ga., for acquisition of control of the station by George E. Rankin Jr. through the sale of 279 shares of common stock by Lt. E. K. Cargill, USNR, president and general manager, to the South-eastern Broadcasting Co., WMAZ licensee, for $120,000. Stock will be held as treasury stock and possibly later offered for resale, it was reported. Mr. Rankin, chief engineer of the station and vice-president, holds 280 shares which before the sale constituted 42½% interest.

RELIGIOUS GROUP ANNOUNCES AWARDS

FIVE Awards of Distinguished Merit for promotion of goodwill and brotherhood through radio broadcasting were announced last week by the National Conference of Christians & Jews, New York.

Cari Van Doren's Our American Scriptures, an interpolation feature of the N.Y. Philharmonic Symphony, sponsored on CBS by U. S. Rubber Co., was voted the most distinguished series. Agency is Campbell-Ewald.

A dramatization highlighting work of chaplains on the Sept. 7, 1943, broadcast of Goodyear Tire & Rubber Co.'s Salute to Youth, recently discontinued on NBC, was selected as the most distinguished one-time program. Agency is Arthur Kudner Inc.

WBP Harrisburg was named as the individual station contributing to tolerance through various broadcasts in its year-round schedule.

Dr. Walter Van Kirk, who conducts Religion in the News, a NBC public service series, was singled out as the individual merit recognition, and a special award has been made to Mutual for Minute of Prayer.

These awards will be conferred on the winners at a special luncheon during Brotherhood Week Feb. 20-26, national celebration sponsored by the NCC, and declared by presidential proclamation.

WJMC Assignment

THE FCC last week received an application from WJMC Rice Lake, Wis., for voluntary assignment of the license of the station from Walter H. McCarty, sole owner and publisher of the farm journal Stock & Dairy Farmer, to Walter C. Bridges, for the consideration of $17,500. It is reported that he is retiring from broadcasting because of ill health and in order to devote more time to his other business interests. The new owner, Mr. Bridges, is president WEAU Eau Claire.

VERDICT AGAINST FULTON LEWIS JR.

A PETITION for a new trial was being prepared late last week by counsel for Fulton Lewis Jr., Mutual commentator, after a Federal court in Boston returned a verdict in favor of Louis G. Balsam, former OPA regional official, who had charged that he had been dismissed from office as a result of a broadcast made by Mr. Lewis on Jan. 14, 1943.

Mr. Balsam had sued for $40,000. The jury awarded him damages of $4,500 after deliberating more than nine hours. The trial began Monday and went to the jury Thursday.

Counsel for Mr. Lewis charge that in his instructions to the jury the judge expressed opinions which went beyond the bounds of proper court procedure and that it was impossible under such circumstances to obtain a fair trial.

Mutual Meeting

SECOND MEETING of Mutual's newly formed technical advisory committee will be held concurrent with the annual convention of the National Assn. of Broadcasters in New York April 10-13, it was decided at the initial gathering of the group last Thursday, Jan. 27. Attended by 19 representatives of MBS stations, the meeting was given over to a discussion of operations, service, equipment and manpower matters, most of which were referred to the Mutual board of directors meeting Feb. 2. Miller McClintock, MBS president, and F. R. Macfarland, program service manager of A & T Radio, J. R. Popplee, chief engineer, WOR New York, chairman of the committee, presided.

WFAA Dallas, WBAP Fort Worth, WLW Cincinnati, WATT Chicago, KIEV Glendale, Calif., KFAB Lincoln and WBBM Chicago, which synchronize on the same frequency with KFAB.

Renewals also considered, but evidently construed as not requiring action under the multiple ownership order included: WABC New York key of CBS (because of connection with WCAU Philadelphia); WJR Detroit, which overlaps with WQAR Cleveland, owned by the Richards interests, but it was found that these constitute different communities.

The action was viewed as a determination by the FCC to rigidly enforce the regulation, despite the contentions that it works a hardship in these times of equipment shortages and the critical manpower situation. Most of the "multiple" stations—some 50—use the same staffs and common studios and transmitter houses.

WLB Approves Raises For NBC Technicians

WAGE increases affecting approximately 300 technical employees in the engineering department of NBC New York, Chicago, San Francisco, Hollywood, Washington, Cleveland and Denver were approved last Friday by the Labor War Board.

The employees, members of the National Assn. of Broadcasting Engineers & Technicians, are given salary boosts ranging from $7.50 to $27.75 per month in the minimum rates in four of the 12 groups and increases of $4.65 and $8.45 in maximum rates in two of the classifications covered. In addition to these changes, all employees are to receive a 6.5% increase on the first $300 of their monthly salaries. The increases are retroactive to June 1, 1943, and are to be computed under the Little Steel formula.

The NAB Audience Measurement Bureau Committee, which held a special meeting Jan. 27 in the Palmer House, Chicago, prepared a code for the use of its surveys made since the committee's inception, April 29, 1943, which has been submitted to the agenda section of the board.

The code will make the findings public during the NAB meeting in Chicago Feb. 2.
These, too, are fighting flags of freedom... In ever-increasing numbers, flags like these fly over an America at war. They are symbols of the strength of a free people, aroused in spirit, united in purpose. Battle flags of Victory today... they are won by the energy and skill that will build a better world tomorrow.