how to make a woman say "YES"*

\* Which is not meant to infer that WOR can't make men do the same thing. But the facts, you'll notice, clear this up as we proceed. Now to proceed . . .

DURING THE EXIT months of 1943 — November and December, to be exact — WOR's research people sat biting a meditative thumb; making marks on paper. Out of the meditation, paper-marking came this question:

```markdown
OF ALL THE PEOPLE BROADCASTING DURING THE DAYTIME, WHOSE ADVICE WOULD YOU BE THE MOST LIKELY TO FOLLOW IF HE OR SHE ASKED YOU TO BUY A PRODUCT?
```

"Ah!" said the man who usually says “Ah!” or throws suggested questions in the wastebasket. "Let's ask it!"

But Crossley, Inc., not we, did the asking. More specifically, Crossley, Inc. asked 6,806 people — face to face — all kinds of people in all kinds of homes; from the lady who cleaned your office last night to the late-trick foreman at the local bullet plant.

The results? Look . . .

a. The people questioned mentioned 25 top-ranking New York station personalities. However . . .

10 OF THE 25 SELECTED WERE HARD-SELLING WOR DAYTIME ARTISTS. OR, MORE THAN TWICE THE NUMBER MENTIONED FOR ANY OTHER NEW YORK NETWORK OR INDEPENDENT STATION!

To the people now selling goods, or services, or keeping brand names alive by using WOR daytime, no list of these WOR personalities is necessary — though we'll be glad to send it.

Their answer to the question we've asked comes to them daily as cash changes hands, as women nod "Yes" and men say "Sure" in front of dealers' counters. (Not to mention the goodwill WOR builds and the brand names it is helping to keep alive.)

This is rather a pretty direct hint to those advertisers and agencies who are not using WOR to get in touch with our Executive Sales Office now. The number is PEnnsylvania 6-8600. The address . . .

that power-full station WOR

at 1440 Broadway, in New York
An Accounting of Our Stewardship

Last year, more than one-third of the total broadcasting time on WLS was devoted to service features—extensive cooperation in varied war activities, such farm aids as market and crop reports, homemaker helps and classroom educational programs. WLS has always recognized its obligation to the families of Midwest America—in cities and towns as well as on farms.

What makes the figures quoted here impressive: WLS is a half-time station, doing a full-time job of service in the public interest. Our heavy schedule of such services as those listed here has earned us the loyalty of Midwestern radio listeners. They depend on us... for constructive service and entertainment... and that's why WLS Gets Results!

<table>
<thead>
<tr>
<th>Subject</th>
<th>Announcements</th>
<th>Guest Speakers</th>
<th>Programs</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>War</td>
<td>3811</td>
<td>1326</td>
<td>1722</td>
<td>1146</td>
</tr>
<tr>
<td>Agriculture</td>
<td>354</td>
<td>674</td>
<td>1699</td>
<td>557</td>
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<tr>
<td>Religion</td>
<td>522</td>
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<td>152</td>
<td>38</td>
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<tr>
<td>Education</td>
<td>299</td>
<td></td>
<td>616</td>
<td></td>
</tr>
<tr>
<td>Women's Interests</td>
<td>263</td>
<td></td>
<td>4165</td>
<td>2257</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
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</tbody>
</table>

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HIT YOUR AUDIENCE IN PHILADELPHIA

with THE Station THAT SELLS

WPEN

950 ON THE DIAL • 5000 WATTS
Omahans Work
Hard...and they have
a Knack for "play"

One of the surest indexes to
any city's "civic-mindedness"
is the area it devotes to public
playgrounds and parks. Omaha
has 2,500 acres of park area
...divided into 52 different
spots for outdoor recreation...
...including 5 public golf
courses, 21 ball fields, 25 tennis
courts, a lake, boathouse and
pool.

Omahans enjoy stimulating
games as much as they do
profitable work.

The most direct and certainly
the lowest-cost medium for
playing this REALLY RICH
and responsive market is
KOIL. Write for availabilities.

A RICH MARKET
During the first nine months
of 1943, DOUGLAS
COUNTY (Omaha) ranked
SECOND in the entire
nation in Per Capita Increase
in Effective Purchasing
Power.

KOIL
CBS in
5000 WATTS...1290 Kilocycles

Philadelphia
has its
Fairmount Park

Omaha has its Elmwood Park

KOIL - Broadcasting - Broadcast Advertising

Page 4 - February 7, 1944
When You Think Of
AMERICA'S 4TH LARGEST MARKET

1943 BOX SCORE
Comparative 1/4 Hour Ratings
12 Noon to 6 P.M.

WAAT vs. THREE
LEADS 435 1/4 Hrs.
TRAILS 360 1/4 Hrs.
TIED 69 1/4 Hrs.

50,000 WATTERS COMBINED

WAAT vs. FOUR
LEADS 893 1/4 Hrs.
TRAILS 207 1/4 Hrs.
TIED 52 1/4 Hrs.

Leading Independents Combined

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of 1/4 hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.*

If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

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

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

*Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
This Ad dramatizes two of WEAF's strong points—programming and promotion. Strong point one: re-programming its 6-to-7 hour, WEAF is attracting even more listeners to the station. Strong point two: heavy promotion behind the hour in an intense advertising drive, appearing in New York newspapers, having a total circulation of almost 4,000,000.

Here's another typical example of WEAF's wide-awake aggressiveness in building audiences and holding them for all WEAF advertisers. That's why it's New York's No. 1 Station—for advertisers and listeners alike.

WEAF
The Showcase of NBC

Represented by NBC Spot Sales
Radio City, New York 20, N. Y.
TONIGHT AT 6:00

WEAF Has Six Appeal

Tune in 660 at 6 for 60 minutes of Great Radio Entertainment!

Here's an outstanding program—so varied it appeals to all tastes. Top personalities in news... music... and sports combine to bring you a radio hour, brilliant in change of pace.

Starting at 6 p.m., a great line-up consisting of—George Putnam... H. Leopold Spitalny... Bill Stern... and (beginning next Monday) Lowell Thomas—gives you a full hour of superlative radio listening. You're in for 60 solid minutes of top-flight radio when you turn to—660 at 6!

6:00—GEORGE PUTNAM, News
George Putnam leads off the great 6-to-7 hour by bringing you the latest news. Hear him for a concise digest of the world scene.

6:15—H. LEOPOLD SPITALNY, Music—H. Leopold Spitalny brings you the finest in light music on Serenade to America—25 minutes of top-flight musical entertainment.

6:40—BILL STERN, Sports
Bill Stern packs a wallop with his five-minute sports commentary. Hear this crack reporter for expert highlights from the sports world.

6:45—LOWELL THOMAS, News
Big news! Lowell Thomas moves to WEAF next Monday. Hear him at his usual time—6:45—and round out 60 great minutes on—660 on your dial.

Together with WEAF's mammoth 660 campaign in New York newspapers... repeated "on-the-air" announcements... local exploitation tie-ins, etc... this adds up to the most intensive program promotion ever run in New York by a radio station. All this is motivated by a dual aim: build 'em and hold 'em for WEAF sponsors.
R. J. Scott, Partner, Schwimmer & Scott, Chicago

Says—"The volume of business we place is proof of our belief in spot broadcasting"

That, Sir, is what we call a whole mouthful of brass tacks! So, after thanking you kindly, we’ll follow your example:

Here at Free & Peters, we believe in spot broadcasting (and deliberately chose it for our life work) because spot broadcasting is the only system in radio by which a businessman can exactly fit his advertising to his present distribution and his real potential of sales. It’s the only radio method by which he can buy exactly what he needs in each market, on exactly the stations that can best do his job. It’s the only radio method by which he can plan his advertising exactly as intelligently as he plans the other phases of selling. . . . Those are the reasons we chose spot broadcasting. We think they’re pretty good reasons for advertisers, too.
Net Time Sales Are $233,900,000 in 1943

21.8% Gain Over Previous Year Shown;
Gross Time Sales $307,191,000

BROADCAST advertising volume in 1943 forged over the two hundred million mark for the first time ever, $233,900,000 in net time sales—21.8% ahead of the 1942 peak.

Gross time sales, the “quick figure” comparison with the volume of other media, reached an estimated $307,191,000, as compared with $254,800,000 the preceding year, an increase of 20.5%. This figure represented the one-time rate of stations and networks multiplied by the medium—used, without regard to frequency, discount or sales expense.

Big Network Gain

These figures are based upon estimates made by Broadcasting to be released in its 1944 Yearbook Number, now in distribution. Annual estimates have been made by Broadcasting since 1935, with the margin of error averaging less than 2%.

Radio's 1943 increase of 21.8% compared with 14.6% estimated for all advertising volume. National magazines had an estimated increase of 27%, while newspaper lineage increased about 13% over the preceding year.

The $233,900,000 net time sales (gross billings less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in net time sales increased in all classifications, the greatest increase was in national network volume. Net time sales of national networks increased 24.8% to $104,900,000 and represented 44.8% of the total volume. A considerable portion of the network increase came from new types of sponsors and from a rising volume of institutional advertising.

For the first time in several years, local broadcast advertising gained strongly. It was 21.1% ahead of 1942. Aggregating $65,400,000 of the 1943 total, it represented 27.9% of the net time sales. The increase was ascribed in some measure to wartime development of erstwhile secondary markets, heavy demand for luxury goods and style merchandise and the “boomtown” development.

National and regional non-network (spot) continued to show strength, increasing 18.6% as compared with 1942. Aggregating $60,600,000 of the total, spot represented 26% of the 1942 total. Regional network business was up 18% to a total of $3,500,000 and represented 1.3% of the year’s volume.

Since revenue from the sale of time has accounted for between 90 and 95% of the medium’s income, it is probable that the total receipts of radio during 1943 amounted to about $256,000,000, although receipts from sale of talent and similar miscellaneous income are difficult to estimate. To these figures should be added approximately $46,000,000 in direct expenditures by advertisers for programs, so the grand total of expenditures on radio advertising in 1943 should be close to $300,000,000.

Spectacular Gains

Radio made its spectacular gains during 1943 despite shortages, rationing, market dislocations and other wartime problems. In accomplishing this, however, it has shown a marked trend which were general throughout advertising in 1943. Advertising volume in magazines and newspapers showed healthy increases, despite paper restrictions. The radio gains shown for 1943 are the greatest since the 1938 business recession.

Of the estimated gross billings of $207,191,000, in 1943, national network business accounted for $151,791,000 of the total, as compared with $118,200,000 in 1942. National and regional non-network (spot) business totaled $53,500,000 as against $49,500,000, with local business aggregating $78,200,000 as compared with $64,800,000. Regional networks accounted for the residue of $3,700,000, as against $3,300,000 in 1942.

It was emphasized that gross billings are helpful in comparing radio volume with that of other media, because variations in discount structures and limitations of available statistics make it difficult to compare volume except on the one-time rate. No advertising medium ever receives its gross billings as dollar receipts.

The analysis of 1943 revenues is based on a formula successfully used by Broadcasting since it began compilation of Yearbook statistics in 1935. Until the war's outbreak, Dr. Herman S. Hettinger, associate professor of marketing, U. of Pennsylvania, had served as Broadcasting’s consulting economist in the preparation of the annual analysis. Dr. Hettinger now is in the Government service, with OWI. The methods he has employed, which have shown a remarkable degree of accuracy, were used in projecting this analysis, and that for 1942, which proved to be accurate within fractional percentage points.

While no data were sought on net earnings, after taxes, it was clear, based on informal reports from broadcast executives, that profits shrank for 1943, despite the healthy increase in volume. Excess profits taxes, manpower replacement costs and the generally increased overhead have cut into earnings appreciably, these reports state without exception.

Contrasting radio's 1943 record with other media, it appeared that all methods showed improvement except outdoor, which suffered from restrictions on automotive travel. The estimated 27% increase in magazine volume was reflected in a somewhat higher percentage in lineage in general magazines. Gains in women’s magazines and national weeklies seem to have been slightly under the general average. Relative availability of space probably was a conditioning factor in this trade.

Newspaper advertising, on the basis of Media Records figures for the first 11 months of 1943, showed a lineage increase of 13.2% over 1942. The greatest increase was in classified advertising, which rose 31.4% and is accounted for by the manpower shortage. General advertising rose 27.5%, or slightly more than either national network or spot radio volume. Retail advertising appears to have lagged, as indicated by a rise of but 4.1% in newspaper department store lineage.

While it is difficult to estimate changes in advertising volume by class of stations on the basis of preliminary data secured by sam-

(Continued on page 88)
IN KEEPING with democratic processes, the NAB order has changed. Neville Miller, after a six-year tenure, turns over the radio helm to John Harold Ryan, elected by the NAB board to carry on for a one-year interim term and to reorganize the association.

Mr. Miller can look upon his job in retrospect as one well done. His has been a thankless task in many ways. He has shouldered the burden of performing as spokesman for a radio industry that has been anything but united on major policy issues. He has been engaged in a running fight with an FCC majority bent upon wrecking the NAB and upon dividing the industry. He has given it no ground.

Miller's Fine Record

The board expressed the sentiment of every man in radio when it paid tribute to Mr. Miller for his "loyal and untingering" service during these last half-dozen arduous years for radio. Mr. Miller didn't seek the NAB presidency in 1938. The job sought him. That he became embroiled in controversies with those who would strain the limits of good taste is evidence that he performed his job without yielding to pressures and to the best of his ability.

Wherever Mr. Miller goes, he will carry with him the gratitude and good wishes of radio. His popularity among rank and file broadcasters is unquestioned. He performed meritoriously and fearlessly.

In prevailing upon Harold Ryan to accept the NAB leadership, the NAB board made an ideal move. He is a practical broadcaster of broad experience and vision. He leaves his post as Assistant Director of Censorship to accept the call of his colleagues in his chosen field of radio.

The task ahead isn't easy. The trade association champions a free and unrestricted radio. Forces in Government, under leadership of FCC Chairman James Lawrence Fly, have demonstrated that their move is toward rigid regulation, tightening up everywhere. That, the NAB must resist. And for that reason the NAB must fight with an FCC majority bent upon wrecking the NAB and upon dividing the industry. He has given it no ground.

Mr. Miller
discussed
Promotion, Music, Copyright

Promotion, Music, Copyright

Discussed at Indianapolis

REELECTION of John Petzer, WWZO Kalamazoo, Mich., as director for the eighth NAB district, comprising Michigan and Indiana, was elected without opposition last Tuesday at the district meeting in Indianapolis. Mr. Petzer was the sole nominee.

The one-day meeting featured a report by Neville Miller, NAB president, on new legislation, ASCAP and AFM, along with post-war problems.

Willard E. Egel, assistant to the president, discussed NAB public relations activities and presented, by proxy, the results covered in a proposed inspirational book on public relations for the broadcasting industry.

L. H. Avery, NAB Bureau of Radio Advertising director, reported favorably in connection with the Retail Promotion Committee Plan, especially in the retail trade association field, and summarized the activities to date. Action of the

The Order Changeth: Ryan for Miller—An Editorial

Fetzer Reelected

NAB District Head

Promotion, Music, Copyright

Discussed at Indianapolis

FOLLOWING is the full text of the statement issued by Neville Miller, retiring president of the NAB, Wednesday in Chicago:

Approximately six years ago, Mr. Ryan was elected president of the NAB when it was organized for the purpose of solving such problems as ASCAP's monopolistic control of music, which had become a detriment of the industry.

By the creation of Broadcast Music Inc. (BMI), ASCAP's monopoly was broken and provided a competitive market in music at an annual saving to the industry of approximately $4,000,000.

The NAB code was adopted and has become firmly established. We exposed the viciousness of Petzer's claims and thwarted his attempts to muddle the industry. We have presented the industry's case before the committees of the Senate and the House of Representatives showing the need for new legislation to preserve a free radio for America.

Port Huron, Mich.; A. Josephsen, RCA; John Carl Jeffrey, WRMO Kokomo, Ind.; R. R. Baker, WTRC Elkhart, Ind.; R. B. Buchanan, WINSW Indianapolis; Burt Squire, SESAC; Robert Pace, WDAN Danville; Eldon Campbell, Steve Conley, WOBO-WGL Fort Wayne; Bert Julian, WJEL Wheeling; J. Kelnher, WIBC Indianapolis; Ware Barnes, NBC Thesaurus; Felix D. Adams Jr., Bruce McConnell, WISH Indianapolis; George M. Jackson, WHOW Terre Haute; Dan E. Jayne, WETL Battle Creek; Owen F. Urdige, WJR Detroit.

Miller Reviews Achievements of NAB, Extends Good Wishes to New President

In addition to our manifold services to the member stations and the public we inaugurated many major beneficial activities such as the Department of Broadcast Advertising and have carried these out successfully to the satisfaction of projects. We have assisted the industry in its splendid cooperation with all government agencies in fighting the war. We have built up our membership to the highest level in its history.

This is a record accomplishment of which we all may be proud.

Harold Ryan, the new president, has my very best wishes for a most successful administration.

New Campbell Line

CAMPBELL SOUP Co., Camden, N. J., launched a spot campaign on three Philadelphia stations to promote its line of Franco-American dehydrated packaged soups. Started Feb. 7, and continuing indefinitely, an average of 30 commercials will air on WIP, KYW, and WCAS. The spots have been scheduled collectively on KYW, WCAU and WFIL. In addition, three participating weekly spots are scheduled for Ruth Wells' women's program on WIP, KYW, and WCAS.

The radio campaign supplements a newspaper campaign which will be extended to other markets as distribution channels are developed.

Ward Wheelock Co., Philadelphia, is agency with Arthur A. Bailey in charge of the account.

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Ryan Is Elected New President of NAB

Convention Tentatively Set Aug. 28-31
At Palmer House, Chicago

By SOL TAISHOFF

DRAFTING John Harold Ryan, Assistant Director of Censorship, as its new president, the NAB Board of Directors at an extraordinary session in Chicago last week set in motion machinery to reorganize the trade association as the overall radio policy-making body. Mr. Ryan succeeds Neville Miller, first paid president, who has served nearly six years.

The new president, a veteran broadcaster, has agreed to serve until July 1, 1945, as the interim executive. While he was asked to take office Feb. 15, it was doubtful whether Mr. Ryan would be able to leave his Government post for 30 to 60 days. April 15 was set as the outside date.

Mr. Miller plans to go on leave Feb. 15 but will hold himself available for consultation. Mr. Ryan’s resignation as radio censor—a post he has held virtually since the war’s outbreak—has been accepted reluctantly by Byron Price, Director of Censorship.

Arney Advanced

Possible transfer of the Domestic Branch of OWI to the Office of Censorship, speculated upon in news reports, might tend to delay Mr. Ryan’s assumption of the NAB post, but not beyond the April 15 deadline.

At its Thursday session the board designated C. E. Arney Jr., secretary-treasurer of the NAB, to serve as temporary managing director until Mr. Ryan assumes office. Mr. Arney is understood, then, will revert to his regular duties as secretary-treasurer. The board also authorized Mr. Ryan to appoint a committee of three members of the board to counsel with him on NAB operations until the new president is able to take over. Mr. Ryan said the appointments soon would be made.

Simultaneously, the board canceled tentative arrangements for the NAB annual meeting and war conference scheduled for New York for April 10-13. The meeting was postponed until latter-August in Chicago, with the new tentative dates Aug. 28-31 at the Palmer House. These arrangements will stand unless they are found inconsistent with the policies of the Office of Defense Transportation, which is discouraging all conventions unless vital to the war interest.

Mr. Ryan retains his status as an executive of the Fort Industry Co. stations, from which he took leave when called to Washington on Dec. 26, 1941. Stations in this group, of which Mr. Ryan is part-owner, are WSPD Toledo (Mr. Ryan’s headquarters); WWVA Wheeling, WMMN Fairmont W. Va.; WLOK Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta. An application for acquisition of WFTL, Fort Lauderdale, Fla., is pending.

Acting upon the unanimous recommendation of its Nominating Committee named last July, the board, by a vote of 17 to 3, approved Mr. Ryan’s appointment. Mr. Ryan was elected to succeed Mr. Miller upon expiration of the latter’s term on June 30 but Mr. Miller, upon being advised of the board’s action, agreed that the best interests of radio would be served by Mr. Ryan’s assumption of office at the earliest date. Feb. 15, therefore, was set for Mr. Miller’s separation, or such other time as proves mutually satisfactory.

Mr. Ryan was not a candidate for the post, and several times declined it. He was prevailed upon by the Nominating Committee, however, to accept the interim appointment for the critical year ahead. He agreed, it is understood, to assume the post only for the one-year tenure. It is expected that Mr. Ryan, who has served two terms as a NAB director, and has been prominently identified with the trade association’s affairs, will effect a reorganization looking toward “streamlining” operations.

The board, concurrent with its election of the new president, expressed its “sincere appreciation and that of the industry for the loyal and untiring service rendered by Mr. Miller during the past 5½ years as president of the association.”

Mr. Miller has not announced his plans. An attorney, and a native of Louisville, he may return to private practice of law. There were reports that he might join a Government agency in connection with the war effort, after taking a vacation—his first since he became president of the NAB in 1938.

Coincident with its election of Mr. Ryan the board adopted the resolution designating Mr. Arney as temporary managing director until such time as Mr. Ryan can take over. In recognition of Mr. Arney’s services during the last five years, he was accorded an increase in salary to $12,000. The salary of Lew H. Avery, Director of Broadcast Advertising, also was increased. Mr. Miller’s salary has been $35,000 per year with $5,000 in allowances.

Meetings to Be Held

NAB district meetings will be held according to schedule. Mr. Miller however, will not attend the sessions, and Mr. Arney will cover the meetings, along with other NAB staff members. Whether Mr. Ryan will attend scheduled sessions after assumption of office has not been decided.

The board announced Wednesday evening, after having been in session all day, that it had approved the recommendations of its Nominating Committee, headed by Don S. Eliae, WWNC Asheville. Other members of the committee, named (Continued on Page 64)

Revised White-Wheeler Plan Ready for Committee’s Study

Periodicals Reports by FCC to Congress Thought Among New Policies to Be Considered

A REVISED version of the White-Wheeler Bill (S-814), incorporating definite policies, will be ready for consideration of the Senate Interstate Commerce Committee possibly early this week, Chairman Wheeler (D-Mont.) announced last Friday.

Although the Senator, co-author of the bill with Sen. White (R-Me.), acting minority leader, was not specific, he did say the measure would contain definite policies “as far as I can write them into the law so there’ll be no misunderstandings of the intent of Congress.”

Report to Congress Hinted

“In times past I have felt that the Commission went beyond the intent of Congress in formulating certain regulations,” Chairman Wheeler continued, “without coming here for advice or to find out what our intent was. I think any Government agency should consult Congress if there’s any question as to the intent of the law.”

That gave credence to reports that Sen. Wheeler plans to write into the Bill a proviso requiring the Commission to report periodically to Congress as well as to the Executive branch [Broadcasting, Jan. 31].

One of the policies scheduled to be written into the law will embrace the FCC network regulations, on which the Supreme Court ruled that the Commission has supervision over “the control of that traffic.” During hearings, Sen. White informed FCC Chairman James Lawrence Fly that he planned to incorporate the substance of (Continued on Page 18)

NEW AND RETIRING PRESIDENTS

BROADCASTING • Broadcast Advertising

February 7, 1944 • Page 11
Program Control Seen in New Rule

Recording of All Net Shows Required by FCC Proposal

FOR THE SECOND time within a fortnight the FCC last Tuesday moved another step closer to more rigid control over radio, especially network, when it announced a proposed rule (Order No. 119), which would require all networks — national and regional — to record every broadcasting of every program broadcast. Oral argument on adoption of the rule was set for March 15, with a March 1 deadline for filing requests, accompanied by briefs.

Under Order 119, adoption of which was voted 5-1, with Commissioner T. A. M. Craven dissenting, the originating stations of all network programs would be held responsible for the recordings. Such records must be kept for one year, the Commission rule would provide.

Networks to Protest

On Jan. 18 the FCC announced Order 118, which would make public all records of contractual relations and transfers of stock. Oral argument on that proposed rule has been set for 10:30 a.m. March 1, with deadline for filing requests fixed at Feb. 16.

That the four major networks plan to oppose adoption of both rules was made plain in all quarters. Louis G. Caldwell, Mutual's Washington counsel, was in conference with network officials in New York Wednesday. NBC, CBS and the Blue networks also probed the situation and plan to file briefs, it was understood.

The networks indicated that during peacetime they recorded all programs, but after the outbreak of war and the equipment shortage became acute, they voluntarily dropped the practice, at the suggestion of Government officials, to conserve materials. It was pointed out that the major networks do, however, record most of the commentators and public speakers.

Despite recent statements by the War Production Board on the shortage of transcription equipment, particularly turntables and platters, the Commission majority, it is understood, plans to put its rule into force immediately if it is adopted after oral argument. To do so would mean, according to WBP officials, a snowball in a department store on recording facilities and materials.

War Campaigns Hit?

It was pointed out that transcription equipment is not sufficient to permit commercial organizations to carry on normal business, and the promulgation of such a regulation would tax recording facilities far beyond the barest necessities for necessary operations.

Most of the large recording companies have been engaged since the war in filling special transcibutions for the Army, Navy, Marines, OWI and other Government agencies for use in the war information campaigns. Additional recording needs would mean that either commercial production would be stymied or the war campaigns, allocated through the OWI, would suffer.

Among those expected to be hit if the networks are forced to record all programs would be small stations, it was explained, inasmuch as the majority of them depend almost entirely upon recordings and transcriptions. The FCC denied there was any idea of program control in the proposed regulation, although the Commission's public notice, announcing the rule, specifically gave the inference of such supervision.

Nets Rentful

"The Communications Act of 1934 gives the FCC broad statutory power to begin investigations and make published reports of any information "the public interest, convenience or necessity may require" in the course of its "executive business." The House Select Committee to Investigate the FCC will delve into all phases of the transaction, which was protested at the time by Donald Flamm, president of the Knickerbocker Broadcasting Co., transferor.

That announcement was made late last Thursday by Chairman Lea, Jr., FCC general counsel. Mr. Lea said hearings would be resumed at 10 a.m. Tuesday (Feb. 8) and at the conclusion of the WMCA case which, he said, would take several days, "we expect to bring up the FCC".

In the meantime the Committee last Tuesday heard Olive Amelia Merrill, former secretary to Chester A. Teigen, until last September night supervisor of the Transmission, Transcription & Typist Division of Foreign Broadcasting In-

ECHOING threats of a Congressional investigation into the sale in December 1940 of WMCA to Edward J. Noble, chairman of the board, Blue Network Co. [BROADCASTING, Jan. 1, 1941], the House Select Committee to Investigate the FCC will delve into all phases of the transaction, which was protested at the time by Donald Flamm, president of the Knickerbocker Broadcasting Co., transferor.

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Transfer of WMCA to Noble To Be Probed by House Group

intelligence Service, testify that worksheets of certain stenographers were falsified last summer at the behest of Mr. Teigen.

Mr. Lea said the Committee had not met in executive session to determine what action, if any, will be taken in the case of J. Edgar Hoover, FBI chief, who refused to answer questions because of an executive order issued by President Roosevelt, directing him not to disclose certain information relating to the FCC to the Committee. It was understood that Mr. Lea plans to summon the FCC including Rep. Magnuson (D-Wash.), Committee member, returns from a mission in Alaska.

With reference to the WMCA probe, an array of witnesses, prominent in both political and business life, will be called. These include Thomas G. Corcoran, one-time White House confidant; Messrs. Noble and Flamm; their attorneys, William J. Dempsey and William C. Kopolovic, who represented

Du Mont Elected Video Assn. Head

Post-War Committee Named; RTPB Sponsorship Voted

ALLEN B. DU MONT, president, Allen B. Du Mont Laboratories, Passaic, N. J., which owns W2XWV, experimental video station in New York, was elected president of Televis i on Broadcast ers Assn. at the first meeting of the select committee of directors, held in New York Jan. 29. Organization was incorporated in Wilmington, Del., that week following its formation at a meeting held in Chicago in mid-January [BROADCASTING, Jan. 24].

Lewis Allen Weiss, vice-president for sales of ABC, and John Lee Broadcasting System, was elected vice-president of TBA, and J. E. Poppele, chief engineer of WOR New York, was elected assistant secretary-treasurer.

Election Results

Directors elected for three years include: O. B. Hanson, vice-president in charge of engineering, NBC; E. A. Hayes, engineering executive, Hughes Tool Co.; Paul Raibourn, president, Television Productions Inc. Two-year directors are: William Miner, manager, CBS television department; R. L. Gibson, assistant to the manager of General Electric Co. broadcasting and publicity activities; Mr. Poppele.

A post-war planning committee with Mr. Raibourn as chairman was appointed to study the "problems and potentials of commercialized television not only in terms of telecasting, set manufacture and trade, but even more so as a huge employment opportunity". Other committees and their chairmen are: program, Mr. Miner, to study, develop and improve programs and technical equipment for programs; engineering; Mr. Bingley; membership, Mr. Poppele; publicity and promotion, Mr. Gibson and Mr. Raibourn, co-chairmen. A manufacturing committee is to be appointed shortly.

To Join RTPB Plan

Directors voted that TBA accept the invitation of the Radio Technical Planning Board to become a constituent and sponsor of the organization, which is supported by a dozen similar non-profit associations which participate in the RTPB program of preparing technical plans for the future of the entire radio industry and services.
Baltimore radio station ties in with 4th War Loan Drive by offering $6,000 worth of War Bonds . . . 8 prizes a day . . . for 30 days . . . 24 hours a day . . . 240 prizes in all!

Maryland is all set to go over the top again. And down here at W-I-T-H we're ready to help. It's an idea that's right on the button. Everyone wins! Uncle Sam gets a boost. Advertisers reach people with money to spend. The listener adds a Bond . . . and the station makes a lot of friends. Many of them new . . . to add to the present W-I-T-H audience that produces sales at lowest-cost-per-dollar spent.

Some time is available . . . but not too much. If you'd like to try a 30-day drive in Baltimore . . . here's the chance of a lifetime. Write or phone for availabilities.
Protest Indicated In WOV Transfer
O'Dea May Claim His Waiver
Of Rights Does Not Hold

PROTEST against the sale of WOV New York to the Mester Bros., Brooklyn food product distributors, may be filed with the FCC by Richard F. O'Dea, minority stockholder in Wodaam Corp., operator of the station, it was learned last week. Such action would, of course, have to wait until the application for the transfer of the station has been resubmitted to the Commission, which recently returned the application as improperly executed.

Previous Option

Filed early last month [Broadcasting, Jan. 10], application requested approval for the transfer of approximately 50% of the common stock in the company, plus 50% of the preferred stock, owned by Arde Bulova and her brother-in-law, Major Harry Henschel, former manager of the operation, to Mester Bros. for $300,000 with Mr. O'Dea retaining his 20% of the common and half of the preferred stock. Sale was reportedly made as a result of an offer given by Mr. Bulova to Mester Bros. in August 1942 when an application for a similar transfer was withdrawn after it had been set for hearing by the Commission.

L. A. Warren, of Warren & McGroddy, attorneys for Mr. O'Dea, said last week that Mr. O'Dea holds a prior option for purchase of the Bulova-Henschel interests in Wodaam Corp., and that the sale to Mester Bros. in 1942 was based on a waiver given by Mr. O'Dea. His present position, Mr. Warren explained, is that his client was for that time only and does not hold now, despite the fact that the proposed purchasers are the same. A letter to the FCC asking the latter to return the application to the FCC with the request that it be added to their papers on the transaction, Mr. Warren said.

Safety Razor Sponsors Hourly Weather Reports

WEATHER FORECASTS are now sponsored by American Safety Razor Corp., Brooklyn, every hour on the hour from 12 midnight to 6 a.m. daily during Art Ford's Milkman's Mailtime on NEW YORK Mr. Ford will introduce several special features including a "Gem" swing session, tying in with the sponsor's gems razors and blades; and a "Music to Shave By," routine. Agency is Federal Adv., N. Y. Benjamin Parrin, meteorologist for the New York division of the Weather Bureau, pointed out that "Prior to the whole-hearted cooperation of the sponsor and the telephone company, our telephone lines here were jammed, and many important weather-related statistical data were unable to get through..." Radio and telephone weather news service now relieves the lines.

Agreement Reached for Sale Of WQXR, WQXQ to 'Times'

Price Reported 'Over Million'; Hogan, Sanger Remain as Executives, Says Sulzberger

ANNOUNCEMENT of an agreement for the acquisition of WQXR New York and its FM affiliate, WQXQ New York, by the New York Times was made last Tuesday by Arthur Hays Sulzberger, president and publisher of the Times, and John V. L. Hogan and Elliott M. Sanger, president and executive vice-president, respectively, of Interstate Broadcasting Co., operator of the stations. An announcement last week by John Shep-

Mr. Sulzberger Mr. Hogan

made within about two weeks. It was reported. Purchase price was not disclosed, but a station official said reports that it was 'over $1,000,000' were 'incorrect.'

Mr. Sulzberger said Mr. Hogan and Mr. Sanger will continue as chief executives of the broadcasting company under five-year contracts, stressing the fact that the Times did not contemplate any change in personnel or program policy. "The Times is proud to acquire a broadcasting station which, throughout its history, has consistently maintained policies and programs of high standard and unique quality," he said.

Messrs. Hogan and Sanger said they would not have been willing to sell except to a purchaser which, like the Times, was determined to continue the essential character of the station. Under the agreement the Times acquires all of the stock of Interstate Broadcasting Co., including the 1,000 shares of preferred stock held by Time Inc., publisher of Times, Life and For-

Times' news bulletins, currently broadcast on WMCA New York for three minutes at the beginning of every hour, will continue on that station for the time being, the announcement stated. Mr. Sulz-

berger also announced the appoint-

ment of Nicholas Roosevelt as 'liaison executive' between the newspaper and the stations.

Appointment marks a return to the Times for Mr. Roosevelt, who had been an editorial writer and special correspondent for the paper prior to 1930, since when he has served as United States Minister to Hungary, editorial writer on the New York Herald Tribune, and deputy director of the Office of War Information.

'Sitting in a Jeep Somewhere in Italy' is CBC engineer Paul Johnson, who is making a recording with portable equipment, by Matthew Hailton, CBC commentator. He will broadcast to Canada from Italy. Commentators and engineers of CBC's Overseas Unit are with the Canadian Army on the Italian front, operating to pick up broadcasts of the fighting there.

WLBZ Transfer Granted

Eastland Broadcasting

The FCC last week granted consent to the involuntary transfer of control of Maine Broadcasting Co., licensee of WLBZ Bangor, Me., from Thompson L. Guernsey to the Eastland Broadcasting Co., granting a transfer of 439 shares capital stock for $150,000. The Eastland Broadcast-

ing Co. is 95% owned by Adele-

line B. Rines, who owns WDR

O Augusta, Me., and WFEA Man-

chester, N.H., as well as executor of her husband's estate, the late Henry P. Rines, controls the Con-

gress Square Hotel had tried to purchase the station several years ago, but the application was dismissed by the FCC. [Broadcasting,

July 16, 1940]. WLBZ operates on wbc 960 kHz with a 1 kw day and 500

w evening.

The Saturday Evening Post program, titled 'The Listening Post,' will be heard on the Blue Tuesday through Friday from 10:45-11:15 p.m., and not at 10:45 p. m. as previously reported. Agency is MacFarland, Aveyard & Co., New York and Chicago.

Ideal Program Structure? Is Planned By American Network, States Shepard

PLANS for an "ideal program structure" for FM stations, to be put into operation at such time as conditions permit resumption of station construction, were an-

nounced last week by John Shep-

nard 3d, president of the American Network Inc., organized in 1941 for

the sole purpose of broadcasting network programs by FM.

"We believe that a radio net-

work can have as distinct a personal-

ity as a great newspaper or maga-

zine," Mr. Shepard declared. "The American Network will be a network with a definite programming policy, a policy of bringing listen-

ers the kind of programs they want to hear at the time they want to hear them.

'Best of Everything'

"We will provide the best of everything," he stated, "music, drama, comedy, variety, service material, news—not in hodge-
podge confusion, but in a well-

ordered arrangement that will furnish entertainment and infor-

mation without needless duplica-

tion."

These programming plans will be based on information derived from an extensive listener survey to be conducted by Kenyon & Eckhardt, New York. Application of these results will be as pleasing to advertisers as to listeners, Mr. Shepard predicted, stating: "We will provide a wide, net select, audience to which a sponsor can direct intelligently written commercials."

Other officers of the network are William B. Lewis, executive vice-president and general manager, and Walter J. Damm (MTMJ-WMFM), treasurer. Mr. Lewis will become active with the American network April 1 at the conclusion of his term of service with the Mutual), while Mr. Damm, who is conducting for CBS, where he was previously vice-president in charge of programs. He will make his headquarters in the new-

ly-opened offices of the ANI in the Chalin Bldg., New York.

Directors are: John Shepard 3d,


Page 14 • February 7, 1944 • BROADCASTING • Broadcast Advertising
Again WGN leads the way in Chicago radio. Not content with its present outstanding facilities, WGN will erect the finest radio structure in the world as soon as building is again permitted.

Again WGN is making a major contribution to the growth of Chicago and the midwest. This is another reason why the people of Chicago and the Middle West consider WGN their own "community" station.

A CLEAR CHANNEL STATION

WGN
CHICAGO II
50,000 WATTS
ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
Controlling Interest in WBT Goes to KFAB in 3-Way Deal

Transaction Would Give WBBM Clear Channel Ending Synchronization With KFAB

IN A THREE-PHASE transaction which will ultimately clear the 780 kc channel for WBBM Chicago, CBS and KFAB Broadcasting Co., Lincoln, Neb., have completed contracts subject to FCC approval, which will give the KFAB Broadcasting Co., a 45% partner in KFAB Lincoln, and WBT Charlotte, the latter now owned entirely by CBS. The transaction is understood to involve approximately a half-million dollars, to be paid by KFAB Broadcasting Co. for the majority interest in WBT.

Under the contracts, to be filed with the Commission for approval, KFAB Broadcasting Co. acquires WBT, clear channel 50,000-watt station and CBS' southern key. CBS, in turn, acquires 45% interest in KFAB Broadcasting Co., which will operate both KFAB and WBT.

Multiple Ownership Affected
The KFAB-CBS transaction follows announcement last month of the acquisition, subject to FCC approval, of KFOR Lincoln, and KOIL Omaha, by Charles T. Stuart and James Stuart, of Lincoln, for $350,000. Both stations are operated by the Sidles Co. and the Lincoln newspapers, the Journal and Star, jointly. They also operate KFAB.

If the transactions are consummated, as plannned, here's how the stations would be divided:

1. KOIL, 5,000 w on 790 kc and a CBS outlet, and KFOR, 250 w on 1240 kc and the outlet in Lincoln for Blue and Mutual would be purchased and operated by the Stuart Brothers. They were formerly identified with the Sidles Co. This transaction would eliminate multiple ownership of stations in the same area, in compliance with the recent FCC order.

2. WBT would be controlled by the KFAB Broadcasting Co. through the Sidles Co. and the Lincoln newspapers, with CBS owning 45%. A. D. (Jes) Willard Jr. would remain station manager and retain his present staff.

3. KFAB would be controlled by the Sidles-Lincoln newspaper interests, with CBS owning 45%. It would remain a CBS outlet.

4. Synchronization of KFAB and WBBM at night on the 780 kc clear channel, which has existed for more than a decade to make both stations operate fulltime, would be terminated as soon as materials are available for realignment of operations. KFAB would shift in frequency to 1110 kc, operating simultaneously with WBT. Each station would use 50,000 watts, although KFAB now uses 10,000 watts. Thereby, 780 kc would be freed for another station.

The KFAB shift to 1110 kc is provided for under the Havana Treaty of 1941, but the move was blocked by war restrictions.

The WBT sales transaction is in accordance with the FCC's network monopoly regulations prohibiting a network from owning facilities in other than key station cities or where network competition cannot acquire competing facilities. This situation obtained in Charlotte, where WBT was one of three stations serving the market.

Announcement of the consummation of the CBS-KFAB transaction was made by the FCC Jan. 29, after principals in the transaction had conferred with FCC Chairman James Lawrnce Fry.

KHUB to Blue
KHUB Watsonville, Calif., operating full time with 250 w on 1,340 kc, becomes affiliated with the Blue Feb. 13, bringing the total number of Blue stations to 178. Station is owned by Luther E. Gibson.

Taylor Sells Interest in 4 Texas Stations; Waits FCC Approval of KTKO

O. L. (Ted) Taylor, president of the Armstrong-Howe-Simms station group in Texas, last week announced sale of his minority interests in four stations to his successor and successor of KTOX Oklahoma City subject to FCC approval. Mr. Taylor will remain as general manager of the four Texas stations under a management contract.

For his interests in KGNC Amarillo, KFYO Lubbock, KTSA San Antonio, and KGVR Weslaco, Mr. Taylor is understood to have received approximately $150,000. The interests were sold to Gene A. Howe, Texas publisher, and T. E. Snowden, who are the principal stockholders in the station properties. Mr. Taylor retains his 50% interest in KFMB San Diego, acquired several months ago, with Jack Gross, general manager.

Simultaneously, Mr. Taylor completed a transaction for purchase of KTOX for approximately $150,000. The cleared-in from Harold V. Hough, general manager of WSAP-KGTO Ft. Worth, who owns 60%, Bert Gross, manager of the Ft. Worth Star Telegram, and J. R. North, editor of the newspaper, minority stockholders. KTOX is on the Blue.

Mr. Taylor's holdings sold to

O. L. (Ted) TAYLOR
Mersa. Howe and Snowden included one-sixteenth of the stock of the Armstrong-Howe-Simms broadcasting Co. employs pool (the Globe News owns 80% of KGNC and KFYO); approximately 10% of the Plains Radio Broadcasting Co.; holders of about 12% of KTSX, and approximately 5% of KRGV.

Three Station Sales Submitted to FCC

Transfer Applications Filed By KOVC WDSM WPBP

APPLICATION was received by the FCC last week for the voluntary transfer of control of KOVC Valley City, N. D., from Monday Holiday, president, Herman Stern and E. J. Pegg to Robert E. Ingstad, general manager, through transferers of 115 shares common stock. Agreement is that should cash be paid for the stock, the price will be $85 per share. However, if the transferees, Valley City businessmen, wish to settle for advertising on the station, the price will be $50 per share.

Filed at the same time was an application of WDSM Superior, Wis., for the relinquishment of control by Victoria B. Conroy and James J. Conroy through the sale of 45 shares of common stock by Mrs. Conroy to Roland C. Buck for $81. An individual in the licensee corporation will gain control of the station through the transaction. Stockholdings under the new setup will be: Mrs. Conroy, 36 shares; Roland C. Buck, 45 shares; P. G. Stratton, 23 shares; Joseph Weisberg, 1 share. Mr. Buck is president and holds more than 5% interest in Roland C. Buck Inc., engineers, architects and contractors.

WPRP Request
WPRP Ponce, Puerto Rico, also filed application last week for the voluntary assignment of license from M. Conesa, sole owner, to the Voice of Puerto Rico Inc. for the sum of $30,000.

Composing the new corporation and holding 20% interest each are: Jacques Grillaud, coffee growing mayor of Ponce; vice-president—Francisco Susoni, attorney and holder of one-third interest in Empress Cinematografica Habana-Delicias; treasurer—Felipe Segarra, holder of half interest in Valledeluz & Segarra, which operates a chain of dry goods and furniture stores, and president in Empress Cinematografica Habana-Delicias; Mr. Conesa, present owner of WPRP.

Educational Plans
MORE wavelengths for educational radio service will be sought, U. S. Commissioner of Education John W. Studebaker informed the Jan. 28 meeting of the Federal Radio Education Committee, meeting in Washington. Mr. Studebaker said he had asked Chairman Fly of the FCC for 10 FM channels in addition to those allocated for educational use; 10 relay transmission frequencies for program exchange among stations; and two television channels.
For 75 years, Western Electric has been a leader in the field of communications apparatus. That is one reason why the nation’s largest producer of electronic and communications equipment for war today is...
To A Top-Notch Time-Buyer Who Wants To Do More Than Just Buy Time

We think our staff of time-buyers is one of the best in the land. Now we're looking for another of equal caliber. If you're the man we want, you'll naturally have the ability to cover all these bases, and if your present job doesn't include all these opportunities, we'd like to talk it over with you.

1. ANALYSIS—Can you appraise coverage figures, ratings and rates—make their meaning quickly apparent to others?
2. PLANNING—Can you contribute to selling strategy from a radio viewpoint?
3. PERSONALITY—Have you the presence needed to deal with clients as well as broadcasters and networks?
4. ADMINISTRATION—Can you farm out details to others and get the right results?
5. SELLING—When you reach a sound conclusion can you sell it to others—orally or in writing?

What We've Got To Offer You:
1. A swell bunch of people to work with.
2. A staff of skilled helpers—rating analysts, estimators and statistical workers.
3. Stability—Look up our list of accounts.
4. Pension Plan—No other company we ever heard of has so generous a plan—and it costs you nothing.
5. Advancement—It's up to you.

This is a tough job, but you'll like it if you're good. Ask your radio friends about us. Then make believe we're a client and sell us in a letter. If we are sold, no matter where you live, we will try to arrange an interview.

WRITE: Murray Carpenter,
COMPTON ADVERTISING, INC.,
630 Fifth Avenue,
New York 20, N. Y.
POST-BELLUM
PITTSBURGH
and the Tri-State
Industrial Area

When the time comes . . and who
doesn't pray it will be soon . . for
the transition from war to peace
production . . coal, iron, steel, alumi-
num, glass, etc., will insure basic
and fundamental prosperity for the
KDKA area.

The production of both raw and
finished materials to be used at home
. . as well as sent to earth's four
corners . . will keep Pittsburgh and
the surrounding area in the lead
marketwise.

Insure continuance of acceptance
for your product. Schedule 50,000-
watt KDKA. NBC Spot Sales will
handle the details.

Upon request, we will cheerfully
furnish a new Coverage and
Market Map for KDKA—one
of America's Great Radio Stations.
How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to concentrate your radio efforts in this booming Nashville area, and at a coverage cost that will show bigger profits, we will be glad to show you what WSIX can do.

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

**WSIX**

5,000 WATTS

980 K C

The Voice of Nashville

NASHVILLE, TENN.

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**AGENCY SHOWS HOW IT'S DONE**

Buchanan-Thomas Acquaints Flour Salesmen With
-Radio Advertising Technique-

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**POTENT FACTOR** of radio in flour sales has been illustrated to flour salesmen in a campaign arranged by the Buchanan-Thomas Advertising Co., Omaha.

The plan was to inform the salesmen thoroughly about the advertising campaign for a new product, Butter-Nut Flour, so that the salesmen could pass along the information to the retailers. Media used were newspapers, farm papers and time on WOW KFAB KODY KOBH KMA KOWH. Each salesman had his picture taken behind the microphone of the station covering his territory.

Blow-ups of the current ration stamp were distributed to the men to be given to grocers for store display. Across the bottom of the 23" x 14" cards was a picture of the announcer at a microphone giving the Butter-Nut Flour message.

At sales meetings, a transcription of the program was previewed to give salesmen a knowledge of the radio advertising to follow. Then a Buchanan-Thomas representative supplemented the transcription preview with a talk on advertising.

At a table illustrating the stations used in the campaign, C. Cee Buchanan explains a fine point on Butter-Nut to Harold Soderland, of Buchanan-Thomas, at left.

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**Goodyear Series**

AL NEWMAN, general music director of 20th Century-Fox Film Corp., has been signed as musical director of the weekly program, The Star and the Story which starts Feb. 6 on CBS stations, Sunday, 8:30 p.m. (EST). Sponsor is Goodyear Tires & Rubber Co. Long-time Walter Pidgeon, dramatic series will feature a different guest film star each week. Irene Dunne has been signed for initial broadcast in a radio adaptation of "The Awful Truth". Charles Tazwell will "write" adaptations, with Rupert Lucas assigned producer of Young & Rubicam, on the show. Ted Blis takes over Lucas' assignment as agency producer of the CBS Silver Theatre, sponsored by International Silver Co.

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**Plasma Premiere**

RETAIL Advertisers tied in closely with the "Plasma Premiere" of the United Artists' film "Three Russian Girls", in Cincinnati Jan. 27, are either buying additional spot announcements or turning over their regular time to call attention to the event. Tying in with the fact that the Russians are believed to be the first to use plasma on the battlefield, tickets to the Premiere were offered in exchange for blood donations to the Red Cross. Nine local merchants contributed time, using WSAI WKRC WDAY.

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**CBC Political Time**

BETWEEN ELECTIONS, a half hour a month will be available on the Canadian Broadcasting Corp. networks for political broadcasts by leaders of federal political parties. It was decided at the recent CBC board of governors meeting at Ottawa. Restrictions on federal party leaders with respect to submission of manuscripts have also been relaxed. Details of the plan have not yet been announced.

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**Auto Exchange Spots**

VICTORY AUTO EXCHANGE, New York, through its newly-appointed agency, Berne W. Wilkins & Sound Adv., New York, started Victory Varieties on WQV New York, Jan. 31 as a five-times weekly 25-minute program. Expansion to other stations in the New York area, Bridgeport, and Albany is being arranged.
$50 worth of broadcasts on WBAL at 4:05 in the morning brought in $390 cash in direct orders in just one week! The product: an automobile mechanic's handbook. The orders came from 22 different states.

That's only one of several success stories about midnight-to-dawn advertising on WBAL.

Here's the explanation: There are a surprisingly large number of people listening to the radio all through the night. Not only in the big industrial centers—but scattered through the country.

WBAL is one of the few stations that can be heard clearly in these “wee” hours. It is the ONLY 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Its powerful programming—the ALL NIGHT STAR PARADE—builds a big listening audience that is widely scattered but huge in the aggregate.

Mail returns and direct orders indicate that WBAL is listened to at night consistently in the twenty Eastern Seaboard States east of Ohio, with a population of more than 75 million. You have to reach only a very small percentage of such an audience to make your advertising at WBAL's low, midnight-to-dawn rates tremendously profitable. Call in the Petry man for details.

ALL NIGHT STAR PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
Radio Key Factor in War, IRE Informed

Reports on RTPB Panels Feature Of Sessions

LARGEST congregation of radio engineers ever assembled, with more than 1,700 registrations and an estimated total of more than 2,000 persons attending one or more of the sessions, was the record set by the 1944 Winter Technical Meeting of the Institute of Radio Engineers, held Jan. 28-29 at the Hotel Commodore, New York.

Another attendance record was set at the banquet on Friday evening, Jan. 26, where more than 800 IRE members and guests heard Comdr. J. J. Raby, U. S. Navy, praise the vital contribution York. Conducted by the Institute's president L. P. Wheeler, chief of the information division of the FCC Department of Engineering, delivered his president's report at the dinner and also presented the IRE Medal of Honor for 1944 to Haraden Pratt, vice-president and chief engineer, Mackay Radio & Telegraph Co., and the Morris Liebmann Memorial Prize for the year to W. L. Barrow, Sperry Gyroscope Co., and Fellowship Awards to 11 other engineers.

Symposiums Featured

In addition to the customary technical papers, the meeting this year highlighted two symposiums, one on the work of the Radio Telephone Panel, joint with the chairman of each of the 13 RTPB panels outlining the nature and scope of the assignment of his group, the other dealing with the FCC's engineering work. Both of these sessions speakers emphasized one of the main problems of wartime planning: the reconciling of necessary restrictions on discussion of important wartime developments of equipment and techniques for reasons of national security with the difficulties of making proper post-war plans without full knowledge of these revolutionary developments.

In tribute to the IRE for its part "in the creation of the greatest system of mass communication the world has ever known—American Broadcast System," NAB director of promotion, presented the Institute with a plaque from the NAB, which was accepted by Dr. Wheeler. After receiving the president's gavel from Dr. Wheeler, H. M. Turner, associate secretary of the IRE, announced that Arthur Stringer, NAB director of promotion, had been named to chair the annual IRE meeting, a brief business session concerned chiefly with amending the by-laws to permit an expanded scope of IRE activities.

An exhibit of captured enemy radio equipment, revealing that the Nazis froze their radio design five years ago, with a gain of speed in production that has boomeranged by allowing the more modern equipment of the United Nations to surpass that of the Germans in efficiency, was displayed in the foyer of the convention room during the two days. Japanese radio sets were mostly handmade of inferior material—much of which had been shipped in S.S. Officers markets during the depression.

Introducing the RTPB symposium, W. R. G. Baker, General Electric Co., chairman of the RTPB, sketched the overall purposes of the organization in formulating plans for the technical future of the radio industry. RTPB, he said, "is a challenge to the engineers of the radio industry through which they can play an important part in establishing the future of their industry.

Plans Outlined

A. N. Goldsmith, consulting engineer, chairman of Panel 1, on Spectrum Utilization, described his group as a guiding panel to prepare a basis of sound engineering principles for the other panels to use in solving their particular problems. Declaring that it is a major responsibility of the RTPB to set up standards for application immediately upon the end of the war, so that reconversion to peacetime production and employment may be hastened, Dr. Goldsmith said that another function is to establish final standards for the future, with the means of transition from one to the other the hardest part of the job.

Reporting for Panel 2, on Frequency Allocation, Chairman C. B. Jolliffes, RCA, said that since nature has not provided an unlimited frequency spectrum his panel must be able to force compromises to give reasonable space to all services needing it, a task he predicted would not make Panel 2 members very popular.

R. M. Wise, Sylvania Electric Products, chairman of Panel 3, on High-Frequency Generation, said that the hardest job of his panel would be to get Army-Navy clearance for information requested by the other panels who need equipment of that type which will be available in two, five or ten years.

Dual Operations Seen

Howard S. Frazier, NAB director of engineering, chairman of Panel 4, on Standard Broadcasting, predicted dual operation of AM and FM for some time after the war. AM broadcasting has not yet been utilized "to the fullest extent consistent with the present development of the art," he said.

Mr. Frazier told the engineers that regional topography, conduc- tivity, density of population, availability of channels, etc., will probably determine the method of broadcasting of each type of broadcasting, he said, will in time "find its proper use and function in best serving the public interest."

Panel 5, on Very-High-Frequency Broadcasting, is in effect a panel on FM, Vice-Chairman C. M. Jan- skey Jr., Janisky & Bailey, reported, as it is the only service of this type of present commercial importance. He described the problem of securing more FM channels the most pressing problem of his panel.

Other Panel Reports

The need for more channels was also stressed by D. B. Smith, Philco Corp., chairman of Panel 6, on Television, who, after outlining some of the problems to be met, predicted that nationwide television networks will be a possibility after the war.

John V. L. Hogan, WQXR, WQXQ, Facsimile Inc., chairman of Panel 7, on Facsimile, said that his panel was not yet organized and invited those interested in participating in its work to get in touch with him promptly, so that the panel could get under way without further delay.

E. W. Engstrom, RCA, chairman of Panel 9 on Relay Systems, and W. P. Hilliard, Bendix Corp., chairman of Panel 10, on Radio Range, Direction and Recognition, also reported on the progress of the process of organization and had not yet held their first meetings.

Haraden Pratt, Mackay Radio & Telegraph, chairman, Panel 8, on Radio Communication, described the field of his panel as covering point-to-point communication services, ship-to-shore communications and international broadcasting, placed into this group because its principal field is that of international telephony.

Aeronautical Aids

Panel 11, on Aeronautical Radio, covers the safety services, communications and navigational aids, Chairman D. W. Rentzel, American Airlines, said, stating that his panel would work closely with Panels 9 and 10.

C. V. Aggers, Westinghouse Electric & Mfg., chairman, Panel 12, on Industrial, Scientific and Medical Equipment, said that the goal of his panel is to develop satisfactory shielding wherever possible to prevent interference with radio broadcasts and to immunize equipment which it proves impossible to shield.

Panel 13, on Police, Emergency Services, chairman D. E. Noble, Galvin Mfg. Corp., reported, covers radio communications for police, fire and forest fire departments, as well as for electrical utilities and public transit companies, highway and industrial communication systems. His group, he said, will work on a nation-wide system of planned frequency allocation so as to avoid interference, beginning with a survey and then establishing standard systems for a community, a city, a county, a state, region and finally for the nation. Project is a five-to-ten-year plan, he stated.

Opening the Saturday morning symposium on the engineering work of the FCC, E. K. Jett, chief engineer of the Commission, gave a detailed review of the FCC's present policies and responsibilities, pointing out that the difficulties facing the Commission in issuing licenses for such post-war services as FM, television, and facsimile make it fortunate in some respects that the present "freeze order" is in effect, giving time to work out some workable standards in line with wartime developments in radio engineering (excerpt of address on page 28).

G. P. Adair, assistant chief en-
We mean Radio Station KXOK—up to second position in morning listening appeal. This "youngster" has forged ahead of a 21-year-old "adult" in the morning and is in third position for the afternoon and evening periods.

This new rating was revealed as a result of a Robert S. Conlan & Associates coincidental telephone survey of radio listeners conducted in St. Louis, from December 8th through December 14th, inclusive.

Youngest of all St. Louis radio stations, 5-year-old KXOK ... on the Blue Network ... reached this "high" in listening audience in competition with St. Louis stations many years its senior.

During the seven-day Conlan survey (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.

Small wonder we say something is UP in St. Louis ... and we DO mean KXOK!

KXOK
SAINT LOUIS, MISSOURI

430 Kilocycles • 5900 Watts—full time • Basic Blue Network

Owned and Operated by the St. Louis Star-Times
engineer of the Commission and chief of the Broadcast Division of the Engineering Dept., outlined some of the Commission’s problems in licensing the broadcast services. Citing a study made in 1938, showing that the nighttime picture was not quite as bad as it appears since secondary service is available to every portion of the United States where the noise level is sufficiently low."

**Super-Power Suggested**

Asking how primary service may be extended to the remote rural areas, Mr. Adair mentioned superpower as one suggested solution and noted that "following the 1938 hearing the experimental license of the only station operating with power in excess of 50 kw was not renewed and that at that time the Senate adopted a resolution against the use of power in excess of 50 kw."

Improvement of rural service by a more efficient geographical distribution of stations, he said, runs up against the economic fact that "in most of the areas where no service is available at this time the density of population is such that a station would be forced to operate at a loss." The often suggested use of very low frequencies has the disadvantages that these frequencies are of great value to the services now using them, that for satisfactory operation the antennas would have to be so high as to "involve distinct hazards to air navigation," that only a few receivers now in use can receive such frequencies and that only a limited number of channels would be available. Extension of the broadcast band upwards also raises the problem of lack of adequate receivers and of competition with other services now occupying them.

Turning from the standard broadcast band to FM, noncommercial educational, television and facsimile stations, Mr. Adair pointed out that in addition to the major problem of how many channels should be provided for each service and in what frequency bands they should be allocated, there are such detailed problems as "whether trade areas are satisfactory or should other means of allocation be established; what standards of operation should be adopted; what provisions should be made now for color television; should the auroral transmitter of a television station be operated only when the video transmitter is operated or should it be permitted to operate as only an auroral station at times; should multiplexing be permitted on the FM broadcasting, particularly facsimile, or should a separate facsimile service be provided; what and how should relay systems or other types of networks be set up; and what are the possibilities of FM and television service be established and in what frequency band should they be established."

Mr. Adair concluded by stating that maintenance, personnel and other problems can be reached only through the closest cooperation of the industry and Government and that when they have been solved domestically there is the whole question of international allocations to be faced.

W. N. Krebs, chief of the Safety and Special Services Division of the FCC Engineering Dept., pointed out the importance of frequencies required by the police, aviation and maritime services. F. F. Siling, chief, International Division, discussed "International Point-to-Point and Allocation Problems."

**Sturdy Sets Urged**

Arthur C. Stringer, NAB director of promotion, stressed the need for sturdier construction of sets and minimum need of servicing. When additional services can be made available to the public, he said, "I have the hope that the most qualified group will assume the obligation of providing expert maintenance facilities and personnel to maintain the products of radio factories."

"Unless manufacturers do this, or unless it is done by other persons, the American radio public is going to be faced with an unprecedented era of "set butchery" at the hands of an army of tinkers and."

The end of the war, Mr. Stringer reminded his audience, will see the return to the industry of "former radio maintenance men who will come nearest to possessing the desired prerequisites of competent servicemen".

He pointed out that just as programs influence purchase of sets, so does good construction and ease of repair determine continued success for the manufacturer.

In the final session of the two-day convention on Saturday afternoon, R. A. Hackbusch, vice-president, Stromberg Carlson Co., Canada, reviewed radio progress in Canada from the days of the early Marconi experiments to the present. T. M. Liang of the Chinese Supply Mission, presented a vivid picture of what radio has already meant to the 450,000,000 people of his country and of its future in the post-war era. Commander A. B. Chamberlain, U. S. Navy, formerly chief engineer of CBS, described standardization of service equipment.
WNOX IS UNDER THE SAME SOUND MANAGEMENT POLICY AS WCP-O - CINCINNATI, OHIO; WMP-S - MEMPHIS, TENNESSEE

First in LISTENERS

and

★ FIRST IN POWER
★ FIRST IN COVERAGE
★ FIRST IN MARKET

WNOX IS First IN EVERY WAY

WNOX

10000 WATTS • 990 KC • KNOXVILLE, TENN.

Schurps Howard Radio Inc.
Affiliated with THE KNOXVILLE NEWS-SENTINEL

Broadcasting • Broadcast Advertising
The Story Behind the Plaque. Awarded to General Electric for outstanding contributions in television programming, this American Television Society recognition climaxes four years of intensive programming activity.

Despite the restrictions imposed by General Electric's all-out war effort, WRGB programming is being maintained on a regular 9-hour-per-week basis. This continued activity is the result of G.E.'s conviction that television will grow into a mighty post-war enterprise.

After the war, General Electric will again build complete television systems—cameras and other studio equipment, monitors, relays, antennas, and a complete line of home receivers.

Here is WRGB, the nation's outstanding television station, in action.
FOR TELEVISION

Studio — Here you see stage props being set in the main studio of television station WRGB. Light and sound are picked up by G.E television cameras and a motion-picture-type travelling microphone. Mercury-vapor spotlights and revolving ceiling lamps are water cooled and electrically manipulated by remote control. Cool light!

Projection Room — Motion-picture projection equipment at station WRGB includes two 35-mm and one 16-mm projectors — all modified by G.E. for television.

Transmitter — The main transmitter of WRGB is located in the Helderberg Mountains, 12 miles from studios. Transmitter output: 40 kw video, 4 kw audio.

Control Room — Control desk, and shading desk with picture monitors, manned during a television broadcast from WRGB. All action in main studio is viewed and controlled from here.

WRGB — General Electric's workshop television station at Schenectady is the largest and best equipped station in the world. From this studio, programs are beamed through a G.E television relay to the giant transmitter in the Helderberg Mountains nearby.

A PLAN that will secure your place in radio broadcasting post-war

General Electric offers you "The G-E Equipment-Reservation Plan" . . . a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

Investigate this plan today and assure your place in radio broadcasting post-war. Write for your copy of "The G-E Equipment-Reservation Plan." Electronics Department, General Electric, Schenectady, New York.

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

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • RECEIVERS

GENERAL ELECTRIC FM • TELEVISION • AM

See G.E. for all three!
Rising War Needs Delay Freeze Letus

Editor's Note: What is the overall allocations outlook for television, facsimile, FM, and the non-broadcast services? Will there be more than enough frequencies to go around or will a freeze on construction be lifted? These questions, constantly arising in radio, and heretofore answered piecemeal, were round up by E. K. Jett, Chief Engineer and Commissioner-designate in an address Jan. 98 before the annual technical meeting of the Institute of Radio Engineers in New York. Following is an abstract of Mr. Jett's address:

By E. K. JETT
Chief Engineer

Federal Communications Commission

APPLICATIONS for radio and wire authorizations were acted up

on prior to Pearl Harbor without having to consider the availability of manpower, materials, and manufac-

turing facilities. The companies, however, were beginning to realize that materials were becoming scarce and that priorities were needed in order to maintain or complete construction of their facili-

ties. The above picture is well known.

Almost from the beginning of the war it has been necessary to limit new construction to facilities which would serve a vital public need or as an auxiliary military need. Today, however, the principal difficulty is lack of manpower and manufacturing plant facilities.

In checking with Mr. Frank H. Mc-

Intosh, Chief of the Domestic and Foreign Branch of the Radio and Radar Division of the War Produc-

tion Board, just before leaving Washington, he assured me that the situation today is not very different than in 1943. He emphasized that the need for conserva-

tion of manpower and manufacturing facilities is of equal importance. If anything, the need for constant emphasis has increased, and we must expect it to

continue through the war years and beyond.

"Freeze" to Continue

Generally speaking, this large burden on industry will not allow production of equipment for new stations or the expansion of existing facilities unless such facilities are required for war purposes. However, the WPB has always been, and always will be, glad to review any case presented to it and if special circumstances justify unusual action, the WPB will be governed by the circumstances of the case. In view of this information, there is no immediate possi-

bility of the Commission cancelling its "freeze" policies. On the other hand, WPB Institute of day to day liaison with the Commission and will keep us advised of current developments so that no time will be lost in relaxing equipment-foreground policies whenever it may be possible to do so.

In some respects, it is fortunate that we cannot proceed with nor-

mal licensing at this particular time. For example, there is great interest on the part of the general public in the future of broadcasting, including television, facsimile, and FM broadcasting. All of these services are regulated under the Commission's regulations on a commercial basis and were it not for the "freeze" on materials the situation would be quite different. As a result, the Commission would have to consider many applications for the construction of new stations.

This would require that applications be filed in accordance with engineering standards and allocations which were adopted prior to the war.

Fortunately, we have a limited amount of time to consider and allow applications to be filed. But, as I have tried to point out, we are in a hurry and we must do it quickly. It is not the man power andy resources that we need to worry about. The problem is to get the materials. For this reason, the smaller of the two categories of applications will be considered first. But, I must repeat that the smaller of the two categories will be considered first. However, the WPB's decision is not final. The WPB will consider many applications for the construction of new stations.

More Channels Needed

Many problems of a technical nature must be solved before we will be in a position to adopt new standards. In television the allocation problem is foremost in our minds because, in addition to interference problems resulting from multiple transmission paths, we know that the present 18 channels and the standards governing this service are inadequate for an effec-

tive nation-wide competitive system of television broadcasting. In my opinion, we should have at least twice this number of channels. The same is true of FM broad-

casting in the band from 42 to 60 mc which is insufficient for 50 non-commercial educational broad-

cast channels and 35 commercial channels. Considering the problem of adjacent channel interference and the geographical separation required for co-channel operation, it is not unreasonable to ask for at least twice the number of channels for these services.

In considering these postwar broadcasting services we must also plan the necessary relay channels for network purposes. It is my understanding that considerable advancement has been made since Pearl Harbor in developing frequency assignments for the use of such programs; also, the same networks may just as easily carry telegraph and tele-

phone messages and compete with the services now furnished by the wire carriers.

Questions of Policy

We know, for example, that these relay stations will be installed on towers which will be spaced from thirty to fifty miles apart. The transmitter for each channel of communication will be of very low power. Yet, for radio the result is that the same frequency may be utilized in many sections of the country. There is no reason why this nationwide network should not also carry network for the WPB, broadcasting, FM, facsimile, and private telegraph and telephone circuits for the press, stockbrokers, and agencies that usually lease private wire facilities.

Who should be granted the privi-

lege of operating this system? Should it be competitive with the telephone and telegraph services which are being monopolies in their respective fields? Should there be competitive radio net-

works, thereby necessitating a forest of towers along the same route? Should the companies competing for WPB facilities operating the radio net-

work also be permitted to operate terminal facilities at the subscrib-

ers offices? Should the local broadcast networks be de-

mitted to own and operate their own radio networks? These are but a few of the questions which will confront the Commission.

It has been pointed out that these radio networks will be extended interna-

tionally to carry television and aural programs and message traffic all over the world. Although we may be certain that such networks will not be extended be-

yond the Western Hemisphere or even to South America for some time, the technical consider-

ations should not be overlooked when planning our own domestic services. There is much to be gained by allocating the same frequency bands to telephone service on an international basis, and also in adopting international standards for both program broadcasting and network relay systems. If these are not done, it may be impossible to set aside common bands of frequencies for maritime and air navigational aids. Further-

more, if different bands and tech-

niques are used in different regions of the world, the sale of apparatus and the exchange of international programs will be greatly retarded.

CELEBRATING AT A recent party in honor of the CBS Owens- Illinois Glass Co. show, Broadway Matinee, are (1 to r): William C. Gittinger, CBS v-p in charge of sales; O'Neill Ryan Jr., v-p of J. Walter Thompson Co., Mr. Jett's old flame; James Doolittle, v-p of Tokyo bomber; Joseph K. Close, Owens-Illinois public relations manager; Clark L. Rodgers, Owens-Illinois eastern sales manager; and Jim Ameche, m.c. Agency handling Owens-Illinois account is J. Walter Thompson Co.
No wonder Big Aggie thanks the governor. Such a tribute from a high public official is unique in the annals of radio. Yet equally unique is the record which inspired the tribute, the record of Big Aggie's station, WNAX.

As top CBS farm-station, WNAX for years has been the buying guide of nearly four million people in Minnesota, Iowa, Nebraska, North and South Dakota. With the greater signal-strength made possible by America's tallest radio tower, engineers now estimate that WNAX reaches 25% to 40% more families than ever before... families living in a great agricultural region whose tremendous production and income will continue through postwar years.

Yes, to five million folks in five states, WNAX is now "one of the family"—a friend in whose words and whose advertisers they believe.
COMBINING FORCES for the fourth time are WLW Cincinnati and RKO Radio Pictures, who in a one-month campaign are jointly promoting Walt Disney's "Snow White and the Seven Dwarfs" in the Cincinnati area. As a "Rededication of the American Heritage of Youthful Ideas" as exemplified in the realm of "fantasia," Cincinnati Mayor Aldermen J. W. Bricker of Ohio, H. F. Schricker of Indiana and Simeon Willis of Kentucky have endorsed the project. Advertisements will appear in the Daily Record, the Post and the Blade, advertising the special broadcasts to be given by WLW on Feb. 24-March 2 as "Snow White Week," with the first showing of the movie starting Feb. 24. WLW is one of nine radio stations in the WLW Radio Service which is giving the movie intense promotion, covering schools and other outdoor activities. Some of the various units are Adriana Caselleti, who sang the part of Snow White; Don Graham and Dick Mitchell, Disney artists who are to demonstrate the activities in the cartoon studios; a company of midgets representing the seven dwarfs and Clarence Nash, the "voice" of Donald Duck. WLW in addition is scheduling special newscasts in behalf of the campaign.

Westinghouse Exhibit RADIO EXHIBIT at Gimbel's Department Store, Pittsburgh, was recently presented by KDKA Pittsburgh and the Westinghouse Radio Stations Inc. Featured were the new Westinghouse movie "On the Air" and exhibits portraying the history of radio. Included were replicas of the original KDKA transmitter and other equipment marking radio progress.

TALENT OTHER THAN radio was brought out in the first art exhibit of WTAG Worcester and its affiliated newspapers, the Worcester Telegram and the Telegram. Participating in the exhibition were the Wheaton-Warrenville Public Library, the Worcester Art Association and the Telegram. The paintings were sold to benefit the library's annual fund.

RESULTS of a questionnaire on the living and listening habits of WQXR's audience are being issued by the New York station in a series of promotion pieces in a file folder form. The idea is to stagger the statistical material in order to maintain the strength and relative identity of each set of figures. First folders cover answers on length of listening to WQXR, occupations, income, listening preferences, and newspaper and magazine preferences. Based on a 27.8% sample of audience in the past two years; 45% of audience in $2,500-$5,000 income bracket; 94% satisfied with station's news and 77.8% favoring WQXR commentators.

WOR Album CHILDHOOD pictures of station talent appear in an album-type promotion piece prepared for listeners by WOR New York. Covers bear photographic copies of a 19th century tooled leather album. Presentation is titled "Our Own Family Album" and takes the place of "WOR News" a bi-monthly house organ and listeners mailing piece.

GIVEN IMPETUS by the NAB retail promotion film this fall, the Eley-Warner Company has presented on WMIN by the Em porium Department store of St. Paul is now a recognized success. Advertising authorities say that the program is a model of good commercial radio, as it embraces a war theme, features local personal- ities, offers a daily award and is designed to promote traffic in the store.

St. Paul offers a unique problem in department store promotion. Its twin city, Minneapolis, has a population more than half as million, while St. Paul stays around 330,000. In retail business, St. Paul has been playing second fiddle to Minneapolis for many years.

ERA OF SHORTAGES Then came Pearl Harbor, and with it the era of gas rationing, manpower difficulties, war merchandise shortages. Shoppers began buying closer to home, instead of crossing the river to Minneapolis. Seizing the opportunity, St. Paul's department stores reorganized their personnel, remodeled—both building and ideas.

The store had used radio intermittently for a number of years, but radio had no real place in its advertising programs. After the changes in the store, however, it became the target for a barrage of radio proposals. It wasn't until a year ago that WMIN and its ideas were accepted for a radio campaign, following much research and observation, culminating in the showing of the NAB film—"for which Edward Hofman, WMIN president, was chairman.

The resulting program, written and conducted by Mrs. Irene Brand, is devoted partly to promotion of various war organizations, and highlighted by the "Woman of the Day" award. The unknown women, who do not make the headlines, but who have given an "unselfish, it's my turn to be the target," are selected for daily recognition by a committee. Each woman is given a parchment citation, and her photograph is hung in the auditorium's "hall of fame." WMIN broadcasts the program Monday through Saturday, 11:30-11:45 a.m.

Star Spangled Action has made radio the preferred medium for the store. Following suit, the other large retailers in the city have or are negotiating for air time. But, reflecting the NAB warning, the management learned that, to be effective, "radio sales proposals must conform themselves to the client—not vice versa. With the correct approach, radio may assume a leading role in the rebirth of St. Paul.

CBS Publication MAGAZINE for the staff of the Canadian Broadcasting Corp. was approved at the recent meeting of the Canadian board of governors of CBC at Ottawa. The magazine, to be issued 11 times per year, will carry articles on broadcast problems as well as staff news items. Publication will be financed by the CBC, and will have a total circulation of 5,000. Members are to be sent a copy with the armed services will also receive copies. An editorial board is to be appointed to operate the magazine, and an editor and French associate editor are to be appointed. No date has yet set for the first issue.

Radio Press Book PRESS BOOK patterned after the typical motion picture press book has been released by GE and Open book Co., station. Contents are suggested releases, promotion announcements, letters and pictures. Foreword is written by William B. Dolph, personal manager for Fulton Lewis Jr. and general manager of WOL, Washington, originating station.

WNAK Movie TECHNICOLOUR movie telling the story of the activities of WNAK during World War II is being presented throughout Iowa, Minnesota, South Dakota and Nebraska by Jack Patrike, promotion manager for station. The 20 minute feature is being shown three and four times daily before high schools, civic clubs and women's clubs.

McBee Folder PROMOTION FOLDER has been released by McBee in behalf of its service farm and the Texas Rangers library. Also included are pictures and thumbnail sketches of various McBee personalities. Folder is printed in color and titled "New Horizons."

GE VIDEO PLANS PUPPET PROGRAM AN EXPERIMENTAL television show featuring a new type of puppet will be presented Feb. 11 on Connecticut's General Electric Co., station, and repeated Feb. 16 on W2XWV New York, the Allen B. Du Mont Labs., station. Program is a request of Compton Adv., New York, and may be the forerunner of a regular series for the station's clients.

Duz, a product of Procter & Gamble Co., Cincinnati, will be highlighted, and the commercial blended with the entertainment. A puppet show has been chosen in the belief that the duds can do foolish and silly things which human actors cannot do successfully. Guest artists will also participate.

Sculptor Elwood Sitten of New York, creator of the clay and wool puppet, created by television for Rem Buffano, famous puppeteer, will appear. Alexander Happy King, playwright, has written the script. Program is under the direction of James Manilla, formerly with GE.

THE American Council of Christian Churches will present a series of week- ly-quarter-hour religious programs, Bible Message, on the Blue network, starting Feb. 11.
London's famed Crystal Palace was the scene, in 1934, of the first foreign demonstration of the Farnsworth electronic system of television.

In the years since, electronic television has been brought to an advanced state of technical excellence. It is assured a place as a huge post-war industry ... opening attractive opportunities for owners and operators of telecasting studios.

For individuals with experience and interest in radio, television's appeal is clear, because the two are destined to ride together — sight and sound.

Right now, although our production is 100% military, Farnsworth is preparing the huge television market. Our advertising is directed to tomorrow's audience and sponsors, explaining the wonders of television, making the people want television. For, after Victory is won, home television will come — close on the heels of television equipment for countless commercial, industrial and institutional jobs.

Farnsworth research, for 18 years, has pioneered the technical developments of this new art. After the war, which temporarily has halted television's public growth, our unusual experience and facilities will be ready to serve you.

Another of a series of Farnsworth advertisements depicting milestones in the history of television.

Look for the Farnsworth Television advertising in: November 27 Collier's, and November 15 and December 13 Newsweek.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.
DEAD HEAT FOR
IN PUBLIC
IN PRO
Spree of '43

ADVERTISING business was good last year. It was up about 15% for all media. Radio enjoyed a boost in volume of 21.8% in net time sales, for a new high of $259,500,000.

These 1943 figures cannot be accepted as normal. The demand for both time and space was unprecedented. Magazines, despite paper rationing, were up some 27% while newspapers gained about 13%. In 1942 overall advertising volume decreased 5% while radio increased 6%.

In 1942 all media shifted from a peacetime economy to war operation. The whole advertising theme underwent a transition, along with conversion of industry for war. The accent wasn't on sale of goods, but on selling Democracy and hastening victory.

Now another transition is underway. Reconversion to peacetime pursuits, perhaps prematurely, is the talk. When the European phase of the war ends and that's hoped for this year industry is anticipating unfreezing of many materials and return to production of goods wanted by the public. There should be an unprecedented advertising boom.

An analysis of 1943 advertising reveals that most of the increase can be attributed to institutional copy tied into the war effort, but designed to maintain brand-name identity for the era when goods will be plentiful. The water will be wrung out of the advertising dollar—the measured return will count.

Radio, no less than other media, benefited from the windfall created by the war. This has made possible donation of hundreds of millions in time and space by the media in furthering the war effort on the home front—promoting War Bond drives, salvage campaigns, rationing, employment and in maintaining morale. The campaign was well-conceived and cooperation between industry and Government, despite occasional intrusions, evolved the kind of teamwork that has produced results. Government now should know the value of advertising, properly geared and professionally directed.

Broadcasters should not be lulled into the belief that it will be easy going from now on. The analysis of radio advertising for 1943 compiled for the 1944 Yearbook Number of BROADCASTING, and reported in this issue, shows that radio's experience paralleled that of other major media in most particulars.

After the war, competition will reach a level never before attained. Radio will have to cope not only with other media, but also with new radio services such as television and FM—not overnight, but in a relatively short span of years. Newspapers and magazines will undergo far-reaching improvements, too.

Despite increased volume, profits after taxes generally were lower in 1943 as compared with preceding years. Farsighted broadcasters have planned reserves for replacement of plant and equipment and for the new radio services ahead. They have also maintained their selling and servicing efforts against the day when accounts must be sold the hard way.

Ostrich Press

NEWSPAPERS, all other things equal, are free to enter radio by virtue of the action of the FCC dropping its newspaper-divertment project. That presupposes, of course, that there will be no shenanigans. That's as it should be—a result we have advocated in these columns since the newspaper control issue first arose.

Now another issue involving newspapers arises—one that has no bearing on Government policy or decree. A survey recently completed by the American Newspaper Publishers Assn. reveals that 271 newspapers publish radio program listings only as paid advertising. Of that number 111 don't carry listings because broadcasters haven't paid. Of 563 newspapers which do publish listings without charge, only 186 carry logs of all stations in their respective communities, while 326 publish partial listings. There are 128 which never have carried radio logs and 106 which did once, but don't now.

What is the function of a newspaper? Having been reared in the craft and steeped in its tradition, we thought that in addition to news coverage and editorial comment, features were designed to meet subscriber demand. That's why baseball, football, boxing, horse-racing, amusements and other commercial enterprises are among special departments and specialized coverage. It's a matter of service to readers.

Are radio program logs in demand? Surveys, published and unpublished alike, show that radio program listings rank among the top features—the first in many instances. To say that radio is competitive isn't the answer. Radio refers its listeners to the newspapers for detailed news coverage.

Radio can (and does) survive without newspaper listings, although admittedly they are desirable. In the facsimile era to come, radio will print its own programs electronically; lay them neatly in a receptacle attached to the receiver. Moreover, listeners do considerable program "shopping" at the station break, and most listeners know their program schedules every hour of the day anyway.

Radio makes news these days. Practically every big story of the war has been broken by radio. The new State Department Speaks program on NBC warranted publication of the full text in the New York Times, the nation's top newspaper.

So it is an ostrich-like policy for newspapers not to publish radio logs as news. Baseball and other sports coverage require special staffs on metropolitan papers, and rate special editions. Papers that list news programs as "studio", and sponsored features as "music" or "comedy", likewise are doing a disservice to their readers. There are increases, of course, in the new radio services.

Radio, too, is in war service. Its function is to entertain, enlighten and inform. The newspaper function is similar. One is a printed medium, the other aural. Their services are complementary. Certainly no newspaper can profess to provide a well rounded service if it doesn't give to its readers what an admittedly overwhelming majority want.

Our Respects To

ROBERT JOHN SCOTT

MESSAGES of one sort or another always have been of prime interest to Jack Scott, the plucky partner in the advertising firm of Schwimmer & Scott, Chicago. At 15 Jack was a skilled telegrapher, winning prizes in speed competitions. Thereafter he informed the public as a newspaper legman, an Associated Press correspondent and as a space salesman and classified advertising man.

And still Jack Scott knew he was destined to do the job in a bigger and better way. That was to come.

Jack, listed professionally as R. J. Scott, was born in Sylamore, Ark., March 5, 1903. He interspersed his early business training with formal education in Newport, Ark., High school, and courses at Arkansas and Georgia Tech universities.

When Jack was 16 his telegraphic speed won him the attention of the AP, which hired him, first as an operator, then as a correspondent. Jack, however, recalls the next five years with the AP in Little Rock, Eldorado and Fort Smith, as a term of filing routine news.

His next venture, as a reporter on the El dorado News, was short-lived. Advertising was in his blood. He made a connection with the Thomas W. Briggs Specialty Sales Co. and learned space selling from town to town in the South. After that Scott joined the Hearst chain as a space salesman, working in Washington, Syracuse, Rochester and Chicago.

In 1932 he became classified manager of the Chicago Daily News, where one of his best customers was one Walt Schwimmer. Sensing a winning combination in their complementary personalities, Walt as the creative sparkplug and Jack as the conservative element, they began a partnership that within 18 months was billing some $20,000 in classified advertising monthly. Their first day of business coincided with one of the darkest days in the last decade, Bank Moratorium Day, March 4, 1933. But even that failed to dampen their inherent ebullience. Nor did the notices they received one morning at their offices at 75 E. Wacker Drive, announcing that "henceforth classified is no longer considered commissionable," stymie them for long.

With the resourcefulness for which they are respected in the industry they suddenly became "radio experts", overnight creating the Schwimmer & Scott policy "that a market must be penetrated until the subconscious of the

(Continued on page 36)
Westinghouse believes that wider public recognition of broadcasters’ splendid wartime job will bring long-time benefits to the entire radio broadcasting industry. Advertisements like that shown below—sponsored by Westinghouse in opinion-forming magazines like Fortune, Time, Newsweek, Nation’s Business—are building good will for broadcasters...by bringing radio’s wartime job into sharp focus for the first time. They tell how radio is serving on the global “3rd front”—where men’s minds are targets...their thinking and morale the objective.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime again, we’ll turn our war-won experience to serving American radio broadcasters better than ever...with high quality AM and FM transmitters.

It happened in France in ‘43—
the harvest was in—granaries full.
Hitler’s “breadbasket” in danger...the Nazi hurried for the food of France—but found famine awaiting him instead.
Radio’s “Voice of America,”
beamed at the farmers of France had nearly crossed him up.

Anticipating Nazi intentions
American shortwave broadcasts
had forewarned the French, urged them to withhold crops, hide what they couldn’t use, burn what they couldn’t hide.
They did—under Nazi penalty of death.

Burning mills, crops and barns greeted the Hun—fed famine had arrived by radio.

So—all another triumph to
the wartime laurels of American Radio—
it fights on the “3rd Front”
where men’s minds—not bodies—are targets and battlefield too...where the will to win is the mission.

On that vital “3rd Front”
transmitters and communications equipment engineered by Westinghouse play an indispensable role.

New advancements today...in
radio...FM...electronics...will tomorrow enable broadcasters to render even greater service to our country.

Westinghouse radio engineers are ready to help you formulate your postwar plans...now.

Westinghouse
PLANTS IN 25 CITIES...OFFICES EVERYWHERE

Reprints of the advertisement (at left) are available for use on station bulletin boards, and for mailing to sponsors, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania, Dept. 7-N.
Our Respects to (Continued from page 34)

buyer is affected with the product.

It especially was Jack Scott's theory that effective use of radio advertising called for an "identifiable" voice dramatizing commercials in station breaks. In the initial tryout, the whining "Mom-mee, I want a Salerno Butter Cookie" was used, with such success that it evolved the "showmanized" technique which eventually found the man on the street absorption-mindedly beseeching his mother for a certain brand of butter cookie, his wife reminding a mythical "Mortimer" not to forget a specific coffee.

Among the first programs S. & S. had was that on WMAQ Chicago, starring the team now known to millions as "Father Mc Kee & Molly," announced by a man named Bill Hay. The program was sponsored by Klee Brothers, Chicago clothing merchants.

Meanwhile, although their advertising plans daily were producing better results, they still were in the state of development when showmanized advertising emerged from the theoretical stage into a practical and powerful expression of the S. & S. policy. Today, with figures before him to prove his contention, Jack Scott says that "inadequate use of advertising and of the radio medium in particular, is little better than no advertising at all. To obtain the full benefit the client must insist that his account is saturated to the point where his message reaches beyond the ordinary spheres of mental perception,—in other words, to the point of penetration."

Among the national and regional accounts handled by S. & S. are Congress Cigar Co., New York (La Palina); Schutter Candy Co., Chicago (Bit of Honey and Old Nick); Hitt's Biscuit Co., Chicago (Rudolph Wurzliter Co., Chicago (pianos); Peter Fox Brewing Co., Chicago (Fox DeLuxe Beer); Walgreen Co., Chicago (drugs); Salerno-Megowan Biscuit Co., Chicago (cookies and crackers); Thos. J. Webb Co., Chicago (coffee); Esquire Publications, Chicago (Coronet); Pearsall Biscuit Co., Elgin, Ill. (Elgin Olieomargarine).

According to independent surveys the Salerno account in 1937 jumped from eighth place in the Chicago area in the packaged cookies group to the leading place it still holds, within three years. The Thos. J. Webb account, through the same treatment, sold 600% more coffee within its first year on the air, as Fox DeLuxe also utilizing the penetration technique, jumped from sales of 125,000 barrels in 1936 to an annual sale well over 600,000 barrel today.

With such success stories as these to back him up, there is little wonder that Jack Scott considers advertising his hobby. At any rate he is interested enough in his work to arrive at the office around six every morning and stay at his desk until the last dog is hung in the twilight.

Fishing and golf claim some part of Jack's time. A member of the North Shore Country Club, where he plays frequently if indifferent-ly, Jack claims his only handicap is his "dressed-up" golf shoes.

His war activities include chairmanship of the Chicago group of the Radio Advisory Committee of the OWI; past chairmanship of the Central Council of the AAAA, and former Radio Chief of the War Savings Staff of Chicago and Illinois branches.

As a native Arkansan, Jack's recollections include those gathered during the time his family lived in Van Buren, where on more than one occasion he was part of the audience in the local drug store that listened to a fellow named Bob Burns entertain the folk with selections on his hazzooks. But more important of that era was his meeting his wife, the former Grace Drennen, whom he married three years ago in Arkansas. To-day, with their eight-year-old son Richard, the Scotts live in Evans- ton, Ill.
A Faucet . . . and the Denver Market

A faucet? The Denver Market? . . . What have they got to do with each other? Simply this . . .

The American people know that a faucet is essential . . . or back we might go to the backyard pump.

And American businessmen know that advertising in the right market is essential—particularly today . . . or back they might go to celluloid collars and moustache cups.

Denver is one of these right markets . . . and KOA, Denver, is the essential station . . . in that market. There, retail sales are 22% above the national average; 94% of the people own radios; and cash income is at the highest level in years. Because there is no other 50,000-watt station within 350 miles of Denver in any direction, KOA’s influence extends far beyond the city.

KOA . . . DENVER  
One of Eleven Essential Stations  
in Eleven Essential Markets  
Represented by NBC Spot Sales

KOA is one of eleven essential stations in eleven essential markets. Here’s why all eleven are essential to you:

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

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

KOA—DENVER
WEAF—New York  WGY—Schenectady
KYW—Philadelphia  WBZ-A—Boston-Springfield
WRC—Washington  WTAM—Cleveland
WMAQ—Chicago  WOWO-WGL—Fort Wayne
KPO—San Francisco  KDKA—Pittsburgh

A SERVICE OF RADIO CORPORATION OF AMERICA
DORTHEA COX has been appointed first talks producer for the Canadian Broadcasting Corp. Marine division with headquarters at Halifax. Miss Cox joined the CBC staff in September to study production methods at the Toronto studios, and in her new post will develop new speaking talent in the Atlantic coast provinces of Canada for use on regional and network programs.

JORGE PELEAZ, formerly artistic director of Radio El Conde, La Paz, Bolivia, has joined the Latin-American section of NBC's international division as a writer-director.

VANCE GRAHAM, NBC Hollywood producer, has joined KMPC Beverly Hills, Calif., as announcer.

EARL TOWNER, musical director of "Melodies America Loves on KKXO Hollywood, is father of a boy.

PAUL NYSCHN, formerly on the announcing staff of WGN Chicago, has been appointed program director of WHIP Chicago, which plans to begin operations Feb. 22.

EDDIE LEWIS, formerly the on-air announcer of WHIP Chicago, has been appointed program director of WHIP Chicago, which plans to begin operations Feb. 22.

ROBERT F. GROSS, formerly of WMJX Boston, has joined KYW Philadelphia, succeeding Marion Basell, resigned.

JOSEPH S. McCAUGHEY, announcer of WIP Philadelphia, and Rosalie Sinnott, are to be married Feb. 14.

WOMEN'S CAMPAIGN

ASSN. OF WOMEN Directors of the NAB at a conference at the Hotel Roosevelt, New York, Feb. 19, will inaugurate an "American Home Campaign" to be carried out by women broadcasters throughout the nation. Purpose of the drive is to utilize the programs of 640 women directors for conveying messages about home problems, child care, etc. Cooperating organizations are the National Congress of Parents & Teachers, the National Music Council and the National Council of Church Women. Parents magazine will sponsor a contest in conjunction with the campaign.

GEORGE MICHAEL, formerly with WORl Boston, has joined the staff of WQOQ Boston as program director. He has recently returned from service with the Merchant Marine.

LOUISE HINCHLIFFE has joined the publicity department of WEZI Boston.

STAN ROBERTS, recently discharged from the Army and previously announcer of WLOG Logan, W. Va., has joined WSRR Stamford as announcer and music director. Ernest Hartman, previously announcer with WTNJ Trenton, N. J., and WNYC New York, has joined the WSRR announcing staff.

JANE TIFFANY WAGNER, of NBC's public service department, will serve as chairman of the network's women's activities division Feb. 1-June 1. Margaret Cathcart, director of women's and children's programs, has been chairman for the past four months.

DICK KEPLINGER, winner of the 1943 H. P. Davis Award, was sworn into the Army as a private on the Jan. 26 edition of his "Homekeepers' Edition of the News," broadcast on KOMO-KJR Seattle.

EARL SHUMARD, formerly with the copy departments of the S. C. Beer Co., Cincinnati agency, and the Dayton office of Geyer, Cornel & Newell, is now assistant to Robert Savage, editor of the WLW Cincinnati merchandising magazine Bag- Way.

JIM McEwan, formerly of WLVA Lynchburg, Va., has joined the announcing staff of WRVA Richmond, Va.

LORNE GREENE, former chief announcer of Canadian Broadcasting Corp., Toronto, has been honorably discharged from the Canadian Army, and is now being heard on commercial broadcasts and in films for the government's National Film Board, Ottawa.

TERENCE O'DELL, chief announcer of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Air Force.

WARREN ROBINSON, former announcer of CFCH North Bay and CKOK Kaming, has joined the Canadian Army, Royal Canadian Corps of Signals, and is training at Barriefield, Ont.

GRANT HOLCOMB, KQW San Francisco newscaster, has been appointed head of that station's news bureau.

FRED CARR, who started off with WABC New York as a writer in May 1943, has been named a senior writer-producer for the station.

ROGER PATRICK and John Stellinas are new additions to the announcing staff of WGN Chicago. Patrick was formerly with WBBM Springfield, Ill., and Stellinas had been associated with WVOY, WXYZ Detroit, WDAY Fargo, N. D., and KOB Albuquerque, N. M.

BOB CUNNINGHAM, supervisor of announcers, WBBM Chicago, has received his commission as a lieutenant (j.g.) in the USNR, and reports for duty Feb. 27.

ROBERT ENGEL, on the announcing staff of WBBM Chicago for a year previously, with WDAP and WHB Kansas City for five years, recently joined the WBBM Chicago announcing staff.

REVERSING THE ORDER of quiz programs, a team of experts from WHO Des Moines competed with one from WOW Omaha on the Nebraska-Iowa Quiz, sponsored by Noxsema Chemical Co., while audiences sat back and listened. Results: WOW 170; WHO 150 which proves, writes Bill Wiseman, WOW promotion manager, that "WOW is 62.5 percent smarter than WHO." Stations exchanged m.c.'s. to "keep it straight." WOW winners (top) are (l. to r.): Thomas Holszt, announcer; Barbara Bates, writer; Jack Kerrigan of WHO, guest m.c.; Louise Siedel, harpist; Ray Clark, newscaster. WHO losers, (bottom), same order: Barry Lake, announcer; Lucia Thorne, vocalist; Lyle DeMoss of WOW, guest m.c.; Ruth Barton, news writer; Jack Shelly, WHO news chief.

In Charleston, W. Va.—WCHS has more listeners than all other stations combined. Ask Crossley, he knows!
RICH, GROWING TEXAS
Leads The Nation with 5 of the 16 "AI" MARKETS
-and 2 of them are thoroughly covered by KTSA!

KTSA DELIVERS A STRONG SALES PUNCH into one of America's richest, most productive market areas. For in KTSA's 64 county primary area—are two of Texas' five markets classed by Dr. Philip M. Hauser of the U. S. Census Bureau as "AI"—San Antonio and Corpus Christi.

Growing amazingly during these war times, these two metropolitan areas are among the 16 U. S. markets which Dr. Hauser declares show the best prospects for retaining their war time growth. To get in tune with this rich, productive market area—use KTSA, San Antonio!
CARL KENT, announcer of KHJ, Hollywood, has resigned to accept a film contract with RKO Radio Pictures.

BILL HERBERT, special events department of the CBC Vancouver, has been assigned war correspondent to the North Pacific area, with headquarters at Prince Rupert, B.C.

NANCY HOPE HAMBURY, formerly with CBR Vancouver, has joined CHL Toronto, as network announcer.

TED LA VEQUE has joined CBR Vancouver as special effects director.

JOHN KANNAWIN, director of the Overseas Unit of CBC is returning to Great Britain after a trans-Canada tour.

STANLEY MAXTED, former CBC producer, now with BBC London, has been appointed a war correspondent.

ISABEL PLACK is the new program director of KWBB Hutchinson, Kan. Kay Bigler is the new music director.

EVELYN HART, script writer of WFIN Findlay, Ohio, has joined the script department of WABC New York.

FRED GARRIGUS, director of war programs and special broadcasts for WEEL Boston, for the next three months will act as radio planning consultant for the 1944 Red Cross War Fund radio bureau in Boston.

MARY COLLETT BLACK, formerly a member of the traffic department of WSGN Birmingham, Ala., is now in the continuity department.

EUGENE STINSON, acting director of WABC-FM, CBS FM station in New York, has taken on additional duties as music director of WABC New York.

CHARLES LEVINE, formerly on the editorial staff of various newspapers and magazines, has joined CBS Hollywood press information department.

MARJORIE WILTON has replaced Katharine Darien as news commentator on KOX St. Louis. Lewis Shumate, with KOX since 1932, has been appointed production manager of the station.

MAX HENDERSON, formerly of WMIN Minneapolis, has joined the announcing staff of KSO-KNT Des Moines.

RITA HACKETT, WSAI Cincinnati fashion commentator, has returned to the air following birth of a girl. She is the wife of James Cossidy, WVL-WWSA director of special events.

PITCH FOR EX-SERVICEMEN

Seeking jobs, as feature of the weekly Blue Heidt Time for Hires, was discussed by this agency-talent-network group after initial broadcast on Jan. 25. Sponsored by Charles E. Hires Co. (root beer), series stars Horace Heidt and each week presents two ex-servicemen for whom sponsor attempts to locate jobs. Checking job offers offers (to r, front row) are Lou Foulton, writer of the program; Robert C. Coleson, West Coast radio manager of N. W. Ayer & Son, agency servicing account; Horace Heidt; back row, Max Wyley, agency New York radio production manager; Jack Rourke, agency producer; Terry O'Sullivan, announcer; Leo Tyson, Blue western division program director.

‘Look’ Experiments

ALBERT R. PERKINS, former script director, and manager of the program writing staff of CBS, joins Look magazine Feb. 21 as film and radio director to supervise radio and television research, and to handle motion-picture releases. The appointment is in line with a plan to do experimental work in radio, television and motion pictures, according to Harlan Logan, editor and general manager.

Freeland Honored

WESTINGHOUSE Electric and Manufacturing Co. has chosen Frederick Freeland, WOWO-WGL, WOWO-FM production manager, as recipient of two patent awards for inventions made in the field of television. Public announcement of the systems will be made later.
There's new activity at Detrola Radio. Under the direction of Mr. C. Russell Feldmann—a radio-electronic pioneer who led the way in the development of the automobile radio—the Detrola plant and personnel have been completely reorganized. Large sums of money have been spent—for the installation of the most modern research, development and production facilities. Many new workers, including some of the best minds in radio engineering, now proudly wear the Detrola badge.

All this plant and personnel are now engaged in supplying the armed forces with an ever increasing flow of precision-built equipment. That's our job today. All of it will be available for the production of ultra-modern, ultra-quality peacetime radio and other devices. That's our aim for tomorrow.
ATTEMPTING to boost coal production in the anthracite area of Pennsylvania, Anthracite Industries, New York, is using radio, as well as newspapers, to reach miners, while newspapers only are being used in a separate consumer campaign explaining to homeowners and other coal users the facts about anthracite's supply and demand.

Title The Cost Call, and heard on seven stations, the program is presented as an appeal from local figures and the mining industry itself. The campaign is out-of-state.

Speakers include the mayor of Hazleton, Pa., a New Jersey coal dealer, and the miners themselves. The program's message is a plea to increase production so that the anthracite industry can help coal consumers who have converted from some other fuel to anthracite.

The question hour series is heard on WAZL Hazleton, WKQ Sunbury, WBAX Wilkes-Barre, WARM Scranton Monday through Friday, and is recorded format at varying hours on WQH Scranton, WBRW Wilkes-Barre. Anthracite Industries also used radio last fall to call attention to newspaper ads giving tips on how to conserve coal. Agency is N. W. Ayer & Son, New York.

RADIO DRIVE AIDS PA. COAL OUTPUT

BROADCASTING

who Des Moines
DePree Chemical Co., Holland, Mich. (Wheaton Tablets), 56 to weekly, thru Roche, Williams & Cunningham, Chicago.
Johnson & Johnson Co., New Brunswick, N. J. (baby powder), 6 to weekly, thru Young & Rubicam, N. Y.
Iowa Herford Assn., Washington, Ia. (Svitch salt), 6 to weekly, direct.
Wm. Wise & Co., N. Y. (soap-making manual, Popular Mathematics), 6 to weekly, thru Robert Hoe & Son, N. Y.
Vick Chemical Co., N. Y. (all products), 6 to weekly, thru Morton International, N. Y.
American Chicle Co., Long Island City, N. Y. (Adams Clove Gum), 7 to weekly, 65 weeks, thru Bader & Brust, Boston.
Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 8 to weekly, thru McGann-Erickson, Minneapolis.

KDKA Pittsburgh
Penn Tobacco Co., Wilkes-Barre (Kentucky Club Tobacco and Juicy Cigarettes) 3 to weekly, 11 weeks, thru H. M. Klee- wetter, N. Y.
Mennen Co., Newark (shave products), 8 to weekly, thru Russell M. Coe & Co., Chicago.
Duquene Brewing Co., Pittsburgh, 2 to weekly, 82 weeks, thru Walker & Down- ing, Pittsburgh.
Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 4 to weekly, 8 weeks, thru McGann-Erickson, N. Y.
Pure Foods Co., Mamaroneck, N. Y. (Herb Gru), 8 to weekly, 13 weeks, thru J. G. Chiles, N. Y.
Sterling Oil Co., Elmont, Pa. (oil & gas), 7 to weekly, 28 weeks, thru Walker & Downing, Pittsburgh.
Vidk Chemical Co., New York (cough drops), 6 to weekly, 28 weeks, thru Morse International, N. Y.

WENR Chicago
Goldbrode Cream Co., Chicago, 4 to weekly, 82 weeks, thru Goodfellow, Joles & Moran, Chicago.
Republic Piecrise N. Y. (Fighting Sea- boat movie), 10 to weekly, thru Donahue & Cox, N. Y.

WCAE Pittsburgh
American Chicle Co., N. Y. (gum), 36 to weekly, 13 weeks, thru Badger-Dobrow- nersh, N. Y.
Blue Moon Foods, Thorpe, Wis. (cheese), 5 to weekly, 13 weeks, thru Morrison-Youngren & Finn, Chicago.
C. A. Borden Co., Cambridge, Mass. (Bub- cob drops), 3 to weekly, thru Hor- ton-Noyes, Providence.
Carter Products, New York (Arrid), 3 to weekly, thru Hoff & Telford, New York.
Chattanooga Medicine Co., Chattanooga (Black Drought), 10 to weekly, 39 weeks, thru Nelson Chemen, Chattanooga.

STATION ACCOUNTS

WHO Des Moines
WEOV Orlando, Fla. (Eaton’s), 5 to weekly, thru Magill, Orlando, Fla.

WACE Pittsburgh
American Chicle Co., N. Y. (gum), 36 to weekly, 13 weeks, thru Badger-Dobrow- nersh, N. Y.
Blue Moon Foods, Thorpe, Wis. (cheese), 5 to weekly, 13 weeks, thru Morrison-Youngren & Finn, Chicago.
C. A. Borden Co., Cambridge, Mass. (Bub- cob drops), 3 to weekly, thru Hor- ton-Noyes, Providence.
Carter Products, New York (Arrid), 3 to weekly, thru Hoff & Telford, New York.
Chattanooga Medicine Co., Chattanooga (Black Drought), 10 to weekly, 39 weeks, thru Nelson Chemen, Chattanooga.

WKOZ Kalamazoo-Grand Rapids
Automobile Club of Michigan, 5 to weekly, 13 weeks, thru Stockwell & Marcuse, De- troit, Mich.
Colgate-Palmolive Co., Detroit, Mich. (Colgate’s), 5 to weekly, 13 weeks, thru MacFarland, Williams & Conunypung, Chica- goan.

JFK Pittsburgh
Donahue Broadcasting Co., Pittsburgh, 28 to weekly, 82 weeks, thru Walker & Down- ing, Pittsburgh.
Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 8 to weekly, thru McGann-Erickson, N. Y.

KYA San Francisco
Chronicle, San Francisco (newspaper), 68 to weekly, 85 weeks, direct.

KMXO St. Louis
Hunter Packing Co., East St. Louis, Ill., 3 to weekly, 13 weeks, thru Oakleigh- Jansen, Chicago.
Fitcher Meat Co., St. Louis, 6 to weekly, thru Young & Rubicam, St. Louis.
St. Louis Star-Times, St. Louis, 6 to weekly, thru Young & Rubicam, St. Louis.

KFWC San Francisco
Laundorgard United Bakers, San Fran- cisco (bread), 3 to weekly, thru Young & Rubicam, San Francisco.
Barnes, San Francisco, 3 to weekly, thru Allied Adv. Agencies, San Francisco.
Pacific Tel. & Tel. Co., San Francisco, 6 to weekly, 16 weeks, direct.

O N I C O N A T I O N D Y U T I L Y • A n y a l l - o u t

drive for business in the Pacific North- west is assured of objectives behind veterans such as these:\n
PA. PACIFIC NORTHWEST GROUP

KXL

KWK

KPR

NET

EX

Buy 2 markets, save 10% buy all 3 markets, save 15%
Radio Advertisers


PROCTOR & GAMBLE Co., Cincinnati (American Family soap), on Feb. 7 begins sponsorship of a quarter-hour program, John Harrison’s the News, Mondays through Fridays, on WBBM Chicago. Contract is for 52 weeks. Agency is H. W. Koster & Sons, Chicago.

SACHS QUALITY FURNITURE Co., New York, on Jan. 31 added a half-hour public service feature to its schedule on WMCA New York. Sachs continues its spot announcements and variety show on WMCA, as well as Sunday programs on WOY and WEYD New York. Business placed direct.

E. L. MABRY, formerly president of Prince Matchabelli Perfumery Inc., New York, has been named chairman of the board. Prince Matchabelli, a subsidiary of Vick Chemical Co., sponsors the Stradivari Orchestra on NBC.

AFFILIATED PRODUCTS Inc., New York, has named Lawrence O. Gumbinner Adv., New York, to handle advertising for its New York Division, producers of Vidal Sassoon hair color and perfumes. No radio is planned.

WILLIAM A. PLUDO, sales manager of Adam Hat Stores, New York, extensive radio advertiser, has been promoted to vice-president in charge of sales promotion and public relations, a new post. He continues as sales manager, and Mr. Leon Goldberg is advertising manager.

CAMPBELL SOUP Co., Camden, N. J., has appointed Cari C. Austin, Harry F. Jones, and Oliver G. Willis as vice-presidents. In addition, the firm, since 1910, will continue in that position. Mr. Jones, advertising manager since 1910, will continue to direct all advertising. Mr. Willis, former purchasing agent, was also named assistant to the president.

MAX AMS Inc., New York, makers of Airline prune juice, on Feb. 21 joined the sponsor list of Bessie Batty’s quarter-hour participating program on WOR New York, Monday through Friday. Contract is for 52 weeks. Agency is Ideas, New York.

MILES LABS Promotes Beardsley to Presidency

CHARLES S. BEARDSLEY, vice-president and director of sales and advertising of Miles Laboratories, Inc., Elkhart, Ind., was named president last month, succeeding his brother, the late Arthur L. Beardsley. At the same time, Franklin B. Miles, grandson of the founder of the company was elected treasurer, and two new directors, Walter R. Lover of Elkhart, and Dr. David E. Beardsley, Cedar Rapids, Ia., were elected to fill board vacancies.

In assuming his new duties as president, Mr. Beardsley will continue the sales and advertising policies which he has been active in developing since he joined the Miles organization in 1926. Well-known to the industry, he served three years as president of the Proprietary Assn., and is now chairman of the public relations committee of that body. He is also vice-president of the American Foundation for Pharmaceutical Education.

LUTON V. & STORAGE Co., Los Angeles, formerly a consistent user of West Coast spot radio, on Feb. 7 renewed its contract for a one-half hour of music on 10 Blue California and Nevada stations, Mon., Wed., Fri., 5:30-6:15 p.m. (PST). Contract is for 52 weeks. Placement is through BBDB, Los Angeles.

BROADWAY DEPARTMENT STORES, New York, on Jan. 25 renewed for the seventh consecutive year, its twice daily quarter-hour newscasts Broadway News on KXJ Hollywood, Lee Ringer Adv., Los Angeles, has the accounts.

SUN SHOE MFG. Co., Chicago, and Hart Schwartz & Marx, Chicago (men’s clothing) began sponsorship Jan. 24, of a twice weekly, five-minute program, I Want A Job, Mondays, on WAIT Chicago. Contract is direct for 13 weeks.

HOOKER GLASS & PAINT MFG. Co., Chicago, about Mar. 1 will begin sponsorship of a varied campaign of spot announcements on WGN, Chicago, and WVR, New York. Placement is through Buckweek, Chicago.

FRENCH KITCHEN FOOD Corp., Los Angeles (spaghetti sauce), has appointed Branch, Daniels & Norm, Los Angeles, to handle its advertising. The firm has also placed a schedule of spot announcements on KFST KMKC KKEA KNX KOA KVOO, and will add other stations to the list.

RAINIER BREWING Co., San Francisco (beer), a consistent user of West Coast spot radio and recorded musical programs, on Feb. 12 starts sponsoring a weekly quarter-hour musical variety show on 10 Blue California stations, Saturday 8:30-9 p.m. (PST). Contract is for 52 weeks. Placement is through Wriston & Co., Los Angeles, and Buchman & Co., Los Angeles agency.

BENJAMIN MOORE & Co. Ltd., Toronto (paints), on Feb. 28 starts weekly spot talks on decoration weekly on CFWB, Toronto, and CFYI, London, Ont. Account was placed by K. W. Reynolds & Co. Ltd., Toronto.

CHARLES E. HINES Co., Philadelphia (root beer), has started for Jones weekly on CJBQ, Toronto. Placement is through H. J. Schick & Son, New York.

ALMS & DOEPKE, Cincinnati department store, will renew its weekly feeding to Hays for the third year on WKRC Cincinnati.

Advertisement

Hooper proves it’s a Bull’s-eye!

A Million Prospective People in Your Primary Plus a Hooper of 91.3% by Day and 80.4% by Night

1000 WJHL 910 Watts
Johnson City K.C.
Tennessee

REPRESENTED BY HOWARD WILSON CO.

BLUENET

WEED & COMPANY
NATIONAL REPRESENTATIVES

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

WFMJ
Youngstown, O.

*J. Walter Thompson Research Dept

Covers Atlanta at LOWEST Cost!

WAIL ATLANTA

MBS 1400 KC

SPOT Represented by SALES

February 7, 1944 • Page 43
FRANK P. ROSENBERG, exploitation manager of Columbia Pictures Corp., New York, will become director of advertising, publicity and exploitation, Feb. 7. He succeeds David A. Lipton, who will be inducted into the Army. He replaced Harry McWilliams, the exploitation department, will succeed Mr. Rosenberg.

VERNON RADCLIFFE, NBC program director for eight years, and previously in the agency field, has been appointed vice president and production manager for all programs presented by the American Institute of Food Products, New York, headed by Dr. Walter H. Eddy. Current radio activities include Dr. Eddy's cooperative sponsored Food & House Forum on WOR New York, and spot recordings for various member companies.

VERNON'S GINGER ALE Co., Toronto, has appointed McConnell Eastman & Co., Toronto, as agency, and is continuing weekly half-hour recorded musical programs on CFRB Toronto.

Other radio plans have not yet been formulated.

PERFECT CIRCLE Co., Toronto (piston rings), starts live and recorded spot announcement campaign in March on 17 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

VOGUE RUBBER Co., Chicago (Vogue Tyres), of Dexton Ltd., Los Angeles, Southern California distributors, have appointed Davis & Benven Adv., Los Angeles, as agency.

MANCHESTER BISCUIT Co. has added KSO Des Moines to its radio schedule which already includes the Communities station at Yamhill, S. D., WNAX. Quarter-hour program started on KSO is Tune Crackers, for Waldorf crackers.


NEW LIFE FOUNDATION, Los Angeles (religious), new to radio, on Jan. 23 started sponsoring a weekly quarter-hour Sunday morning program Thoughts in Poetry on KPAC Los Angeles. Contract is for 52 weeks. Smith & Ball Adv., Los Angeles, has the account.

DEAN JOHNSON, Los Angeles (religious), on Jan. 23 started a weekly quarter-hour Sunday morning program Thoughts in Poetry on KQCR Hollywood. Contract is for 52 weeks. Smith & Ball Adv., Los Angeles, has the account.

OLD WORLD FOODS Inc., Beverly Hills, Calif. (Barn's wine sauce), new to radio, in a 15 week campaign which started in early January, is sponsoring three-weekly participation in Nora Young's Happy Hour on KJJU Hollywood. In addition, daily transcribed spot announcements are being used on KABC, KLAI, WABC. Agency is Garrett & Co., Beverly Hills.

FRENCH KITCHEN FOODS, Los Angeles, (dehydrated foods), has signed Brander, Van Norden & Staff, Los Angeles, to handle its account. Spot radio and sectional newspaper are planned.

MAJESTIC Radio & Television Corp., Chicago, has signed Herman Vladi Nr & Co., New York, to handle its advertising. Newspaper and export trade papers will be used. No radio contemplated.

MALCOLM HART, sales manager of Pedestrian Co., Chicago, was recently appointed to the newly created position of director of sales. Phil Kahl, former central division manager of Colgate-Palmolive-Perkins, was named sales manager. Paul Mundie, Pacific Coast district manager, has been moved to the position of western sales manager.

REN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), on Feb. 23 starts for 52 weeks sponsoring a daily quarter-hour daytime comedy-dramatic program, Aunt Mary, on KABC California and Arizona stations, sponsored by KFWB, KBO, KFSD, KTAR, KJZM, KJAY, KXJZ (KRW), Monday through Friday, 10:00-10:45 a.m. (PST). George Fogel has been signed as producer, with cast now being assigned. Series will supplement weekly half-hour Hollywood Showcase, sponsored on 5 CBS California and Arizona stations. Friday, 6:30-7:30 p.m. (PST). Latter program features Hecuba Hopper as m.c., with new discoveries as talent. Agency is Robert A. Jeffries Adv., Los Angeles.

IF YOU WANT TO REACH ANOTHER 500,000 EARS WSE

KFDM

Keno Network, 146 E. C., 1,000 Watts, Beaumont, Texas, Mineral Business Represented by Howard Wilson Co., Beaumont, Texas, 1,000 Watts

Page 44 • February 7, 1944

BROADCASTING • Broadcast Advertising
Davidson a V-P

JOHN S. DAVIDSON, director of radio of Federal Adv., New York, has been named a vice-president. Mr. Davidson has headed the radio activities of a number of agencies during the past 17 years. He entered broadcasting as a member of the sales and daytime program department of NBC, 1926-27. Joining Ruther- rauff & Ryan, New York, he remained there as radio director for four years, and then held the same post at Federal Adv., leaving after one year to become manager of the radio department of Young & Rubicam, New York. He also served for a period as radio director of J. M. Mathes Inc., New York, and returned to Federal about 1939.

L. J. MALLETTS, who has served with the media department of Lord & Thomas, and with its successor, Foote, Cone & Belding, New York, last week became radio and media director of Weiss & Geller, New York. Mr. Malletts has been in the advertising field for 20 years. He succeeded Joe E. Bloom, who assumes a managerial post with the retail cosmetic House, Glidden Co.

VANGUARD ADVERTISING has moved to new quarters at 15 E. 40th St., New York. Telephone Murray Hill 5-1086.

STOP—LOOK and take advantage of C. E. Hooper survey in Memphis.

It's showmanship that counts and here our cost for showmanship—and leadership—is low. Swing to WMPS and you'll get the listeners.

BLUE AND MUTUAL

WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tennessee.
H. B. CLARKE, formerly in charge of copy and planning for McCann-Erickson, New York, and more recently consultant for both agencies and advertisers, and Roy A. Dempsey, recently of the Air Corps and formerly publisher of the California Hi-School magazine, have joined the Dan B. Miser Agency, Los Angeles, as account executives.

PHILIP MOND CONWAY, formerly with Raymond Spector Co. and previously with Kenyon & Eckhardt, has joined Winer Co., New York, as copy chief.

J. G. STEVENS, formerly account executive of Raymond R. Morgan Co., Hollywood, has joined Glasser-Galley & Co., Los Angeles, in a similar capacity.

THOMAS H. MORIARTY, formerly San Francisco executive of Campbell-Ewald Co. and now with the Special Information Office of Headquarters Air Service Command, was recently promoted to major.

CHUCK LEWIN, radio production manager of Hillman-Shiane-Breyer Inc., Los Angeles, has resigned.

NORMAN ROGERS, night supervisor of KMFL, Hollywood, has joined Smith & Bull Adv., Los Angeles, as account executive.

CELEBRATING OPENING of the San Francisco office of Spence W. Curtis Inc., representatives of stations and networks on the West Coast gathered with Spence W. Curtis (foreground), president of the agency, at a reception for the occasion. Standing (l to r): Carl Nielsen, NBC; Joe Simmons, NBC; Dave Sanberg, Paul H. Raymer Co.; Walter G. Tollefsen, NBC; Don Norman, NBC; Glenn H. Ticer, CBS; Will Guzender, KSRO Santa Rosa, Cal.

J. DUDLEY FLEISCHMANN, formerly associated with various Buffalo agencies, recently was appointed production manager of Straus & Prosise, Seattle. Arthur G. Loux, formerly production manager, has been made a vice-president and account executive.

JAMES D. KYSOR, manager of research and media for Graybold, Embrey Co., Cleveland, and for several years associated with Campbell-Ewald Co., Detroit, has joined the media department of Foote-Cone & Belding, Chicago.

14,000,000 acres...

Fourteen million acres of pine and hardwood timber represents only one of the few industries down in KWKH-land. Now running at peak production for war the lumber industry promises to add even greater values after Victory is won. It adds to the opportunity for you to sell now and build sales for the future.

THE McCARTY Co., headquarters in Los Angeles, has opened offices in the Kepners Bldg., Pittsburgh, with R. S. Reed Jr., in charge as manager. Firm also maintains San Francisco office. Hill Youngblood, formerly of McCann-Erickson Inc., Minneapolis, and Roland Jacobson, associated with various newspapers, have been added to the agency's Los Angeles staff as account executives.

WIN CLINE, head of Cl ine Adv. Co., Rockford, Ill., has been elected a vice-president and co-manager of the Seattle office of Botsford, Constantine & Gardner. Continuing to operate his own agency, Mr. Cl ine will work closely with C. F. Constantine in administering accounts of Botsford, Constantine & Gardner in Seattle.

MARGARET TREMBETH recently joined the media department of Simmonds & Simmonds Inc., Chicago.

Van Nostrand to B & B

ROLAND VAN NOSTRAND, former media director of Ivey & Ellington, New York, has been named network timebuyer of Ben- ton & Bowles, New York. Frank Palmer, with Benton & Bowles' media department for a number of years, has been placed in charge of spot buying. Before joining Ivey & Ellington, Mr. Van Nostrand served as assistant media director and radio timebuyer of Joseph Katz Co., New York. Buying has been under the direction of Frank F. Owens, who has resigned. A. G. Grass, who has been with McCann-Erickson Inc., New York, and other agencies, has succeeded Mr. Van Nostrand, at Ivey & Ellington as director of media, including radio.

Avoset Plans

RADIO AND newspapers in Alaska and Hawaii are now being used to promote the sale of Avoset, a "stabilized" cream which can be kept for long periods without refrigeration. When wartime restrictions are lifted, national distribution will be developed. Agency for Avoset Inc. is Beaumont & Homan, San Francisco, Douglas R. Young account executive.

Oliver C. Curtis

OLIVER C. CURTIS, account executive of Dorems & Co., Philadelphia advertising agency, died Jan. 28 in Hahnemann Hospital, Philadelphia, after a short illness. Before joining the agency in 1942 he was engaged in newspaper advertising in this city. His wife, Dorothy, and a daughter, survive.

DAYTON, O. Where 261,722 people spent $410,000,000 last year for things you sell.

Use Basic Blue WING

Dayton, Ohio, WEED & Co., National Representatives

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BROADCASTING • Broadcast Advertising
Hooper, CAB Expand Reports To Cover Wider City Range

Both Are Based on Cross-Section of Country; Scheduled to Begin in Early April

EXPANSION of their activities to provide reports on the complete urban radio audience, even beyond the cities in which all the nationwide networks offer service was announced last week by the two national network program rating organizations, C. E. Hooper Inc. and the Cooperative Analysis of Broadcasting.

The Hooper urban audience reports, it was announced, will be "based on a national cross-section of all American cities of over 25,000 population, properly balanced for population groups and broadcast facilities to truly represent 52,748,999 American urban." For each half-hour program reported on, 4,200 homes will be called for a five-time-weekly quarter-hour-daytime program, 10,725 homes will be sampled. These reports will be issued periodically, probably from two to four times a month.

Mr. Hooper, who was presented with April, when a report dated mid-winter 1944, containing three competitive ratings on each sponsored national network program, thereby raising the regular network Hooper ratings during January and February, will be issued.

Expand to 81 Cities

CAB, according to A. W. Lehman, manager, will expand its reports from 33 to 81 cities, representing a cross-section of all cities of 50,000 population or over, beginning "as soon as possible after April 1." These reports will be based on 4,020 calls for an evening half-hour program, 5,040 calls for a full hour program, 10,050 for a quarter-hour evening program broadcast five times a week and 8,025 for a daytime quarter-hour-five times a week program. These data, which will become part of the regular CAB semi-monthly reports, will all be collected by the telephone coincidental method, the CAB dropping the dual ratings based on both coincidental and recall methods it has used for the last year and a half. Previously, all CAB reports were based on the layman recall method.

For historical comparative purposes, Mr. Lehman stated, the CAB reports will show a rating for listening in the present 33 CAB cities as well as in the urban cross-section of the nation. In addition to continuing its regular semi-monthly and monthly reports, he said, the CAB will increase its comprehensive reports from two to three a year, each covering a four-month span, instead of the present semi-weekly, eight- and five-month summer reports.

Two additional services were also announced by C. E. Hooper Inc. One is a report on network cross-section audiences, based on interviews conducted in a cross-section of each network city of more than 25,000 population, transmitting each program. The other is a quarterly survey rating for sponsored network programs, showing the rating of the program, the ratings of its competitive programs on the other three networks, and the ratings of the preceding and following programs on its network station in each city. These city-by-city reports will be issued three times a year for the 32-hour-network-service cities covered by the regular network Hooper reports, at a cost of $40 per month per program on an annual order basis.

Regular Reports Separate

To avoid confusion, Mr. Hooper explained, none of these new services will be combined with the regular Hooper reports, which will continue to report on sets-in-use, ratings, share of audience, men, women and children listening, sponsor identification, etc. on a monthly basis in the 32 four-network-service cities. All Hooper reports are based on coincidental telephone interviews, method used consistently by this organization since 1934.

The new reports on U.S. urban audiences for sponsored network programs, Mr. Hooper stated, are in large part made possible by present subscribers to the network ratings and the station audience reports, which supply much of the data needed, but, he added, "the industry is indebted to the four networks for supplying the funds required currently for supplementary field work, tabulation and the ultimate publication of the complete report which will be delivered without charge to any other subscriber."

Mr. Lehman described the CAB expansion to 81 cities as the first step toward a goal of supplying a "true national rating service" which will cover "all homes in the country, telephone and non-telephone, urban and rural." At present impossible to achieve, due to the manpower, transportation and other wartime shortages, he said, that further approaches toward this ideal will be made as soon as they are feasible.

The immediate expansion to 81 cities, he said, will increase the number of CAB interviews to 6,300,000 a year, nearly three times the present number. This entails an increased operating budget, with the networks bearing the largest percentage increases, he said, adding that despite the cost they have "heartily supported" the CAB's program of expansion. Crosby Inc. handles the collection of data for the CAB reports.

Effort Seen to Restore FCC Intelligence Funds

AN ADMINISTRATION effort to restore $1,664,857, cut from the FCC 1945 fiscal year budget request by the House, was reported in the Senate last week. Administration figures were said to have told some members of the Senate Appropriations Committee the President wanted to keep radio intelligence activities in the FCC despite recommendations of the Joint Chiefs of Staff that such activities be transferred to the military.

The 1945 Independent Offices Appropriations Bill (HR-4070) now is before the Senate Committee, having been passed by the House last Monday. Under a million-dollar reduction from the RID and another half-million from the FBS, virtually all FCC radio intelligence activities, other than normal peace-time functions such as monitoring in this country for unlicensed stations, will be abolished which, in effect, would transfer those duties to the armed services.

Three Promotions For Radio Officers

Schechter, Williamson and Lindow Get Higher Ranks

THREE radio men, now in the Army, were promoted last week to majors. They included Maj. Schechter, in charge of radio for the Army Air Forces; Maj. Williamson and Lester W. Lindow, on duty with the Office of Public Relations Radio Branch.

At the same time it was learned that Maj. Williamson, formerly of the Russel M. Seeds Co., Chicago, is on 60-day temporary assignment with the Office of the Petroleum Coordinator on the West Coast. Maj. Williamson, who formerly produced the Red Skelton program and the Army's Wings, will serve as consultant in the production of special high-octane gasoline, vital to air bombing on all fronts. He has had several years' experience in the petroleum industry.

Maj. Lindow, manager of WFPM Indianapolis before he entered the service, was notified of his major-ship in the control room of WFBM, while supervising a pick-up for the Army Hour from there. He also attended the NAB District 8 meeting in Indianapolis last Tuesday.

Maj. Schechter, former director of news and special events of NBC New York, left the network to accept an assignment with the OWI. He was commissioned captain in the Army Air Forces a year ago and following a brief tour of duty overseas was assigned to AAF public relations headquarters in Washington, in charge of radio.

Another change in the Radio Branch took place on Jan. 22 when Maj. Barton A. Stebbins, of the advertising firm of the same name, was released at the request of the Coordinator of Information, to affairs to become assistant director of the CIAA Radio Division. Following the Army order allowing release of men over 38 if requested, Maj. Stebbins was placed on inactive status, and March 8 will be retired from the Army. He became a major last December. Maj. William P. Mullen succeeds him.

OWI PACKET, WEEK FEB. 28

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 28. All stations are urged to broadcast these announcements free of charge to their clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

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See OWI Schedule of War Messages 97, for names and time of programs carrying messages under National Spot and Network Allocation Plan.

BROADCASTING • Broadcast Advertising

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NETWORKS TO POOL CONVENTION SETUPS

TO CONSERVE manpower and equipment, all four networks will pool facilities to cover the Chicago national party conventions this spring, it was announced last week following Washington conferences between news heads of Mutual, CBS, Blue and NBC, and party officials.

Paul White, CBS director of news broadcasts, said all networks would pool technical equipment, staff and complication convention installations. Convention delegates will get news reports through a program utilizing the convention hall's a. p. system.

CBS will establish headquarters and studios in the Stevens Hotel in Chicago, with Bob Trout, CBS commentator, in charge. CBS reporters and commentators will include Elizabeth Bentham, Quincy Bemis, Edmund G. Brown, Everett Holles, Ned Calmer, Douglas Edwards, Bill Henry, Joseph C. Harsch, Robert Lewis, Don Fry, and Bill Costello. Bill Sloceum, Jr., head of CBS special events and sports, will handle special color highlights. "Walkie-talkies" will be used.

Defense Discs

THE Office of Civilian Defense has prepared a series of weekly dramatic comedy transcriptions, 15 minutes in length, dealing with home-front war problems. The discs are available to radio stations free of charge through the Radio Section, OCD, Washington, 25, D. C.

Program Control

(Continued from page 18)

Commission's view that "no similar hardship" would be involved.

Text of the FCC announcement follows:

The FCC announces a proposed new Section 3.409 of its Rules and Regulations which would require that every radio program broadcast over a regional or national network be recorded by the station at which the program originates—unless the program is itself a transcription. Under the rule, the originating station would be required to retain the transcription for one year.

At the same time, the Commission adopted, by Order providing for interested persons to appear before the Commission and argue orally why such a rule should or should not be adopted.

The Commission points out that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas if some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air.

The Communications Act of 1934—basic statute under which the FCC operates—prohibits the broadcast of any information on matters of public interest (Sec. 315) and the use of obscene, indecent or profane language on the air (Sec. 206). In carrying out its obligations under these sections of the Act, it frequently becomes important for the Commission to know what was said on a particular program.

Authority for the new rule is found in Section 303 (j) of the Act, which authorizes the FCC to make general regulations requiring stations "to keep such records of programs, transmissions of energy communications, or signals as it may deem desirable."

The proposed rule does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for network programs, it is felt.

Oral argument on the rule is scheduled for March 6, 1944, before the Commission.

Differing Opinions seemingly characterized this huddle of agency executive, commentator and network representatives after initial broadcast of weekly quarter-hour program featuring Walter Duranty on 9 Pacific stations.

Eastern Columbia Co. (Bradbury Clothes) started sponsoring commentary. 16. Walter Duranty, former foreign correspondent for New York Times; Robert Smith, President of Robert E. Smith Adv., Portland, Ore., agency servicing account; Frank Homingway and Maury Rider, Blue announcer and producer, respectively, assigned to series.

by briefs, must be filed with the FCC by March 1.

Text of Order No. 119 follows:

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 1st day of February, 1944:

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

Section 3.409. Requirements for making and preserving recordings or transcriptions of programs

Any program broadcast over a regional or national network shall be transcribed by means of an off-the-line recording of the station at which the program originates and the transcription shall be retained for one year. If the program itself is a transcription, no other recording need be made, but the transcription shall be retained for one year.

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

Now, therefore, it is hereby ordered, That, upon the written request of any interested person, oral argument be held before the Commission en banc on March 6, 1944, at 10 a.m., or as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before March 1, 1944 and each such request shall be accompanied by a brief.

THERE'S NOT ANOTHER LIKE IT!

BROADCASTING • Broadcast Advertising
Western Electric Publishes Booklet

"Battle Talk" Tells Workers Their Part in the War

DESIGNED to show its employees how their daily work fits into the overall war effort, Western Electric Co. has issued a magazine-sized booklet, "Battle Talk," now being distributed to 90,000 office and factory workers. The publication, F. R. Lack, Western Electric's vice-president, told the FM broadcasters Inc. meeting in New York Jan. 26, represents the latest activity of the company in its present policy of concentrating all its publicity efforts on its employees.

As alluded to by Mr. Lack, "Battle Talk" traces the rise of Western Electric's war production from $500,000 in 1938 to $575,000,000 in 1943. The company's FM output, which accounted for $129,000,000 during 1942 and 1943, has provided valuable experience which will be available in the development of FM after the war, he said.

Copiously illustrated with excellent black and white and color photographs, drawings and pictograms, "Battle Talk" is a 42-page glossy booklet which graphically describes how Western Electric's various communications products contribute to the winning of the war. It points out that approximately half of the company's employees are engaged in the manufacture of various communications products which must be shrouded in mystery until the war's end. These employees, denied the privilege of speaking about their work or hearing it publicly proclaimed, are "unsung heroes of this war," it is stated.

"Battle Talk" is edited by Will Whitmore, Advertising Supervisor for Western Electric, assisted by Vance Hilliard and Joseph Dillon.

Pinch Hitter

CAUGHT without anyone to write the script for their afternoon TNT Tea Party one day last week, WCKY Cincinnati accepted a volunteer for the job in Dorothy Wortman, new station receptionist. It was her first venture in radio scriptwriting but it clicked—the show went on, and it was good.

N. Y. Baseball Plans

FOR THE THIRD year all home and away games of the Brooklyn Dodgers will be broadcast exclusively on WTN New York under sponsorship of P. Lorillard & Sons, New York, for Old Gold cigarettes. Red Barber will handle the play-by-play accounts.

Station Relation Position

At NBC Given Watson

CARL M. WATSON, formerly in charge of the production of English language programs of NBC's international division, has succeeded James M. Gaines in the station relations department of NBC. Mr. Gaines was recently appointed NBC assistant director of advertising and promotion. For the past six months Mr. Watson has been on loan to the Canadian government's wartime information board.

After three years with CZN B Frederickton, New Brunswick, as announcer, program producer and time salesman, Mr. Watson joined WWKL New York as director of special events. Coming to NBC in 1938 as page and guide, he later became head of the music section of the international division, and later production chief of the English section.

McRaney Named Manager

BOB McRANEY, general manager of WCBI Columbus, Miss., has been appointed to take over the post of general manager of a new standard station approved by the FCC for Tupelo, Miss. He will retain his present post at WCBI. Announcement of the appointment was made last week by Capt. Birney Imes Jr., owner of WCBI and holder of the construction permit for the new Tupelo outlet. Capt. Imes stated that a station manager would be appointed to head local operation. No other members of the staff have been announced yet. Construction of the outlet is scheduled to get underway within the next few days.

EDMOND M. DELORAINE, general director of the laboratories division of the Federal Telephone & Radio Corp., since 1941, has been elected to the board of directors of International Telephone & Telegraph Corp., of which FT&RC is an affiliate.

WORLD'S LARGEST Woolworth Store

in WORCESTER, MASS.

in the heart of WTAG's Big Market

The largest Woolworth Store in the world in counter footage, is in the heart of the huge, compact Central New England Market.

Stop a minute to think what this means!

This is no accidental record of size. Woolworth knows from the past the retail sales volume of Central New England . . . and can accurately estimate future potentials.

Woolworth sees Worcester as a big market, worthy of big coverage. WTAG is Worcester's big station, that gives big coverage . . . and coverage from the INSIDE.

When You Buy Time—Buy An Audience

WTAG WORCESTER

The only station which DELIVERS the Central New England audience.

Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the Worcester Telegram-Gazette

BROADCASTING • Broadcast Advertising
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**Chairman Fly's Views on FM Future**

Text of Speech Shows Chairman's Position On New Medium

Because of the demand from broadcasters unable to attend FM Broadcasters' luncheon meeting for copies of the address by FCC Chairman James Lawrence Fly in New York Jan. 5, it is published herewith as transcribed by the official reporter:

Mr. President, Major Armstrong, ladies and gentlemen: It is certainly very encouraging to see this great gathering here today, and I think that it is about the largest and the pleasantest group I have met since the first day of the convention at St. Louis. (Laughter)

**You all wanted something from the top, and I notice that Walter was too modest to read to you the word from the top, so I am going to take the liberty of reading it, on the chance that some of you may not have heard it.**

Jan. 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 abreast of scientific developments and continue to lift radio broadcasting to ever higher planes of public service.

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

(Signed) Franklin D. Roosevelt.

I am happy to note the President recognized the significance of the contribution made by the great scientists of this industry. I should think that the industry should bear this in mind and should ever be regretful if we failed to pay tribute to Major Armstrong who has contributed so greatly to this great science.

We don't need an audience arose and applauded.)

We broadcasters are expendable, but without us radio, radio would not be. We broadcasters are wont to crow about our own accomplishments, the great jobs we have done, and, of course, all have done some great jobs. But we should never learn long sight of the inexorable fact that these great scientists are the men who are utterly indispensable.

Challenge of FM

Frequency modulation is of age and it has come to stay. Without a doubt, it will have a place of ever-increasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, or an alternative service, but, much more important, it is a higher quality radio service, to remind you again of the simple basic factors of the great leaving of interference and of the high fidelity possibilities offered by this great invention.

The great opportunities of FM represent a challenge to all of us and to the industry's planning agencies, and I would stress the importance of over-all, long-range planning. Much has to be done. The most readily obvious danger must be the freeze orders. Frequency modulation and the freeze orders. The very quality that distinguishes FM can be choked off at the studio, the studio transmitter link, in the program transmission line, at the transmitter, and, not least of all, at the receiver. The frequency range delivered by the processes of production can be no broader than the narrowest choke point, from the point of origin to the ear.

But planning is much more important. We have fortunate experiences perhaps the most competent group of technical men who have ever been assembled in any organization. May we all in laying the firm foundation, from an engineering point of view, for this service. Of course, I refer to the Radio Technical Planning Board. I have no doubt that they will have the complete cooperation of the frequency modulation broadcasters, and I want to stress that today we have a golden opportunity. We are developing an ever-increasing efficiency in frequency modulation and in radio art generally, but instead of rushing full-steam into production, perhaps injurious production, we have what might be called a beneficial status. Out of the inventions of science that has resulted from a thing as gruesome as warfare is that we have today this opportunity to get right to the bottom of this thing and to plan it in a thoroughly efficient and orderly way for the development of a broad and efficient comprehensive public service.

FCC Cooperation

We have a great opportunity at this time. While we have the time, I think we ought to avoid the bureaucratic bickering for the sake of having the full development of the potentials of radio in terms of broad, comprehensive public service upon an optimum engineering and mechanical basis.

At the Commission you will have our every encouragement in this effort. As it is set forth in the Communications Act, we have a duty to make available to all of the people of the United States a broad, efficient, national and worldwide radio service.

We, of course, to a substantial degree all of us have interested problems. There are many uses for FM other than broadcasting any as we commonly understand it. Educational broadcasting is coming to the fore and must be given continued and increasing recognition. Point-to-point communications will take advantage of this frequency modulation.

The many services, fire and police, facsimile, and the many other point-to-point and related radio services, all these and more must be provided for. I hope the Radio Technical Planning Board, with the cooperation of all of you, will be fully equipped to meet these problems and to render great assistance to the Government on them. I need hardly reiterate that the Commission, and I am sure the Government as a whole, not only welcomes but has sought this very cooperation.

We do want to encourage in every way scientific development and a completely free enterprise, the absence of restraining influences of monopolistic controls, and the effort to afford a free and healthy basis for the complete development of a nationwide industry.

That, of course, must be geared to the best opinion of the industry as expressed in terms of the soundest engineering principles, and in the light of the ultimate aim which all of us will strive for.

**Threshold of Development**

FM stands today on the threshold of its development, as did the AM in the 1920's—perhaps a much greater development and a faster rate of growth. Five hundred thousand FM receivers were placed in operation between the date of the commercialization of frequency modulation and the freeze orders. That we are going ahead is certain. What we must doubly assure ourselves is against such things as hasty manufacturing on a quantity basis, perhaps of all too cheap equipment. Let us not manufacture the very thing that we are attempting to commercialize, due to the destruction of the great advantages of FM. Let's plan the optimum in terms of the public service made possible by this great invention.

As I have before, time has played into our hands, and I hope we can take advantage of it.

Before bringing up the specific questions which have been submitted to a number of us, I want again to stress the importance of high fidelity. To capture anything approaching the
must have high fidelity. Some of the broadcasters may need something in the nature of a high fidelity installation. (Laughter) You don't need high fidelity to get the mental distorting, cheap emotional droolery of soap operas. (Laughter and applause) Or to get the odds on the seventh at Hialeah, or the continued hawking of money give-away schemes. You can put out stuff with a baling wire, and that is what it rates.

Redetermine Standards

I think the industry ought to get started today to redetermine what the standard of broadcasting service to the public is going to be, what is high fidelity, and what is it going to mean to the public in your communities.

Now let's take up some of the specific questions that seem to be worrying some of you gentlemen. I can't answer them all, but I will try a few of them.

First, Is it true that FM will replace AM and that eventually all AM stations will have to switch to FM? I found one very clear, convincing answer to this question. Mr. Eric Hoffenstatter of St. Paul, outstanding figure of the Northwest, heavily interested in the milking, lumber, and newsprint industries, who also puts out considerable pulp, says, and I quote: "This is one of the most serious questions facing the radio industry today." (Laughter)

Here is another one: What provisions have been made to cover so-called trade areas in the wide open spaces where trade areas may be so large that it would be impossible to build a tower, and so forth and so forth.

I think the simple solution there is just to plow under the rural areas and leave just enough room for the golf courses and a few concentration camps for the AM addicts. (Laughter)

Here is another one: What is going to be done to suppress automobile ignition?

Well, I think you have to get right at the root of that trouble. I suggest that we require the automobile industry to shift to jet propulsion and set up a uniform, consistent speed of 186,000 miles per second, and radio ignition will never catch up with it. (Laughter)

These questions are mieromaphed. Didn't you all get copies of them? I don't want you to think this is a light matter. All these are serious questions.

Here is No. 5: What has FM got that AM hasn't got? (Laughter)

Well, after all, if that is the way you feel about it—(Laughter)

Why Scrap Investment?

Oh, here is a good one: Why should I scrap my present AM investment and start all over with FM when I am making good profits now? Well, now, doctors advise complete relaxation, and I just wouldn't get excited about it. I would just sit tight and let someone else worry about the business you have on your hands. (Laughter and applause)

Here is a good one: Why should I join FM and what can I get out of it? And there is a mieromaphed note by the side of it: To be answered by Darnell. (Laughter) I guess he sure better answer it.

Here is one more: I am only a small operator in a small town. Why should I pay the same dues to FMBI as a large operator?

That says "To be answered by Darnell." I thought some city slicker would have to answer that one. (Laughter)

They have everything except Petrolie in here. (Laughter)

No. 10: Do I have to have an ASCAP license? Well, I just arbitrarily assign the discussion of that to Deanna Taylor.

No. 11: Can I use phonograph records on FM?

Well, not the ones you have been using for the last 11 years. (Laughter)

Construction Permit

No. 12, and this is a honey: Can I get a construction permit for an FM station and wait until I am forced by competition in my town to begin construction?

Well, sure, sure. (Laughter) We will give you a paper, giving you the same sort of protection that the corner drug store gets from the Government, assuming no one is in the vicininity.

Here is No. 13: Why didn't the Commission let well alone enough and simply keep on licensing AM stations?

What well enough? (Laughter)

Well, I had better assign that question seriously, to Maj. Armstrong. (Laughter)

Here is No. 14: What will happen to present AM stations if we get thousands of FM stations on the air?

Well, I worried quite a bit about that. That's why I have the solution. (Laughter) You turn the antennae, light it up with a light, and turn the studios over to the Tuesday afternoon sewing circle.

No. 15: Am I cutting my own throat by building an FM station and letting my AM listeners get used to FM?

Yes, that is right (laughter), but why go to the trouble of building? Just put your own throat away. That would probably be cheaper. (Laughter)

I don't want to take too much of your time. I have answers to all of those, though, if you come around.

Here is just one. I think we ought to give attention to this for some of the people from the mountains. No. 29: How can so-called dead spots on the side of hills removed from the transmitter location be taken care of?

I think the thing to do is to get out some bulldozers and take down the hill.

That just illustrates to you what a little ingenuity can do in this business. (Laughter) And in that regard I do hope that we will all get together on this tremendous task we have and stick together.

Good luck!

In Kansas City

the Swing is to WHB

"PHONE US for a summary of swell WHB availabilities: choice, early-evening time around the dinner hour...participation spots on daytime shows for women...sponsoring or participation in Kansas City's, newest, most-friendly "hillbilly" show (a sure-fire mail puller). As of mid-March, we'll have some good chain-break and minute e. spots open, too!—along with news strips and a summer sports summary. Ask Don Davis for details:

KANSAS CITY — Scarritt Building — Harrison 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2590
CHICAGO—333 North Michigan Blvd.—Central 7900

KEY STATION For THE KANSAS STATE NETWORK

Missouri
Kansas
Kansas
Kansas
Kansas

MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTIAL CALLS — THIS PERIOD 14,415

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BROADCASTING • Broadcast Advertising

February 7, 1944 • Page 51
Radio Support Credited by Cohen With Success of Fats, Nurse, Canning Drives

SUCCESSES achieved by several national war information drives were made possible in large measure by the “wholehearted support” of the radio industry, Philip H. Cohen, chief of the OWI Domestic Radio Bureau, disclosed last week.

In a memorandum to networks, stations, advertisers, agencies and talent cooperating with OWI allocation plans, Mr. Cohen revealed substantial gains in collection of fats and greases, recruitment of nurses, and household canning and preserving. He also presented data showing radio as the most effective media promotion in certain campaigns.

Mr. Cohen cited figures reported to OWI by representative renderers which showed increases of 63% to 138% in weekly collections of salvaged household fats as the result of a campaign following the introduction Dec. 13 of the points-for-fats system. Radio promotion for the drive was handled through OWI Special Assignments and the Women’s War Program Guide and unallocated messages carried by advertisers on network shows.

Another radio “success story” listed by Mr. Cohen was a three-week recruiting drive for the Cadet Nurse Corps which ended Jan. 16, 1944 and brought 33,000 inquiries to a postoffice box address used only in radio appeals. This brought the total number of radio-stimulated inquiries to nearly 200,000 since the first drive for nurses started in December 1942, exclusive of many thousands who applied at local hospitals. A majority of the applicants were found to be acceptable for training.

Evidence of the part played by radio in the campaign to promote home canning of fruits and vegetables last summer, Mr. Cohen pointed out, was shown in a recent Gallup poll which credited the OWI campaign with increasing home canning activities. Radio announcements last July and August brought in 1,500,000 requests for the booklet “Wartime Canning of Fruits and Vegetables.”

The OWI official also pointed to a special survey by the Treasury Dept. which showed that during the Third War Loan the proportion of people listening radio as the “type of War Bond promotion found most appealing” jumped 29% over the Second War Loan. In this connection, Radio Bureau monitors have been impressed with the high quality of the appeals carried on the radio for the Fourth War Loan. The character of the messages and the manner of delivery show a sincerity, originality and imagination which surpass previous War Bond drives, the Bureau declares, and have brought praise from Treasury officials directly charged with the promotion of the campaign.

Gilbert Plans Disc Firm

DICK GILBERT, record m.c. of WHN New York, has begun plans for a recording business which will release discs featuring his own vocal interpretations with orchestral accompaniment. Mr. Gilbert said last week that he had applied to Albany to determine what games were available for the firm. He has made arrangements with the recording studios of WOR New York to make two initial records.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

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

★

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

★

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

★

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

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2038 Farmers Bank Building . . . . Pittsburgh, Penna.
WLB Urged to Aid White Collar Men
Radio Personnel in Critical Work Areas Would Benefit

RECOMMENDATIONS that the National War Labor Board simplify, where possible, its forms and procedures to facilitate salary increases among the “white-collar” class, were made last week in a joint statement by Sen. Elbert D. Thomas (D-Utah), chairman of the Senate Committee on Education & Labor, and Sen. Claude Pepper (D-Fla.), chairman of a subcommittee on Wartime Health & Education, following a week’s hearings.

The subcommittee is scheduled to meet at 10 a.m. Wednesday (Feb. 9) in room 357, Senate office building, to hear A. F. Hinrichs, Commissioner of Labor Statistics. Testimony during the week of Jan. 21 disclosed, said the joint statement, that some “20 million Americans and their dependents are living on incomes that have not risen appreciably...while prices have moved up sharply, with the consequence that living standards have been drastically cut.”

Price Control
Rigid control over the price structure and a stringent stabilization policy were strongly urged in the statement as a “responsibility of the Federal Government.” Action should be taken to “unfix” the fixed incomes, “to bring them into line with new price levels, and to provide such relief from taxes and other financial burdens as can be furnished consistently with prosecution of the war,” the statement said.

Although no radio interests appeared at the hearings, every station in the critical manpower areas is affected under the wage freeze of April 1, 1943, it was pointed out.

It was learned that some Washington stations attempted to give wage increases to employees but that the WLB Philadelphia office, which controls the Washington area, rejected them under the freeze order.

WOR HITS NEW HIGH IN DOLLAR VOLUME

TOTAL SALES of WOR New York for the fiscal year ending Jan. 31, 1944 show a 23% increase in dollar volume over the previous all-time high in 1941, according to Eugene S. Thomas, sales manager. Renewals represented 80% of the total sales.

Dollar volume for the film industry is 317% over the 1942 total. Metro-Goldwyn-Mayer, sponsor of The People’s Reporter on WOR and its parent network, Mutual, is the largest advertiser in terms of billings, followed by 20th Century-Fox Film Corp., while the leadership is reversed in the number of individual films advertised on WOR.

Jack Lowe, account executive of WOR, received a watch for having passed the million-dollar mark in total time sales—the third WOR executive to achieve this. Otis Williams and George Schmidt each obtained $500,000 worth of business and John Nell and William Crawford exceeded $100,000 in new business.

Englander Bed on CBS
ENGLANDER BED Co., Brooklyn, a division of Superior Felt & Bedding Co., understood to have signed for the Friday 7:15-7:30 p.m. on CBS, starting March 15. Nancy’s Bow Co., New York.

COCA-COLA program Songs of Morton Downey, heard on the Blue, started a six-week cross-country tour with a visit to Chicago Feb. 1. Show will make appearances at Army Camps and at War Bond rallies.

Special Broadcast to the Land of “WRITHING SONS!”

A variety show, indeed...the rhythm of booming guns...the quickening tempo of marching feet...and the whining whistle of a block-buster.

From the foxhole in the jungle to the cockpit of a “fighting Tiger”...Gates’ communications equipment helps form the network for this “broadcast” of American anger no Jap will ever forget!

Yes, the same Gates whose equipment you’ll find throughout the broadcasting industry...is now a name that will be remembered wherever the action is the thickest! In tanks, jeeps, planes, ships and mobile units...Gates communications takes the roughest handling and comes back for more!

Back of Gates’ ruggedness and performance are new production techniques...new engineering developments...that keep our enlarged plant busy...but tomorrow, these manufacturing “know-hows” will be applied to providing better performance and greater economy...

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.
Ryan Elected NAB President
(Continued from Page 11)

by the board last July, were: J. O. Maland, WHO Des Moines; John J. Gillin Jr., WOW Omaha; Paul W. Morency, WTIC Hartford; James D. Shouse, WLW Cincinnati, and G. Richard Shafro, WIS Columbia, S. C.

Mr. Miller promptly advised the board that he felt Mr. Ryan should take over at the earliest possible date. In a statement to Broadcasting (see text on page 10) he recounted the attainments of the NAB during his nearly six years of stewardship, including the victorious ASCAP fight, the AFM campaign, legislation, and radio cooperation in the war effort. He extended to Mr. Ryan "my very best wishes for a most successful administration."

While the board was in session Thursday, announcement of the return to the association of two prominent broadcasters, representing nine stations, was made. Ed Craney, Montana broadcaster now serving ex officio with the Senate Interstate Commerce Committee, and O. L. (Ted) Taylor, Texas broadcaster, submitted applications for return to NAB membership. The applications were approved at the meeting. Both broadcasters had been at loggerheads with NAB direction and had withdrawn their stations. The Taylor-Howe-Snowden stations are:

- KGNC Amarillo; KTSA San Antonio; KFYO Lubbock and KWGV Westlaco, the Craney-Symons stations:
  - KGIR Butte; KFPY Spokane; KXL Portland, Ore.; KPFA Helena and KRBM Bozeman. Mr. Craney, it is reported, expressed his opposition to network membership in the NAB in telephonically applying for reinstatement of his stations.

With the additions, the NAB membership now totals 555 stations, 18 associate organization members and two networks (NBC and CBS). Blue and Mutual are not now members.

Postponement of the annual meeting scheduled for New York in April was decided upon to permit the new Ryan administration to become oriented, and also because of the plea of Joseph B. Eastman, ODT director, that organizations cancel all spring meetings in view of travel war conditions. While Mr. Arney completed arrangements to hold the Chicago session at the Palmer House from Aug. 28-31, formal confirmation was withheld pending specific approval of ODT.

Before Mr. Arney made these plans the board announced that in cooperation with ODT and in recognition of the congested travel and hotel conditions prevailing, it had decided to cancel all plans for a victory-war conference in New York in April. Mr. Arney, the board stated, had been instructed to ascertain hotel and other available dates in the period between Aug. 15 and Sept. 15.

Two-Day Meeting

The board met at the Palmer House all day Wednesday and the forenoon of Thursday. There were 21 of its 25 members present. F. M. Russell, NBC Washington vice-president, did not vote on the Ryan appointment, or on a previous ballot on the proposed reappointment of Mr. Miller upon expiration of his term. That vote was 12 to 8 against establishing such a proposal. Mr. Miller and Mr. Arney were not present during the executive session Wednesday when the election report was discussed.

Wednesday afternoon a committee comprising Herb Hollister, KANS Wichita, Roy Thompson, WFBG Altoona, Nathan Lord, WAVE Louisville and Barney Lavin, WDAY Fargo, called on Mr. Miller, to advise him of the board action. Mr. Miller afterward made his statement, and presided over the remaining sessions.

Members of the board unable to attend the meeting were: James W. Woodroof Jr., WIRL Columbus, Ga.; Hugh A. L. Haff, WQAI San Antonio; Harry R. Spence, KXRO Aberdeen, Wash., and Frank King, WMBR Jacksonville, Fla.

Aside from those mentioned, board members present were: Kolin Hager, WGY Schenectady; Hoyt B. Wooten, WREX Memphis; John E. Petzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island; E. K. Hayek, KATE Albert Lea Minn.; William B. Way, KVVO Tulsa; Ed Yocum, KGKL Billings; Calvin J. Smith, KPAC.

FAMOUS FIRST WORDS

RICHARD

Get the Flemoly!

That's the way Mrs. Jean Morone of 48-37 188th St., Flushing, L. I., greeted Joe Tobin when he called her on the HOUSEWIVES JACKPOT, on Monday, January 17th. Knowing the product of the day she won the $1,000 Jackpot.

Flemoly is one of the four participants on the HOUSEWIVES JACKPOT board, every Monday through Saturday-10:30-11:00 on WINS. There is still time for participation for your product.-Call or write WINS NEW YORK 10,000 WATTS...1010 ON N. Y. DIAL

GENNITT • SPEEDY-Q

Sound Effect Records

LARGEST LIBRARY IN THE WORLD

All $2.00 Each

INCLUDING LATEST ACTUAL WARFARE EFFECTS

IMMEDIATE DELIVERIES

Order From Nearest Office

Charles Michelson
New York, N. Y.
67 W. 44th St.

Starr Piano Co. Starr Piano Co.
Richmond, Ind. Los Angeles, Calif.
So. 1st and B Sts. 1544 So. Flower St.

Page 54 • February 7, 1944

BROADCASTING • Broadcast Advertising
Baseball Sponsor

WALGREEN Co., Chicago (drug stores), and P. Lorillard Co., New York (Old Gold) will co-sponsor all Cubs and White Sox baseball games in the 1944 season on stations WIND and WJJD, Chicago, exclusively. WIND will broadcast all home and out of town games as well as 14 home night games for the White Sox, while WJJD will cover home and out of town daytime games for the Cubs. Walgreen Drug stores and Old Gold cigarettes will alternate sponsorship of games on both stations. Walgreen account is handled by Schwimmer & Scott, Chicago, while J. Walter Thompson, N. Y., is the agency for P. Lorillard Co.

Broadcast Tribute Is Paid to Clapper

FELLOW commentators and high Government officials joined in a radio tribute to Raymond Clapper on the Mutual Network last Thursday, the day of the announcement of his death in a plane crash in the Marshall Islands. White Owl Cigar Co., sponsors of his 10:10 p.m. nightly spot on Mutual, relinquished the time for the broadcast. Frank Mason, former vice-president of NBC, and now special assistant to the Secretary of the Navy, who lost the U. S. with Clapper and had traveled with him, was not involved in the crash, according to the Navy.

Flamm Amends Suit

MOTION to amend the suit of Donald Flamm against Edward J. Noble from a suit for rescission of the sale of WMCA New York by Mr. Flamm to Mr. Noble in 1941 to a suit for damages was made in the New York Supreme Court last Monday by Philip Handelman of Handelman & Ives, attorneys for Mr. Flamm. Plaintiff is asking for $2,925,000 damages under the provision that where fraud is concerned, as Mr. Flamm alleges, triple damages will be awarded. Mr. Flamm claims actual damages of $975,000. Changes in nature of the action follows the purchase of WMCA from Mr. Noble by Nathan Straus, former United States Housing Administrator, subsequent to Mr. Noble's purchase of the Blue Network.

Marlin on 45

MARLIN FIREARMS Co., New Haven, has started a series of spot announcements for razor blades on some 45 stations according to Craven & Hedrick, New York, agency in charge.

Clinton Watch Test

CLINTON WATCH Co., Chicago, has placed its first advertising campaign through Malcolm Howard and Adv. Agency, Chicago. Time signals are being used in the Chicago area on WGN and WCFL.

JOHN GUNTHER, Blue commentator and author, now on vacation, is being replaced by guest substitutes on the Clark Candy Sunday program Where Do We Stand.

50,000 Watt... Clear Channel... 1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc.

National Sales Representative: GEORGE P. HOLLINGBERY CO.
WMCA Sale to Be Probed
(Continued from page 12)

sented Mr. Noble; William Weiss- man, vice-president and attorney of the Newark Broadcasting Co., as well as Sydney Flam- man, brother of Donald and former com- mercial manager of WMCA.

When Mr. Noble filed application before the FCC on Dec. 2, 1948, to acquire WMCA, Mr. Flamman protested. On Dec. 17, 1940, however, the FCC approved the transfer, which involved $850,000 cash. Rep. Wigglesworth (R-Maine), chairman of the House Appropria- tions Committee and of the Select Committee, requested full details of the sale from the FCC at the time the deal was consum- mated. He is understood to have insisted to Chairman Lea that the WMCA investigation be completed before the Commission's defense is presented.

Mr. Corcoran, reported to be pre- paring for a mission to China, will appear before the investiga- tors Tuesday, according to Com- mittee headquarters. He was served with a subpoena late last week.

At the hearing last Tuesday Miss Merrill told the Committee that Mr. Teitgen instructed her to "pad" worksheets for two typists and to "keep it quiet".

Under examination by Eugene L. Garey, Committee general counsel, Chairman Lea and Rep. Wigglesworth, Miss Merrill iden- tified worksheets, told the Com- mittee that she was instructed to "cover up" the absence of one steno- grapher from June 22 to July 26, 1943, and to see that another was given a good production record, de- spite the fact that Miss Merrill said the typist in question "wrote letters and read True Story maga- zine" while on duty.

"True" Records Kept

Miss Merrill told the Com- mittee that Mrs. Lulu Martin Ad- dery, stenographer, was in a hos- pital from June 22 to July 26 last year, and that she had been in- structed by Mr. Teitgen to "sign her in and out" and turn in work- sheets for Mrs. Addery during her absence. The former secre- tary, who last week enlisted in the WAC, also testified that Mr. Teitgen instructed her to take up a collection among employees to pay for Mrs. Addery's hospital- ization and arrange to have other typists do her work on their off days.

The former secretary, who said she resigned voluntarily from the FCC last Sept. 21 because "things were so unseßtled," also told the Committee, after identifying a work- sheet, that Mr. Teitgen had instructed her: "We need a collection among employees to pay for Mrs. Addery's hospitalization. In addition, make sure that the work of the other typists is done on her off days.

Miss Merrill said that when Mrs. Addery went to the hos- pital, Mr. Teitgen instructed her to "take up a collection and ask the other girls to work on their days off." She asserted that some of the girls refused to work extra and that "Mr. Teitgen went around and induced them to work."
Radio Executives' Club Hears Pumphrey on FM

FM was the theme of the Radio Executives Club luncheon last Thursday in New York at which P. R. Pumphrey of Maxon Inc., delivered his paper, “What an Advertising Agency Found out About FM.” The General Electric film explaining the fundamentals of FM was exhibited under the direction of Paul Yergens of GE.


NEW FACTS ON WHAT MAKES PEOPLE WRITE

The “Complete Mail Study” recently published by KMA gives some new facts on the types of radio offers that produce the greatest response.

It was found that listeners are 2.9 times more responsive to catalog offers than they are to booklet offers. They are 21.3 times more responsive to catalog offers than to “Write for More Information Today” appeals.

That it is as easy to sell samples of the product as it is to give them away was another important discovery. Furthermore, that it is 2.2 times easier to sell premium offers than it is to send them out free.

If you haven’t got your copy yet of this “Complete Mail Study” containing these and dozens of other important facts, perhaps you can still get one—if you write now, to the KMA Research Director. A limited supply is yet on hand.

If you aren’t getting your maximum from the No. 1 Farm Market, perhaps you can—if you write KMA about your schedule today.

KMA
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, Inc.
Exclusive National Representatives

KMA

BROADCASTING • Broadcast Advertising

February 7, 1944 • Page 57
Time Sales Record
(Continued from page 9)

The new national network advertising structure is

increasingly clear with regard to 1943. Barring the

smallest stations, situated in the poorest markets, stations of all
classes seem to have fared well during the
year just passed. Non-network advertising on 50 kw clear
channel stations seems to have in-
creased about 25% during 1943 with somewhat greater increases having taken place in local volume than in national and regional non-network business. Saturating the
most desirable hours with network programs probably is an important factor in explaining this interesting development. Gains seem to have been somewhat less on 5 to 25 kw clear channel stations.

Increase on Locals

National and regional non-network volume on unlimited time reg-

ional stations seems to have in-
creased slightly less than 15%, while local volume seems to have gained approximately 20%.

One of the most interesting de-

velopments of the year was an in-
crease of between 40% and 45% in national and regional business on unlimited time local stations. Undoubtedly one of the important reasons for this development is the extension of network facilities to increasing numbers of local stations; since national non-network business tends to follow network affiliation. This gain alone probably can be explained in part by the relative saturation of full time clear channel and regional stations and by the emergence of a number of secondary markets to major importance due to war-time shifts in industry and the prox-
munity of army camps.

Comparison With Pre-War Years

Following a brief period of un-

certainty in 1942, when volume in-
creased less than usual, radio ad-

vertising has forged steadily ahead during the war years. Estimated net time sales in 1943 were 80% greater than in 1939—the year of the outbreak of the European con-

flict—and were 25.5% above the level of 1941 when this country en-
tered the war.

Gains have been fairly general throughout the medium since 1941, national network volume having increased 31%, national and re-
gional non-network advertising 34% and local broadcast advertising volume 25%.

Increases since 1939 have been

as follows: national networks, 54%; national and regional non-

network, 90%; and local, 70%. The greater relative gain of the non-

network volume since 1939 reflects a general trend toward those por-
tions of the medium which had been active ever since the recovery from the 1929-1933 depression.

Total net time sales for the last seven years are set forth in the following table:

Total Radio Net Time Sales 1937-1943

| Year | Net Time Sales | % Change
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<td>1942</td>
<td>$191,078,454</td>
<td>+6.6%</td>
</tr>
<tr>
<td>1943</td>
<td>$238,900,000</td>
<td>+33.9%</td>
</tr>
</tbody>
</table>

Total gross billings: $118,408,700

National Network Advertising by Class of Product

Practically all product groups in-
creased their network advertising expenditures during 1943, the only exception being the soap, cleaner and household product classification which declined 2.6%.

Automotive advertising led the field in relative increase with a gain of 112.0% followed by the soap, cleaner and household product group with an increase of 102.1% in the miscellaneous group. As mentioned previously, this was due pri-
marily to the entrance of new forms of business into the radio field and even more, probably, to the increase in institutional advertis-

ing.

Financial advertising volume rose 84.7% during the year, due mainly to increased insurance vol-
ume. Advertising by electrical household equipment manufac-
turers rose 65.2% due mainly to new institutional programs.

Food advertising increased 28.1% and still remains the backbone of network business, together with the pharmaceutical and cosmet-
ics field. Network volume of the latter product group rose 26.5% during the year.

Advertising by household equip-
ment manufacturers gained 13.2% over the 1942 level, while advertis-
ging of cigarettes and other smoking materials rose 16.6%.
New Mutual Budget at All-Time High

Board Announces 26 Stations Have Signed New Contract

ON THE BASIS of the 1943 billings, which reached an all-time high of $13,841,608, Mutual's board of directors, meeting in New York last Wednesday, Feb. 5, approved the largest operating budget in the network's history. Board meeting brought to a close a three-day session which opened with a conference of the program operating board Monday, followed by the meeting of the executive committee on Tuesday.

Mutual did not reveal the budget figure, but announced that since November a total of 26 stations had signed the network's new standard affiliation contract. Among the eight new stations to sign the contract is WEBR Buffalo, operated on 1340 kc with 250 w, which has just joined the network, bringing the total number of MBS affiliates to 218.

McClenstock Presides

Miller McClenstock, MBS president, presided in the absence of Alfred J. McCosker, chairman of the board. Network ratings, sales operations and other policy matters were discussed. A feature of the meeting was the presentation of a recorded 5-minute review of 1943 activities by Mutual department heads and talent.

Program heads of key Mutual stations, and network officials, comprising the program operating board, discussed over-all schedules, ratings and news operations on Monday with Mr. McClenstock and Adolph Opfinger, program director, presiding. Speakers included Allen Decastro, director of commercial programs and head of the Latin American Department; Lt. Sam Zagon, Army Air Forces; Seymour Korman, correspondent for Mutual and the Chicago Tribune, and Dick Connor, director of station relations. Tom Slater, director of special features and sports, went over plans to cover the national party conventions, details of which are expected to be announced this week.

W. E. Macfarlane, of WGN Chicago, who is chairman of the executive committee, presided at the Tuesday meeting of that group. Both the executive committee and the board of directors will meet again in April.

Casualty Co. Expands

SPONSORED by Lumbermen's Mutual Casualty Co., Chicago, Upton Close's World News Parade starts a new series Feb. 13 expanding from a quarter-hour to a half-hour over NBC. Lowell Thomas, NBC Commentator, was the guest of Upton Close on the last of the old 16 minute series, Feb. 6.
First on New York's Dial...570

Network Accounts
All Line Eastern Wartime unless indicated

New Business

Rainier Brewing Co., Seattle, on Feb. 15 starts for 8 weeks half-hour musical variety show on 10 Blue Cal., Sat., 10:30-11 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.


Everhard Inc., Chicago (pens, pencils, inks), on March 7 starts undetermined program on 106 Blue stations, Tues., 7-7:30 a.m. Agency: Blow Co., N. Y.


Network Changes
Campa Sales Co., Batavia, Ill. (Campa Band), on Mar. 15 starts, 7:30 p.m. (PWT). Agency: Wallace-Ferry-Handy Co., Chicago.

Bearboard Finance Co., Los Angeles (investments), has shifted George W. Edwards -News on 6 Blue Cal. stations, Mon., thru Fri., 6:30-7:30 p.m. (PWT), to Tues., Thurs., 7:15-7:30 p.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.


FM Feeds AM
Millennium arrived in Schenectady one day last week when three AM stations were fed by FM outlet WJB. The simultaneous on-the-air event occurred during Schenectady's War Bond Round-up, originating on WBCA and broadcast by AM stations WGY and WSNY, when a total of $61,150 was raised. Using Schenectady FM's power of 10 kw to within 50% of its total for the drive.

Applications

February 1

WTD Superior, Wis. - Relinquishment control by Victoria H. Conroy and James J. Conroy through sale of 45 shares common stock by S. B. Conroy to Roland C. Buck.

February 2

Walter Stebbins, engineer at WATL Chicago, has been sworn in to the WATL, Sky (ship repair unit). He will remain at WATL until official orders are received.

Floyd Jones, formerly on the engineering staff of WTOC Bridgeport, has been promoted to a major in the Army.

Jack V. Jones has replaced Maxwell Williams as chief engineer of WBCI Columbus, Miss. The latter has been inducted into the armed forces.

Louis Goodman and Vernon Miller, formerly with WELI New Haven, Conn., have joined the control room staff of WCOU Boston. Carlson Emery has joined the WCOU transmitter staff.

James Lato, formerly with the Paragon Engineering Co., Chicago, and WCRW Chicago, has joined the Blue Central division engineering staff.

Les Wilyard, engineer in charge of research and test laboratories for Universal Mfg. Co., Inglewood, Calif., and associated with that firm for 15 years, has been appointed chief engineer.

Frank Carver, engineer of KXY Philadelphia, has been transferred to the parent Westinghouse Co., as field representative in the Field Engineering Division, Baltimore.

Frank Walter, an engineer of the standby staff of WPTO Philadelphia, has been inducted into the Navy.

Arthur Kulis Jr., engineer of WIND Gary, Ind., has been inducted into the Army.

Book of Music Series
Material presented on the NBC series Music of the New World, a survey of the history of the Americas, will be issued in book form under arrangements made between the network and Smith and Dorrell, publishers. Written and compiled by Gilbert Chase, it will be in charge of preparing the program. The book will follow the outline of the program and will contain a bibliography and record list.

British Columbia Land of Opportunity

A Proven 20% Preference for CJOR News

Broadcasting - Broadcast Advertising

Win with

in the Control Room

CARRYING ALL CBS MAJOR PROGRAMS

VANCOUVER, CANADA
J. H. McElveen
H. N. Stovin (Canada)

Now More Than Ever

Page 60 • February 7, 1944
WANTED—Operator—Permanent position with chance of advancement. State qualifications and enclosing full particulars, please. Include your recommendations. Write Technical Advertising, Radio Engineering Consultants, Box 814, BROADCASTING.

ANNOUNCER-COMMENTATOR—Needed. Must have first class license. Good tone and delivery. Write to station in charge, Box 815, BROADCASTING.

SALESMAN—For station in eastern unincorporated area. Must have good knowledge of sale, publicity and advertising. Must be able to take care of himself. Must have own car. Deals in all lines. Write Box 816, BROADCASTING.

HELP WANTED—Operator—For large station in Ohio. Must have good knowledge of sale and publicity. Full details by letter. Box 817, BROADCASTING.

ASSISTANT—Needed—For station in Kansas City, Mo. Must have good knowledge of sale, publicity and advertising. Must be able to take care of himself. Write Box 818, BROADCASTING.

WANTED—First Class Operator. Must have full first class license. Good work needed. Write Box 819, BROADCASTING.

HELP WANTED—Operate—First Class Operator. Must have first class license. Must be capable of news and general announcements. Box 820, BROADCASTING.

WANTED—First class license. Good work needed. Box 821, BROADCASTING.

HELP WANTED—Operator—For station in Chicago. Must have good knowledge of sale and advertising. Must be able to take care of himself. Write Box 822, BROADCASTING.

WANTED—Operator—For station in Ohio. Must have good knowledge of sale and publicity. Full details by letter. Box 823, BROADCASTING.

HELP WANTED—Operator—For station in Ohio. Must have good knowledge of sale, publicity and advertising. Must be able to take care of himself. Write Box 824, BROADCASTING.
Delay in Duopoly' Order Seen As Jett Confirmation Pends

Licenses of Nine Stations Affected by Action Which Denied Extensions Beyond May 31

POSSIBILITY that the FCC again will consider postponement of the effective date of station ownership on a blanket basis when it has its full quota of seven Commissioners was seen last week with the expected confirmation of Chief Engineer E. Macfarlane as a member of the Commission.

By a 3-3 tie vote, the FCC Jan. 28 retained the May 31 effective date for the “duopoly” order, denying motions that the effective date be extended to Nov. 23 or to Jan. 1, 1946. It was thought that with Mr. Jett’s confirmation, now con-fidently expected, the FCC would over the political status, the postponement motion would be re-offered. In its Jan. 28 action, the FCC extended to midnight May 31 the licenses of nine stations held to be affected by the order banning dual ownership of stations in the same or overlapping areas.

First Renewals

Stations given extensions to the May 31 date were: WEEU Reading; WLW Cincinnati; WBBM Chicago; KLX and auxiliary, Los Angeles; KFAB Lincoln; WBBM Chicago. These were the first of the renewals, handled by frequency cate-
gories, to arise since the FCC adopted Order 84-A last November. In announcing its action, the FCC said that to avoid hardship in any particular case where disposition of one of the stations or compliance with the order by other means is not feasible prior to May 31, it would consider a petition for extension of license to permit orderly disposition of properties. Such petitions, the Commission stated, should set forth:

1. The specific facts establishing due diligence in the effort to effect a compliance with the terms of the order and the licensee’s inability to comply with the terms of the order.

2. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the order.”

Commissioner T. A. Craven made the motion for postponement of the effective date to Jan. 1, 1945. An amended motion, offered by Commissioner Norman S. Case, for postponement to Nov. 23, 1944—a year from the date of promulgation—was lost by the 3-3 tie vote. Commissioner Ray C. Wakefield voted for the postponements, but Chairman James Lawrence Fly and Commissioners Paul Walker and C. J. Durr opposed any change.

WGN Planning for Video Outlet in Chicago Area

ANTICIPATING the importance of post-war television, WGN Chicago has purchased a 40,000 w transmitter and has applied for a television wavelength and construction permit from the FCC. W. E. Macfarlane, president of the station, announced last week.

The transmitter and studio equipment for video broadcasting, to cost more than a quarter-million dollars, will be built by General Electric when post-war priorities determined by the WPB will permit its construction. Studios for WGN’s television, as well as those for FM and facsimile reproduction and AM, will be housed in a new structure to be built on the property south of the Tribune Tower, immediately following the war.

Resinol on Coast

RESINOL CHEMICAL Co., Baltimore, will use network radio for the first time, starting Feb. 14 with Edward Jergenson’s Blue Newsroom Review on 30 Pacific Coast stations of the Blue, Monday, Wed-

nesday and Friday, 1:20-1:30 p.m. Firm has been promoting its Resinol ointment through spot radio for the last several years. Agency is Courtland D. Ferguson Inc., Baltimore.

Foreign Language Outlets Seek Unity

Common Council, OWI Stress Problems Facing Stations

At an informal conference arranged by the Common Council for American Unity, New York, foreign language broadcasters met last week with council members and a representative of the Office of War Information, to discuss problems facing foreign language radio in handling Government information programs, promotion of Americanism among the foreign language speaking people, and other phases of programming.

As radio chief of the OWI’s foreign language division, Lewis Frank outlined the objectives of his program, said the council was primarily to help put across the Government’s information programs. Present services of the division were explained in the light of the recent OWI budget cut, reducing expenditures from $8,000,000 to $2,000,000.

It was generally agreed that one of the prime wartime services of the foreign language station should be to break down anti-group barriers caused by intense national-

ism. There is a real need for creating a feeling of unity among individuals speaking foreign languages by stressing their common interests as Americans through program-

ming, it was decided.

3-Point Program

Read Lewis, executive director of the council, proposed a three-point plan for foreign language radio. Spacing of news and other program material on local stations to avoid duplication, interpreting one national group to another, and securing public recognition and understanding of the foreign lan-
guage. It was brought out, however, that changing of OWI material required censorship approval before it could go on the air, and that the delay and time involved were discouraging factors. The council agreed to arrange a meet-

ing with censorship authorities to discuss the station’s difficulties.

Among those present were: Eugene Endrey, WWB Woodside, N. Y.; Tom Gorin, and Abe M. Lindt, WBNX N. Y., Oscar Gorin, WEVD N. Y., Joseph Lang, Nest W. Wilcox and G. Lupis, WHOM Jersey City, N. J., Ruth Parsey, WBNX and Nicholas Coubats.

During WAG Week at WHIO Daytime the station scheduled a series of daily promotion spots and programs. Recruiting center was set up at WHIO and listeners were invited to come and listen.

PROMOTION STAFF OF BMI EXPANDED

IN AN EXPANSION of promotional activities, BMI has appoint-
ed Tod Williams to head the promotional department as well as edit the new BMI monthly Bulletin. Mr. Williams was formerly with McCann - Erickson, Minneapolis, and later joined WTCN Minneapolis, as news editor and promotion director, and is a former pro-

ducer of WSPD Toledo. The BMI Bulletin, approved at a recent

Mr. Williams Mr. Dolberg

Board of Directors meeting, will contain news of BMI operations and affiliation news. OWI, now publishing, will make its initial appearance about Feb. 10, will also act as a clearing house for program ideas and production problems, according to Merritt E. Tompkins, BMI vice-president and general manager.

Dolberg Named

Glenn R. Dolberg, West Coast radio executive, has been named field representative of BMI, Mr. Tompkins also announced last week. His appointment is in line with the BMI expansion. Entering radio in 1926 as manager of KEX Portland, Mr. Dolberg later became commercial manager of KXL in that city. Returning to Los Angeles, his home town, Mr. Dolberg joined KFI-KKEA as as-
sistant manager and program manager, a position he held for over six years. From 1939 to 1942, the new BMI representative was pro-
gram and production manager of KPO and KGO San Francisco, and more recently served as operations manager of KQW San Jose, Cal.

Luckies Change

PROGRAM format of Your All Time Hit Parade is in the process of being revised. Bea Wain, Jerry Wayne, and the Lynn Murray chorus have been dropped, with Lulu Bates, singer, taking over starting with next Friday’s broad-

cast, Feb. 11. Agency is Foote, Cone & Belding, New York.

“Drawn for Broadcasting by Sid Hix

The Last Time He Sneezed During a Program, He Got 500 Postcards Saying ‘Gesundheit’”

“Broadcasting” • February 1, 1944

Page 62
Communities today find themselves faced with the problems of juvenile delinquency. Through the mediums of radio and the press much can be done to rectify this condition. It is KMBC of Kansas City that is doing something about it in the "Heart of America". The "Big Brother Club", utilizing KMBC's extensive talent facilities, has been formed to place the emphasis, through awards of merit, on the worthwhile accomplishments of youth in the community. Therewith, good is glorified—not the acts of delinquency. Just another example of KMBC's continuing efforts in behalf of American Broadcasting to serve home and the community!

* Public Service feature of KMBC—not available for sponsorship.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
910 FEET OF ENERGY, ZIP AND POWER!

As Don Wilson would say it, "A brisk 40-minute climb to the towering peak of WKY's new 910-foot antenna will give your body just the stimulation it requires to assimilate the muscle-building goodness of crispy, crunchy, sweet-as-a-nut Grape Nuts Flakes."

And besides, when WKY's new tower is completed, more Oklahomans than ever before will learn about Grape Nuts Flakes' delicious flavor, and more Oklahomans than ever will enjoy the entertainment of Jack, Mary, Rochester, Dennis and Phil.

Thus, the Oklahoma City station most people listen to most of the time will be heard better-than-ever, by more and more listeners. No wonder WKY's long established leadership grows through the years.

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