Denver Delivers Raw Materials

Colorado's vast storehouse of mineral wealth is supplying coal, iron, molybdenum, vanadium, and more than 200 other useful metallic and non-metallic minerals and compounds to American industry in greater quantities than ever before. Prospects are for the biggest mining year in history.

Denver Delivers Manufactures

The mobilization of Colorado's peacetime industry for war production was completed quickly. Today destroyer escorts sail the seven seas built in Denver's "shipyards of the Rockies" and 65 other items of war equipment manufactured in Colorado are fighting on every front.

Denver Delivers Buying Power

Colorado's stepped-up activity in mining, industry, and agriculture has increased the buying income of Colorado by 31.6% within the past year. The Denver market, 20th in sales volume among the 157 retail trading areas of the U. S., is a big, important market in both today's and tomorrow's selling.
IN TOWN...

CHICAGO: Ernest Cleff is an assistant foreman at the Eugene Dietzgen Company, engaged in war work. Mrs. Cleff is the sister of Roy Martin, daughter of the Lynn Martins, farmers near Coloma, Michigan. She grew up on the farm, left it 13 years ago to study nursing in Chicago. The Cleffs are regular WLS listeners, like so many other working families of Chicago.

THE SAME FAMILY... in Town and Country

They Listen to WLS... They Buy WLS-Advertised Products

HERE in Midwest America there is no sharp dividing line between those who live on farms and those in towns and cities. It's probably because so many people in the cities have come from the farms, or make their living from the great agricultural empire. Many of the folks in cities still have relatives on the farm. Take the families pictured here, for instance. Mr. and Mrs. Ernest Cleff, Jr., live in Chicago, but Mrs. Cleff grew up on a farm. Her brother, Roy Martin, and her parents still farm near Coloma, Michigan, and all of them are constant WLS listeners. Mrs. Roy Martin, who grew up in Chicago, and moved to the farm only three years ago, enjoys WLS programs every bit as much as her farm-raised relatives. Checking last year's purchases in classes of goods advertised on the station, we found that 48% of the Martins' selections were brands advertised on WLS. In the city, 42% of the Cleffs' selections were WLS-advertised brands. Whether you want to reach people working in city industries or the farm folks producing the greatest harvest of grain and livestock in all history, WLS provides you direct contact... with people both in town and country... folks with similar likes and tastes, tremendous buying power, and loyalty to WLS and our advertisers. We have dozens of case records to prove that WLS Gets Results! Just ask us... or ask the John Blair man.

WLS

890 Kilocycles
50,000 Watts
Blue Network

Represented by
John Blair & Company

Management Affiliated with KOY, Phoenix, and the Arizona Network—KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell

AND COUNTRY

COLOMA, MICHIGAN: Mr. and Mrs. Roy Martin, with his parents, Mr. and Mrs. Lynn Martin, own and work a 69-acre farm in the rich orchard area near Coloma, Michigan, where they have been for 16 years. The whole family are constant listeners to WLS... never miss hearing the WLS National Barn Dance broadcast. The pictures show Elinore Martin with 2-year-old Karen; Roy and his dad at the tractor; Mr. and Mrs. Lynn Martin, and Roy being welcomed back from chores by Elinore and Karen.
The 874 Station Question

1. What music is used on more U. S. radio stations than any other music? *
2. What is the only performing rights organization which personally visits every station in the U. S.? *
3. Which is the largest performing rights organization in the number of licensed stations? *
4. What licensing group has the largest percentage of American music? *

Over 100 Years Of Broadcasting Experience

5. The personnel of what organization has a total of over 100 years of practical broadcasting experience? *
6. What station relations staff personally assists stations with their operating problems? *
7. Who is the liaison between the Treasury and the broadcasting industry on War Bond work? *

Entire Catalog Available on Flat 2c Recording Fee

8. What is the only organization which offers its entire catalog of 100,000 diversified compositions to agencies and transcription companies on a flat 2c recording fee? *
9. On commercial and library transcriptions, what music may be performed on 874 U. S. stations licensed by SESAC without restriction or additional performance fees? *
10. Who issues a monthly music bulletin and furnishes a handy Music Guide to 3,000 executives in the radio industry? *
11. What organization makes available to stations without charge details of revenue producing sales plans? *
12. Who maintains a Program Service Department to assist stations, agencies and transcription companies? *

* There is only one correct answer

SESAC

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

Find New Sales Possibilities
Today and Post-War
In WWL-Land

USE WWL—ONLY MEDIUM YOU NEED

The Deep South is booming—diversifying—building right now for long-time prosperity—an opportunity for sales of every product. WWL combines clear, strong signal through five states with proven listener-loyalty. Use WWL, the standout station in this part of the nation.

WWL NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATESTE SELLING POWER IN THE SOUTH’S GREATEST CITY

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

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The "small" station with the .......
"Big names" ....... and the audience

in Nebraska’s Capital City Area

BOAKE CARTER NATIONAL RADIO FORUM
BOSTON SYMPHONY MARTIN AGRONSKY
LONE RANGER BREAKFAST CLUB

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN Nebraska
A Small Station Doing a BIG JOB
LET US give you full facts and figures on WSIX and the booming Nashville market.

Within the past six months, an impressive list of brand new advertisers made their bow on WSIX. These are hard-headed advertising buyers who spend their money to get definite results. Old and new find it doesn't cost to use WSIX—it pays!

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

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

\[ \text{WSIX} \]

"The Voice of Nashville"

NASHVILLE, TENN.

Mutual

5000 WATTS

980 KILOCYCLES
RCA has installed standard broadcast transmitters all over the world.

RCA also has led in development of short-wave transmitters specifically designed for international broadcasting.

The 50 KW Short-Wave Transmitter shown at the right is one of more than twenty-five of this type built by RCA in the last two years.

This is the first high-power short-wave transmitter to be built to broadcast standards and to include such features as high-level modulation, front access doors, vertical chassis construction, and streamline styling.

RCA’s broad experience in every field of broadcasting—AM, FM, Television and Short-Wave—is a powerful and effective force in aiding all phases of the industry. RCA quality is the standard of the industry.
The first high-power short-wave broadcast transmitter to be produced in quantity

The 50 KW Transmitter of Radio Nacional, Rio de Janeiro, Brazil, shown below, is one of more than twenty-five of these 50 KW transmitters built and installed by RCA in the last two years.

Most of these units are already taking an active part on the broadcasting front of this global war.

Never before were so many high-power broadcast transmitters of a single design built and installed in so short a time.

RCA experience in AM, FM and Television — plus worldwide organization — paved the way!
"HEY MAC--GET IN ON THIS!"

Service Men...

KEEP SENDING THOSE LETTERS!

"Bill Halligan says that all the contest entries he's received so far have been swell—he wants more letters tellin' about actual experiences with all types of Radio Communications equipment built by Hallicrafters including the SCR-299!"

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of November, December, January, February and March. (Deadline: Midnite, the last day of each month.)

For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-Mail letters will do.

Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

hallicrafters  RADIO
THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation.

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

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

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

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING

KINY 5000 Watts Juneau
KTKN 1000 Watts Ketchikan

KINY - KTKN Programs
Released through cooperation with U.S. Army:

BING CROSBY
RED SKELTON
FRED ALLEN
ALBUM FAMILIAR
JOHN CHARLES
HARRY JAMES
THOMAS
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNs for YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING

BROADCASTING • Broadcast Advertising

February 14, 1944 • Page 9
ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

WALTER GUILD
Partner, Garfield & Guild Advertising, San Francisco

Says—"A station list in a spot broadcasting campaign is like a connoisseur's dinner—carefully selected for maximum satisfaction!"

- Nice going, Mr. Guild! And like that same dinner, it will exactly fit both the customer's appetite and pocket-book!
- The "menu" at the right offers just such a connoisseur's choice, by the way. It includes some 50,000 watters, and some very juicy selections of regional stations in particularly favorable markets. There are "farm" stations, metropolitan stations, all-coverage stations that dominate entire states and territories. .
- Some of the smartest advertisers and agencies in the nation often make a complete selection from that one list. If you'll tell us your wants, we'll make some tasty suggestions.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan
Franklin 6375

NEW YORK: 424 Madison Ave.
Plaza 5-4130

SAN FRANCISCO: 171 Sutter
Sutter 4355

HOLLYWOOD: 1522 N. Gardner
Gladstone 3949

ATLANTA: 122 Palmer Bldg.
Main 5667

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Nomination Is Confirmed by Senate

FCC 7-Man Agency
As Payne Post
Is Filled

WITH CONFIRMATION last Friday by the Senate of E. K. Jett to serve as a member of the FCC, the Commission this week will resume functioning as a seven-man agency for the first time in seven months. Lt. Jett, chief engineer since 1938, succeeds George H. Payne, who had served since the FCC was created in 1934. Nominated as an Independent, Mr. Jett's political faith had been questioned because he had never voted in a state or national election.

The Senate Interstate Commerce Committee reported the Jett nomination favorably with only two dissenting votes following a 20-minute open hearing last Wednesday. The nomination promptly was reported to the Senate that day with unanimous confirmation on Friday. The term is for seven years from June 30, 1943.

The opposition to Mr. Jett was less violent than expected, in view of the election year, the House investigation of the FCC, criticism of the Commission's war activities, and the fact that he had served on the Commission and its predecessor, the Federal Radio Commission for 15 years. Ewell Kirk Jett will be 51 on March 20. He was born in Baltimore and served in the Navy for 18 years, through enlisted and commissioned ranks. He joined the old Radio Commission in 1929, after retirement from the Navy, and has never broken his continuous Government service.

Rich Experience

At the brief hearing Wednesday, Mr. Jett was paid high tribute by Senator White (R-Me.), acting minority leader, who said he knew no one possibly available who has a richer experience or greater ability for the FCC post. Senators Gurney (R-S.D.) and Reed (R-Kans.) questioned Mr. Jett's failure to register or vote, despite the fact that he had been a resident of Chevy Chase, Md., Washington suburb, for a decade. Mr. Jett explained that he felt the circumstances surrounding his situation were "peculiar" since he had spent nearly a score of years in the Navy and afterward had served continuously with the former Radio Commission and the FCC in engineering capacities.

Mr. Jett's nomination was called before the Senate in a session initially last Thursday. Acting Minority Leader White, however, said that while he personally was in favor of the confirmation, there were Republican members who "might want to say something about it." He therefore asked that the nomination be passed over. Confirmation came at the executive session the following day.

With Mr. Jett's confirmation, the FCC now is made up of four Democrats (Fly, Craven, Walker and Durr) two Republicans (Case and Wakefield) and one Independent. Mr. Jett asserted his political faith actually was "independent" by virtue of the fact that he had never voted. He told the committee he had always felt that the engineering department of the Commission "should be absolutely free from politics."

Mr. Jett probably will take the oath of office this week—as soon as his commission is forwarded from the White House. While there has been some speculation about his successor, it was not expected that the appointment would be made for some days. Among those mentioned as logical successors, if the challenging's record is filled by promotion, are George P. Adair, assistant engineer in charge of broadcasting; George E. Sterling, assistant chief engineer in charge of the Radio Division; and Philip P. Siling, chief of the International Division.

Questions regarding purported domination of the FCC by Chairman Fly were raised during Mr. Jett's appearance. Senator Tobey (R-N.H.) observed that he had heard that the FCC was a "one-man band" and that Mr. Fly was surrounded by "good timid men, or timid good men."

"Will you be independent?", asked the New Hampshire.

Replying affirmatively, Mr. Jett said that at no time had Chairman Fly "ordered me how to run my department."

Anent 'Influence'

In the same vein, Chairman Wheeler said he hoped Mr. Jett would not be "dominated" and that "you will stand up for what you think it right and not be led around either by the industry, or some of the commission or by BROADCASTING itself."

Before leaving to attend another committee meeting, Senator White inferred there would be no organized Republican opposition to the Jett confirmation. He said, "I have known of his technical knowledge, his engineering skill, and I have known of his services at the Commission, and of the intimate association he has had with the entire broadcasting industry of this country during these years of his service there. I have known also of his experience in the international field. It seems to me there is no one possibly available now who has had a larger experience with respect to international communications or who has a wider and sounder knowledge of the problems that are soon to be presented to us as a committee and to the Congress than Mr. Jett."

"I have known that he is a man of ability, integrity, and character. I am for his confirmation, and if there is a vote to be held this morning, I ask the chairman to record my vote for his confirmation."

Senator Gurney said he was fa- (Continued on page 70)

WPB Considers Closer Check
On Retail Broadcast Selling

A CLOSER check on radio commercials, as affected by last July's declaration of policy on retail promotion policies and practices with respect to textile and textile products, is being considered by the War Production Board, it was learned last week. No formal order, however, putting pressure on broadcasters is contemplated.

A study is being made by the Office of Civilian Requirements with the view toward amplifying its July request that textile retailers, and now possibly other retailers, refrain from "buy now" advertising appeals. [BROADCASTING, Aug. 2, 1943]. The voluntary check by newspapers on any copy which does not comply with the July 15 declaration of policy has been 90% effective, it is estimated, but the check by radio has been more loosely handled due to the nature of the medium, hence no estimate can be made of radio's compliance with the declaration. If radio selling is weighed and found to be wanting in its voluntary enforcement of the declaration of policy, it may be that all advertising scripts will have to be scrutinized by station management for violations, with "scare copy" extracted. The retail promotion policy with respect to textiles hit particularly such practices as: 1) "scare" advertising; 2) "buy now" advertising; 3) selling statements such as "We may not be able to get more."

It was because of such fine cooperation in the past on the part of both radio and the press that clothes rationing was averted, but in the past few months there has been a growing laxity of compliance with the declaration, it was pointed out.
Ryan May Assume Presidency Of the NAB Prior to April 1

Dispute Facilitates His Resignation from Office of Censorship

SETTLEMENT of the OWI jurisdictional dispute last week, with Elmer Davis still in the saddle, may hasten the assumption by J. Harold Ryan, OWI Director of Censorship, of his new duties as president of the NAB. Originally planning to take over the post occupied by Neville Miller about April 15, Mr. Ryan indicated last week that he hoped to be able to move by mid-March or the first of April.

At the time of Mr. Ryan's election Feb. 2 by the NAB board of directors, OWI Director Davis and Assistant Director Robert E. Sherwood were embroiled in a controversy which resulted in widely circulated reports that the Domes- tic Branch of OWI might be transferred to the Office of Censorship. If that had happened, Mr. Ryan would have been disposed to remain until April 15 to participate in the new organization.

Resignation Accepted

Director of Censorship Byron Price had accepted Mr. Ryan's resignation when an effective date, Mr. Miller, who retires about Feb. 15 as NAB president after a tenure of nearly six years, was in Washington last week cleaning up his affairs. He has not announced his future plans, aside from his decision to take a vacation. Mr. Miller, an attorney by profession, retains a residence in his birthplace town of Louisville, where he had served as mayor, as well as his home in Washington.

Disclaiming any intention of a house-cleaning at NAB headquarters, Mr. Ryan declared he has an open mind on the whole OWI situation. He said he would not formulate his plan of organization or procedure until he assumed the new post, but asserted there would be no summary actions. The NAB must have an executive staff, he said, and he would be in no position to judge how the organization may best function until he has surveyed its operations at first hand.

Before Mr. Ryan sets a definite date for assumption of his NAB post, his successor as assistant director of censorship will have been selected. In a surprise move, Mr. Ryan was the first man to hold the radio censorship post, having been drafted shortly after Pearl Harbor for the assignment. He left his duties as associate general manager and general manager of the Fort Industry Co. stations to accept the Washington call. He retains his executive post with Fort Industry and plans to return to its Toledo headquarters after filling his interim appointment, until July 1, 1945, as NAB president.

C. E. Arney Jr., secretary-treasurer of the NAB, who was named temporary managing director by the NAB board at its Chicago meeting, now is completing a tour of NAB district meetings. He will serve as acting executive head for the period during which the presidency is vacant after Mr. Miller's retirement Feb. 15. Mr. Ryan shortly is expected to appoint a committee of three members of the board to act as a temporary executive committee.

Word 'Radar' Only Now Permitted in Advertising

THE War Dept. has revised its policy to permit the use of the word "radar" in general advertising and publicity. Electronic manufacturers are advised by the Signal Corps that restrictions imposed last July [Broadcasting, Aug. 2] have been modified to allow the use of the word only.

Caution Urged

Signal Corps officials emphasized that aside from this relaxation, the patent restrictions on radar remain in force. They cautioned that no radar devices, equipment or components be advertised or referred to or shown in photographs. The Office of Censorship has never objected to the use of the word "radar." The modification was made at the request of the Radio Manufacturers Association to assist the electronics industry in recruiting labor.

Miller's Record as President of NAB Praised in Courier-Journal Editorial

The following editorial was published in the "Courier-Journal" of Louisville, home-town of Neville Miller, on Feb. 4. Mark Bithrud, publisher of the newspaper, served as interim president of the NAB in 1938, prior to Mr. Miller's appointment:

Neville Miller's six years as president of the NAB have been useful to the industry and to the public indirectly. The fact that he is now being supplanted is a reflection of internal politics and outside pressures, rather than any reflection upon the character or service he has given to the radio industry. Indeed, his intellectual integrity, his stubborn refusal to yield where he was sure he was right made him powerful enemies, among them the chairman of the FCC and the heads of the major networks.

Mr. Miller led the radio industry in the successful flight which broke the ASCAP monopoly—a flight in which Jeanie and her light brown hair rocketed rather than glided. Even so, it was a battle in the public interest, aside from the fact that it gave the vanguard a chance to get in line in the arrangement with the authors, composers and publishers to further the growth of the ASCAP hierarchy and opened the way for the new, young composers.

Under Neville Miller's guidance, the industry adopted a code which, with all its defects, certainly worked in the public interest in that it set standards for fair practices and programs. There is still a long way to go, but the radio industry is more conscious of program standards than it has ever been in its history. Mr. Miller has added many up to James Caesar Petrillo when fainted hearted men were inclined to cower and run when the undisputed boss of the musicians' union delivered his ultimatums.

A major accomplishment, which Mr. Miller would certainly want to share with a good many others, is that there is a better chance now for this country to have a new radio law than there has been since 1934. The President asked Congress for a new law several years ago; the radio industry has been asking for a definitive law for several years. It is about to come about. It will give radio a more stable base than it has had.

Mr. Miller can have the assurance that he has done his job well and that there is nothing in fact or in the manner of his leaving the radio industry which should make his fellow citizens any less proud of him than they were when he was mayor.

Tax Clause Frees Duopoly Transfers

Revolution Bill Proviso Stays In Final Approved Draft

STATIONS transferred or sold under the FCC "duopoly" rule (84-A), which bans multiple ownership, will be exempt from capital gains tax under an amendment to the Revenue Act of 1943 (HR-5887), passed last Monday in the House and Senate.

Introduced last Dec. 16 by Sen. Bennett, D-Mo., the amendment was inspired, Sen. Clark said, because of the forced separation of KGBX and KWTO Springfield, Mo., which were under management of the same firm by last Jan. [Broadcasting, Dec. 27, 1943].

Applies to 1943

Although House conference re-wrote portions of the original amendment, its substance remains unchanged. It was understood that the Treasury Dept. approved the provision in view of the FCC regulation which provides that the multiple ownership ban becomes effective March 15.

The amendment, under Sec. 112 of the Act, shall be applicable to taxable years beginning after Dec. 31, 1942. Following is text of the law as passed:

(g) GAIN FROM SELL OR EXCHANGE TO EFFECTUATE POLICIES OF FCC—If the sale or exchange of the business (including all goodwill and equipment of a corporation) is certified by the FCC to be necessary to effectuate the policies of the Commission with respect to concentration of ownership among one or more broadcasting stations, such sale or exchange shall, if the taxpayer so elect, be treated as an involuntary conversion of such property within the meaning of subsection (2) of this section. For the purposes of subsection (2) of this section, as made applicable by the provision of this subsection, stock of a corporation open-end investment company or other property shall be exchanged for whether or not representing control of such corporation created a monopoly similar or related in service or use to the property sold or exchanged.

The part of the gain, if any, upon such transaction which is not specifically excluded by subsection (f) of this section is not taxable to the extent that it is applied to reduce the basis of the stock or property sold or exchanged. If such reduction is made by the taxpayer, the amount of the gain shall be taxable for the taxable year in which it occurs upon sale or exchange of property, or a charge made to the taxpayer for the reduction, or any part thereof, to the extent that it is attributable to the amount so excluded. The Secretary shall prescribe regulations thereunder, and the Secretary's regulations shall be binding on the taxpayer for the taxable year and all subsequent taxable years.

Trammell on Council

NILES TRAMMELL, NBC president, has been made a director of the War Advertising Council, succeeding Paul H. Linehan, Chicago, executive director, as radio's representative on the Council board.
Let the Banks Tell How Broadcasts Sell

Financial Firms Find the Air Medium an Effective Sales Agent

Roundup. WRVA is the Columbia System's outlet in Richmond and does a fairly good job of covering the whole State of Virginia.

On WMG, the Richmond ABC outlet with 5,000 w, we have 60-word announcements on Tuesday, Thursday and Friday immediately following the John W. Vandercook World's News Roundup and on WRNL, the local Blue Network outlet of 5,000 w we have 50-word announcements at 7 p.m. on Monday and Wednesday just preceding the newcast of Fulton Lewis Jr.

Outranks Newspapers

"We are using radio as an integral section of our advertising structure which is composed of all recognized media and we consider it an effective medium in advertising mass messages.

"Our experience with radio has led us to increase the time pur-

chased considerably. At this particular date we are spending about 20% of our entire budget on this medium. I might add that we confine all of our advertising on radio to one subject such as personal loans, bank money orders, savings, etc., for stated periods, usually eight weeks, and we have noted that the increase in volume accelerates in that particular field as the advertising progresses."

Geta Results

In Cleveland, H. J. Wills, Manager of the Central National Bank's public relations department tells us what his organization floats over the air waves and what comes of it. Mr. Wills:

"As an FAAccomplie, I shall be glad to set down some observations regarding our radio programs. As you may or may not know, we have been an occasional user of radio for the past five or six years.

Healy Asks Advertisers to Make War Messages 'More Vital, More Dynamic'

OFFICE of War Information will ask advertising to perform "only jobs which will contribute direct-
ly toward winning the war," George W. Healy, OWI director of domestic operations, last Thursday told a dinner meeting of some 400 advertising copywriters and artists at the Hotel Roosevelt, sponsored by the New York Council, American Asn. of Advertising Agencies, in cooperation with the War Ad-
vertising Council. Charles L. Whittier, vice-president, Young & Rubic-
am, presided.

Dreading that while the help the advertising industry has al-
ready given the Government is "un-
precedented in any emergency in any nation" it is still not enough, Mr. Healy urged the creative peo-
ple to make advertising's war mes-
ges "even more vital, more dy-
amic and more persuasive than they have been so far.

Praise for Advertising

OWI, he said, "will give you every bit of information we can assemble to facilitate your work. More important as to what kind of jobs we and the council shall ask you to do, we shall plan for you and expect you to perform only jobs which will contribute directly toward winning the war."

Mr. Healy paid tribute to the WAC in mobilizing advertisers, agencies, and media on the home front. In dedicating its money, its energy and its superb talent to the task at hand", he said, "ad-
vertising has given eloquent proof

that enterprise exists and democ-
ocracy works."

OWI's work with the Council, he continued, "has been, and is, one of the outstanding examples of team-work between business and Government. Born out of a com-
mon urge to help the war, the close-working relationship between CWI and the Council stands out in bright contrast to the jealousies and bickerings of pressure groups and the 'gimmie mine' boys."

Bragging Resented

William J. Caldwell, BBDO copy writer and twice-wounded veteran who served with both the RAF and the U.S. Air Forces, reported that the fighting forces deeply resent "the enormous amount of bragging that runs through much copy advertising." Pointing out that the 10,000,000 men in the services are future customers and that "it is important not to get their backs up against you and the

people for whom you are advertis-
ing while they are away," he con-

inued.

"When you publish an ad on the part your product is playing in that war, please be sure to mention the men. After all, war is not much different whether you are fighting with a tomahawk or a bazooka. Machine gunners, jeep men, gunners do the fighting. Some-
times, you know, they help as well as so-and-so's gerrymakers. Please give credit to the men who are bring victory nearer, which is too often claimed for the product alone. And give them credit in the first paragraph.”

T. S. Reppier, general manager, WAC, presented a series of slides showing the advertising space con-
tributions of prominent advertisers to war messages, also paying tribute to the work of radio writers and producers. Reporting that cur-
ently advertising support of war themes is running at the rate of more than $300,000,000 annually, compared with about $200,000 for all of World War I, he urged ad-
vertisers not to feel smug, adding, "If advertising has taken off its coat, it certainly has not yet spit on its hands."

Carlton Spier, copy chief of BBDO, offered examples of prod-
uct ads with war themes incor-
porated into the advertisers own story.

Showing of the film, "War Depart-
ment Report," concluded the meeting.

BROADCASTING • Broadcast Advertising

February 14, 1944 • Page 13
Fly Criticizes Methods of Garey in Two Letters

By BILL BAILEY

A BARRAGE of charges that the House Select Committee to Investigate the FCC was giving the Commission the “brushoff”, followed by denials and countercharges, last week featured the Congressional investigation of the Commission. Beginning Tuesday the Committee heard Donald Flamm, former owner of WNYC-New York, unfold his story of what he termed a “forced sale” of the station in December 1940 to Edward J. Noble, now chairman of the board of the Blue Note Rko Co. (see page 28).

FCC Chairman James Lawrence Fly touched off the fireworks when he loosed a double-barreled criticism of Committee Counsel Eugene L. Garey in two letters to Chairman Clarence F. Lea (D-Cal). A hectic week in which words flowed freely, both verbally and written, was climaxxed Friday when the American Civil Liberties Union telegraphed its indignation that the FCC was not getting “fair” treatment at the hands of the Committee.

“Propaganda Mill” Charged

On Feb. 4 Chairman Fly wrote Chairman Lea, charging that Committee counsel “deliberately” delayed the presentation by FCC of its answer to charges so far made as a move to deprive the Commission of $1,600,000 which had been cut by the House from appropriation for the 1945 fiscal year.

The Washington Post, which has consistently criticized the Committee, called on Speaker Sam Rayburn (D-Tex.) and Chairman Lea to fire Mr. Garey.

On Feb. 5 David Lawrence, Washington columnist, devoted his column to that portion of the investigation in which he alleged that communications from the Joint Chiefs of Staff and the Secretaries of War and Navy recommended to the President that radio intelligence activities be transferred from the FCC to the military.

Under date of Feb. 6 Chairman Fly fired his second barrage at Mr. Garey in a letter to Chairman Lea, charging the Committee counsel with writing Mr. Lawrence, “attacking the President of the United States”, and carrying on an “undercover propaganda mill”.

The Washington Post blasted Mr. Garey editorially on Feb. 7 and again called upon Speaker Rayburn and Chairman Lea to take action, commenting that “it is a mistake” to keep the FCC from constructing a “brushoff” case.

Chairman Lea expressed displeasure with the Post editorial and declared that Garey had not written Columnist Lawrence, but that Mr. Lawrence had gotten his information from the public record. Mr. Lea also denied the “propaganda mill” charges leveled by Chairman Fly.

On Feb. 5 Franklin S. Wood, attorney for Mr. Noble, wrote members of the Committee protesting against public hearings in the WMCA sale while litigation is pending in New York. He followed that letter last Thursday with telegrams, addressed to the Committee, in which he said: “I again formally protest against his (Mr. Flamm’s) abuse of your Committee's public position for his private purposes.” Published reports said Mr. Wood wired Speaker Rayburn but the Speaker said Friday: “If I’ve got one thing I don’t know it. I haven’t seen any. Mr. Fly sent me copies of the letters he sent Mr. Lea, but I’m not making an investigation. I appointed a committee to do that. I’m not going to do anything about it. That’s the committee’s job.”

On Feb. 10 Mr. Lawrence de- voted another column on the controversy, commenting: “It would be a sorry day for free government in America if a Congressional committee or its representative did not dare to call to the attention of the press evidence in the record of the committee.”

The American Civil Liberties Union last Friday announced it had wired Speaker Rayburn and Chairman Lea protesting “that the FCC representatives have not been given a chance to testify in answer to recent grave charges.” The Union called on Speaker Rayburn to use his “influence to see that the hearings are fairly conducted” and scored the “attitude and methods” of Mr. Garey.

Rep. Richard B. Wigglesworth (R-Mass.), Committee member, said: “In due time the Commission will have a chance to be heard. We offered Mr. Fly that opportunity last summer but when he appeared before the Committee he refused to talk. We had telegrams protesting the investigation into the WMCA sale, but the Committee plans to go ahead with its scheduled procedure so far as I know.”

Rep. Hart (D-N. J.), an attorney and Committee member, said he had received a copy of the letter sent to Chairman Lea by Mr. Wood and had received a telegram from Mr. Wood Thursday. “Before I make a decision I want to give it some study from a legal standpoint.”

Rep. Miller (R-Mo.), also of the Committee, said: “Our job is to investigate the FCC. A lawsuit in New York is no reason why we should hold up our investigation. We’re going to conduct a thorough investigation of the FCC and we’re going to get to the bottom of WMCA and other cases.”

Rep. Magnuson (D-Wash.), fifth member of the Committee, has been out of the special committee since early this year. Chairman Lea was unavailable Friday, due to the death of a brother, but earlier in the week he said Mr. Fly’s charges were unfounded.

“Mr. Fly is wrong,” said Chairman Lea. “When Mr. Garey told me he had not written to David Lawrence, I called Mr. Apperson. He told me he had not received any letter from Mr. Garey but that he had gotten a copy of the public record.” Asked if he planned to reply to Chairman Fly’s accusations, Mr. Lea said: “I was inclined to drop it. I don’t believe such things should be given wide publicity. There is no necessity of having any one connected with the FCC or Mr. Garey or anyone else connected with the Committee has conducted a ‘propaganda mill’ as Mr. Fly claims. If the Committee wants to use Mr. Fly’s letters, any action will be determined by the majority. The Committee decided to go ahead with the WMCA hearing. We’ll hear the FCC next.”

“Deliberate Block” Charged

In the first of his letters, Chairman Fly charged that Mr. Garey was blocking attempts of the Committee to reply to “baseless charges” made before the House investigation. Chairman Fly alleged that delay in presenting the FCC’s rebuttal was “deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate.”

The House a fortnight ago lopped off $1,600,000 from the Commission’s request for the 1945 fiscal year, after the Independent Office Appropriations Committee conducted hearings. The Senate Appropriations Committee last Thursday began hearings on the Independent Office Bill.

Mr. Fly’s letters constituted the first active part the FCC chairman has taken personally against the House Committee for some time. Commissioner C. J. Durr had demanded the resignation last fall of Rep. E. C. Cox (D-Ga.) as chairman of the Committee.

Mr. Fly’s letters last week produced editorials in the Washington Post, one opined: “It is hard to Coxism?”. It said, in part: Coxism appears to be marching on in the House of Representatives.” The publication called upon Speaker Rayburn, Chairman Lea to disbar Mr. Garey.

On Feb. 5 David Lawrence’s column made reference to a “letter (Continued on page 66)
Some people buy WHO for its heavy primary coverage of Iowa cities—some for its ditto of smaller towns—some for its Iowa farm following. Whichever you want, you get all three, at a price you’d gladly pay for one • • • WHO is the only 1A clear channel, 50,000-watt station in Iowa—the only station whose .5 millivolt contour line includes or touches every county in the State. "Listened-to-most" by more Iowa people than all other Iowa commercial stations combined (see 1943 Iowa Radio Audience Survey) • • • “Such popularity must be deserved.” Write for further facts—or ask Free & Peters! 

WHO for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC . . . National Representatives
**First Grants Under FCC-WPB Ruling For New Local and Booster Stations**

The FCC last Tuesday granted the first conditional construction permits under the new approval method of the FCC and the WPB for obtaining broadcast facilities involving the use of critical war material and manpower jointly announced by the two agencies Jan. 26 [Broadcasting, Jan. 31].

A local 250 w standard station operating unlimited time on 1350 kc was authorized to Sacandaga Broadcasting Corp., Gloversville, N. Y. WRBL Columbus, Ga., was authorized to install a booster station near that area.

Sacandaga Broadcasting is 95% owned by George F. Bissell, president and treasurer, who also is president and manager of WMFP Plattsburgh, N. Y., in which he holds 25% interest. Remaining minor interest is owned by its vice-president-secretary, T. E. Gilmore (1%), Plattsburgh public accountant, and an executive vice-president of the Fulton County National Bank & Trust Co., Gloversville. The application stated the area was lacking adequate facilities for its local organizations, the nearest station being WGY Schenectady, a 50 kw outlet beyond the means and needs of local merchants and advertisers in Gloversville.

The Ft. Benning booster station granted WRBL which is on 1350 kc with 250 w, will synchronize with the Columbus station. It is stated that the synchronized amplifier will provide the large number of servicemen now stationed at Ft. Benning with necessary service heretofore lacking.

The FCC denied the petition of WDGY Minneapolis to correct the record and to reinitiate the Commission's decision of Dec. 1943 which granted the station a modification of its license to operate unlimited time with 5 kw day and 250 w night. Also denied WDGY was its application for authorization to operate unlimited time with 500 w after sunset at Albuquerque, N. M., during the summer months, and 250 w likewise during the winter months. The Minneapolis station now operates on 1150 kc with 5 kw day and 500 w night.

**Wade Promoted**

ALBERT J. WADE, formerly a producer in the agency of his father, Wade A. Wade (Wade Adv. Agency, Chicago), handling Alc Templeton Time, Quiz Kids and Sach's Adventure Hour, after a year with the Overseas Division of OWI, has been named head of OWI Overseas Program, radio division, in the Near East, with headquarters in Cairo. Prior to joining the Wade agency, he was associated with WLB Chicago as assistant continuity editor and later as director of publicity and promotion.

**Gum Labs. Adds**

GUM LABS., Clifton Heights, Pa. (Irvone chewing gum), on March 18 will add 85 Blue network stations for its Saturday afternoon Hello Sweetheart program, for a total of 123 outlets. The added stations will air the quarter-hour musical program as follows: in the Southwest and Western areas, from 5:45-6 p.m. Agency is McJunkin Adv. Co., Chicago.

**Army news service writes and edits newscasts, and rebroadcasts many domestic network features to all areas in designated blocks of time. It has been proved by thorough analysis of all Japanese propaganda and from eye-witness accounts of Jap camp internees, that many Japanese depend upon OWI programs for the true progress of the war.**

**Buss to Direct**

In charge of the San Francisco office is Owen Lattimore, deputy director of the OWI Overseas Broadcast Division. After March 1, when Mr. Lattimore will have his headquarters in Washington, Claude Buss will direct the Pacific.

Mr. Buss recently returned to the United States on the liner Gripsholm, having been interned in Japan since the capture of the Philippines where he was executive assistant to the American High Commissioner. He had been professor of international relations at the U. of Southern California for seven years prior to 1941 and had previously been in China for five years as vice-consul in the American Embassy. With his knowledge of Chinese and Japanese, which he acquired during his internment, Mr. Buss is considered especially suited for his new post.

**Modern Version of the Old-style Horseshoe Corp. is Used by Members of the OWI Pacific Bureau News Division to Prepare Editorial Material for Overseas Broadcast News from the Major Wire Services.**

MODERNIZED VERSION of the old-style horseshoe copy desk is used by members of the OWI Pacific Bureau news division to prepare editorial material for overseas broadcasts. News from the major wire services and from OWI's news room in Washington are processed by this staff of ex-newspapermen for translation into various foreign languages and for special English newscasts. Ten transmitters in the San Francisco area beam OWI programs by shortwave to the Orient and the South Pacific.

**United Nations, driving home constantly main themes that a United Nations is inevitable. The broadcasts function along a propaganda line to tell the truth about the war, and to compare Allied achievements with the Jap's phony promises. These shows, ranging from five and fifteen minute newscasts and commentaries to thirty minute dramatic, discussion and music programs, are scheduled and sent out over OWI's general network to the Far East and South Pacific.**

The most powerful of these transmitters are KGW KXKN and KGW. Others include KKW KWW KYRO KRCV KESA and KESQ. The majority of English newscasts and commentaries are live shows, but the rebroadcast productions in English and language show are electrically transmitted and then checked for accuracy and security reasons before they are short-waveed overseas. This psychological warfare is being fought in many languages and dialects—in Japanese, English, Chinese, Burmese, Macauan, Korean, Japanese and in ten Filippino dialects, including Tagalog and Moro. The frontal attack is beamed directly at Japan.

**Heard in China**

It has been proved that the San Francisco radio is heard on the far side of the Pacific by letters from occupied China, smuggled into Free China and then mailed to OWI headquarters. While OWI Pacific Bureau broadcasts can be heard by our own armed forces in the war zone, they are not designed primarily for them. That responsibility rests with the Armed Forces Radio Services of the U. S. Army, whose

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RADIO STATION W-I-T-H
IS GIVING AWAY
$6,000 IN WAR BONDS!

Unique 30-day promotion ties in with 4th War Loan Drive. It's a Natural for the Bond Drive... the advertiser... the listener and for the station.

Everybody benefits from this unusual promotion. That in itself makes it a standout! So to its on-the-toes programming, W-I-T-H now adds another nifty merchandising idea. Some time is available... but not too much. Check with us or our national representatives for the facts.

WITH
THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
TOM TINSLEY, President

Here's How It Works For Advertisers

1. Keeps people tuned in to W-I-T-H 24 hours a day.
2. Listeners have 8 chances a day to win.
3. They can win as much as $200 a day. The total for the drive is $6,000.
4. They don't need a phone to win! Names broadcast are taken from city directory or phone book. If person is not listening to W-I-T-H... value of Bond goes over to next name called.
5. You get 30 days of solid listening audience.
6. W-I-T-H is the radio station that reaches more homes on a low dollar-per-listener basis.

REPRESENTED NATIONALLY BY HEADLEY-REED
AFM Heats Nets
Tell FM Policies

Big Basic Scale
Increases

Sought in N. Y., Chicago
INTERNATIONAL Executive
Board of the AFM, now in session in
Chicago, was given an exposition of
FM broadcasting last Monday.
O. O. C. Petrikello, vice-

president in charge of engineering, 
and head network executives explain
why they are permitting network programs to be broadcast on
FM stations operated by network
affiliates without any extra charge
to advertisers. At the weekend the
board had announced no decision as
to whether the union would ask
extra pay for its members for these
broadcasts.

Locals’ Demands

Meanwhile, network executives were considering the demands of
AFM locals in New York and Chi-
gogo for new contracts to succeed those expiring Jan. 31, under which
they are still operating pending
agreement on the new pact, whose
terms will be retroactive to Feb. 1.
Major items asked by the New
York locals are a 15% cost-of-living
increase, retroactive to Aug. 1,
1943, an increased scale for one-
time broadcasts, and that all rec-
order-takers be AFM members with
a scale of $30 a week, as well as
that the union be given complete
jurisdiction over network music
librarians.

Union also asks that staff music-
nicians employed at WOR be in-
creased from 40 to 68, number
already employed by other network
key stations in New York. Demands
were presented by the union at a
preliminary meeting Feb. 4, with
representatives of the union
and the networks to start their nego-
tiations this afternoon [Monday,
Feb. 14]. CBS, which was not
represented at the first session, has
straightened out its differences
with the national union and will
join the other networks in nego-
tiating with Local 902.

More Musicians

Chicago AFM local is requesting that
staff musicians at NBC, CBS and
Blue be increased from 35 to 65,
with the MBS quota raised from
32 to 40. Other Chicago dem-
ands include a two-week vac-
tation with pay for all staff
musicians; an elimination of the sus-
taining scale of $120 per man per
week, putting all network staff
men in that city at the $150 rate;
an increased scale for librarians
from $75 to $90, and for assist-
ent librarians from $60 to $75,
with an additional number of libra-
rarians and assistants employed;
and an increase in the scale of arrang-
iers to put them on a par with in-
strumentalists.

Demand that “platter-turners”
in New York be AFM members, in
line with the precedent set in
Chicago and St. Louis, recalled the
presence of AFM President James
C. Petrillo before a Senate inves-
tigating committee a year ago
[BROADCASTING, Jan. 18, 1943]. At
that time Mr. Petrillo admitted that
his original request for union-
ization of record handlers in Chi-
gogo was based on the union’s em-
ployment needs rather than on any
skills required by the task, as “a
child could do the job”. When the
stations did not object to this de-
mand, he naturally enforced it, Mr.
Petrillo told the committee, adding
that if they had refused it he would
have withdrawn the demand.

New York union is also negoti-
ing new contracts with the net-
work stations in that city, whose
present contracts expire April 1.
New contracts have already been
signed with WQXR and WEVD.

District 14 Reelects
Ed Yocum as Director

YOCUM, manager of KGHL
Billings, Mont., was re-elected NAB
director for District 14 at the
NAB district meeting in Denver
last week. The district comprises
Colorado, Idaho, Utah, Wyoming,
Montana and western South Dako-
ta.

The two-day meeting held Feb.
7 and 8 heard C. A. G. Bowers,
managing director of NAB,
discuss pending legislation, the mu-
sic and copyright situations and
other current industry problems.

Law H. Avery, NAB director of
radio advertising, and Willard D.
Egelof, assistant to the president,
also addressed the session as
headquarters spokesmen.

Resolution was passed con-
demning the Bankhead bill for a 10-

million-dollar newspaper adver-
sising subsidy on War Bonds and
urging greater and more intelligent
use of BMI music.

GILLIN REELECTED
BY 10TH DISTRICT

MORE CONTROL over broad-
casting by the broadcasters and
interference by the FCC was de-
manded by C. E. Arney Jr., NAB
secretary-treasurer and acting
manager director before the 10th
District NAB in Omaha Feb. 4.
John J. Gillin, Jr., president and
general manager of WOW, Inc,
Omaha was reelected district
director. Mr. Gillin presided at the
two-day convention which was
attended by about 100 members
from Iowa and Nebraska.

Speakers included: Carl Haver-
lin, vice-president of BMI; Rod
Holmgren and Jerry Deane, of
the regional Office of War Infor-
manation, Kansas City; S. A. Spies-
nogal, Nebraska War Finance Of-
ce; Capt. Harry Davis of the
Marines; Lt. Comdr. R. W. White,
Public relations officer for the
9th Naval District, Chicago; Lt. Col.
Robert Reed, public relations officer
for the 9th Service Command, Omaha;
Maj. Gen. Clarence H.
Danielson, commanding officer of
the 7th Service Command, Omaha;
William Jefferles, president of
the Union Pacific Railroad.

WAPI Technicians on Strike
Without Giving Any Warning

WITHOUT warning the technical
staff of WAPI Birmingham failed to
appear for duty at sign-on last
Friday morning and apparently
went on strike. The staff of seven,
including the chief engineer, had
not been heard from at a late hour
Friday, as BROADCASTING went to
press.

Lawson Wimberley, international
representative of IBEW in charge
of broadcasting, told BROADCASTING
late Friday he had had no advance
notice of the action and was not
aware of any grievance. He said
he had given instructions to C. M.
Baker Sr., financial secretary and
treasurer of the Birmingham lo-
cal, to order the men back to work,
but that at a late hour not a single
member of the WAPI staff had been
contacted.

Ascertaining frankly the incident
was “ vexing and embarrassing”, Mr. Wimberley said that un-
less the staff returned promptly,
States Bureau of "highlighted the
staff. He added he was prepared
to leave for Birmingham on a mo-
ment’s notice.

Calls It ‘Strike’

Pointing out that the IBEW con-
tract carries specific arbitration
procedure, Mr. Wimberley said he
was at a loss to understand why
the local did not consult interna-
tional headquarters. Obviously, he
declared, the action must be con-
strued as a "strike". He said he
was constrained to “denounce” the
action as “ indefensible”.

Ascertaining that he had talked
with Thad Holt, president and
general manager of WAPI, Mr.
Wimberley declared that the tech-
nical staff apparently had taken
matters in its own hands. Evident-
ly the staff had held a meeting at
Friday night, att time the de-
cision was made, but no infor-
mation was transmitted either to
the station management or to
headquarters of IBEW. One report
was that the chief engineer had
locked the trans-
mitter house and taken the keys
with him. The station was to have
signed on at 5:30 a.m. Friday.

Mr. Holt, called by BROADCASTING
late Friday, said he had received
no word from any member of the
technical staff. A wage and hour
contract had been signed with the
local on Dec. 1, 1943 and had been
approved by the War Labor Board.
The 5,000-watt station is a CBS
outlet.

William B. Ryan Named
16th District Director

WILLIAM B. RYAN, general
manager of KFJ-KECA Los Angeles,
was elected director of the 16th
NAB District at the district meet-
ing in Los An-
geles. He succeeds
Calvin J. Smith, of KPAC.

Legislative activities
of the NAB were
reviewed by C. E.
Arney Jr. secre-
tary-treasurer and
acting man-
gaging director.

Carl Haverlin,
Broadcasting
that broadcasters
must align themselves more o-
closey with BMI to offset competi-
tion from ASCP. Frank Chiinzini,
NAB Thesaurus, reviewed the Petri-
llo controversy.

Law H. Avery, director, NAB Bureau of Radio and Television Di-
rector, gave a resume of the retail
promotion committee plan. Ned
(Continued On Page 87)
Original Amperex design and construction refinements result in trouble-free performance of Amperex tubes... effecting natural economies in the operation of transmitting equipment. With replacements difficult to obtain, the extra hours of life inherent in Amperex tubes are often "priceless." To engineers, everywhere, this "Amperextra" factor of longevity is the major consideration.

HASTEN THE PEACE... BUY ANOTHER WAR BOND TODAY

AMPEREX ELECTRONIC PRODUCTS
179 WASHINGTON STREET • BROOKLYN 1, N.Y.
Broadcasters in Canada Hold Annual Convention at Quebec

United States Industry Taking Active Part in Discussion of Wartime Operating Problems

INDEPENDENT Canadian Broadcasters will meet in Quebec this week (Feb. 14-16) at the Chateau Frontenac, made famous by the Churchill-Roosevelt conference of last summer, to discuss wartime problems as well as problems of relations with the Canadian Broadcasting Corp. It is the fifth wartime convention of the Canadian Assn. of Broadcasters, the tenth annual meeting since its rejuvenation in 1935. A complete report of the proceedings will be carried in the Feb. 21 issue of Broadcasting.

Advance registrations show it is the best attended of the CAB conventions, with numerous representatives of stations and also advertising agencies and other branches of the industry.

Americans Attend

As in recent years, numerous American broadcasters and those allied with the industry are expected to attend. Guest speakers from the U.S. include Matt Chappell, research director of C. E. Hooper Limited, who will speak at the opening day's luncheon; Dr. James R. Angell, former president of Yale, and now NBC public relations advisor, who is speaker at the annual dinner Tuesday evening; Col. B. J. Palmer, WHO Des Moines, who speaks on "Radio Salesmanship" Tuesday afternoon; Paul Chamberlain, sales manager of GE's FM division, Schenectady, who is Wednesday morning speaker at the FM session. Canadians addressing the convention are: J. W. Clark, director-in-chief, public relations, Canadian Armed Forces, who just returned from the Italian war zone, and J. G. Turgeon, chairman of the Parliamentary Reconstruction Committee, luncheon speakers.

Chairman of the convention is Harry Sedgwick, CFRB Toronto, on loan as director of the New York office of the Canadian Wartime Information Bureau. Open meetings are being held Monday morning, Monday afternoon and Wednesday morning. Closed meetings will concern relations with CBC, standardization of rate structure which has been in use to a large degree this past year, the writer's report, programming, ways and means of increasing effectiveness of commercial continuity, report on the public relations committee and the work done on identifying stations as local community enterprises.

Social functions of the convention include a dinner by the CAB directors on Sunday for visiting American broadcasters prior to the opening of the convention, a cocktail party by Canadian Marconi Co., and dinners Monday evening for stations by rep firms, All-Canada Radio Facilities, and Storin & Wright.

CAB directors met on Feb. 12 at Quebec, and the new directorate meets on Feb. 17 after the convention.

A large number of American agency executives are attending this year for the first time. A study of the Canadian plan for a Bureau of Broadcast Measurement. Principal agencies doing business in Canada are represented. Inauguration of the BEM is one of the major features to be debated at the closed sessions of the convention. The committee of agencies, advertisers and broadcasters who are working on the formation of the BEM for the past two years now has a plan to submit, in which American agencies have shown considerable interest, according to committee members.

The plan [Broadcasting, Dec. 20], envisages a standard form for obtaining coverage data by an independent survey organization, stations paying a fee based on a card rate time to be decided by the survey, which will be audited by the committee of the agencies, advertisers and broadcasters. The survey plan is somewhat similar to that used by CBS.

GLEN BANNERMAN

LIST of advance registrations for Feb. 14-16 convention of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, follows:

J. L. Alexander, Toronto.
Mrs. and Mrs. H. J. Averitt, Ronalds Adv.
Agency Ltd., Toronto.
Mrs. H. W. Bennett, Canadian Pacific Railway, Toronto.
Mr. and Mrs. C. E. Arney Jr., NAB, Washington.
A. W. Ashton, Roy & Rubric, New York.
Mr. and Mrs. W. L. Hewitt, CBSJ St. John.
B. H. R. Buchan, CHAB Moose Jaw, Sask.
Maxine Brown, WJEV, Lake City, Iowa.
J. W. B. Browne, CKW Kelowna; B. A. C. Tait, Northland Broadcasting Co.; Norman Batterhill, CJOZ Lethbridge, Alta.
E. M. Brockway, CKW Vancouver.
C. L. Berry, CFGL Grande Prairie, Alta.
V. L. Bourns, Royal Canadian Navy, Radio Liaison.
E. L. Buskens, CBC Toronto.
Claude Caine, BUP Montreal.
W. T. Cranston, CKCK Hamilton, Ont.
F. Grace, CKGL Windsor-Detroit.
H. A. Crittenden, CKCK Regina, Sask.
N. E. Colwell, Jones Myers McGlynn, Chicago.
R. E. Cough, CKGB Timmins, Ont.
Richard Connor, MBB, New York.
Paul Chamberlain, General Electric Co., Toronto.
C. S. Chapman, CKNB Campbellton, N. B.
D. G. Chandler, CJOR Vancouver.
A. M. Cairns, CFAC Calgary.
E. C. Cheadle, Canadian Broadcasting Co., English language.
Vernon Dallin, CFQQ, Saskatchewan, Sask.
With the help of Radio Representatives, Montreal.
Walter Dale, CJAT Trail, B. C.
W. J. Godfrey, Halifax; Very Rev. W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; Howard B. Chase, Montreal; Mrs. T. Sutheford, Revelstoke, B. C.; and F. J. Crawford, Toronto.

ADVANCE CAB REGISTRATION

MAI and Mrs. R. A. Dziepeck, Canadian Army Radio Statio,
L. de Lohrincou, British Broadcasting Corp., Toronto.
Walter P. Downs, Montreal.
F. H. Eppichs, CKWX Vancouver.
M. Elliott, Canadian Marconi Co., Montreal.
L. Eigner, NBC New York.
A. Ernst, CAR, Toronto.
J. Finlay, CBL, Toronto.
H. A. Frigon, CBC Montreal.
H. T. Fontaine, Canadian Advertising Association, Montreal.
G. M. Geldert, CKCO Ottawa.
H. Gooderham, CKRL Toronto.
G. Haas, CKRC Winnipeg.
J. H. Gilchrist, WBO, Ottawa.
R. H. Geary; M. Goodrall, CBC, Montreal.
P. Guerin, All-Canada Radio Facilities, Montreal.
G. H. Henley, CJCA Edmonton.
J. Pinet, CJCB, Quebec.
Mrs. R. A. Avery, JR. NAB, Washington.
K. H. Hager, Monarch Radio, Toronto.
K. P. Hills, WRU, Ottawa.
W. C. Mitchell, CKCR Kitchener, Ont.
R. H. Morse, TF, Toronto.
A. A. Murphy, CPQC Saskatoon, Sask.
M. T. Neary, Associated Broadcasting, Montreal.
Philippa Mygatt, J. Walter Thompson Co., Toronto.
W. McQuillen, Cockfield Brown & Co., Toronto.
Mr. and Mrs. J. H. McMillan, Joseph Heske, several yearsago to carry Coca-Cola programs, and has since been used by other advertisers. D'Arcy Adv., agency for Coca-Cola, is handling the show for Philco.

GLEN BANNERMAN

PRESIDES AT CAB

BYLINE

MAI, and Mrs. R. A. Dziepeck, Canadian Army Radio Station.
L. de Lohrincou, British Broadcasting Corp., Toronto.
Walter P. Downs, Montreal.
F. H. Eppichs, CKWX Vancouver.
M. Elliott, Canadian Marconi Co., Montreal.
L. Eigner, NBC New York.
A. Ernst, CAR, Toronto.
J. Finlay, CBL, Toronto.
H. A. Frigon, CBC Montreal.
H. T. Fontaine, Canadian Advertising Association, Montreal.
G. M. Geldert, CKCO Ottawa.
H. Gooderham, CKRL Toronto.
G. Haas, CKRC Winnipeg.
J. H. Gilchrist, WBO, Ottawa.
R. H. Geary; M. Goodrall, CBC, Montreal.
P. Guerin, All-Canada Radio Facilities, Montreal.
G. H. Henley, CJCA Edmonton.
J. Pinet, CJCB, Quebec.
Mrs. R. A. Avery, JR. NAB, Washington.
K. H. Hager, Monarch Radio, Toronto.
K. P. Hills, WRU, Ottawa.
W. C. Mitchell, CKCR Kitchener, Ont.
R. H. Morse, TF, Toronto.
A. A. Murphy, CPQC Saskatoon, Sask.
M. T. Neary, Associated Broadcasting, Montreal.
Philippa Mygatt, J. Walter Thompson Co., Toronto.
W. McQuillen, Cockfield Brown & Co., Toronto.
Mr. and Mrs. J. H. McMillan, Joseph Heske, several years ago to carry Coca-Cola programs, and has since been used by other advertisers. D'Arcy Adv., agency for Coca-Cola, is handling the show for Philco.

Parker to CBC

WILLIAM J. PARKER, Winnipeg, president of the Manitoba Pool Elevators, has been named to the Board of Governors of the Canadian Broadcasting Corp., filling one of two vacancies on the board. Mr. Parker is a local farmer, a graduate of Manitoba Agricultural College, a governor of the U. of Manitoba, vice-president of the Canadian Federation of Agriculture. Other members of the CBC Board of Governors are Rener Morin, Montreal, chairman; J. W. Godfrey, Halifax; Very Rev. W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; Howard B. Chase, Montreal; Mrs. T. Sutheford, Revelstoke, B. C.; and F. J. Crawford, Toronto.

CJOR Joins CBC

CJRO Vancouver has been added to the Canadian Broadcasting Corp. Dominion network, replacing CKWX Vancouver, as announced. Change was made following the recent CBC board of governors meeting at Ottawa, when original network representations were made to the CBC Board. Reasons for the change were not announced. CJOR was originally slated for the Vancouver Dominion network outlet, but when the network began operations on Jan. 2, CKWX was officially listed as the Vancouver outlet.

Philo in Mexico

PHILCO Corp., Philadelphia, starts a half-hour live program on an eleven-station Mexican network this week. The network was set up by D'Arcy Adv., Mexico City, through IT&T and Erickson Telephone Co., Mexi- can Co., several years ago to carry Coca-Cola programs, and has since been used by other advertisers. The show for Coca-Cola, is handling the show for Philco.
Basic value of the Hawaiian Islands to the U.S. lies not just in beaches and pineapple, but in the vast ocean areas kept under strategic control.

Similarly, for advertisers, the basic value of the Cowles Group lies not only in the adjacent retail markets, but in the vast food-producing empire these stations serve, including:

- 16 wholesale centers, over 25,000.
- 80 retail centers, 5,000 to 25,000.
- 601,543 farms, each a war-industry in itself.
- 1,387,690 radio homes (daytime primary) with population-total far above 6,000,000.

To this entire region, Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations... truly the BIG BUY of 1944.
REPORTS on Fourth War Loan promotion activities continue to arrive as the campaign to Back the Attack moves along. $14,000,000,000 in bonds draws to a close on Feb. 15. $5,500,000,000 Series E quota for individual subscribers rapidly was being filled last week with the aid of heightened radio promotion by local stations and the four major networks.

Ted R. Gable, national director of the War Bond Drive Division of the Treasury Dept., on Feb. 5 began a nightly one-minute report on bond sales and progress of the Fourth Loan over NBC. His message is broadcast nightly during the 10-10:30 p.m. period on the network until the end of the Drive.

Building up to the joint drive with the Boy Scouts of America, Feb. 8-15, NBC presented NBC's War Bond Drive Day, an all-night midnight series featuring NBC stars and starting off with Jack Benny on Feb. 1. Under-Sec. of the Treasury D. W. Bell, speaking on NBC's Boy Scout War Loan Rally Feb. 5 launched the NBC-Boy Scout "mop-up" campaign. Seven "enemies" of the bond drive such as "ignorance" and "procrastination" have been presented in a series of seven programs picked up from a group of NBC affiliates, each of which gave a roll call of network stations in its region and reported on its bond sales, during the special feature This is the Attack on Feb. 8.

Kate & Eddie

Highlight of the Blue's "Bond Day," Feb. 13 was the broadcast of Philco's Radio Hall of Fame from the Academy of Music in Philadelphia, where 3,500 seats were sold out. Highlighting the broadcast were: Featuring Alex Templeton, Frederic March, Lowell Thomas, and other radio and film stars, the special Philadelphia program was presented jointly by the Aid of Pennsylvania, and the Philadelphia Merchants Retail War Bond Committee. Retailers sold tickets to the broadcast and inserted plugs in their regular newspaper space to promote the show. Allis-Chalmers Mfg. Co. purchased $1,000,000 worth of bonds for seats to a bond bond sale of the Boston Symphony Orchestra program on the Blue, from Hunter College, New York, Feb. 12, and another $1,000,000 was expected to be raised.

Kate Smith almost tripled her record made during the Third Loan by selling more than $108,000,000 worth of bonds in a round-the-clock appeal made on CBS Feb. 1. Smith spent from 1 a.m. Feb. 2 at the mike for the network and continued until 2:30 a.m. for the New York CBS outlet, WABC. With bond sales reports coming in like election returns to the stations, Kate gave her message on almost every program, having as guests people from all walks of life.

Eddie Cantor was likewise a one-man marathon when he led a 24-hour campaign on KPO San Francisco selling more than $97,000,000 in bonds over that station during the time he was on the air, with several millions more coming in during the hour he was off the broadcast. His total broadcasting time, entertaining before a full studio audience, amounted to 20 hours. Aiding the star of Time to Smirk, sponsored on NBC by Bristol-Meyers, were Edgar Fairchild, music director, and Nora Martin, vocalist, of Time to Smile. Last half-hour of the broadcast was shortened by the OWI to the AEF.

Victory Rally

General Electric Co., and the Cleveland Press jointly sponsored a "Victory Rally" in conjunction with the Feb. 8 broadcast of G-E's Hour of Charm on NBC. More than 14,000 were expected at the Cleveland concert selling more than $108,000,000 in bonds. In a special tie-in with Shubert's "Ziegfeld Folles," a series of three five-minute war bond recordings have been presented on more than 72 Eastern seaboard stations, with Milton Berle, comedian, and other members of the cast participating. Program was created by Blaine Thompson Co., agency for Shubert Theatres, New York.

Half-hour program presented each night during the Drive by WNXA Yankton, S. D., has featured bond sale reports telephoned direct to the WNXA studio by special wire from the heads of war bond promotion in surrounding states and counties in the WNXA area. WHIO Dayton killed 10 foxes in a series of three different fox drives and auctioned off the pelts along with some shot gun shells and other items for a total of $34,000 in bonds. On display in the lobby and windows of the station has been a Fourth Loan exhibit of Army Air Force equipment, and a success story enemy material. "Open house" was held by the outlet on WHIO-CBS Bond Way, when an estimated 5,000 persons visited the station. The exhibit was given in the station's kitchen, even served coffee and doughnuts.

Extensive entertainment ranging from Air Force bands to acrobats was presented to total up more than $400,000 in bonds, four times the quota set for the station. A Nazi flag, captured in Italy and unsuccessfully offered several days previously through front page promotion by a local Dayton paper, was sold for $10,000 in bonds by WHIO after two hours.

Chicago Stunt

Over $20,000,000 in bonds were netted by WBBM Chicago and the CAGC by radio promoting a "Cavalcade of Stars" sale on Feb. 5 at a Chicago theatre. $16,327,500 worth of bonds were purchased in reserved seats for the stage show which was followed by a CBS broadcast. A large number of radio, theatre and screen stars appeared on the program and the broadcast.

WJW Cleveland was instrumental in bringing Paul Whiteman, director of music for the Blue Network, to Cleveland for a war bond rally on Feb. 2. More than $70,000,000 in bonds were sold at the bond show and auction. What was auctioned were the baton used by Whiteman in the first jazz concert ever given in Carnegie Hall and the suspenders and tie being worn at the auction by Charles Ruggles.

Citation received by news commentator Gilbert Forbes of WFBM Indianapolis from the Treasury Dept. for his television services during the Third Loan. Forbes was recognized for his work during the Fourth. The Third Loan has been sold for $50,000,000 in bonds. Presentation to the programmer was made on one of Forbes popular morning news programs. Souvenirs sent to WBBR Knoxville by radio and movie personalities to aid bond sales have been offered for auction by the station's top morning and afternoon record shows. Awards will be made at the end of the Drive to top bidders for each of the items.

Bill Mosher's Farm Forum sponsored by WORA, Seattle by the Puget Sound Power & Light Co. has assisted Washington State 4-H Club bond selling efforts by awarding to the state's three best 4-H clubs a collection of three purebred dairy calves.

Bank Day

WBT Charlotte, N. C., has employed a "WBT-Bank Day" plan devised by general manager A. D. Willard Jr. to assist in the sale of extra bonds during the Fourth Loan. WBT in the city, each cooperated with WBT on different days by pooling manpower and resources to stimulate bond (Continued on page 26)

CAB Registration

(Continued from page 20)


CPOY Charlottetown, P.E.I.

E. W. Baring, WJO Nordons, Toronto.

D. A. Salmons, BUP, Montreal.

John Sullivan; Clifford Stinton, CKCO Winnipeg.

Mr. and Mrs. Slabough; H. F. Stanfield, St. John's, Newfoundland.

J. A. Shaw, CBC, Montreal.

Hart, Ashwick, CFRB Toronto.

J. Sedgwick, CAB, Toronto.

Ken Scheib, CJRB, Kitchener, Ont.

J. Blatter, Radio, Reestratificantes, Toronto.

F. F. Scanlon, CKRN Regina.

Alex Sherwood, Standard Radio, Chicago.

Horace J. F. Lightfoot & Wright, Toronto.

G. A. Salmons, BUP, Montreal.

Miss Helen A. Thompson, Spot Broadcast- ing, New York.

KFCB, Stations, Northern Broadcasting;

Timmins, Ont.

Eliane A. Toba, BUP, Winnipeg.

Jerry Tsonik, CHB, Toronto and Albert, Sask.

J. R. Thivierge, CHRC Quebec.

George Tschirhart, Jasper-Flitagar-Sample.

New York.


Leon Tremblay, CHLN Three Rivers, Que.

Mr. and Mrs. N. K. Vale, Rosalie Adv.

Mr. and Mrs. W. J. Weir, CBC, Toronto.

Mr. and Mrs. A. B. Wright, North West, Toronto.


C. E. Withlup, WOR, New York.

C. E. Withlup, WOR, Chicago.


Lieut. W. A. Williams, Royal Canadian Navy, Sydney, N.S.

J. G. Whitley, GPBR Brockville, Ont.

Charles H. White, Calgary.

W. J. Wood, CKSD Sudbury, Ont.

R. B. Worrall, CKOS, Vancouver.

C. Hal B. Williams, Dominion Broadcasting Co., Toronto.

Mr. and Mrs. J. H. Yuill, CJRM Medicine.

Mr. and Mrs. A. Young, Joseph Nova- Medulla, New York.

Page 22 • February 14, 1944

BROADCASTING • Broadcast Advertising
Register with the South's top market by joining our MUTUAL friends on WHBQ—Memphis, Tennessee

W. H. BEECUE SAYS:
"Look at our Hooper—look at our rates
then call RAMBEAU"

E. A. (BOB) ALBURTY, MANAGER

WHBQ
"Your Mutual Friend"
What is this thing called Radio?

What is this thing called radio? Is it that magical box of wood and wire and tubes and dials? ... Yes ... but radio is more ... much more.

Radio is the farmer at eventide—his eyes glancing apprehensively to the sky.

It is the mother, with "V" mail overdue, every fiber of her being eagerly awaiting word of the 5th Army.

Radio is music at the close of a hard-pressed day.

It is the speech in the town hall—given a national audience.

Radio is song and literature and statecraft—letters and manifestoes brought to the intimacy of your living room for you to hear, digest, accept or reject.

It is the plaint of people who are suffering and the glorious voices of free men released from slavery.

It is the cry of hunger across the seas and the song of plenty in America.

Radio is life.

It is around the corner—it is national—it is global.

Radio is America—with sound.

Listen!

All the talents and skills and facilities of the stations of the Blue Network are dedicated to one single, impelling task—to furnish a bridge between the world and you. For you are the compelling power of the world. You cause world leaders to sit through long hours putting thoughts into ringing words for radio. You impel writers to work with words that will make you laugh.

You are the reason actors step to the microphone and pour out every ounce of their talent. Yes—every second of radio broadcasting from every spot on the earth is directed at you. And so you are the power that gives direction to the Blue Network—and to the world.

No better evidence of the importance the Blue Network places on the relationship of its life to yours—is the fact that among the Blue's musical activities you'll hear:

The Metropolitan Opera
Early American Dance Orchestra
Metropolitan Auditions
Lower Basin Street
Guy Lombardo
Horace Heidt
Add to all this—Comedy, Education, News, Drama, Forum!

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING SYSTEM, INC.
TO your left is a reproduction of the first advertisement in The BLUE Network's new national advertising campaign—planned to run the year-round in newspapers and magazines clear across the country—and on the air over BLUE stations—in recorded spots by Milton Cross and Hugh James.

Why are we doing it? Can advertisers derive any benefit from it? And if so, what?

**FIRST:** We believe (and anyone who has followed broadcasting's history in the past three years will agree) that Radio needs an over-all job. Not just a series of program ads. But a campaign that will talk radio in close-to-the-heart terms. This is it.

**NEXT:** We tell the listening public that we mean to serve them in more and better ways than ever before.

**THIRD:** We will establish greater recognition of The BLUE and its affiliated stations. And we hope the campaign will get people to spend more time listening to The BLUE.

**FOURTH:** By doing this, we increase the audiences to our programs; we hike our ratings; we do a better job of delivering buying power to our advertisers. We do ourselves a lot of good—but (and this is more important in the long run) we do our advertisers a lot of good. We deliver more for their money—more listening, better ratings, more sales, more value for every dollar they invest in The BLUE.

These were the big points in the thinking behind our national campaign. They can all be wrapped up in this one phrase—

**THE Blue IS GETTING TO BE A BETTER BUY EVERY DAY**
BILL PALEY CAN TAKE IT

Buck Weaver’s Letter in CBS ‘Mail Bag’ Tells Of Executive’s Baptism of Fire in Italy

CBS EMPLOYEES in the service read news of one of their fellow-workers in last week’s issue of the CBS overseas organ, “CBS Mail Bag,” which carried a letter from Col. J. O. (Buck) Weaver to H. Leslie Atlass, WBBM Chicago. Col. Weaver was formerly head of the CBS newsroom in Chicago. The letter follows:

Merry Christmas and Happy New Year. A little bit late, perhaps, but then a card was sent out last time so that should have arrived in time.

Things go on pretty much the same here... I now have command of the Fifth Army Unit and feel a job is being done.

To give you an idea of how a day goes—3 days ago a rookie just in from the States was assigned to me for orientation. He piled in a jeep and started for the front. The rookie was amazed at the activity and constant streams of supply trucks necessary—and how it didn’t look like war at all because nobody’s blood was spilling all over.

Then we hit a little town near the front (4,000 yards away) and—bam!—a Jerry Jerry came down from behind a sandbagged house. Buck Weaver was there, pretty good—didn’t bother him at all. He then proceeded up to an artillery position to see what damage was done. By that time shell waves were screaming over fairly regularly, but as they didn’t land very close the rookie took them in stride.

After eating, we were sitting in the control’s tent when a sandbagged foxhole of big ones came in close. We all ducked for cover and then—bang!—it missed.

The tent shook—and I’m afraid the rookie did too, at first. He was like a veteran when it was through. That night he didn’t get much sleep because our sandbagged tent was just 150 yards directly in front of a battery of 150 howitzers and they kept up the din all night.

A terrific barrage let loose about 6 a.m. and sleep was over for that night. We ate breakfast and had just finished when the ack-ack broke loose at Jerry who came in, strafing the area. By that time the rookie could take anything, and he did. Was quite proud of him.

He’d had about everything and was still going strong . . . as a matter of fact he seemed to enjoy it. We wandered around the front that day and then came back to the rear. The rookie was tired and happy. His first experience under fire, and exhilarating.

Oh, yes, by the way—he wanted me to remember him to you—his name is Bill Paley!
When the curtain goes up on the approaching post-war era, Federal does not propose to perform sleight-of-hand in producing a startling fantasia in broadcast equipment.

But Federal, which built WABC, the 50 Kilowatt key station of the Columbia Broadcasting System and the most modern transmitter in the country, will produce then, as it will discuss now, up-to-the-minute equipment of even greater power to meet individual needs.

Federal's long experience in building transmitters, in both high frequency and standard broadcast ranges, assures equipment that will measure to the highest standards.

Federal's scientific talent, which includes the world's best technical minds, assures equipment that will embody good engineering practices and proved refinements in design.

Federal invites you to discuss your ideas and its facilities for developing transmitting equipment to your particular requirements.
Flamm Tells Probers He Feared FCC

Former WMCA Owner Charges Coercion

In 1940 Sale

DONALD FLAMM, former owner of WMCA New York, told the House Select Committee to Investigate the FCC that he was "coerced" into selling his station to Edward J. Noble in December 1940 because he was afraid he would be "greased from the White House down" and that he had been told the FCC was "out to get me".

Despite offers of more than $1,000,000 each which he said had been made for the station, Mr. Flamm declared that he was informed by his own "$30,000-a-year general manager, Donald S. Shaw" and his public relations man, Leslie E. Roberts, that the FCC "was out to get my license." Because of his fears, he said he closed the deal for $550,000 with Mr. Noble on Dec. 2, 1940, and "15 days later the FCC granted consent to transfer." 

White House Interest?

White House interest in the sale was disclosed to the Committee last Wednesday when General Counsel Eugene L. Fidla stated he received excerpts from a hearing Jan. 8, 1941, before the Independent Offices subcommittee of the House Appropriations Committee. During that hearing on the Commission's appropriation for the 1942 fiscal year, Commissioner Case, acting chairman when the WMCA transfer was granted, said that Gen. Ed- win M. Waite, secretary to Presi-dent Roosevelt, called him and said he understood representations had been made that Mr. Flamm had been forced into the sale and "would I look into the matter carefully... he asked me to be cau-tious about it."

Mr. Case also testified that subse- quently (Mr. Forster (White House side) called me and said that any rumors to the contrary not-withstanding, the White House was not interested in this, in any way, or manner whatsoever." 

Chairman James Lawrence Fly of the FCC told the subcommittee, the record shows, that he had a conversation with the White House and former Commissioner who represented Mr. Flamm. Referring to that conversation Mr. Fly said: "I made it clear that, of course, no one had any reason for assum-ing that any particular person could move in there and take that license. There had been ques-tions in times past as to Flamm's qualifications as a general manager. Col. Brown knew that, and Flamm knew that. Everybody knew that. The license had been under attack for different questions in times past." Mr. Fly emphasized that he was not present when the transfer was granted.

Chairman Fly told the Commit- tee that he "doubted" if Mr. Flamm had received any other offers. He said: "I understand that Flamm is trying to negotiate this deal and try ing to get an arrangement which will give him an interest in the sta-tion, and I believe a salary of $25,000 or $30,000 to continue as manager of it." 

Hearings Resume Tuesday

"Had you given Mr. Fly that information?" inquired Mr. Garey as he read the record. Mr. Flamm said he hadn't and when Mr. Garey, reading again from the sub-committee record, quoted the FCC chairman as saying, "He (Flamm) might ask for something else. He shows up every so often." Mr. Flamm told the Select Committee that Mr. Waite was asked to consult the FCC was in 1899 when he was ordered to appear on charges that WMCA intercepted and decoded German and British military messages. That charge was dismissed, he said, following a hearing.

Hearings were postponed last Thursday until 10 a.m. (Feb. 15) because of the death of Emmett Lea, brother of Chairman Clarence F. Lea (D-Cal). Mr. Flamm will conclude his testimony Tuesday, according to Mr. Garey. Following Mr. Weissman, Mr. Flamm's attorney during the deliberations and former vice-president of the Knickerbocker Broadcasting Co., he said WMCA until Mr. Noble acquired the station.

Lt. Comdr. William C. Koplovitz, now of the Coast Guard, and William J. Dempsey, attorneys who represented Mr. Noble, will be called when Mr. Weissman's testimony is complete. Mr. Garey said Thomas G. Corcoran, former White House confidant, and Mr. Noble also will appear. Other subpoenas have been issued for Warren Snow, Harry Cushing and John Curtis, brokers who represented Mr. Noble; Mr. Weissman's secretary, S. Ruth G. Garey, one of Mr. Noble's at-torneys.

In addition to Chairman Lea, Committee members attending last week's hearings included Reps. Hart (D-N.J.), Miller (R-Mo.) and Wigglesworth (R-Mass.). When hearings resumed last Tuesday, Mr. Garey read into the record a letter from Attorney Gen-eral Biddle, advising the Commit-tee counsel that a Presidential di-recutive forbidding FBI Director J. Edgar Hoover from answering cer-tain queries and appearing at the hearing, also applied to executive sessions. Mr. Garey had requested Mr. Hoover's presence at an executive session.

With reference to the WMCA sale Mr. Garey told the Committee that he had asked the FCC to submit the case since June 1943. "At the chairman's direction we do not have any facts known to the Committee," he said.

Taking the stand after a brief introduction, Mr. Flamm said: "I have been the victim of rumor, conjecture, and hearsay ever since WMCA was accused of intercepting, decoding and re-broadcasting German messages. I welcome this opportunity to appear before this Committee of Congress."

Mr. Flamm testified he joined WMCA in 1925 when it was operated by the McAlpin Hotel, New York. In 1930 Mr. Flamm said he purchased 50% of the station which had been purchased by Mervyn de-Brando in 1933. In 1927, he asserted, he brought WCPH and "amalgamated" his WMCA in 1932.

In the fall of 1939 when "the station was in difficulty because of a charge made by the FCC that we had intercepted and re-broadcast German broadcasts," Mr. Flamm, he employed Leslie E. Robert, head of a WPA radio project, as a public relations man on the ad-vise of David K. Niles, then of the Dept. of Commerce. He said Mr. Niles complimented him on his stand in taking the Rev. Charles E. Coughlin off the air.

 Didn't See Ads

Mr. Flamm described in detail his early-day radio activities and said that in the spring of 1939, WMCA was cited for broadcasting an objectionable program for a patent medicine. He said he can-celled the program before it had been on the air a week, although he had been advised by Morris Ernst that the medicine in ques-tion was used by leading hospitals and advertised in all New York newspapers.

He explained that during the war crisis in 1939, as an independent station, WMCA did not have access to network pickups from overseas or to shortwave equipment; consequently a tieup was made in September 1939 with the New York Herald-Tribune, in which broadcasts from Britain and abroad were to be used by WMCA as a partial news source.

According to two trade publications and which carried photostatic copies of newspaper stories to the effect that WMCA news been being intercepted both British and German messages to ships at sea was introduced. When Mr. Flamm testified he had not seen copies on that portion of the ads which told of WMCA scooping the world on intercepted German messages to British and German governments to ships at sea, Rep. Hart said:

"You can't dodge the responsibility of the Washington government."

"That was a pipe dream on the part of the writer," replied Mr. Flamm.

So the advertisement as it ap- peared was a misrepresentation of fact? asked Rep. Hart.

"Some sin?" replied Mr. Flamm. "That ad was the basis of the charge by the FCC." He testified that two FCC repre-sented WMCA had talked to engineers. After a hear-ing, at which FCC Chairman Fly presided, his "advice was not followed." Efforts of Mr. Garey to have the Commission proceeding incorporated as part of the Committee's record were by opposition from Chairman Lea.

Sale Influence

"Why shouldn't we rely upon witnesses instead of the record?" when it seems to me the record is available if we want to refer to it." When Mr. Garey as-sumed Rep. Hart there was no con-tention that the Commission had no legal power to hold the hearing, the New Jersey Congressman re马克ed that being "here to sit as a board of review of hearings, are we?" to ask whether or not the hearing influenced you to sell your station?" Rep. Miller asked the witness. "And whether or not you sold with the Commission influence at the time of the hearing had anything to do with the sale of the station?" Mr. Flamm replied in the affirmative. Mr. Koplovitz read a portion of a public release by the FCC, dated Oct. 26, 1939, on the WMCA decision in which the Com-mission said "grave doubt" had been created as to the licensee's ability to operate a station.

"That's what I meant," said Mr. Flamm, "it meant there was a sword hanging over my head." He said several persons had told him he would be "in big trouble" with the Com-mission. When Rep. Hart pressed for names, he mentioned Mr. Roberts, Director of WMCA in Philadelphia and "others" whose names he said he couldn't recall.

"On Nov. 11, 1940 Mr. Weisman and Mr. Koplovitz went to see William J. Dempsey and William C. Koplovitz," the witness testified. "We believed it advisable to inform the operators to put an end to the rumors. In the parlance of radio we knew they were the white-haired boys." Rep. (Continued on page 28)
123 PRIMARY AREA COUNTIES

IN

OHIO
PENNSYLVANIA
WEST VIRGINIA
MARYLAND
VIRGINIA

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

RECOGNIZED AS ONE OF AMERICA'S OUTSTANDING PERSONALIZED BROADCASTING OPERATIONS

Represented by John Blair & Co.
GRADY COLE goes on WBT each morning telling the time, gossiping, playing some music, and meandering along a path of conversation most of us Southern people know and eat up.

Charlotte's a long way from Florida - but not as Grady flies. A Florida mayor needed a new suit. He heard Grady talking about clothes, and he wrote him: "Dear Grady, I'm sending you $21.50 and my measurements. I want one of those suits you're talking about on the air. Send me something in brown."

Charlotte's Mayo's Store (whose suits Grady praises over WBT) doesn't go after mail-order business. But
Grady went over to the store, picked out a suit himself, had the alterations made, and sent the suit along to the mayor. The mayor says it fits perfectly.

That's the kind of thing Grady Cole is always up to. His fan mail totals 90,000 letters a year. We've even got documents to prove that Carolina parents have named more than 300 of their babies for Grady.

Now, if you wanted to share the power of the South's best-loved radio personality, you could probably do it. An average 51.9% of the listening audience tunes to his *Grady Cole Time* (5 to 7:55 a.m. EWT) six mornings a week. The peak quarter-hour rating of the program is 20.6. You might grab an availability on that program—or on the *Grady Cole Sunday Farm Club*, from 7 to 9 a.m. (Grady, of course, is Southern Farm Editor for CBS, and he knows his farming.)

But to get either one, you'd better check with us or Radio Sales right away. With the selling job he does, you'll probably want to name your next baby after him.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

WBT
CHARLOTTE • 50,000 Watts
The South's Best Salesman
COLUMBIA OWNED
(Continued from page 28)

Hart objected to the “white-haired boys” reference. He told of a four-hour conference in which the attorneys told him WMCA was not for sale at any price and that he wanted to employ them. He said the attorneys asked for an answer and that the next time he saw them was Nov. 27, 1940, in New York City where they told him they represented a client who wanted to buy WMCA. He said they offered $750,000 and wanted an immediate answer.

Mr. Flamm said he had been offered $1,100,000 for WMCA in January 1940 by Elliott Roosevelt, then head of the Communications Broadcasting System, which never developed beyond the early stages. Among about 50 persons who had been made one was through Jerry Taishoff (of New York) for $1,000,000 and one for $875,000 on behalf of Mrs. Dorothy S. Backer (now Mrs. T. O. Thacker) publisher of the New York Post.

Mystery Client

Telling the Committee he didn’t want to sell, Mr. Flamm said he “stated it” to Mr. Noble, telling him to ask Roberts to check into the offer made by Dempsey & Koplovitz.

“Roberts,” as an answer to this thing has been a whirling dervish in White House circles, it’s supposed to be the return of favor for some political work. Dave told me to talk to Tommy Corcoran,” Mr. Flamm asserted. He said he called at his home that night Messrs. Dempsey & Koplovitz raised the offer to $850,000 cash but still didn’t name their client.


“Was there any implication that this mystery man was in favor with the Commission?” asked Rep. Miller.

“Yes, I heard that through Dempsey and Koplovitz,” replied Mr. Flamm. He said he called the later and asked him to meet Mr. Noble because he was concerned. He asked him to see Chairman Fly. Mr. Brown advised him, Mr. Flamm declared, that the character of Mr. Noble was such that nobody can apply for anybody else’s wavelength. I know nothing about Mr. Noble, Mr. Flamm told the Committee he subsequently learned that Mr. Fly had nothing to do with the sale. He said that Mr. Flamm promised Mr. Noble up to $15,000 for expenses incurred in the attempted purchase “if that was what Mr. Noble wanted.”

At a subsequent meeting with Mr. Noble, at which the witness said the prospective buyer was interested in the “Secretary of Commerce,” details were worked out between attorneys and the deal was consummated. Mr. Flamm testified, however, that he signed a blank transfer application and that he did not know what it contained until last night. I didn’t see it until this week, when Mr. Garey showed it to me,” he added.

Resuming the stand Wednesday Mr. Flamm told the Committee Mr. Noble paid him through Mr. Roberts and he called him “Chairman Fly and George Henry Payne (former Commissioner) didn’t like me”. Mr. Roberts mentioned Nathan David, former asistant general counsel now in the Navy as being a friend.

“I was continually getting reports from Mr. Shaw, Mr. Roberts and others that I was in disfavor with the Commission,” Mr. Flamm declared.

“If the Commission wanted to get rid of you, why wouldn’t you welcome an opportunity to sell? I inquired Chairman Lea. I didn’t welcome it,” replied the witness, “because I wanted to stay in broadcasting.” When Counsel Garey asked if he recalled whether Messrs. Dempsey and Koplovitz continued “any arrangement with WMCA,” Mr. Flamm replied: “I think Bill Koplovitz made the statement that Bill Dempsey was doing all of the regulations of the FCC.”

WMCA Vulnerable

He said that when questioned Messrs. Dempsey and Koplovitz as to whether the application would go through before a Dec. 31 deadline, set in the contract between himself and Mr. Noble, “they said ‘[telephone] ‘if not to us’.” Under cross-examination by Mr. Garey the witness testified that Mr. Noble’s attorneys told him WMCA was “the most desirable radio station in America” because “they knew of the operations of WMCA.” He added that Mr. Roberts told him the FCC wanted Dempsey & Koplovitz to handle the deal.

Mr. Flamm said he had been offered $1,500,000 for WMCA by two brokers on behalf of a client and that because he sold to Mr. Noble the brokers sued him and he settled for $3,500 “out of court.” He quoted Mr. Noble as saying: “Flamm, I will get your station whether you want to sell or not. The next time we meet will be before the Commission.”

The fear of losing everything had built up in 15 years prompted Mr. Flamm to call Mr. Noble and tell him “I’d go through with the deal,” said Mr. Flamm. He told the Committee that on Dec. 2, 1940, he had an appointment with Mrs. Backer to discuss the purchase of 50% of WMCA by her, but that he failed to go through as he had been told that the deal was “off.” He explained that the time for closing the deal with Mr. Noble was “about 9 o’clock that afternoon.” Testifying that he asked to retain a minority interest in WMCA and continued as general manager, but that Mr. Noble told him “we’ll discuss that after we close this deal”, Mr. Flamm said he demanded his papers back. Dempsey was infuriated and lunged at me,” he asserted. “Noble separated us and said: ‘Damn it, if this weren’t my apartment I’d finish the job.” After a brief session with his own attorney, Mr. Weisman, Mr. Flamm said, he returned to his room and the deal was completed.

DATED NOV. 30

“Although the contract was dated Nov. 30, it was actually signed at Mr. Noble’s Berchtsgaden in New York City Dec. 2. Towards 9 p.m. 30 minutes after the papers were signed Mr. Koplovitz was on his way to Washington with them . . . . When I got to my office the next morning I had a feeling I had been duped into selling everything I had built up over 15 years.”

When Rep. Miller asked if any court action had been taken, Mr. Flamm said he had filed suit in August 1941. Following lengthy testimony regarding FCC records and correspondence from T. J. Slowie, Commissioner, asking for amended forms in connection with the petition to transfer the license. Mr. Flamm said he did not reply to any of the FCC letters that and on Dec. 8 he called Mr. Noble and told him “I was not going through with the deal.”

On Dec. 16, he said, he received a copy of a letter addressed jointly to him and Messrs. Dempsey & Koplovitz asking for “voluntary information, that only WMCA could supply,” and because some time would be required to assemble the data requested “there was no immediate danger of quick approval” by the FCC.

Mr. Flamm said he was “amazed” when he heard that the Commission had approved the transfer on Dec. 17. Subsequently Mr. Flamm said he filed petition to reconsider but that the FCC denied his petition.

“Did you ever take it up with the Commission that you didn’t get adequate consideration for WMCA?” asked Chairman Lea.

“No sir,” replied the witness.

“I was guided by my attorneys.” He testified that on Dec. 18 he discharged Mr. Roberts and later learned that “my general manager to whom I was paying $30,000 a year” was “giving information” to Mr. Noble regarding the affairs of Mr. Noble’s Foote, Cone & Belding.

He said that Mr. Noble invited him to attend a meeting at a New York bank on Dec. 31 to complete the deal but that he didn’t attend. Read into the record were letters addressed to Mr. Flamm by Dempsey & Koplovitz and by Mr. Noble, warning them that they would be required to carry through his part of the contract.

Mr. Garey also read extracts from letters before the Independent Offices subcommittee of the House Appropriations Committee, Jan. 8, 1941, in which the FCC told Mr. Noble to be questioned by Rep. Wigwagw.

Questioned by Chairman Lea as to FCC procedure, Mr. Flamm said the FCC had told Mr. Noble of his failure to file a petition. Mr. Noble was approved “15 days after filing”. He said he didn’t know of any instance where the FCC had denied a request for reconsideration. It usually takes from three months to a year, he said, adding that he was prompted to complete negotiations with Mr. Noble because “Mr. Flamm told me ‘I have it on unimpeachable authority that if you don’t go through with this deal you’re going to lose your license’.”

DINNER TABLES WERE TURNED when the Russel M. Seeds Co., advertising agency, gave two pheasant dinners for members of the radio station buying companies. At the second party, held at the Chicago Yacht Club last week, four members were present. The first party, held at the Standard Radio; June Rollison, Hub Jackson, timebuyer for Russel M. Seeds Co.; George Hollingsbery, Mrs. Duell Herman; Mr. Herman, Edward Pearson; Mr. Pearson; Mr. Pearson; Mrs. John Erp, Mrs. Charles Dilcher, Mr. Erp, NBC; Rudi Neubauer, NBC; Mr. Ray, Weed & Co., Mrs. J. M. Ward; Mr. Dilcher, John Blair M A Sc L 1 T; Mrs. May Stewart Aveyard & Co.; Mr. Ward, Radio Sales; Mrs. John Pearson; Mr. Pearson.

Balter for Union

UNITED AMERICAN Federation of Broadcasting Union, Los Angeles (political), on Feb. 22 starts sponsoring a five-week-hourly show, which will feature Sam Balter on KFWB Hollywood contract for 37 weeks. Group also will utilize 42 spot announcements weekly during March and April, each for eight weeks. Similar schedule starts Sept. 12 for an eight-week series. Clarence B. Junius Agencies Inc., Los Angeles, has the account.

RKO Star Interviews

RKO PICTURES, New York, will use 20 western stations of the Blue for a program from the RKO dining room in Hollywood, where film stars will give ad-lib interviews, 12-15-12:30 p.m. (PWT), Monday through Friday. To start Feb. 28, the series will also present portions of forthcoming movies from the actual studio. Starting Bill Backer, regional test, the program will expand to the full Blue Network if its initial” interest is confirmed.

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YOU MAY BE ABLE TO WIN $1885 TO $2*

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

No, if you're trying to reach the Western Michigan market from outside this immediate area, you don't even have a 1 to 10 chance of success. The distances are too great—our local fading conditions are too tough.

But inside this area, there's one station—and only one station—that really gives you both Grand Rapids and Kalamazoo. Yes, it's WKZO.

We don't ask you to believe this statement just because we say it. Let us (or Free & Peters) show you the maps—reproduced from FCC records—which prove that WKZO alone has a listenable signal throughout this great Western Michigan market. Say when!

* "Wishing Ring" paid that sum at Latonia in 1912!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND Rapids

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

JOHN E. FETZER, Managing Director

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
Regional FM Allocation

Plan Urged

FMBC Committee Sees Congestion Among Crowded Areas

PREMISED upon anticipated widening of the frequency band available for FM to cover the range from 450 to 550, when the FM Broadcast

Committee of FM Broadcasters Inc., last week recommended in its final report that consideration be given to a regional plan of allo-
cation of AM frequency bands where congestion may develop.

The committee, of which Everett L. Dillard, general manager of Commercial Radio Equipment Co., which operates KOZY Kansas City, is chairman, had submitted its pre-
liminary report to the FMBC an-
nual meeting in New York Jan.

26-27. Revisions were made con-
sistent with views of the meeting and of the FMBC board, with the report as finally revised released last Wednesday.

Wider for Hope Band

While the committee made no flat recommendations for a change in the classes of FM stations, it indicated that the FM area, should it be broadened, as has been proposed, to encompass television channel No. 1 (50 to 56 mc.), then it saw no need for rigid classification of stations by category or coverage. When a sufficient number of chan-
nels are made available,” the com-
mitee concluded, “no classification of stations should be made when necessary on a regional rather than on a nationwide basis.

The committee, in addition to C. J. Fireman, Frank R. Deats and M. Jarsky Jr., consulting engineer to FMBC; W. R. David, chief of transmitter sales, General Electric Co.; Dr. F. M. Doolittle, WDR

cand WDR-FM, Hartford, one of the nation’s first FM broadcasters; and Ray H. Manson, president and general manager, Stromberg-Carl

(Whom and WHFM).

The full text of the Committee’s final report follows:

GENERAL CONSIDERATIONS

In arriving at the technical recommenda-
tions which this Engineering-
Allocation Committee now proposes for adoption by FM Broadcasters, Inc., the following considerations have been given particular emphasis for the reason that this Com-
mitee that a proper evaluation of all present interference problems exists and that regional plans for allocation may be made when all of these factors are given due weight.

First—because there are technical differences in the performance of FM and AM, the thinking and deliberations of the Committee have been greatly influenced by what FM can and is capable of doing, and not by the limitations imposed on the present day standard broadcast band by the inherent limitations of AM itself.

Second—since FM technique and performance are considerably better known today than were these same factors when AM broadcasting first started in the early 1920’s, there is reason to assume that a scheme of allo-
cation can be devised at this time which is logically sound and capable of expansion to meet changing eco-
nomic, social and technical situations without the need for drastic modific-
tion or revision such as has occurred in the evolution of the AM broad-
cast band. Such a scheme of alloca-
tion would have to be broad enough, generalized enough, and flexible enough to allow for such economic, social, and technical changes.

AM LIMITATIONS

Many of the present day regulations affecting the standard broadcast band arise of necessity because of certain inherent limitations of AM transmis-
sion on the broadcast band of fre-
quencies from 550 to 1600 kc. Among the most important are these:

(1) A wide variation of propagation characteristics due to the use of different frequencies from 550 to 1600 kc.

(2) A wide variation of propagation characteristics due to the differ-
cent electrical soil conductivities in the same general areas and the differ-
ences in soils in different areas.

(3) Nighttime coverage areas of the AM local, regional, and Class II stations on all channels is considerably less than the day-
time coverage because of skywave in-
terference, both in the case of the skywave of a station interfering with its own ground-wave signal, and inter-
terference from other stations operat-
ing on the same channel.

(4) The ratio of desired to unde-

sired signals for FM is at least 20 to 1 for fair service and 100 to 1 for truly good service, and because of this there are three general areas between which there is no satisfactory recep-
tion from any station.

The Committee has also kept in mind these factors peculiar to FM prop-
agation—coverage, and performance:

(1) FM coverage is influenced largely by these four major consider-
ations:

a—Antenna height above average terrain in the area covered.

b—The topography of the terrain over which propagation takes place.

c—Transmitter power.

d—Antenna gain factor.

(2) While the effect of transmitter power in determining coverage of the AM band has been over emphasized, it is of even less significance in the FM.

(3) Coverage of FM stations is sub-

stantially the same day and night, and because of the well defined standardized methods of field measurements. The Service Area of an FM station is a practical term and can be readily subdivided by the practical terms of area and popula-
tion centered frequency.

(4) The ratio of desired to unde-
sired signals required for FM sta-
tions operating on a given channel, operating the limiter of the receiver, is of the order of 2 to 1.

Clarity of Reception

Because of the low desired to undersignal ratio required for FM, the absence of objectionable sky-wave interference is the major portion of the

time the area throughout which neither station can be received with.

However, interference from other co-chan-
nel stations shrinks to insignifi-
cant proportions. This is in sharp contrast to the AM, where interference is a much more serious problem.

(5) The ratio of desired to signal reception is significant in the fact that the

reception is of the same low or-
magnitude of 2 to 1. This, cou-
piled with the high degree of freedom from atmospheric noise in the FM Band as compared with the present AM Band is responsible for FM Broadcasting’s outstanding clarity of reception.

(2) There are no such networks of radio relay, booster, and satellite sta-
tions for more efficient, economical, high quality program distribution where such relay, booster, and satel-

lile stations are properly engineered, installed and maintained.

It is quite obvious that FM offers several outstanding advantages here-
tofore unobtainable in the AM Broad-
cast Band. It is also true, in the ab-

sence of these several serving that factors which have impeded the growth of AM broadcasting, that an extension of the FM Band could be made simply because it takes into account what can and does consider FM in the light of those limitations that affect AM, but do not affect FM, prov-
ering that the group of receiving sets are engineered upon such a basis that they meet the standards of perform-
ance desired, and which has the full possibility of utilization of the signal intensities available at the point of reception.

The problem of interference to FM reception the grade of reception pos-
sible is more dependent upon good quality of receiving sets than is the case with AM reception.

DISCUSSION OF AUTOMOTIVE IGNITION INTERFERENCE

The Committee recognizes that auto-

motive ignition systems are a source of interference to FM reception and that this trouble can be greatly re-
duced at its source. It is recommended that FMBC take cognizance of these interference problems in industry an interest in the further study of methods of elimination of this type of interference.

The Committee is unable at this time to find sufficient detailed quantita-
tive data on which to base any definitive technical conclusions. How-
never, the information which is available that any of the usual precautions taken to eliminate automobile ignition systems required for AM reception will materially re-
duce automobile ignition as a source of interference. Then, of course, so long as the receiving set is not placed within the car itself, but located at some point.

Two Approaches

It appears that the problem should be approached from two angles:

(1) To determine what precautions and necessary equipment are required to eliminate the interference caused by automotive ignition systems to nearby FM receiving sets located within 100 feet of an automobile highway.

In the case of (2) it further ap-

pears that a universal voluntary taking of steps by automotive manufactur-

ers to incorporate new all automo-
ticles, trucks, and buses manufac-

tured in the future at a relatively low cost, or it should be installed as standard equipment on all cars sold. If this could be accom-
plished, it would be even more desirable, and would open the way for widespread use of FM.

For these reasons, it is the opinion of the Committee that the FMBC should urge the Society of Automotive Engineers (SAE) and the Radio Technical Commission of Broadcasting (RTCB) in an effort to eliminate this interference. It is recommended that this problem be referred by the FMBC to the RTCB as a problem of im-
portance to the more complete suc-
cess of FM Broadcasting. The Com-
mittee feels that this problem can best be solved through industry’s own co-
nal efforts, and not by government laws or rules now being undertaken by the RTCB.

DISCUSSION OF TRADE AREAS

The Committee recognizes that con-
gestion may exist in certain areas, and it is suggested that a Regional Plan of Allocation for such areas.

After careful consideration and study, the Committee is of the opinion that the present plan of allocation of FM Service Areas to coincide with Trade Areas, while possessing certain beneficial aspects, does not lend itself readily and technically to adoption as a general basis for an FM Broadcast- ing Service.

The present Rules and Regulations do not accomplish the purposes for which they were adopted, as placing all stations in a given area on an equal competitive basis is impossible, and the rules do not limit any class of stations in a given area, thereby re-
straining competition to a matter of finances rather than on technical merits.

Furthermore, under Section 32.221 (4) which does not meet the conditions imposed upon either a Class A, B, or C Station, the present Rules do, in effect, establish several widely variant classes of service, each of which has all other classes of stations in that area, or even in adjacent areas, thereby inten-
ifying the matter of service and coverage between the classes of sta-
tions.

The provision establishing the four

(Continued on page 48)
IT'S THE WIZE ADVERTISER THAT GETS RESULTS

This statement of fact is born out by the same advertisers who continue to renew their contracts year after year. This is assurance that these advertisers know they can rely on WIZE's ability to cover this ever-prosperous city of 82,000 and its adjacent territory.

A CLASSIC EXAMPLE OF WIZE RESULTS WAS OBTAINED IN DECEMBER BY THE SPRINGFIELD COCA COLA COMPANY WHO HAVE SPONSORED THE SANTA CLAUS PROGRAM FOR THREE CONSECUTIVE YEARS. TWENTY-SIX PROGRAMS BROUGHT A TOTAL MAIL COUNT OF 2,757 FROM 56 DIFFERENT CITIES AND TOWNS.

This is just one of the many WIZE success stories. Write us for additional proof of WIZE's uncanny ability to get results. Time is still available and the cost is extremely low.

BASIC BLUE NETWORK

WEED AND CO., NATIONAL REPRESENTATIVES

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

BROADCASTING • Broadcast Advertising

February 14, 1944 • Page 35
I. Trade Areas do not represent a practical and economic solution of the FM allocation plan because:

(1) Trade Areas are not one and the same for all communities.

(2) Trade Areas are not definite boundaries, since in many cases various trade areas exist within a city, and it may be that a certain other area lies within different Basic Trade Areas. We feel that the Rules are too restrictive as to the establishment of Trade Areas.

II. The definition of Basic Trade Areas is sometimes necessary to install directional antennas and to provide service to localities which otherwise would not receive service.

III. A Trade Area change with time because of changing methods of transportation, road facilities and distribution systems, and the changing influence of the cities themselves.

(7) The present plan of allocation permits a Class C station to cover an unlimited number of Basic Trade Areas as incidental to the coverage of large rural areas and provides for expenditures of competitive investment and operating costs. In certain other densely populated areas which may be small in area, so that to assign available channels to cover these restricted areas would be to the public interest and radio facilities to the fullest extent.

V. It is the opinion of this Committee that any proposed allocation plan must be substantially simplified in principle and application and must meet the needs of every part of our country. It is clear to anyone who has ever given thought to a plan of Radio Allocation for the United States that two parts of the country have the same problems, and the FM this is more complicated is that the fact that the radio itself plays a highly important part of the country, both industrializing and localizing the problems of each area in which an FM service is to be established.

RECOMMENDED CHANGES IN FCC RULES AND REGULATIONS

I. The Committee recommends that the use of the dual terminology, i.e., "High Frequency Stations" and "FM Broadcast Stations" (as used by the FCC), and "FM Broadcast Stations" (as more commonly used and understood by the public) be discontinued in favor of the use of only one such designation, and that all "FM Broadcast Stations" be referred to as such.

Such a change would be beneficial to FM broadcasting and would more nearly parallel the growth of the new system of broadcasting because:

(1) The term "High Frequency" is merely a relative term. Compared to frequencies already adapted to communication, the FM Band is now a relatively low frequency.

(2) The term "High Frequency Broadcast Station" is incomplete. It is the only one of the new and different system of broadcast transmission and reception which is really complete.

(3) Public and Industry alike have adopted the term "FM Broadcast Station" rather than the term "High Frequency Broadcast Station".

II. The Committee recommends that the present system of assigning Service Areas to stations shall be retained, but the idea of Basic Trade Areas to Trade Areas be abandoned.

III. The Committee recommends no change in the Classes of FM Broadcast Stations.

The need for classification of FM stations, the determination of the number of classes, and the number of channels to be assigned to each class of station, if more than one are required, is unavoidable, dependent upon the number of channels that the bandwidth which is assigned to FM Broadcasting.

Therefore, the Committee has no recommendations of any classification as yet at this time. When a sufficient number of channels are made available, the Committee will make a classification of stations which will be necessary.

IV. The Committee recommends that the present classification of channels be made when necessary on a Regional rather than a nationwide basis.

V. The Committee recommends that in the granting of licenses to FM Broadcast Stations that the Commission shall make only those regulations which are necessary to cover the following:

(1) The natural coverage area which the station would have based upon the proposed location, power, antenna, gain, and the laws of propagation for the territory to be served.

(2) The ability of the station to deliver a signal of sufficient power to the community or communities the station is primarily intended to serve.

(3) The Committee recommends that the Commission define the area through which the station will be permitted to interfere with other stations on the same channel, even if in the same Basic Trade Area. The station may not use any installed on power for normal growth before requiring installation of facilities to cover the ultimate area of the station, proposed, taking into consideration that growth in listener audience in different sections will be at different rates.

Blue Coast Plans

DECLARING Hollywood will more and more become center of Blue Network operations with future production schedule on an even greater scale than New York, Mark Woods, network president, has announced. "West Coast FM will be check-up of proposed sites for new western division headquarters. Network can occupy its present quarters, under agreement with NBC, until two years after equipment becomes available for new studios and technical installation. Purchase of a Hollywood station as well as final application for frequency modulation station and television transmitter, will also be considered by Mr. Woods and Edward J. Noble, owner and chairman of the network board during their West Coast visit."

CBS Spurs FM

CBS newly-announced plan to make its programs available to all FM stations O&O by its affiliates was highlighted in a recent series of newspaper ads purchased by Colanse Corporation of America in New York, Chicago, Rochester and Hartford to announce that acting Feb. 2, Great Moments in Music would be heard on FM stations in those cities. Placed through Young & Rubicam, New York, 75 and 145 line ads ran in four New York papers—The Post, World-Telegram, Journal-American and Sun on Tuesday, Feb. 1, with similar space in papers in other cities the following day. Space in the Worcester Press is scheduled for last week, when WTAG starts carrying the program.

KMLB Transfer

APPLICATION was received last week from KMLB Monroe, La., for the relinquishment of control of the station by J. C. Liner Jr. through transfer of 498 shares common stock to Mrs. Melba Liner Gaston in exchange for 498 shares of WTAG, Inc., Monroe J. C. Liner Jr. retains 499 shares in KMLB. His sister, Mrs. Gaston, who has the one share now held in the station, will possess a like interest. The remaining two shares are held by J. C. Liner Sr.

Medal Is Awarded

Pierce by WVOA

WGAN Executive Honored for

VETERAN WIRELESS Operators Assn. on Saturday awarded its Marconi Memorial Medal of Service to R. Morris Pierce, chief engineer of the psychological warfare branch, Allied Forces Headquarters in Algiers, for rigging up a hay wire transmitter and so making possible the broadcast of Allied surrender terms to the Italian people. The ceremony was attended by a group of the Allied officers expediting that surrender [BROADCASTING, Nov. 8].

Mr. Pierce is on leave from the position of vice-president in charge of engineering of the Richards radio stations—WGR Detroit, WGAN Cleveland and KMPG Los Angeles—and to which he was recently elected for 1944 by a board of indecisive engineers.

Gen. Arnold Honored

Award was presented by William J. McGonigle, WVOA president, during the organization's annual dinner cruise, held at the Hotel Astor, New York. Mr. McGonigle also awarded the Marconi Memorial Medal to Gen. Henry H. Arnold, Commanding General, Army Air Forces, in recognition of his contributions to the work in the use of radio in aviation.

Marconi Medals of Achievement were awarded to W. J. Halligan of Hallcrafters Co., T. R. McEvoy of McEvoy Mfg. Corp., L. Arnom of Radio Receptor Corp. and E. A. Nicholas of Farnsworth Television & Radio Corp., all former wireless operators and all presidents of industrial radio companies which have won Army-Navy "E" Awards.

Maj. Gen. Harry C. Ingers, Chief Signal Officer, W. S. Army, Rear Admiral, New York, is former Director of Naval Communications, Gen. Thomas Holcomb, former Commandant of the Marine Corps, and Rear Admiral, Newport, is former Director of Coast Guard Communications, were elected to honorary membership in the association.

Paying tribute to the radio heroes of the United Nations, the dinner was arranged on a United Nations theme, with diplomatic representatives of the powerful quarters of the Allies present. Presentation of the awards, in several cases accepted by proxy due to military exigencies preventing the attendance of the award winner at the dinner, was broadcast on NBC, 11:15-11:30 p.m.

RICHARD CONDON, publicity and promotion man for 20th Century Fox Corp., has opened an office under his own name at 1 E. 57th St., New York. Mr. Condon was previously with NBC and public relations. Public relations in the motion picture and television fields area handled by Arnold, Marden, A. J. F. Armbrust, executive vice-president. Max Youngstein, is secretary-treasurer.
NEW LAND OF PLENTY IN THE U.S.—THE TVA AREA

THE STATION

Because of a need for "more time" to handle its increased-audience requirements, the broadcast-day at WLAC has been expanded to include the hour from 5 to 6 A.M. Listeners to this hour are treated to a varied menu of barn dance and Western music, news bulletins and farm information. A vast audience of farm-folk is available for "participating" accounts.

MOBILIZING A RIVER FOR WAR

Today, the Tennessee River has been completely mobilized for war. Three-fourths of its total output of kilowatt hours is going into war production, producing aluminum, chemicals, gun powder, army clothing, and many other implements for victory. The contribution of TVA to the war cannot be computed now, but in the days to come its industrial effect upon the Nation will be a revelation.

WLAC
50,000 WATTS
NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER CO.
Baltimore takes another great stride toward industrial leadership in the post-war world!

The great Sparrows Point Plant of the Bethlehem Steel Company ranks as the world's greatest tidewater steel plant. It can pour out steel at the rate of 8 tons per minute to feed the steel-hunger which will exist throughout the world when post-war reconstruction sets in.

The growth of Baltimore's steel industry is typical of the growth of more than 100 different industrial classifications in Baltimore, the fastest-growing big city in the East. The present boom is an acceleration of a 25-year trend of growth and expansion in industrial output, in wage earners, and in payrolls. Baltimore's great diversification of industry insures continued progress.

Now and in the Peace to come, Baltimore is one of America's great markets—a sound investment for your advertising dollars. Baltimore's Number One advertising medium is WBAL.
ORE:
DEWATER STEEL PLANT

8 TONS OF STEEL PER MINUTE!

The Bethlehem Steel Plant at Sparrows Point, Baltimore, is the largest steel plant on the Atlantic seaboard and ranks as the third largest in the entire world in ingot capacity. Its 16,000 workers and their families are the equivalent of an entire city, the size of Chester, Pa. It has an annual ingot capacity of 4,200,000 net tons, and among the by-products of its coke ovens are millions of gallons of toluol, the basic ingredient of TNT.

The world at peace will be hungrier than ever before for steel. From this plant can roll 8 tons a minute of civilization’s most vital material.

MORROW dedicated to Reconstruction!

WBAL means business in Baltimore

ATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
"Flyocracy" A NEW CONNOTATION for the word "bureaucracy" has evolved in Washington. Its progenitor is James Lawrence Fly, since 1939 chairman of the FCC and since that time the most powerful figure in radio. He brooks no opposition from art, industry, the military or Congress. He fixes the rules of the game. If additional evidence of Mr. Fly's campaign to control radio is needed, it has been made crystal-clear during the last few weeks, despite the stress of war conditions, and with radio ill-prepared to offer resistance. The "duopoly" order, the newspaper ownership release (which at best is but a half-measure); Order 118 which would bare to the public gaze all contracts and records of stations; Order 119 to require networks to record everything, and which infers the same for all stations; and now the open defiance of the right of Congress to fix appropriations for Federal agencies.

Then, of course, that speech before FM Broadcasters Inc. which was little short of in-sult to 650 deadly serious broadcasters or prospective broadcasters who were hungry for facts on the Government's FM policy. Instead he gave them a vaudeville act.

"Flyocracy" isn't new to those in radio who have lived by the sufferance of the FCC since Mr. Fly's appointment to the chairmanship. The Administration has defended the Fly rule—a sort of divide and conquer strategy. Mr. Fly never liked the NAB because it symbolized strength and unity back in 1939. He didn't like networks—the stronger ones, anyway—so they became a couple of Wall Street corporations. Probably no Government official in our times, has used more intemperate or abusive language in dealing with industry or public. And no official, within our recollection, has been more disdainful of Congress.

In testimony recently before the Senate Interstate Commerce Committee, Mr. Fly turned figurative handspins in denying the FCC had any designs upon program control or anything more than cursory interest in business aspects. Then what about the proposed rule on disclosure of all contractual aspects of station operations, with only the item of financial reports held confidential? In the test at the Senate Interstate Commerce Committee, Mr. Fly is asking for the same treatment for networks.

What conceivable purpose could these proposed rules serve other than to crack down on business operations and programs? The rules may say nothing about either, but there can be no question about intent. They spell rate regulation and program control—not now, but step by step, when they become expedient. There are laws, which cover business and competition. On the "headquarters" side, networks keep all scripts and record all talks anyway. So do many stations, for their own protection. The Federal Trade Commission reviews commercials by the carload.

The latest manifestation of "Flyocracy" goes to the House Select Committee investigation of the FCC. Mr. Fly accuses the Committee of running a "propaganda mill" and an "undercover" campaign. He charges the effort is to prevent the FCC from presenting its case so the $1,800,000 cut in FCC appropriations adopted by the House will be sustained in the Senate. He rushes to print, evidently timed for the usually dull news week end, to get his story across. The same sort of campaign brought the resignation of Rep. Cox as chairman of the Committee.

Mr. Fly wants to save Radio Intelligence Division and Foreign Broadcast Intelligence Service—FCC war babies. The Joint Chiefs of Staff advised against their retention, and despite rather strange interludes, the House saw the same way. But even with the cut, the FCC would have some $6,000,000 left. That's just about $4,000,000 more than any peace-time appropriation for the FCC.

It all boils down to this. Mr. Fly wants radio rigidly controlled, if not Government operated. He wants business practices, and possibly even rates regulated. He wants program control; is working toward it. He doesn't like newspaper ownership. He, more than any man in radio annals, dominates the FCC—membership as well as staff.

Mr. Fly is No. 1 in communications in the U.S.A. by dint of drive, perserverance and resourcefulness. He figures in world communications, too, by virtue of his chairmanship of the Board of War Communications.

Congress writes the laws. It doesn't make the appointments to Federal agencies. As things stand now, Congress might as well make the FCC a one-man commission, and save the taxpayers' money.

FRITZ KREISLER yields! The eminent violin virtuoso will perform by radio—last of the artistic die-hards to capitulate. The late great Paderewski, shortly before his death, fell to radio's spell. With presidents, prime ministers and potentates regular performers, and even mind-readers on the air, radio indeed has few untried talent fields left.

Results Attained TRADITIONALLY conservative by the very nature of their calling, bankers have been well in the rear of the radio procession. They have been cautious in turning to the radio just as they were among the last to advertise regularly in newspapers.

As the years pass and more bankers turn to radio, a fund of experience stories is being built up. The stories depict slightly timid ventures into the use of broadcast stations, some of them successful and some not so successful.

In the last few years bankers have been talking among themselves, especially at conventions of the Financial Advertisers Association.

Their reports are rapidly becoming success stories. Collector of such stories is the Bulletin published by the FAA. On another page of this issue case histories of bank broadcasts are conservatively told, in keeping with tradition, but these are real and stories of money spent and results attained. Which is just about the best way of telling any advertising story.
Today, Tomorrow and the Future join hands at
MILWAUKEE'S RADIO CITY

For the first time in local radio history, AM, FM and Television facilities are gathered under one roof, in Milwaukee's ultra-modern Radio City. In operation since August, 1942, Radio City is pledged to serve Milwaukee and Wisconsin with the finest in radio . . . today . . . tomorrow . . . and in the future.

Today, WTMJ, The Milwaukee Journal AM Station is continuing its record as Wisconsin's best programmed, most popular radio station.

Tomorrow, WMFM, The Milwaukee Journal FM Station will be an even more powerful force in a community that has eagerly accepted the advantages of static-free, crystal-clear FM reception. On the air since April, 1940, WMFM is the oldest FM station west of the Alleghenies.

In The Future, WMJT, The Milwaukee Journal Television Station will take to the air. Studio and engineering facilities for WMJT have already been installed at Radio City.
Our Respects to
(Continued from page 40)
assistant, and general handyman on a mule ranch.

When 1924 rolled around, Laport began to take root in his chosen field of radio. In '27 he was sent on an important five-month mission to China to install RCA shortwave transmitters on railway cars for Chine-lu's northern army, then at war with Chiang Kai-Shek's Kuomintang. Shortages of skilled workmen, electrical supplies and modern tools, and language handicaps made the task almost impossible.

"Capable Chinese engineers helped overcome difficulties," says Ed.

While on his China assignment, Laport cooperated with Myles Rezzottaz, then an RCA traveling representative and now Export Manager of the Company, in negotiating the sale to the Chinese Ministry of Information of a high-power shortwave transmitting installation intended to break the Japanese control over outbound cable communications. On Dec. 6, 1930 Laport—back in the USA—received one of the first test messages sent out from that station direct to the United States, from one of the engineers who had assisted him in China.

Upon his return from China in 1928, Ed was engaged in building a 50 kw transmitter to be installed by RCA in Italy. His willingness to tackle difficult assignments resulted in a trip across the Atlantic to Italy, where the equipment was set up at Santo Palombo, 20 miles south of Rome in the reclaimed Pontine marshes.

With only a brief interlude working for Westinghouse with new U.S. stations, Laport returned to Italy in 1932 to install a second 55 kw R.CA transmitter at Milan.

In '33 Laport occupied himself as a studio consultant and with Wired Radio, Inc., until joining RCA at Camden in 1936. Two years later he was asked to set up a new organization for RCA Victor Ltd., Canadian subsidiary of RCA, in Montreal for the design and development of transmitters. He had that organization going in high gear when the armed forces of Canada, and later sister nations in the British commonwealth, as well as other United Nations, called for special radio equipment.

An important phase of his work at the present time is to select and train engineers, and to provide them with facilities for development. "In five years of assimilating young engineers," Laport states, "not one has failed to meet our expectations and not one has left our employ."

Versatile Ed Laport, who still spends at least an hour each night studying science and mathematics to make up for a college degree which he never found time to get, has no regrets over his globe-trotting. To the contrary, his travels have offered rich opportunities for his three principal hobbies—hunting, fishing and botany. He has hunted and identified over 1,000 species of flowering plants in North America.

But ten-year-old Robert Edmund Laport will tell you that his Dad told him the "greatest disaster that ever happened to all" occurred on a ship bound across the Pacific for the USA—Miss Corda Scheuerer, who became Mrs. Edmund A. Laport in 1930 after a two-year courtship.

J. GORDON WARDELL, for six years sales manager of KGBX-WTTO Springfield, Mo., has been named general manager of KGBX by H. S. Jewell, president of Springfield Newspapers Inc., whose application to acquire control, under the FCC multiple ownership rule, of the Springfield Broadcasting Co., licensee of KGBX, is pending before the Commission. He will fill the major staff appointments under the new management which began operations Jan. 1, include: Wayland Fullington, program director; Dennis White, advertising manager; Fred McGhee, news editor. George F. Hollingberry Co., has been named station representative. KGBX has been an NBC outlet for eight years.

V. N. (Bud) SPRINGGATE has been appointed sales manager of KXOK St. Louis, according to an announcement made by Mr. L. Thomas, station manager. Mr. Springgate has been in advertising and radio since 1927 in such positions as copy writer, salesman, sales executive, and sales promotion man. He also has had considerable experience in the field of newspaper promotion and advertising. A veteran of the first World War, Mr. Springgate served with the 93th Division of the 123th Field Artillery.

George L. Dumbauld

GEORGE L. DUMBAULD, vice-president of Baw-Knox Co., died Feb. 3 in his home in Glenshaw, suburb of Pittsburgh. He was 61 and had been with the company for 24 years, joining as a controller in 1920, becoming a director in 1929, treasurer in 1930 and vice-president in 1936.

HENRY C. L. JOHNSON, former advertising manager of the radio division of Sylvan Electronic Products Inc., has been promoted to a full lieutenant in the Navy.

RAU KREHBIEL, has been named sales director of the Warwick Manufacturing Corp., producer of radio and electronic equipment.

DON E. GILMAN, Western division vice-president of the Blue, has been elected a director of the Hollywood (Cal.) Chamber of Commerce.

THOR KROGH, formerly traffic manager of KFEL, Denver, has joined the New York office of Broadcasting. Before joining the KFEL staff, Mr. Krogh served 3 years in the Army.

ELLA MASON, home economics expert on Food and Home Forum, heard on WOR New York, is co-author of "Bakegoods from Soup to Nuts" to be published by Vanguard Press, New York, this month.
Inaugurating a New Era in Broadcasting...

“This is the American Network!”

That's an announcement you'll soon be hearing again — and here's what it will mean to you

One day soon, you're going to sit down by a radio (a very special kind of radio), tune to The American Network (a very special kind of network), listen—and get the surprise of your life!

There will be something different about what you hear. A new note in the programs. A note of individuality and character that is associated with everything you hear on this network—the kind of individuality and character that distinguishes great newspapers and magazines.

Because The American Network will be a network with a definite programming policy. A policy of bringing you the kind of programs you want to hear—at the time of day or night you want to hear them.

You'll hear the best of everything—music, drama, comedy, variety, service material, news—not in hodgepodge confusion, but in a well-ordered presentation that will furnish all the entertainment and information you want without needless duplication.

You'll hear facts about what's happening in the world—and about products—that you can rely on.

And because American Network programs will be quality programs, so will the broadcasting and reception of them.

For this will be FM—frequency modulation—one of the most talked about developments in radio today. Voices and music are reproduced in their full, glorious, natural tones—the highest notes of the violin, the lowest notes of the drum reach you clearly. You'll tune the receiver just once—the volume won't fade or swell. And you won't be annoyed by a single stutter of static, interference or outside noise.

A quality network, The American Network will be made up and owned by quality stations located throughout the country, each station reflecting the character and policies of the network.

Never before in the history of radio have so many Americans felt the need for a new approach in broadcasting and new methods of programming.

With the birth of The American Network, combining the miracles of FM with individuality and character of purpose, a new era in radio broadcasting will begin.

The American Network, Inc.
Incorporated in 1941
LINCOLN BUILDING • NEW YORK 17, N.Y.
Check the list below to find the war message announcements you will broadcast during the week beginning March 6. Each station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Please schedule for your clients the important war messages every week. Each X stands for three announcements per day or 21 per week.

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<thead>
<tr>
<th>WAR MESSAGE</th>
<th>STATION ANNOUNCEMENTS</th>
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<td>GROUP ANNOUNCEMENTS</td>
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<td>Join the WAC</td>
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<td>Ceiling Price Lists</td>
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<tr>
<td>Fuel Conservation-Womanpower-War Jobs</td>
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<td>Pay Your Taxes</td>
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See OWI Schedule of War Messages 98 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Red Cross Drive Heads OWI’s Packet; Womanpower and Ceiling Prices Added

ENTERING its second week of a campaign to raise $300,000,000 for activities during the next 12 months, the Red Cross drive for funds continues as the principal message on the OWI Domestic Radio Bureau packet for the week beginning March 6.

To increase public understanding of lesser known Red Cross operations, network producers have been assigned specific fields for treatment in campaign appeals. Topics are: (1) blood plasma and surgical dressings, (2) morale, medical-social health, small comforts, etc., (3) clubs, movies, organized recreation, clubmobiles, (4) prisoners-of-war, and worldwide emergency service. (5) nursing and first aid programs, (6) hurricane, flood, and other disaster relief.

Two New Subjects

Station announcements for the Red Cross appeals will be given a distinctive identification, a Sencvox introduction preceding the spoken message. The transcriptions, as in the case of other campaigns, are available for sponsorship and are regarded as suitable for any advertiser who has sponsored War Bond appeals.

New subjects on this week’s packet are Womanpower and Ceiling Price Lists. The former, assigned only on the Network Allocation plan, stresses the continuing need for women workers in war plants and essential services and urges women not now employed to take a war job.

The Ceiling Price Lists campaign, promoted through the Station Announcement Allocation plan, urges housewives to compare prices with ceilings set by OPA. It is part of the overall Food Fights for Freedom program to keep food costs down and to make rationing effective. Announcements are considered suitable for sponsorship by chain stores, supermarkets and department stores.

OBI PACKET, WEEK MARCH 6

In Charleston, W. Va.—WCHS has more listeners than any other stations combined. Ask Crossley, he knows!

WCHS
Charleston, W. Va.
5000 on 580 • CBS

Behind the Mike

KEN CAMPBELL, announcer of CKEX Peterborough, Ont., has been transferred to CJIK Kirkland Lake, Ont. Tom Holub, former announcer and relief operator of CJKL is now overseas with the Canadian Army Show Unit. Bob Hart, former CJKL announcer, has been discharged from the Canadian Army for medical reasons, and is now program director of CKKN Rouyn, Que.

MRS. W. F. McCREEARY (Peggy Fyfe), announcer of CKX Brandon, is the mother of a boy.

D. A. PATTERSON has joined the announcing staff of CKY Winnipeg, replacing Earl Cameron, resigned.

LORRAINE DAUM has joined the public relations department of CKY Winnipeg.

IAN ARROL has joined the announcing staff of CKWX Vancouver, coming from CJCO Lethbridge. Prior to that he was with CJOJ Lethbridge.

DANNY DEAVER, announcer of KUJ Walla Walla, Wash., has joined KGJF Los Angeles.

ALAN LJSBER, formerly musical director, producer-announcer at KGNB Honolulu, has joined KFRC San Francisco announcer.

CHARLES NOBLES has left the Blue announcing staff to join the overseas staff of the OWI. He is replaced by Roger Kims, former Blue announcer of WTCN Minneapolis.

DAVID ANDERSON, who has been doing news broadcasts for NBC from London, has been transferred to London. NBC’s Bjorn Bjornson, formerly stationed in London, has been transferred to Stockholm.

BRUCE WALLACE has joined WTMJ-WMFM Milwaukee as program director. He was formerly studio manager of KOIL Omaha.

DOUG RUCH, transcription operator of WJW Cleveland, is the father of a boy.

STUART JAMESON, Dick Gifford and George Kenville have joined the announcing staff of KHUB Watsonville, Cal. Former announcer Don De Wald is now traffic manager.

TOM COLLINS HALEY, formerly with WRC Washington, has joined the announcing staff of WDJ Cleveland.

JOSEPH STOVALL, formerly of KMOX St. Louis, has joined WKRC Cincinnati as production assistant to the WKRC program director.

CHARLES DINSMORE, announcer of WOUL Longview, has married June Inghals of Portland, Me.

DENNIS KING Jr., formerly with WELI WBNY, has joined the announcing staff of WDRC Hartford.

BILL MORGAN, formerly with WXYZ Detroit, has joined the announcing staff of WOA1 San Antonio, Tex. Bruce Bagon has joined the WOAI announcing staff. He formerly was with KTUL Tulsa and KVOR Colorado Springs. Other new additions to WOAI include Mrs. Rene Blackmore and Mr. Writer of New York. Mrs. Henry Allick, continuity; Ruth Robbins, traffic.

ERIK BARNOUW, assistant script editor of NBC for the past two years, has been named by the War Department for a special mission.
The Pacific Coast is just 1,352 miles long as the crow flies. It takes a lot of radio stations to cover that much territory.

Every important market on the Pacific Coast is surrounded by mountains 5,000 to 15,000 feet high which are a barrier to long range broadcasting.

Each year the people out here spend $13,000,000,000—and that ain't hay—$3,714 per family if you really want to know. Furthermore, the Pacific Coast leads all other regions of the U.S. in per capita income.

Half of the Pacific Coast retail sales are made outside of the counties in which the regular Hooper rated cities are located! That surprises you, doesn't it?

A special Hooper survey (the largest ever made on the Pacific Coast) shows that in many of the markets outside Los Angeles, San Francisco, Portland and Seattle 60% to 100% of the listeners are tuned to Don Lee.

Only Don Lee, with 34 stations can give you complete Pacific Coast coverage. In fact, if your radio program isn't released over Don Lee, a lot of Pacific Coast families can't hear it no matter how good it is.

More than 9 out of every 10 Pacific Coast families live within 25 miles of a Don Lee station—no other network can make that statement.

Mutual DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented nationally by John Blair & Co.
**Power and Popularity**

5,000 WATTS DAY and NIGHT * 600 KC *

The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.
National Sales Representative

New York. Chicago. San Francisco. Los Angeles

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**BROADCASTING** • Broadcast Advertising
We're sure you've seen KOA Pens all over the country. There are "litter"ally hundreds of them, all belonging to long-time KOA Advertisers who have been feasting for years on the fat of KOA's coverage area.

It's really quite a feat, in these days of rationing, to have a larder full of bacon...or "Sales Results"...cured in KOA's own style, with: 50,000 Watt Power; 7 State Coverage; Top NBC Programs; 69% Listener Loyalty; 68.8% Dealer Preference.

No "Brown Ration Points" needed...it's first come, first served. So don't just let your mouth water, order some KOA "Sales Results" now!!

* NBC Survey Tale of 412 Cities
5 Ross Federal Survey
Overseas Branch Revamped by OWI
Klauber Takes Active Part in Reorganization Program

A REORGANIZATION of the Overseas Branch of the Office of War Information, involving the resignation of three of its highest officials and the appointment of two officers of the Branch to high administrative posts, was announced last week by Elmer Davis, OWI director.

Mr. Davis told reporters at a press conference in New York he had reached an agreement with Robert Sherwood, director of the Branch, to enable the agency to meet “most effectively” its growing responsibilities in the field of psychological warfare. He declined to discuss reports that he had demanded dismissal of the three Sherwood aides and that the matter had been carried to the White House.

Klauber Participates

Present at Mr. Davis’ conference was Edward Klauber, former CBS executive vice-president, now associate director of OWI. Mr. Klauber was reported to have recommended the reorganization of the Overseas Branch.

Mr. Davis said he had accepted the resignations of James F. Warburg, Deputy Director for Psychological Warfare Policy; Joseph Barnes, Deputy Director for Atlantic Operations; and Ed Johnson, Chief of the Editorial Board of the New York office.

Edward W. Barrett was appointed Executive Director of the Overseas Branch under Mr. Sherwood, a new post created by Mr. Davis. Mr. Barrett was former chief of the News and Feature Bureau of the Branch and recently returned from an assignment in the Mediterranean and North European theatres of war. He was previously associate editor of Newsweek.

Named as Assistant Executive Director to Mr. Barrett was Thurman L. Barnard, who has been chief of the Outpost Service Bureau of the Overseas Branch. He was formerly vice-president of N. W. Ayer & Son, advertising agency.

Mr. Warburg had been with the OWI since its inception, having joined the old Office of the Coordinator of Information a predecessor agency, in August 1941. He is a former assistant secretary of the Treasury, and has written a number of books on economics and politics. Mr. Barnes had been foreign editor of the New York Herald Tribune before coming into OWI in 1942. Mr. Johnson had been foreign news editor of CBS and had done newspaper and magazine work before joining OWI.

Both Mr. Barrett and Mr. Barnard were in Washington later in the week conferring with OWI officials. They were at Mr. Davis’ conference which was held Monday

in New York. Mr. Barrett will direct the Overseas Branch until Mr. Sherwood returns from a trip to London.

It appeared that the administrative changes effected by Mr. Davis will result in closer supervision of Overseas policies from Washington, making for greater coordination with State Dept. and Psychological Warfare Board activities. The operations of the Branch in New York, however, will be left virtually unchanged.

NAVY COMES THROUGH with the “first recordings ever made during actual naval battle”. Lt. Charles Dillon, former radio director of the American Red Cross, holds the microphone near the carrier’s air officer to pick up his conversation with one of the ship’s planes circling above a German U-Boat. Lt. Marvin Royston, (right), previously an NBC-Blue engineer in Chicago, records the ship-to-plane conversation on the sound film. One of the ship’s officers plots the chart in the foreground. First of these recordings was heard on Blue, Jan. 28 [BROADCASTING, Jan. 31].

IT’S WINCHARGER TOWERS

from Maine to California

Wincharger Towers are proving better Broadcasting at all the way from Maine to California...all types of stations. And while their strong coverage means better listening...and a bigger market...they actually cost less...both in initial cost and upkeep. Stronger...with uniform cross section for ideal radiation they please everyone...from the style-minded sales force...thus the efficiency-minded engineer...to the profit-minded manager.

Write or Wire for Complete Information:

Bonds for VICTORY

IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES

Wincharger Vertical Radiators and Antenna Towers

Wincharger Corporation

SIoux City, Iowa

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BROADCASTING • Broadcast Advertising
IDEA-CONDITIONING

...that's the formula that makes WHN a success with listeners and clients

Ideas count at WHN... ideas that mean doing a thing a little different (and better)... ideas that have brought WHN listeners some of radio's really outstanding programs.

Like Dick Gilbert... who sings with records!

Here was an idea with snow-flake uniqueness that took the "make-believe" out of recorded ballrooms, brought listeners flocking to the program, and made radio editors say trite but always pretty things as: "Refreshing"—"Gilbert is unique"—"a swell show."

Agencies say pretty things, too. Like this one from Huber Hoge who sold books on Gilbert's show: "I almost sat down and wrote a postcard requesting the book myself!" And the one from Weiss and Geller which said: "The client and the agency are very much pleased with the amount of mail you have received."

Programs with ideas, like Dick Gilbert's, are typical of the WHN desire to bring something new and outstanding to radio listeners. We call it "Idea-Conditioning."


WHN NEW YORK

50,000 WATTS IN THE NATION'S NO. 1 MARKET!

Represented by RAMBEAU
SALES FLY HIGH WHEN YOU BUY

NAVAL - CONTROVERSIAL statement of United States racial problems is embodied in six quarter-hour broadcasts started on CBS Pacific stations under the title of These Are America's Negroes - Series III. Weekly programs concern scientific facts about race; situation of the Negro in Los Angeles and West Coast; and_service to the Negro industry, agriculture, the arts and sciences. Pledged Negro and white leaders in these fields are featured. Presented under auspices of Committee for Home Front Unity and Little Tokyo Committee, Committee of Social Agencies, series is supervised by Frances Farmer Wilder, CBS Hollywood director of education.

Story Dramas
DESIGNED to increase interest in children's literature through improvement in speech and oral reading, Children's Theatre Council of Binghamton, N. Y., has inaugurated a new series of programs over WRFB Binghamton. The weekly quarter-hour broadcast, a part of the regular school curriculum in literature, features participation by boys and girls who are assisted by a story teller in presenting stories in dramatized form. In addition to developing a keener interest in dramatics, students are also taught to become more critical listeners.

Children's Stories
TO CREATE an informal atmosphere suggesting story-telling in the home, children attending the broadcasts of Let's Listen to a Story, now heard on WMCA New York, are encouraged to participate in the narration with their questions. Emphasizing contemporary children's books, the quarter-hour Sunday feature is conducted by Dr. Myra Law McGraw, child psychologist. Series is an outgrowth of a conference between the station and children's groups to find ways in which radio could help combat juvenile delinquency.

War Vet Series
WOUNDED soldiers interned at the Halloran General Hospital, Staten Island, N. Y., are interviewed in a weekly half-hour series conducted by Stan Lomax, sports announcer on Mutual. Members of the hospital staff, including doctors, nurses, and entertainers, are also heard. Program emphasizes the care and attention received by the men.

Adulthood Only
FOR THOSE interested in bringing up children and the problems pertaining thereto, WOR New York is presenting a Saturday half-hour program called For Parents Only, conducted by Mrs. Sidonie Gruben-berg, director of the Child Study Ass'n. of America, and featuring experts in the field. Program considers problems concerning children, both young and teen-age.

The TEXAS RANGERS now
Selling Flour on KICA
Clovis, N. M.
...also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKERELS • KANSAS CITY, MO.

SALES FLY HIGH

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Broadcasting • Broadcast Advertising
The wealth of America has been wrought from her natural resources of fertile lands, wide forests and rich mineral deposits by the brains and muscles of her people.

But another resource is now available. A new source of wealth and well-being has been developing gradually and almost unnoticed which is tremendously important today and of still greater importance for tomorrow.

This new resource is the research laboratory.

Today, in hundreds of industrial and college laboratories, trained minds are expanding the world's knowledge, and applying the results of research to industry and to war.

In the Bell System, research has always been a fundamental activity. The telephone was invented in a research laboratory. And for years Bell Telephone Laboratories has been the largest industrial laboratory in the world.

Underlying modern research is the realization of vast latent values in nature. Although the lone genius does from time to time bring to light some part of these hidden values, only organized scientific research can assure the thorough exploration that will render the full measure of use for human welfare.

Research means imagining and experimenting. It means the searching out and bringing together of facts. It means clear statements of problems, precise measurements and keen analysis. It means tenacious following along unexpected paths.

These are the procedures of research. Its consummation is the grasping by subtle minds of relationships in nature no one has previously known. And on the basis of the broader knowledge so established are built new materials, new methods and new structures to serve the people of America.

The Bell Telephone Laboratories has now concentrated its efforts on communication systems and equipment for the armed forces. When the war is over its researches in communication will again be applied to an ever-improving telephone service in America.
WAVE COMES CLEAN ABOUT SPICK (Ky.)!

Here's the truth and nuttin' but the truth: WAVE doesn't cover Spick, Kentucky. Maybe some cosmic 50,000 watter can sell your soap or soap down there—but we, devotees ourselves to the big Louisville Trading Area, which we cover like a laundry basket. What's more, we're the only NBC station that does! Want the rest of the dirt?

BOOM!

There's a boom back home, too, in the town where this gun was made.

COVER THESE NEW MARKETS WITH RADIO

WEED AND COMPANY

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The BeeLine McClatchy Broadcasting Company Sacramento, California

KMOX St. Louis has inaugurated a new series of public discussion programs titled St. Louis Speaks designed to stimulate discussion and participation in subjects of community concern. William H. Stead, dean of the School of Business and Public Administration at Washington U., St. Louis, is chairman for the series.

WINX Washington has started an early morning Sunrise Newsreel on which a quarter-hour of the latest news is aired four times consecutively beginning at the Midnight Newsreel featured on WINX for the past three years. The morning series is heard weekdays from 6:17 a.m. and on Sundays 7-8 a.m.

KODY North Platte, Neb., has purchased the leased wire service of the Chicago Daily News.

KPRF San Francisco has been awarded a war-effort citation by local Musical Publishers, Inc., for its aid in recruiting personnel.

VIGNETTE series, based on history of surrounding small communities, has been started on KOY Phoenix.

KPSD San Diego has completed music licensing agreements with Associated Music Publishers, New York, while the following stations have extended their agreements with AMP: WPBN, WORT, WREX, WRAQ, WIP, WFBM. WCAE.

HOUSEHOLD hints are offered on The Randy Macrocloset AI series has been heard on Mutual for its half-hour series. It's heard weekly.

VICTORY gardeners of WLS Chicago have been awarded a plaque by the National Victory Garden Institute for their "outstanding contribution to the Victory Garden Program in 1944." WLS employees, stars of the National Barn Dance, producers, announcers, department heads and secretaries made up the station's teams which farmed plots on "Burp Ridge Farm," owned by Burridge D. Butler, chief of WLS.

WDAS Philadelphia is installing completely new RCA control room equipment.

WEWI Boston has graduated its third class of announcers and expects to begin another course in the near future.

Representatives from stations in each of the New England states are present at the recent graduation exercises of the Third Class.

TWO BRANCHES of the armed services have been given special weekly TV shows at WNEV New York, The Coast Guard featuring Brooklyn Bar racks of the U. S. Coast Guard, and Wings Over New York, presented by the Mitchell Field Army Air base from its Post Theatre.

REPLACEMENTS FOR MEN go into service from WTAG Worcester (where these technicians are) to R. Mary Marble, Helen Lohnes, Marcia Allen. Miss Marble, a veteran of seven months on the engineering staff, offers a few pointers to Miss Allen, latest addition. Most of the transcription cuttings are handled by Miss Lohnes.

DUQUESNE Brewing Co., Pittsburgh, claims to be using the largest cast ever employed on a Pittsburgh program for its half-hour Melody Magic show heard weekly on KDKA. In addition to a 28 piece orchestra there are two vocalists, a quartet, choruses and announcer.

CHARLES BURTIS, chief engineer of WPEF Philadelphia, has completed construction changes making four program channels available for the studio. New set-up makes it possible to use all four broadcasting chambers at the station and facilitate additional program service, including the origin- ation of independent programs for other stations in the territory.

KYA San Francisco and the San Francisco Chronicle have concluded a one- year contract in which the Chronicle now has a direct tie-in with a 15-week-time purchase basis. Newspaper now sponsors ten 10-minute newscasts daily and receives credit for supplying news for the other 10 on-the-hour news periods over KYA.

WLB Brooklyn has acquired the special AP wire of Press Assn.

WBAM, FM station of WOR New York, on Feb. 10 changed its broadcast schedule from 1-7 p.m. to 5-11 a.m. every Saturday.

WINS New York has abandoned its five-minute newscasts, broadcast at irregular intervals, in favor of four-quarter-hour broadcasts at specific hours during the morning.
Outler Is Named Manager of WSB
Commercial Head for Decade;
With Station Since 1931

JOHN M. OUTLER, for 10 years
commercial manager of WSB At-
lan, last week was appointed sta-
tion manager by J. Leonard
Balkan, owner and president of the
company. Outler joined WSB since
1931, when he joined the then advertising de-
partment.

Born in Geor-
gia, Mr. Outler attended school in
Thomasville. Following his gradu-
ation in 1914 from Emory College
he joined the advertising depart-
ment of the Atlanta Journal. Except for two years he
served overseas as a lieutenant in
the Army during the first World
War, Mr. Outler remained with the
Journal until his transfer to
WSB in 1931.

He was instrumental in creating the
commercial department of WSB and subsequently was named
commercial manager. Until recently
Mr. Outler served as chairman of the
NAB Sales Executive
Committee, of which he is still a member.

The new manager of WSB is
chairman of the NAB 5th District Sales Managers Division and until
the retail Promotion Committee
was discharged, he was a member of that group which sponsored
the NAB film presentation “Air
Force & the Retailer”. He is regional
consultant for the OWI.

OD-30 Placing

OD-30, a new air deodorant pro-
duced by OD Chemical Corp., New
York, is to be placed in the
Food and Home Forum, participating
program on WOR New York.
Product was developed by Dr. Wal-
ter H. Eddy, head of the American
Institute of Food Products, who
carries the WOR series. Other
radio is planned. Business will be
placed by Alley & Richards Co.,
New York, agency for R. C. Wil-
liams & Co., New York, (Royal
Scarlet Foods), which has been
named distributor for OD-30.

LEIGH WHITE, CBS commentator
now on leave of absence to do re-
search under a Nieman Fellowship at
Harvard U, is the author of a book
covering the German occupation of
the Balkans in 1940. Titled The Long
Balkan Night, book is scheduled for
publication Feb. 28 by Chas. Scribners' Sons, New York.

APPLICATION of analogies to me-
chanical and acoustical problems so
they may be solved in terms of elec-
trical circuits is explained by Harry
F. Olson, acoustical research director,
RCA Laboratories, in the book
Dynamical Analogies, published by D.

PORTER IS OFFERED
DEMOCRATIC POST

PROFFER of the post of public
relations director of the Democratic
National Committee to Paul A.
Porter, assistant to Economic Sta-
bilization Director
Vinson, was re-
ported last week,
but with indica-
tions that the
former radio at-
torney would not
be available. Rob-
ert E. Hannegan,
chairman of the
Committee, it is
undecided, of-
fered the assign-
ment to Mr. Porter. In in-
nformed quarters it was understood Mr.
Porter had requested that his name
be withdrawn.

Democratic Committee publicity
has been directed for the past dozen
years by Charles Michelson. He
probably will serve as public rela-
tions director emeritus in the forth-
coming campaign, but does not wish

Paul Porter

Paramount Signs

PARAMOUNT PICTURES, Inc.,
New York, has signed a 52 week
contract for three-weekly participa-
tions on Arthur Godfrey's pro-
gram on WABC New York, effective
Feb. 12, for future productions.
Agency is Buchan & Co., N. Y.,
to take over active direction. Ap-
pointment of a radio director also
is under consideration, but the
selection probably will not be made
until after the new publicity head
is named. Robert I. Berger, now
with the OWI Overseas Branch,
was radio director during the last
campaign.

Mr. Porter was Washington at-
torney for CBS until 1940, when
he became assistant to Chester C.
Davis, then Food Administrator.

SCHOOL of Radio Technique, New
York, has inaugurated courses for
school teachers in "Techniques of Pre-
paring and Producing Radio Pro-
grams in Schools". It is credited by
the State Education Dept. of the
State of N. Y. Faculty mem-
bers include Arthur Whiteside, pro-
duction manager, and Eugene E. King,
night producing manager of WOR
New York; Addison Pitt and Crystal
Waters, radio directors and producers.

Hillbilly Hits

POPULARITY of Hillbilly
Hit Parade, a one-hour pro-
gram of specially arranged
transcribed hillbilly tunes, is
growing, according to KLX
Dallas, where the program
was shown last fall at the
suggestion of Clyde W. Emer-
bright, station manager. Now
sponsored by Sterling In-
surance Co., Chicago, Mondays,
10:30 p.m., sponsorship on a
second night is expected.

ASSOCIATE WITH STARS TO POPULARIZE YOUR PRODUCT!

In St. Louis

WITH THE

N BC STAR PROGRAMS

FIRST IN ST. LOUIS IN "FIRSTS" ON NATION-WIDE
POPULARITY POLLS . . . IT IS
225 MILES FROM KSD TO THE
NEAREST OTHER BASIC
NBC OUTLET!

A Distinguished Broadcasting Station

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

Leigh Proffitt

Broadcast Advertising
February 14, 1944 • Page 53
N. Y. Agency Buys Air Time on WQXR

Albert Frank-Guenter Law Signs for Music Shows

TO PROMOTE its advertising and public relations services, Albert Frank-Guenter Law, New York, has signed for two musical programs on WQXR New York, in which it is believed to be one of the first instances of its kind in the New York area. In the belief that there should be some potential clients among the “quality” audience tuning into station classical music programs, the agency contracted for the Friday and Sunday broadcasts of Symphony Hall, recorded music program heard 8-9 p.m., starting Feb. 27.

Commercial copy will be keyed to the theme that advertising of the "hypnotic" variety is becoming a thing of the past, and that the use of advertising with an educational and informative slant is coming to the fore and will predominate in the post-war era.

The value of advertising as a form of communication in the field of ideas tells a product will be stressed. A regular newspaper advertiser for a number of years, the agency will confine its promotion to the radio program for the present.

Silliman Evans Resigns As Chicago Publisher

RESIGNATION of Silliman Evans, publisher of the Chicago Sun, was announced last week by Marshall Field, editor and owner, who has taken over the publishing duties. Mr. Evans, publisher of the Nashville Tennessean, has been an applicant for a station in that city, where he has maintained home connections before the National Council for Professional Education in Journalism, Mr. Field proposed rigid Governmental supervision of radio and cited its competition with the press [Broadcasting, Jan. 24].

Mr. Field said Mr. Evans had asked to be relieved as publisher of the Sun to permit him to devote his time to his own expanding affairs. Mr. Evans announced that Mr. Field had asked him to assist in establishment of the Sun and that this purpose had been accomplished.

Iowa Broadcasting Co. Reelects Gardner Cowles

GARDNER (Mike) Cowles Jr., president of the Des Moines Register & Tribune Co. and Look magazine, has been re-elected president of Iowa Broadcasting Co., comprising KSO and KRNT Des Moines and WMT, Cedar Rapids. Stockholders at the meeting discussed improvements in programming, particularly how newscasts and other programs directly related the war effort can be handled with greater service to the public. Few changes were made in IBC officers and property. John Cowles was re-named v-p; Craig Lawrence, manager of KSO and KRNT, executive v-p; William B. Quar ton, manager of WMT, v-p; Vincent Starzinger, general counsel, secretary and treasurer Arthur T. Gormley, assistant secretary; and Karl Haase, assistant treasurer. Directors elected were: Gardner Cowles Jr., John Cowles, Craig Lawrence, Vincent Starzinger, W. W. Waymack and Arthur T. Gormley.

Parade Change

IN RENEWING Your All Time Hit Parade on NBC Feb. 11, Friday, 8:30, Chicago NBC Co., New York, changed the format to include an audience participation feature, in addition to replacing the former master talent with Lulu Bates, Blues singer. The new feature is a musical memory test in which members of the audience are asked to recall the titles of the tunes, a $500 prize going to the winner. Wote, Cone & Belding, New York, is agency.

WBNS Pulls 'Em In!

Central Ohio's Only CBS Outlet

WBNS Pulls 'Em In! Central Ohio's Only CBS Outlet

Ferry-Hanly Divides

FERRY-HANLY Co., New York, is arranging with the principals of the Kansas City office for establishment of that office as an independent, separately financed partnership, to be operated under the name Bruce B. Brewer & Co. The new agency is expected to start independent operations around March 1, under the direction of Bruce B. Brewer, vice-president and manager of the Kansas City branch. Current accounts will continue to be serviced by the new firm. A policy of cooperation will be maintained between the Brewer agency and Ferry-Hanly Co., according to C. P. Hanly, president, who said that as a result of the change, facilities of its subsidiary, Wallace-Ferry-Hanly Co., Chicago, were to be expanded.

RCA Trimms Series

RCA, New York, concludes its What's New series of hour-long Saturday evening broadcasts on Feb. 26 and the following Saturday begins a new half-hour series in the final 30 minutes of its former 7-8 p.m. spot, J. Walter Thompson Co., New York, handles the program.

Kaltenborn to Cuba

H. V. KALTENBORN, NBC commentator sponsored by Pure Oil Co., is to leave New York March 2 for Havana where he will interview government officials and industrial leaders, returning March 13. Robert St. John, NBC commentator, will substitute.
SPORTS SHOW for the Hohenadel Brewery on WIBG Philadelphia was occasion for this gathering which started the series, and was one of the rare appearances of Connie Mack. Preparing for the broadcast are (l to r): Benjamin Exkiberman, of the Exkiberman agency handling the account; Fred Corey, Atlantic Refining Co.; Connie Mack, Philadelphia Athletics; George Moore, Hohenadel Brewery, sponsors; and Franny Murray, WIBG sportscaster.

AL W. LITTLE, director of publicity and organization in Iowa for WPB, has joined Cary-Ainsworth, Des Moines, as account executive. Fred A. Reed, publicity and public relations director of WJJD-WIND Chicago and before that with WHO Des Moines, has also joined Cary-Ainsworth.

WILLIAM H. O geile, account executive since 1941 with Neeliam, Louis & Brorby, Chicago, leaves the agency Feb. 25 as lieutenant (j.g.), USNR. KEN MacGregor, a producer at William Esty & Co., New York, on Feb. 4 became the father of a girl.

WITH Axel Gruenberg now devoting full time to film work, in association with David O. Selznick, film producer, G-S Radio Productions, New York, has been succeeded by Richard Stark & Co., with offices in the RCA Bldg., New York. Mr. Stark, who was co-founder with Mr. Gruenberg of the original firm early last year, is in charge of production of the newly organized company. Activities include radio production and merchandising, and research in television production.

JESSICA WEST, former advertising executive of Elizabeth Arden and fashion director of Julius Kuyper Co., New York, has joined the writing staff of McCann-Erickson, Inc., New York.

MARTIN J. McGeohan, who recently resigned as Chicago manager of Spot Sales, Inc., has joined the staff of Radio Advertising Corp., Chicago. McGeohan was with WIND Chicago prior to joining Spot Sales.

PETER HULON, account executive of Maxon Inc., New York, has been elected a vice-president. George Everson, merchandising head in Detroit, also has been elected a vice-president.
NEW YORK Cadillac Motor Car Division of General Motors Corp., Detroit, last week turned to radio to secure used cars. A 52-week contract with WQXR New York and a 13-week contract with WRGB have been signed. Agency is Picard Adv., New York.

WARWICK MFG. Corp., Chicago, has appointed Agency Service Corp., which recently opened Chicago offices at 1033 W. Monroe St., to handle its advertising in magazines, newspapers, trade publications and direct mail for its-own and other companies of its-own.

J. CLIFF ROBERTS, former director of sales promotion on the Nash Motors account for J. Walter Thompson, has rejoined the agency's Chicago office on the Ford Motor account.

RAY L. HOEFLER, of the factory sales promotion corporation, Zenith Radio Distributing Corp., Chicago, has been appointed general manager. He succeeds R. E. McCreary.

ROBERT P. O'BRIEN, vice-president in charge of Pillsbury Feed Mills Division of Pillsbury Flour Mills Co., Minneapolis, has resigned to enter the Navy. Philip W. Pillsbury, president, will succeed the food division. Clyde Hendrix, sales manager, has been named advertising and sales manager.

KELLOGG Co. of Canada, Montreal, has appointed Keuyler Schubard, Montreal, to handle Hekite animal foods.

JOHN HANCOCK MUTUAL Life Insurance Co., Boston, has named McCann-Erickson, Boston, to handle its advertising.

REPHAN STORES, chain department stores of Arkansas, has signed for 1500 spot announcements over KTHS Hot Springs, Ark., for the coming year.

SUTHO SUDS Co., Indianapolis (Sutho Suds), has named the Charles J. Pettinger Co. as agency. Plans are said to include radio.

McCURDY & Co., Rochester (N. Y.) department store, has begun a half-hour weekly musical show on WHAM Rochester, titled the McCurdy Symphonic Hour. Outstanding students and faculty of the Eastman School of Music are scheduled to appear as guests on the program.

A. RAMSAY & SON Co., Montreal (paints) has started La Vieille de Samedi Soir on four Quebec stations, Sat. 8:30-8:55 p.m. Agency is A. McKim Ltd., Montreal.

IMPERIAL TOBACCO Co., Montreal (cigarettes), has started 15 Chansons de Chez Nous on CKAC Montreal and CHRC Quebec, Fri. 9:30-9:55 p.m. Agency is Whitehall Broadcasting Ltd., Montreal.

LEHN & FINK (Canada), Toronto (Hinds Honey and Almond Cream) has started Blind Date on CFGR Montreal. Account was placed by Spitzer & Mills Ltd., Toronto.

A. S. BOYLE Co. Ltd., Windsor, Ont. (Old English floor polish), started a spring campaign on 16 Canadian stations. Account is being placed by Daniel Fitzgerald-Sample, New York.

NEHI Corp, Los Angeles (Par-T-Pak), on Feb. 7 started five weekly quarter-hour transcribed adventure series Dick Tracy on KECA. Contract is for 26 weeks. Firm also continues the spot announcement campaign for its various beverages on western stations. Agency is BBDO, Los Angeles.
SERUTAN Co., Jersey City, is serving as distributor for Nutrex, a new energizing food supplement. Product is still in the testing stage and advertising plans are incomplete. The producer is Nutrex Co. The agency is Raymond Spector Co., New York, which handles Serutan.

TEMPLETON Radio Co., Mystic, Conn., manufacturer of radio and electronic equipment, has appointed Fuller & Smiley & Ross, New York, to handle their advertising. No radio plan is planned.

STOUFFER CORP., Cleveland, which operates a chain of 14 restaurants in the East and Mid-West, has appointed Fuller & Smiley & Ross, New York, to handle its advertising. Media plans have not been disclosed.

MODERN FOODS, Inc., Newark, N. J. (gingersnail and devil's food mix) has named Peck Adv., New York, to handle its advertising. No radio is planned at present.

VITAMIN CORP. of America, Newark (vitamin capsules), has named R. A. Salzer, Inc., New York, to handle its advertising. Spot radio is planned in New York metropolitan area starting March 1.

BETTER PROPERITIES Ltd., Montreal (Bronco Seltzer, Nozema) on Jan. 31 renewed for one year Lionel Parent Omnitone on CKAC CHBC, Mon. thru Fri. 7:45-8 p.m. Agency: Rothrauff & Ryan, New York.

MEE DISTRIBUTING Co., Los Angeles (soap products), on Jan. 31 started five-weekly-quarter-hour musical program Sing With Me on KMPC Beverly Hills. Contract is for 52 weeks. Adolph Wendland Adv., Los Angeles, has the account.

L. B. LABS., Hollywood (hair oil), on Feb. 15 starts for 13 weeks twice-weekly participation in Beach Carney program on WENR Chicago. Agency is Glasser-Galley & Co., Los Angeles.

WILLIAM A. PATTERSON, president of United Air Lines Inc., Chicago, has been elected a member of the board of directors of Stewart-Warner Corp. Chicago, filling the vacancy on the board caused by the death of Frank A. Ross, senior vice-president.

MANDEL Bros., Chicago (department store), effective March 1, renewed its sponsorship of a five-minute news program every hour on the hour seven days a week on WIND Gary-Chicago. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

WILLIAM S. STINSON, advertising manager of Oliver Farm Equipment Co., Chicago, for several years, has been appointed advertising manager of Cherry-Burrell Corp., Chicago (dairy equipment).

DR. S. M. O'WEN, Dentists, Los Angeles (chain), has revised its radio advertising schedule and increased appropriation for 1944. Dental service was on Jan. 23 and is now scheduling a weekly half-hour program, Ezra & His Original Beverly Hillbillies on KFA. In addition to a six-weekly-quarter-hour newscast on KFOX, an approximate total of 500 transmitted announcements per week is being used on 12 Southern California stations. List includes KPAC, KFWB, KMTR, KMP, K Palette, KBBK, KFVX, KFOX, KDFJ, KI HJ, KFAC. Major H. S. Turner, U. S. Army retired, has replaced Robert Arden as commentator on the nightly Screen of Things on KFWM, KFOX, and KFOX. Dean L. Simmons Adv., Hollywood, has the account.

EDWARD B. MARKS Music Corp., New York, on Feb. 7 marked its golden anniversary with a two-day open-house celebration.

WKRC Renews Contract With AFRA; Others Pond

RENEWAL contract between the American Federation of Radio Artists and WKRC Cincinnati, including substantial advances for the artists, has been announced by the union's national headquarters, which also reports that a National Labor Relations Board election held at WCKY Cincinnati resulted in a 9-to-1 vote for AFRA. Leonard Lyons, national field representative, is in that city to assist the AFRA local in completing a contract with the station management.

In Kansas City, a WLB hearing has begun to determine issues between AFRA and WDAF, with Mortimer Becker, of Jaffe & Jaffe, national counsel for AFRA, representing the local. The regional WLB in Denver has approved a new contract at KOA, with salary increases retroactive to June 1, 1943, and for the first time calling for fees for announcements on commercial programs. In Pittsburgh, negotiations were under way with Disney Film Rights

WALT DISNEY, Inc., cartoon firm, has filed radio serial rights for "The Sword in the Stone" to Ad-Plan Co., New York, newly-formed radio production firm. The projected Disney film, scheduled for production in several years, is based on a novel of the same name by H. T. White. The radio version will be a five weekly quarter-hour educational program for children. Ad-Plan was recently organized with Richard C. Muck, formerly on the sales staff of the Blue Network, as president, and Paul H. Aldrich, formerly on the sales staff of the Westvaco Chlorine Product Corp., New York, as vice-president. Flm will produce for television as well as radio.

WDKA WCAE WJAS and KQV. AFRA has protested to NBC against the network's rule prohibiting the use of a staff announcer of another network on NBC commercial programs, a position AFRA describes as a restriction on employment opportunities.

Versatility

WING Dayton has its modern Robin Hood in agile Jack Wymer, morning-clock man who found himself locked out one morning last week a few minutes before sign-on time. First he notified the police department, to avoid being brought down by ack-ack, then he climbed to the third floor, and thence down the neon sign to an open window. The show went on—and on time.

"Hall of Fame" Suit

DAMAGE SUIT of $500,000 has been filed in Los Angeles Superior Court by Renzo Cesana, radio advertising agent, over rights to the weekly Radio Hall of Fame, sponsored on Blue stations by Philco Corp. Named as defendants are Blue Network, Philco Corp., Variety Inc., William Morris Agency, Abel Green, C. F. Jaeger and several John Does.

Peak Production

Wartime demands for pulp wood and lumber have resulted in peak production for the 14,000,000 acres of pine and hardwood forests down in KWHK-land. It's increased by leaps and bounds substantial income to provide greater opportunities for selling now—for building sales for the future.
WILF Philadelphia
Abbotts Dairies, Philadelphia (milk and ice cream), 3 as weekly, 52 weeks, thru Richard A. Fole, Philadelphia.
Horning Brewing Co., Philadelphia (beer), 2 as weekly, 52 weeks, direct.
Beneficial Saving Fund Society Philadelphia (bank), 3 as weekly, 52 weeks, thru Richard A. Fole, Philadelphia.
Cokla, Brooklyn (cough drops), 3 as weekly, 13 weeks, thru Al Paul Leton, N. Y.
Dr. Shor, Philadelphia (dentist), 32 as weekly, 52 weeks, thru Philip Kline, Philadelphia.
Peep-Cola Co., Long Island City, N. Y. (Peep-Cola), 25 as weekly, 49 weeks, thru Newell-Kennett, N. Y.
J. B. Ford Co. Wyandotte, Mich. (Wyandotte Cleaner), 4 as weekly, 13 weeks, thru William Ayer, N. Y.
Sten & Johnson Co., New Brunswick, N. J. (baby powder), 6 as weekly, 13 weeks, thru Young & Rubicam, N. Y.
National Oats Co., Cedar Rapids, Ia., 3 as weekly, 52 weeks, thru Allied Flora, 52 weeks, weekly, direct.

KFI Los Angeles
Lang Publishing Co., San Francisco (Sunset magazine), 3 as thru Bries-acher, Van Norden & Staff, San Francisco.
Watts & Co., Chicago (Jewel shortening), 6 as weekly, 6 weeks, thru J. Walter Thompson Co., Chicago.
Avion Inc., Vernon, Cal. (help wanted), 9 as weekly, 13 weeks, thru Nixon-Donnel Adv., Los Angeles.
Scudder Food Products, Monterey Park, Cal. (food products), thru Davis & Beaver Adv., Los Angeles.

KECA Los Angeles
Daed's Root Beer Co., Chicago (beverage), 32 as weekly, 13 weeks, thru Malcolm Howard Adv., Chicago.
Chamberlain Sales Corp., Des Moines, Ia., 2 as weekly, 52 weeks, thru Carry-Ainsworth, Des Moines.

WOAI San Antonio
American Chicle Co., Long Island City, N. Y. (chewing gum), as weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.
Beek-Nut Packing Co., Canajoharie, N. Y. (gum), as weekly, 52 weeks, thru Newell-Kennett, N. Y.
Chamberlain Chicle Co., Des Moines (hand lotion), 6 as weekly, 13 weeks, thru Carry-Ainsworth, Des Moines.
Coigale-Palmolive-Frost, Jersey City (soap), 11 as weekly, 59 weeks, thru Wm. Ely & Co., N. Y.
Ex-Lax Co., Brooklyn, 62 as weekly, thru Wm. Ely & Co., N. Y.
Groves Labs., St. Louis (4-way cold tab- let), 3 to weekly, 13 weeks, thru Joe Lindley, N. Y.
Greyhound Lines, San Antonio (bus service), as weekly, 52 weeks, thru Beaumont & Young, New York.
Household Furniture Co., San Antonio (furniture), 52 weeks, thru Johnson & Johnson, New Brunswick, N. J. (baby powder), 5 as weekly, 13 weeks, thru Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick, N. J. (hand socks), 6 as weekly, 13 weeks, thru Young & Rubicam, N. Y.
Lever Bros., Cambridge, Mass. (Vimms, Spray, Rinso), 52 weeks, thru BBDO, N. Y.
Marlin Firearms Co., New Haven, Conn. (rifle bullets), 6 as weekly, thru Craven & Hedrick, N. Y.
Matthiesen Chemical Co., 6 as weekly, thru J. Walter Thompson Co., N. Y.
WHIT New Bern, N. C.
Millersville Co., Columbus, 4 as weekly, 62 weeks, direct.
Orange-Crush Bottling Co., Chicago, 21 as weekly, 52 weeks, thru McCaren-Fay, Chicago.
Miss. Firth's Margarine, Baltimore, 5 as weekly, 13 weeks, thru Orange-Crush Bottling Co., Baltimore.
Coca-Cola Bottling Co., Greenville, N. C., 26 as weekly, thru Newell-Emmett Co., Greenville, N. C.
Hatfield Jewelry Co., Jacksonville, N. C., 5 as weekly, 32 weeks, direct.

WJJD Chicago
MacFadden Publications, N. Y. (True Story), 6 as weekly, 52 weeks, thru Young & Rubicam, N. Y.
Dr. Peter Fahreyn & Son, Co., Chicago, 52 as weekly, thru Harry R. Johnson Co., Chicago.
Paragon Advertising Co., Chicago, 6 as weekly, thru M. Fisher Assoc., N. Y.
WEAF New York
Pioneer Division, Borden Co., New York (beverage), 3 as weekly, 26 weeks, thru Pedlar, Ryan & Lusk, N. Y.

WOL Washington
Arlington Board of Trade, Arlington, Va. (business organization), as thru Lewis & Brown, Washington.
Colby House Furniture, Washington, as thru Sales Corp., Washington.
Coronet Magazine, Chicago, as thru J. Walter Thompson Co., Chicago.
Gillette Safety Razor Co., Boston (Blue Blades), 6 as thru Maxon Inc., N. Y.
Hebroc Watch Co., New York (watches), as thru William Weintraub, N. Y.
Lewis Hotel Training School, Washington, 5 as weekly, thru Rose Marine Agency, N. Y.
Longine-Wittnauer Watch Co., New York, 5 as weekly, thru Arthur Rosenberg Co., N. Y.
Martin Firearms Co., New Haven, Conn. (rifle bullets), 6 as thru Caruso & Hedrick, N. Y.
Mutual Benefit Health & Accident Assn., Newark (insurance), 10 as weekly, thru Marvin & Shively, Chicago.
Rex's Bakery, Baltimore (bake), as thru William Schenectady, N. Y.
Sunway Vitamins Co., as thru Soerenson Co., Chicago.
Van Camps Inc., Indianapolis (Tenderloin), 6 as weekly, thru Calkins & Holden, N. Y.

WGY Schenectady
Glengold Range Co., Taunton, Mass., 52 as thru Allier & Richards, Boston.
Beechcraft Packing Co., N. Y. (chewing gum), 24 as, 13 weeks, thru Newell-Emmett Co., N. Y.
Dit Corp, Garwood, N. J. (hand cleaner), 10 as through Grey Advertising Agency, N. Y.
Beads Bros., Syracuse (jeweled items and services) 140 as, thru Newell-Kennett, N. Y.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 6 as thru Grey Advertising Agency, N. Y.
Studebaker Products Co., South Bend, Ind., 78 as thru Rockefeller, Williams & Cunyngham, Chicago.
American Chicle Co., Long Island City, N. Y. (chewing gum), thru Badger, Browning & Hersey, N. Y.
Spaulding Bakers, Binghamton, N. Y. (bakery products), 28 as, 13 weeks, direct.
N. Y. Telephone Co., Schenectady, 3 as, direct.

NBC PLANS THIRD SUMMER INSTITUTE
SPURRED by absorption of its graduate school, the NBC Summer Radio Institute will go into its third successive year cooperating with Northwestern U., Evanston, Ill., Leland Stanford U., Cal., and U. of Southern California, Los Angeles, according to Judith Fair, National division public service director, and Jennings Pierce, NBC Hollywood public service director.

Textbooks written by Miss Waller, and by Al Crews, NBC producer, were used in the school. The courses and instructors at the NBC Institute will be: An Introduction to Radio, given by Miss Waller; Announcing, by Paul Knight, private speech instructor, and William Kephart, chief of announcers, NBC central division; News Writing, by John Thompson, assistant manager, NBC central division special events and news department, assisted by Basket Moose, of the same department; Program Planning, by John Thompson, NBC division director; Control Room Technique, by Beverly Frelland, NBC engineer; Continuity Writing, by Richard Murphy, NBC department; Chief, NBC central division; Dramatic Writing, Al Crews; and Commercial Writing, Louis T. Van Camp, NBC lister, Spot and Local Sales, NBC central division. Northwestern's School of Journalism and Political Science, will meet on the Northwestern U. campus, NBC Chicago studios in the Merchandise Mart.

Beck Graduates
GRADUATES of the Beck School for Radio, Minneapolis, who re- cently graduated, are: James R. Wilson, WSAU Wausau, Wis.; Paul Ebert, WDAY Fargo, N. D.; Dick Johnson, WJGB Green Bay, Wis., and KMMV MONTRIAL, Minn.; Mr. Pearson, WIGM Medford, Wis.; Irene Norgren, KROC Rochester, Minn.; and Mary Ethel Brown, BOO Sioux Falls, S. D.; Abbott London, WEBC Duluth; Daryl Laub KOBH Rapid Citv, D. Al Tighie, Joe Swanson, WJMC Rice Lake, Wis.; Betty Kindler, WJPF Herrin, Ill.; Isabella de L'Isle, KSLM Albuquerque, N. M.; Cyril Lindquist, WQFD Flint, Mich.

WPB Names Three
THREE radio executives have been named to the WPB Industry Advisory Committee, it was announced last week. The new appointees are: R. C. Cosgrove of Cincinnati, WIP The Radio Manu- facturers' Assn.; E. A. Nicholas, Ft. Wayne, Ind., RMA director, and Fred D. Williams of Phila- delphia, Past president of RMA. Enlargement of the WPB Industry Advisory Committee was recommended recently by the Industry Representatives Committee and the RMA Board of Directors. An early meeting of the WPB committee has been planned by director Ray E. Ellis of the Radio & Radar Di- vision.

WPNB Names Three
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WHAT Granted Transfer

WILLIAM A. BANKS, salesman of WIP Philadelphia, acquired control of WHAT Philadelphia last week in the transfer granted by the FCC from the Philadelphia Record. The 200 shares (100% in WHAT) were sold for $22,500 to Mr. Banks, who has been with WIP for the past 14 years. According to the new owner, the WHAT staff will be retained, with only physical changes for the station contemplated.

UNITED PROMOTION

Activities Presented by—Washington Stations

A TOTAL of 810 courtesy announcements for the promotion of the President's Birthday Celebration (Jan. 29), and an approximate number for the "Mile of Dimes" campaign (Jan. 14-31), have been presented by Washington, D. C., stations in addition to their extensive Fourth Loan promotion schedules.

Included in the special promotion activities for the President's Birthday Celebration were: Songs of Cheer and Comfort, over VONF St. Louis, and a special unit of the Army, is commanded by a former broadcaster. In Germany, the 115 members of the Canada's broadcasting personnel is in the entertainment business. An Airedale, sold to More Kasper-Gordon for the duration. We have been 

Andrews Joins CIAA

LORING ANDREWS, former chief of the planning division in the Bureau of Communications for the OWI, has been named assistant director of the radio division of the Office of Coordinator of Inter-American Affairs, New York. Before joining the OWI in 1940, Mr. Andrews was chief of programming and productions for the Coordinator of Information and prior to that was director of press shows for WBOS Hull, Mass., shortwave station, operated by the Western Electric Co. International broadcasting activities date back to 1935, when he joined the World Wide Broadcasting Corp., serving in various executive positions until 1940.

Sally Noble

SALLY NOBLE, 19, daughter of Edward J. Noble, chairman of the board of the Blue Network, died unexpectedly at the Bronzville Hospital, Bronzville, N. Y., after a brief illness, Wednesday, Feb. 9. She was a sophomore at Sarah Lawrence College, in Bronxville. Her father, who arrived at Los Angeles Monday in connection with business for the Blue Network, received news of her illness Tuesday. He arrived at the hospital late Wednesday. Funeral services were to be held at Mr. and Mrs. Noble's home in Round Hill, Greenwich, Conn., Saturday afternoon. Surviving, in addition to her father and mother, is a sister, June.

EXPANSION of Sylvania Electric Products' industrial apparatus plant, Emporium, Pa., has necessitated transfers of the work to the company's Williamsport plant, where additional space and personnel are available. The first area devoted to the manufacture of war-needed electronic equipment will be almost trebled.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions.

Traditions, However, Don't Get Much Business.

CHNS Does—Try It.

Kasper-Gordon Series

Sold to More Stations

Kasper-Gordon, Boston, which announced last week new contracts on several series. Among those placed were: Songs of Cheer and Comfort, over VONF St. John's N.F., K A L E Portland, Ore., WDBO Orlando, Fla., and WFNJ Fayetteville, N. C.

Some others were Imperial Leader, dramatizing the life of Churchill, on WJAO Newark, by Robert Orr & Co., wholesale grocers. The Home Brewing Co., Richmond, sponsored One If by Land, and Forget it on KLZ Denver, and the Ben Franklin Dept. Store sponsors Twilight Tales on KGBM Honolulu.

JOHN REDDY, of KNX Hollywood news bureau, is author of the novel, Breakfast at Sardi's in the February issue of Coronet magazine. Article relates success of the Blue program by that title.

KFE L Files Protest

In 'Post' Case With P.O.

A PROTEST to the Post Office Dept. in its efforts to have the Denver Post publish without charge KFE L program listings has been made by CHNS station licensee, it was disclosed recently. Meantime Mr. O'Fallon has appealed to the Colorado Supreme Court a decision of District Judge George A. Luxford, sustaining motions of the Post to dismiss a suit filed by KFE L under the Colorado Unfair Practices Act (Broadcasting, Jan. 10).

Although the Post Office Dept. declined to comment, the office of R. S. Black, third assistant postmaster general, charged with broadcasting matters, admitted that a complaint had been filed. In its protest KFE L listed nine programs carried by KFE L as_wrapper information and charged that "the list of governmental and public agencies which forbid themselves of our facilities are discriminated against by omission from the Denver Post program listings. . . . We would appreciate being given your opinion as to whether such discrimination would have any bearing on the mailing privileges extended by your branch of the Government."

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Let Banks Tell
(Continued from page 18)

ideas to be included by members of families when writing to their relatives in the Armed Services. It is a weekly review of Cleveland news minus, of course, any sensational items such as strikes, murders and politics. At the program's conclusion we have a very short commercial, selling the various facilities of the bank.

"Starting last Tuesday, we have contracted for spot announcements on two of the local stations, six nights a week, and intend to continue these for at least the balance of the year (1945). Some of these spot announcements are 15-word chain breaks, some 35 and some 100-word announcements between programs. The subject matter of these 'spots' is entirely about mortgage loans, and is part of a current expanded effort to obtain more of this type of business.

"We have had but four of our five-minute programs broadcast and are just finishing up the first week of the daily spot announcements. It is too early, therefore, to claim any results, though we have had some very favorable comments on the idea we tried to emphasize of writing more letters to service relatives. This, of course, helps to create a warmth of feeling for the bank."

Down In Mississippi

At Jackson, Miss., J. W. Barksdale, Jr., Assistant Vice-President of the Deposit Guaranty Bank & Trust Co. (Grow With Us) has some experiences with the other medium to share with us:

"I will attempt to answer briefly the three questions asked in the order presented.

"1. We are advertising over both local radio stations and spending $220 per month for such service. We advertise over one station three nights per week at ten o'clock and over the other station four nights per week at 9:15. All programs are newscasts running for 15 minutes with three spot announcements.

"2. We are attempting to reach the 20,000 radio homes in our city and chose the hours as indicated above believing that we get a wide coverage of adult listeners. The average bed time in our city is from 9 to 10 and we are proceeding on the theory that the majority of the radio listeners wish to have the latest news before retiring.

"3. You know it is hard to put your finger on direct results of financial advertising and hence we are in no position to answer in any degree of accuracy your last question. However, one good way to find out what you are accomplishing in advertising is to make an error for which you are sorry and you will find that a great many people in your city have listened to that particular program. We once erroneously stated that we were accepting Christmas Savings Club Accounts at 2% and it ap-
Radio-Radar Meeting

INDUSTRY mass meeting was held last Friday night at the Chicago Stadium to secure women workers and promote morale for the Chicago manufacturers' group, "Radar Radio Industries of Chicago."

There were ceremonies attending crowning of "Radar Queen", Miss Marjorie Anderson, and Mayor Kelly and Army and Navy representatives gave speeches. Leslie P. Muter, past president of RMA, is chairman of the Chicago manufacturers' group.

dio's no good. They tried something else—and it worked.

"Because of the glamour which still surrounds radio a new advertiser is too often inclined to expect it to be some sort of Aladdin's lamp and when it doesn't he drops it very quickly and decides to have himself a good long talk."

Editor MacLean offered several suggestions to banking institutions for using radio. One idea which he wrote "is one which we've kicked around in the back of our mind for quite some time" is a variety program of an hour. He'd start with about a 10-minute newscast, followed by music, perhaps a comedy spot or two to last 35 or 40 minutes and wind up the last 10 or 15 minutes with advice on handling money and/or domestic science.

"The last part of the program is something we've never had offered to us by a radio salesman," he wrote, "although it would seem very fitting that a financial institution should be in a position to offer advice on budgeting, investments and the business of handling finances."

"The job of teaching thrift to the public seems to us to be a proper responsibility for a bank to assume." Editor MacLean brought out.

Cigarette Comedy

AFTER MORE than 4½ years on CBS under various titles, the Philip Morris Playhouse is going off the air to be replaced by the comedy-quiz show It Pays to Be Ignorant. Behind the decision to drop the program, which dramatizes film hits, were such factors as prevailing low survey ratings, the difficulty in securing film properties adaptable to radio, and in obtaining guest stars. The new show features Tom Howard, George Sheldon, Harry M. Naughton and Lulu McConnell in a mock quiz session. Starting in November, 1942, it was sponsored for a time by Piel Bros., and has since been heard sustaining on WOR New York. It will replace the Playhouse in the Friday 9:30 p.m. period on the full CBS network starting Feb. 25. Agency is Blanes, New York.

BLAINE CORNWELL, program director of KMOX St. Louis, is the 47th employee of KMOX now in military service. He has entered the Army as a private.
Bricker Tells Two Newspaper Groups Legislation Needed to Restrict FCC

"SHOULD the Administration take over the press as it has the radio?"

That question, propounded to Gov. John W. Bricker of Ohio, who addressed the National Press Club in Washington last Friday, brought from him this answer:

"The only reason for restricting radio is the limitation of channels. ... The press ought to remain free and, in Congress of the United States ought to remedy that situation with reference to radio."

Gov. Bricker made reference to an address Feb. 4 before the Ohio Newspaper Act in Columbus in which he declared that radio is "constantly under a life and death threat and too often must submit to government direction."

In Columbus he said the May 10, 1943 Supreme Court decision written by Mr. Justice Frankfurter "conferred upon the FCC regulatory power over radio broadcasting in the field of program content and business operation. This gives to a bureau of the Federal Government," he added, "complete power to dominate and restrict the freedom of speech over the air."

Quoting from Lord Justice Foote, March 26, 1943, he said in London "we cannot find in the Act any such restrictions of the Commission's authority," Gov. Bricker declared: "If there is no such restriction in law, it ought to be put into the law by the Congress. Such unlimited power given to any Government board over our communications systems, even if not exercised, is within itself a threat to the free distribution of news and the right to speak the truth."

Just a few days ago a Washington bureau (FCC) decided after many months of careful study that as newspaper men you might be permitted to own a radio station if, in the bureau's judgment, it served the public interest, convenience and necessity. There are seven members of that bureau and two of them have stood out staunchly defending the kind of freedom that we have thought in keeping with the constitutional guarantees. If the radio is to actually be free, it must be free of the blight and constant fear of Government control and cancellation of its license without cause."

Referring to the recent refusal of FBI Chief J. Edgar Hoover to testify before the House Select Committee to Investigate the FCC "because of an order from the President," Gov. Bricker said: "This is an instance of censorship by the Executive Branch of the Government depriving the Congress of what might be vital information in determining its war policy."

Union Oil Plans
UNION OIL Co. of California, Los Angeles, on March 4 for 52 weeks begins sponsorship of a weekly 50-minute recorded program of jive music, Down Beat Derby, on 34 Don Lee Pacific stations, Saturday, 8-9 p.m. (PWT). If network time can be cleared program starting date will be pulled back to Feb. 26. Directed to teen-agers, series will be conducted by Al Jarvis as m.c. Recording artist voted as favorite by audience each week will make a personal appearance on the program. Foote, Cone & Belding, Los Angeles, is agency handling the account. Petroleum concern also sponsors weekly half-hour comedy-drama, Point Sublime, on 34 Don Lee Pacific stations.

WAIN
WINSTON-SALEM, NORTH CAROLINA

WITH
REX DAVIS
4 TIMES DAILY

Market Firm Reorganized
PAUL W. STEWART & ASSOCIATES, New York, marketing and distribution consultants, March 1 changes its name to Stewart Brown & Associates, with Dr. Lyndon O. Brown becoming a partner in the firm. Dr. Brown has been vice-president in charge of research of Foote, Cone & Belding, New York, and has directed research for FCB's predecessor, Lord & Thomas, for eight years and for other agencies. Johanna B. Cooke and Paul W. Atwood become junior partners in the reorganized market research firm, which recently has taken enlarged quarters in the RCA Building. Arthur B. Dougall, business manager, is a partner in the firm.

PITCHING INTO the disc pile is Thomas H. Kelleher, director of WOR Recording Studios, New York, who has started a nationwide campaign to have radio stations and advertising agencies return old post cards to manufacturers. To publicize the drive, which will help replenish the recording industry's vinyllite supplies, Mr. Kelleher, has named Lina Romay, singer, as "Miss Vinyllite of 1944." Miss Romay is heard on Xavier Curtat's Mutual show for Dubonnet Wines.

RCA board of directors has declared a dividend of 87 1/2 cents per share of cumulative first preferred stock for the first quarter of 1944.
RADIO MEN CALLED TO FARM MEETINGS

A SERIES of regional conferences with farm service directors of radio stations and editors of farm journals has been called by War Food Administrator Marvin Jones to discuss problems facing farmers in meeting 1944 production programs.

The meetings will be attended by Morse Salisbury, WFIA director of information, and Wallace L. Kaderly, chief of radio service, Dept. of Agriculture. Representatives of approximately 80 stations having farm service directors will participate.

The first meetings will be held Feb. 20, 21 in New York at the New Yorker Hotel. The second will be held in Atlanta Feb. 27, 28 at the Henry Grady Hotel. The third is scheduled for March 5, 6 in Chicago, place not yet determined. The fourth will be held March 11, 12 in San Francisco at the Claremont Hotel (Berkeley).

Principal subjects to be discussed include production goals, price reports, farm equipment, seed supplies, and labor requirements for planting and harvesting of crops. WFIA will seek suggestions as to how it can help farm service directors of stations to provide the necessary information to enable farmers to meet war production goals.

Plans for the organization of the National Society of Farm Radio Directors are expected to be completed at the meetings. The group met recently in Chicago to discuss methods for extending agricultural information service through radio. [Broadcasting, Jan. 17]. Larry Haeg of WCCO Minneapolis is acting chairman of a temporary organization committee to present plans of the Society to farm service directors of stations and networks.

Virginia Dare Plans

VIRGINIA DARE EXTRACT Co., Brooklyn, producers of some 300 flavorings and extracts for industrial and consumer use, is considering a national spot campaign, which would be concentrated in special areas where the company has the best distribution, but no specific radio has been made, according to George Heitmanek, newly-appointed advertising manager.

EXCHANGING POST-PROGRAM opinions with talent and producer on initial broadcast of the weekly Blue Life of Riley were these sponsor and agency executives. American Meat Institute sponsors the weekly half-hour comedy series on a 52-week basis. Program-discussers (l to r, front row), are Harry Wilbur, San Francisco executive of American Meat Institute; William Bendix, star of series; Frank Ferrin, radio director of Leo Burnett Co., E. Floyd, Western director of American Meat Institute. Standing, Don Bernard, agency producer; Paul Cornelius and William Kinnaird, Los Angeles board director and advertising manager of American Meat Institute, Chicago, respectively; Norman LeVally, account executive of Leo Burnett Co., agency handling the account.

New RKO Program

RKO RADIO PICTURES, Hollywood, on Feb. 28 starts for 13 weeks sponsoring a five-weekly quarter-hour interview and gossip type program Luncheon with the Stars, on 19 Blue Pacific and Mountain stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Following first 13 week cycle, program will be expanded nationally. Originating from RKO commissary with Gary Breckner as m.c., series will promote current pictures and musical numbers from same. Many Harmon has been signed as musical director, with Fred Runyon and Tom Peteye, writers. Arnold Maguire is assigned producer of Foote, Cone & Belding, Los Angeles agency servicing account.

BOOSTER search by GE has unearthed five young entertainers who will be telecast by GE's video station, WRGB Schenectady, in the near future. Representatives of GE's other stations, WGY and WFGE are also scouting the area for new talent.

For CONSUMER DEMAND
Get all 3!

Local stores know how you can increase consumer demand for your product. Advertise on WDRC — get all 3!

1—Complete COVERAGE of the 26 towns in the rich Hartford Trading Area.
2—PROGRAMS of CBS, world's finest network.
3—One low uniform RATE for all advertisers—national, regional, local.

Connect in Connecticut by using radio on WDRC. It's the first-choice, low-cost advertising medium for the entire Hartford Trading Area.
Authority of FTC Upheld by Court

JURISDICTION of the Federal Trade Commission to compel manufacturers of drugs and medicines to include warnings in advertisements or labels cautioning against excessive use of the preparations was upheld last week by the U. S. Court of Appeals of the District of Columbia.

The Court affirmed the Commission's action against Miles Laboratories Inc. (Nervine remedies) Elkhart, Ind., seeking a stipulation to refrain from practices held to be unfair and potentially dangerous to health. The company refused to sign a stipulation and brought suit in the U. S. District under the Federal Declaratory Judgment Act, challenging the scope of the Commission's authority. This case was dismissed on the ground that the Court lacked jurisdiction in such matters and that the proceeding could be reviewed only by a Circuit Court of Appeals.

In finding for the Commission, the Circuit Court held that "there can be no contention that the Commission is without statutory authority to issue a complaint when it has 'reason to believe' that someone is using misleading matter in the advertising and sale of its medicinal products—for the Act specifically so provides."

The Court disagreed with the appellant's contention that the Commission is attempting to regulate labels when it gave the company the option of including warnings and cautions on its labels, declaring that this was a choice "which appellant could take or leave as it pleased."

While the court's ruling specifically concerned the Commission's action in the Miles case, the decision reaffirmed the broader authority of the Commission to issue complaints and enforce its orders. Citing a recent decision of the Supreme Court certifying the jurisdiction of administrative agencies, the opinion stated: "That the Supreme Court will change or modify its views in this respect is an 'iridescent dream', for the trend is decidedly the other way."

The decision, therefore, is believed likely to assure compliance on the part of a number of advertisers in the drug and cosmetic industries who have been cited by the Commission for misrepresentations in radio and other advertising.

Most prominent among these are the Colgate-Palmolive-Peet Co., Jersey City, N. J., which was recently charged in an FTC complaint with misrepresenting the composition, properties and effectiveness of its soaps, dentifrices and shaving creams. The Commission complained specifically of the advertising claims made for Palmolive Soap, Colgate Dental Cream, Colgate Tooth Powder, Palmolive Lather Cream, Palmolive Brushless Shave Cream and Concentrated Super Suds.

HE CAUGHT IT—in the 4-H Club "Catch-It-Calf" contest at the annual National Western Stock Show in Denver. The 220 lb Hereford calf, provided by KOA, is held by its winner Ernest Dittmer, 17-year-old Colorado 4-H Clubber and 3-time winner of the event. In line with KOA's coverage of the complete Stock Show, participants in the program were (1 to r): James E. MacPherson, general manager of KOA; William E. Drips, Agriculture director for NBC; Glenn Kinghorn, the calf's owner; and Clarence C. Moore, KOA program director.

PAA June Session

THE 41st annual conference of the Pacific Advertising Assn., will be held June 12-14 in Fresno, the PAA headquarters in San Francisco announced.

WOR New York last week started a six-week three-minute weather report, broadcast directly from the Weather Bureau offices in downtown New York, at 6:50 p.m.

Kate Smith to Coast

KATE SMITH and Ted Collins will broadcast four of their Friday night CBS programs from Hollywood. Dramatic highlights from Paramount pictures will be presented, starting Feb. 20.

ROBERT E. LEE, former radio writer and now aviation cadet in training at Des Moines, Ia., is author of a book, Televised: The Revolution, to be released in early March.

Get set now

POST-WAR IN THE DETROIT

AREA promises big things! Booming industry, fat payrolls, solid retail markets. Get set—plan to hook up with CKLW . . . a live wire 5,000 watt station which, at 800 kc., gives you the largest coverage in this area.

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

5,000 WATTS
DAY AND NIGHT
800 KC.
MUTUAL BROADCASTING SYSTEM
OPA AND INDUSTRY TALK TUBE PRICES

PROPOSED maximum price regulation on wholesale and retail sales of radio receiving tubes has been discussed by members of the industry advisory committee representing tube distributors and jobbers in a recent meeting with OPA officials, it has been announced in Washington [Broadcasting, Dec. 27].

The meeting, the first of a series, was an organizational one during which Aaron Lippman, president of the Aaron Lippman Co., Newark, N. J., was elected chairman.

Regional offices of OPA will soon hold meetings with radio tube retailers to discuss the retailer’s problems. A revised draft of the amendment, incorporating such recommendations of the distributors’ and jobbers’ committees as were acceptable, is now being prepared by OPA and will be available for discussion at the proposed regional meetings.

Members of the distributors’ and jobbers’ industry advisory committee who attended the meeting were, in addition to Mr. Lippman, A. D. Davis, Allied Radio Corp., Chicago; Albert Speare, Philco Distributors, Inc., New York; Milton Deutschmann, Radio Shack, Boston; H. M. Carpenter, Thurrow Radio, Tampa, Fla.; and Maurice S. Desperes, Admiral Radio and Television Co., New York.

According to an OPA official, it was the consensus of opinion among the jobbers that the subject of uniform prices should be thoroughly explored.

Hope, Skelton, Fibber Hooper Tops Out West

BOB HOPE, Red Skelton and Fibber McGee & Molly are the top programs on the West Coast, according to the Hooper Pacific program ratings for December-January. Charlie McCarthy, Aldrich Family, Frank Morgan-Fanny Brice, Jack Benny, March of Time, Take It or Leave It and Abbott & Costello complete the list of 10 leading shows with Pacific Coast audiences.

Evening program ratings average remains unchanged over the previous report, while the daytime average increased .04. Evening sets-in-use have risen from 34.8 in the last report to 35.1. The total number of hours for evening commercial network programs is up 17¼ hours over a similar period in 1943, and the number of daytime commercial hours has been increased by 5½ hours.

Military News Discussed

AT A SPECIAL conference at NBC headquarters in New York last Thursday, Feb. 10, executives of the network and local affiliate stations discussed plans for handling news and special events connected with military operations. William F. Brooks, NBC director of news and special events, presided. Present were: John W. Elwood, manager, E. A. Coordinator; D. Smith, manager, WRC Washington; Francis C. McCall, manager of operations of the news and special events department; Adolph Schneider, assistant manager in charge of news; William Ray, manager of news and special events, NBC central division, Chicago, and William McAndrews, acting WRC news editor.

“VICTORY TIME for Victory Year,” an editorial in the New York Law Journal, suggested that local stations change their time signals from “War Time” to “Victory Time” because this year action on the fighting and home fronts point toward victory. WBZ and Brooklyn caught the idea and promptly changed all time signals to “Victory War Time.”
from the Committee counsel,” pointing out that the President opposed Joint Chiefs of Staff in keeping radio intelligence activities in the FCC. Mr. Lawrence cited correspondence and evidence presented before the House investigators in open hearing.

The following day Mr. Fly wrote Chairman Lea a second letter, demanding a “copy of Committee Counsel's letter to Mr. Lawrence and copies of all other communications from this undercover propagandist” to the Select Committee on Armed Services. Chairman Lea forwarded the letter to Mr. Lawrence who then sent his second editorial captioned “Agent of the House,” defending Chairman Fly's tactics.

In his column Feb. 11 Mr. Lawrence published a portion of Chairman Fly's second letter, explaining that the counsel sent him a copy of the official proceedings and commented: “There is nothing ‘under cover’ about distributing copies of a Congressional proceeding and the time has not come in America to suppress Congressional inquiries in time of war on the flimsy excuse that it might not be liked by the President or some other official in a Government agency.”

After quoting from the public record, Mr. Lawrence added: “But the President has listened to Mr. Fly and to the chiefs of staff on this point and Congress now is endeavoring to support the request of the chiefs of staff.” His column concluded with: “Committee counsels have their points—but these, to be sure, are never ex- torted by the victims of their investigations.”

In his first letter to Chairman Lea, accompanied by a news release dated Feb. 8, Chairman Fly charged that “the Commission's employees were forced to testify before members of the Committee's staff in secret session” and that “upon occasions, the Committee's staff even attempted to illegally administer oaths to the witnesses.”

“This investigation” has been going on for almost a year,” wrote Mr. Fly, “and the Commission has been given no opportunity to present any witness to refute the slanderous charges so freely circulated.” He asked that the Commission be given “an opportunity to answer the many false and irresponsible charges which have been made by your counsel and widely publicized, and thus repair, at least in part, the great damage which has been done to the Commission.”

FCC Funds Cut

“In December Mr. Denny urged upon you the importance of our having a hearing before the Select Committee prior to the time when our budget estimates would come up for consideration by the Appropriations Committee,” Chairman

He charged that “the Committee’s counsel’s suggestion that the Committee now take up WMCA is, I believe, deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate. . . . The reduction in the appropriation proposed by the House is pitched entirely upon the one-sided record before the Select Committee.”

Quotes Wigglesworth

Extracting a portion of debate by Rep. Wigglesworth (R-Mass.), member of both the Select and Appropriations Committees, on the floor Jan. 27, Chairman Fly quoted Rep. Wigglesworth, who spoke on the FBI's, as follows: “Evidence before the Select Committee both on and off the record raises a very grave question as to the value of this service. Representatives of several agencies have gone so far as to state that in their opinion it is absolutely valueless, the material finding its way almost immediately into the wastebasket.”

This statement is made in the face of the fact that the Committee has thus far refused to receive evidence as to the true worth of this material to the other Government agencies who rely upon it,” wrote Chairman Fly. “Similar reliance is placed by Congressman Wigglesworth upon the evidence before the Select Committee to persuade his colleagues in the House that the RDI should also be crippled. There could be no better ex-
CBS Annual Earnings
Show Increase Over '42
CONSOLIDATED net earnings of CBS during 1943 were approximately $4,592,000 (equivalent to $2.64 per share) as compared with $4,123,700 ($2.40 per share) in 1942, according to a preliminary report made to stockholders last week by Frank K. White, vice-president and treasurer. Complete annual financial report will be made on or before April 1. 1945. earnings are after providing $7,279,000 for estimated federal income and excess profits taxes, an increase of $2,208,000 over such tax provisions in 1942.

CBS board of directors last week declared a cash dividend of 40 cents a share on the class A and class B stock, payable March 3 to stockholders of record Feb. 18.

Video Meeting
SPIRITED discussion of television's programming problems highlighted the Feb. 10 meeting of the American Television Society at the Hotel Capitol, New York. Panelists included: C. L. Menzer, NBC vice-president in charge of programs; Paul Knight, program manager, WPTZ Philadelphia; Thomas Hutchinson, television director, Ruthrauff & Ryan, New York; Lt. John G. T. Gilmour, former manager, WRGB Schenectady; Ray Nelson, radio director, Charles M. Storm Co., New York; Sam Cuff, director of commercial programs, W2XW New York; Will Baltin, program producer at W2XV New York; Edward Petry, president, president.

Mattegale Adds

King, Standard Radio; W. W. Kenney, Graybar Elec. Co.; Leo Replinger, OWI regional radio director; Leslie Little, KDFC; Lt. Eugene C. Allen, Army; Mal Lutes, Army; Austin, KF & KCA; Howard M. Fish, KF & KB; J. Archie Merkey, KNY; L. G. Mackson, Elec. Petry & Co.; A. J. Mooney, KGF; Lt. Lawrence W. McDowell, KJBD; F. L. MacGregor, WRGB Schenectady; Van Newkirk, ABC Network; Jennings Pierce, NBC; Edward Petry, Edward & Co.; Billy Ray, KF & KB; Neil K. Eggers, KF & KB; Commander Rooms, USN; Jack Richardson, Standard Radio; Tom Ray, WCAU; Pat Campbell, KF & KB; Wayne Sanders, KF & KB; L. A. Schamblin, KF & KB; Codman, KF & KB; Bob Goldberg, KOH; S. W. Scott, Graybar Elec. Co.; Roy Sharp, KSH; Kenneth H. Garey, KSH.

WDAY
Fargo, N. D., 5000 Watts...N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Yes, and practically everybody else in the Red River Valley has been, too! According to the most recent NBC Survey, WDAY has 175,249 radio families that listen regularly, during the daytime—101,365 at night—and that includes big sections of South Dakota and Minnesota as well as the good part of North Dakota! Send for the dope. It’s very interesting!

Pillsbury’s New Spot
PILLSBURY FLOUR Mills, Minneapolis, originally scheduled to start Grand Central Station on CBS Saturday, 10:-30 a.m. this month, will take the 1:-30 p.m. spot, to be vacated by Campau Sales Co., sponsors of Campau Serenade. Pillsbury program begins April 4 on 74 CBS stations. Agency is McCann-Erickson, New York. Campau agency is Wallace-Ferry-Hanly, Chicago.

W. ARTHUR RUSH, head of Art Rush Inc., Beverly Hills, Calif. talent service, has been appointed West Coast artists relations directors for RCA-Victor. With headquarters at NBC Hollywood, Mr. Rush will continue to handle clients under contract to Art Rush Inc.

Silas, you’re sure a sweet little man...

Shucks, you just been ‘listenin’ to them soap operas, again, on WDAY!

“KEEP SHIPPING MONTHLY”
Wires Eugene Tanner, WISX
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising
February 14, 1944 • Page 67
Hidden Radios Keep Dutch Informed

Defying Nazi Threats People Cling to Sets For War News

STOCKHOLM, Oct. 19 (Aneta through Reuters)—German authorities in Holland have set tomorrow as the final deadline for surrender of privately-owned radio sets, with a threat of "severe punishment" for those in whose homes radios are found thereafter. It was learned today.

ONE of the most potent allies of the United Nations in occupied Europe is the hidden radio, says the Netherlands Information Bureau. This is particularly true in Holland, where the Nazis have been trying for many months with little success to force Dutch patriots to surrender their receivers.

Heavy fines and jail sentences are known to have been inflicted on more than 100 Netherlanders for refusing to give up their sets. The Nazis complain that in Rotterdam, the people use every conceivable hiding place for their radios, concealing them under hay and straw in barns, under floors and beds, in laundry baskets, upholstered furniture and stoves, in empty garden ponds, arbors and unused vehicles, under coal or potatoes in cellars, in chimneys, or behind partitions in built-in cupboards.

Deadlines Set

The Nazis have set numerous deadlines for the surrender of radios. Early last May, during a nationwide general strike, June 2 was set as the final date. But by June 12 Max Blokzijl, Dutch Nazi radio propagandist, was still complaining that "the number of people listening illegitimately" is far greater than the number of people listening "legitimately".

Late in June a house-to-house search was instituted and "consequences" were threatened for those who still evaded the Nazi ultimatum. Then a new deadline was announced—this time July 9. During August, Dutch patriots burned down the storeshouses in several towns where the confiscated radios were kept. The Nazis remarked that a large number of the sets turned in were so old they weren't usable anyway.

The latest "final deadline" announced by the Nazis for the surrender of radios was Oct. 20. But there has been every indication that this was no more successful than previous orders.

Despite the fact that its audience is theoretically non-existent, the Nazi-controlled radio at Hilversum, Holland, continues to broadcast daily. Since the Dutch Nazi party represents only about 1% of the population, and its members are the only ones permitted exemption from the surrender decree, this may be another indication that a considerable proportion of the Dutch people have managed to retain their radio sets.

As soon as the original confiscation order went into effect, short-wave broadcasts to the Netherlands underwent a change. The usual signature melodies and any loud music that might jeopardize the listeners was omitted. News and other material was read slowly and clearly, to permit note-taking, and a summary was broadcast to facilitate checking of notes.

The listeners were told to ignore statements by the Germans that they possessed devices to locate radio sets. "No such device exists,"

London's Radio Orange said, Dutch broadcasts from the United States, too, were altered to emphasize brevity and clarity to enable listeners to reproduce and distribute the news thus received.

Strong Weapon

"Radios," according to the Nazis, "are a strong and dangerous weapon in the hands of the Dutch." And there is ample proof of that statement. The news of the landing in Tunisia last year spread all through Holland within a few days. Dutch Premier Gerbrandy's recent broadcast from London urging civil servants in the Netherlands to protect their countrymen against deportation, hunger, forced labor, etc., was followed shortly by similar instructions through the underground press. Thanks to the radio, the Dutch people will be ready to strike against the Nazis when the war returns to Holland.

FOR SHOWING overseas to service men, Army Pictorial Service is making short films of radio programs produced in Hollywood by Armed Forces Radio Service. Included are Mail Call, Command Performance and Jubilee. Capt. Claude Binyon directs the filming while the shows are being transmitted for shortwave overseas.

Take Nazi Radios DEFERED by Nazi troops of their radios, Hollanders have been raiding German homes in occupied Netherlands to get receiving sets, the Aneta (Dutch) News Service has disclosed. Scheveningen police broadcast an order for the arrest of two men who entered a Reichs-German house in Beek, Limburg Province, threatened the housewife with a pistol, cut the telephone wire and made off with a radio and revolver.

Film Promoted

PROMOTION of the world premiere in Hollywood of the Paramount film "Lady in the Dark," on Feb. 3 included tie-ins with eight network programs, and a total of 363 spot announcements on nearby West Coast stations, starting Feb. 2 and continuing to Feb. 22. The premiere itself was broadcast from KFWB Los Angeles. Agency is Buchanan & Co., New York.

JAMES R. DUFFY, assistant advertising manager of Sylvania Electric Products Inc., Salem, Mass., has been promoted to the newly-created post of manager of employe activities in the Industrial Relations Department. It was announced last week. He will be located in the company's New York office, 300 Fifth Ave.

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—they like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.F., I.N.S. and Reuters.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

SANS FRANCISCO-OAKLAND

'20TH ANNIVERSARY

110 K.C. • 7500 WATTS

Blue Network Company, Inc.

Page 68 • February 14, 1944

BROADCASTING • Broadcast Advertising
WHISKEY 1,000 LIRA A SHOT IN ITALY
Radio Group Auctions a Christmas Drink And
Italian Wolf Gets the Profits

Following is the first dispatch to Broadcasting from Maj. Frank E. Pellegrin, on duty with Allied Force Headquarters, somewhere in Italy, since he went overseas several weeks ago. Before entering the service as a captain early in 1942, he was Director of Broadcast Advertising of the NAB and previously was commercial manager of KOIL Omaha. Maj. Pellegrin is assigned to the public relations branch, advanced echelon, Allied Force Headquarters in Italy.

WHISKEY is a very precious commodity in Italy. Strong men who might calmly watch molten gold flowing down the drain would weep at the sight of a broken whiskey bottle. So when RCA Manager T. D. Meola presented a quart to our small Officers Mess as a gift to be consumed with our Christmas dinner, it was an event to be hailed with cymbals and Roman candles.

Maj. Pellegrin To share this windfall our C. O., Lt. Col. Eddie Bomar (formerly of Associated Press, Washington) invited several of the war correspondents to be our guests for dinner. From his meticulous hand each man received two small shots—actually snifters—which went down with much groaning and toasting and patting of stomachs. Then, miraculely, there was one shot left over—a pretty good shot, too—something over an ounce. What to do with it?

Flip a coin, said Pat Conger of United Press . . . Cut the cards, proposed John Daly of CBS . . . Jimmy Wellard of MBS and Chicago Times said: "Why not auction it off, proceeds going to the Mario fund?"

It should be explained that the "Mario fund" is the sole support of a little orphan Italian boy, whose mother, brother and sister were killed by a bomb and whose father was killed in street fighting by the Germans. Two of our young officers found him, starving, homeless, dirty, and brought him to our villa where he has been living like a prince ever since. His two godfathers, Lt. Gene Phillips and Capt. Carl Harkrader (whose father owns part of WQPI Bristol, Tenn.), are teaching him English and many other things; his clothes and other necessities are paid for by the Mario fund to which all and sundry contribute.

"Okay! It's an auction for the Mario fund." Lt. Phillips, who knows an opportunity when he sees one, was up on the chair starting the auction before anybody could change our mind.

Sold for 1,000 Lira

"Fifty lira" . . . "Seventy-five lira" . . . "One hundred lira" . . . To hear these men bid for that one little shot of whiskey you would have thought they were buying an original Da Vinci with somebody else's dough.

Finally, John Daly bought the drink at 1,000 lira (about $50)—a price that should raise an eyebrow even to Toots Shor. With much kidding about Columbia's inflated salary scale and loose auditing of war correspondents' expense accounts—with much thumping of chests and general horseplay, not only did John Daly deposit the thousand lira on the floor, but everybody else tossed in a contribution so that for a minute it looked like a confetti shower.

Little Mario was called in and with some pretty fair Indian war-whoops and many a "Thank you, yo-all!" (Lt. Phillips is from Georgia and thinks he is teaching the kid English) he was collecting handfuls of lira.

Amid all this excitement and active Christmas good-fellowship Turner Catledge of the New York Times poked over, picked up the glass, and gulped the whiskey.

Chesebrough Mfg. Co., New York, has launched its third annual script contest for the Dr. Christian Award, through its Dr. Christian program on CBS. A grand prize of $2,000 and other awards for lesser amounts will be conferred on those submitting the best plays for production on the program. Jean Hersholt, who plays the title role, will be assisted by a board of judges in selecting the winners. Deadline for receiving the entries is March 31.

Advertising Federation of America has issued a 20-page, three-color booklet, "What the A.F.A. Means to Advertising and to You," describing the Federation's purposes, membership and activities.

Over 5,000 have entered the "Singin' Cinderella" contest sponsored by General Electric Co.'s Hour of Charm on NBC. First auditions start in March.

Fulton Lewis Jr. Starts Another Congressional Investigation

Immediately following a series of broadcasts by Mutual's ace reporter, Fulton Lewis, Jr., revealing hitherto undisclosed and unusual information on "pre Pearl Harbor" Hawaiian defense construction contracts, the Military Affairs Committee of the House of Representatives ordered an investigation of the entire Hawaiian situation.

This investigation is still in progress . . . and is another reason why any organization would be proud to sponsor America's "most listened-to" News Reporter.

Fulton Lewis, Jr. is available for sponsorship in your city. Sell him at your one time quarter hour rate per week. CALL, WIRE OR WRITE W. M. B. DOLPHI, WOL, WASHINGTON, D. C.

Originating from WOL WASHINGTON, D. C.
Affiliated with the Mutual Broadcasting System

Barbara Gould on WQXR
BARBARA GOULD, Inc., New York, has signed a 13-week contract for a series of weekly quarter-hour programs on WQXR New York to promote its cosmetics, through Foote, Cone & Belding, New York. For the present, no additional radio is planned for the cosmetic house, which is affiliated with Bourjois Inc., network advertiser.
Lt. Col. Warner Named War Intelligence Chief

APPOINTMENT of Lt. Col. Albert L. Warner, former chief of the CBS Washington news bureau, as head of the War Intelligence Division of the Army's Public Relations Branch has been announced by the War Dept. He succeeds Col. Francis V. Fitzgerald, now awaiting assignment. Col. Warner will continue his weekly official review as the voice of the War Dept. on the Army Hour over NBC, 3:30-4:30 p.m. Sundays [BROADCASTING, Jan. 10].

TakIng Col. Warner's place as chief of the Press Branch is Lt. Col. Marshall E. Newton, who formerly headed the Overseas Liaison Branch. He was with the New York Times before entering the Army. Lt. Col. Martin Sommers is in charge of the newly combined Overseas Liaison and Continental Liaison Branches, now called Liaison Branch, War Dept.

Clark Candy Subs

D. L. CLARK CANDY Co., Pittsburgh, is replacing its news program, Where Do We Stand, featuring John Gunther and John Vandercook on the Blue Sunday 5-5:30 p.m., with Mary Small Revue. Miss Small is with Block's orchestra, Sunny Skylar, singer, and guest comedians. New program starts on 161 Blue stations Feb. 27. Agency is Walker & Downing, Pittsburgh.

Radio Firm Cited

COMPLAINT charging false representations in advertising and unfair trade practices was issued last week by Federal Trade Commission against Nathaniel Goldberg, trading as North Eastern Radio Co., and also as Midwest Radio Service Co., New York. It is charged that customers were led to believe that the owner is connected with Midwest Radio Corp., Cincinnati, which manufactures radios under the trade name "Mid West", and for whom the respondent was once employed.

Taylor in OWI Service Assists Paley in London

DAVIDSON TAYLOR, on leave of absence as CBS director of broadcasts for a special assignment with the OWI Overseas Branch, has arrived in London where he is now serving as assistant to William S. Paley, CBS president, director of radio operations of the Psychological Warfare Branch of Allied Force Headquarters for the North European Area. William Fine, the acting director of CBS, has returned from the Continent.

Joe D. Ravotto, another member of the OWI overseas branch, has been named program director of Radio Naples, Italy, an activity of the Psychological Warfare Branch of Allied Force Headquarters for the Mediterranean Area. Mr. Ravotto was formerly Variety correspondent in Paris, Rome and Madrid.

KREISLER YIELDS

Has Learned Mike Technique,
Violinist Says

FRITZ KREISLER, violinist, will break his life-time precedent of not playing for radio audiences, he announced last week through N. W. Ayer & Son, New York. Agency has contracted with the artist for five appearances on Bell Telephone System's Telephone Hour on NBC, with the first performance scheduled for sometime in July or August. Mr. Kreisler said that his decision to go on the air was prompted largely by the increasing number of letters from isolated spots in America, asking him to broadcast.

He feels that with the number of his concerts reduced by wartime travelling difficulties, he must turn to radio to reach the people who wish to hear him. Unwilling to broadcast until he has learned "the technique of the microphone", he says, "Now I have learned something about radio, and I hope I am ready."

Sheaffer Expands

IN EXPANDED program, replacing Upton Close's World News Parade, heard on NBC Sunday 3:15-3:30 p.m., Sheaffer Pen Co., Madison, Ia., presents Curt Masey, baritone and Roy Shields' orchestra in musical interludes spaced between news reports by Mr. Close. Revised series started Feb. 13, as a half-hour show at 3 p.m. under the title the Sheaffer World Parade. Agency is Russell M. Seeds Co., Chicago.

Watch Co. New Cycle

LONGINES WITTNAUER Watch Co., New York, starts a new cycle for its famous advertising program "The World's Most Honored Music" Feb. 14. Continuing to expand the number of stations carrying the half-hour version which now features an augmented orchestra, the firm now sponsors this disc on 111 stations, with six additional outlets carrying the original quarter-hour recode. Agency is Arthur Rosenberg Co., New York.

Jett Confirmed

(Continued from page 13)

vocally impressed by Senator White's statement but that he was "amazed" to find that Mr. Jett had never exercised his right to vote. Mr. Jett explained that he had registered last September in Maryland because at that time he was "thinking of resigning from the Commission to take a post in civilian life." He declared it was his intention to vote "from now on."

Senator Reed commented that for the first time "I have my doubts about your qualifications for this job," he said he did not question the way Mr. Jett might vote, but that he felt the "high right to vote" should be taken advantage of by all qualified citizens.

Declaring he could not see how the FCC position could be affected by his failure to vote, Mr. Jett reiterated that he felt it was in the best interests of the Government as a whole that the engineering department keep as far away from "politics" as possible. Senator Wheeler said he thought that was the way the entire Commission should function—not only its engineers.

The committee was in executive session for about 15 minutes, after which Chairman Wheeler announced Mr. Jett's nomination would be favorably reported. The dissenters were not identified, following committee custom. Only six of the committee's 21 members—Wheeler, White, Reed, Tobey, Gurney and Clark (D-Iowa)—were present. The entire committee, however, had been polled.

Lt. Lindquist Moves

2d LT. LANSING LINQUIST has been transferred from duty with the Radio Branch of the War Dept. He is on leave from his assignment as public relations officer in the Navy Security Corps, entering the Army. Lt. Lindquist was with WHO Des Moines, the Iowa Network, and program director of WSyr Syracuse.
Amusement Accounts
Of WOR Found Higher

AMUSEMENT industry was widely
represented among the advertisers
using WOR New York, dur-
ing the past year, showing a de-
finite rise over the previous year,
and food accounts, still heading
the list, show a slight decline, ac-
cording to a chart giving a break-
down of the number of accounts
on WOR 1939-1943, according to
product.

List of products advertised on
WOR, and the number of accounts
in each category, follows:

Foodstuft
Drugs & Pharmaceuticals
Toilet Goods & Cosmetics
Amusements
Retail Establishments
Beverages
Soap & Household Supplies
Confections
Tobacco Products
Household Equip., Form.
Miscellaneous

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Book Test

UNICORN PRESS, Brooklyn, publishers of Funk & Wagnalls 25-
volume Encyclopedia, selling at 59 cents a volume, starts a test cam-
paign on five Mid-western stations, using a weekly quarter-hour trans-
scription, Excerpted from Songs, cut by WOR Recording Studios,
New York. Program started on KVDO WBEU WHEB WHO
WHO WFO Feb. 15, with other stations to be added. Listeners are offered
the first of the 25 volumes free.

NOXZEMA

Tobacco
Confections
Beverages
Retail
Toilet
Drugs
Foodstuffs

‘Mayor’ for Nozexma

NOZEXMA CHEMICAL Co., Balt-
more, will continue its Quiz of
Two Cities half-hour program, heard
on 22 stations, and will start The Mayor of the Town on
CBS for its skin cream products.
Formerly heard on CBS for Lever Bros., until replaced by the Frank
Sinatra show Jan. 5th, The Mayor of the Town will again feature
Lionel Barrymore, and will be heard on 57 CBS stations. It is
scheduled for Saturday, 7:30 p.m., beginning March 11, although
date and time have not been con-
formed. CBS! The Man Behind the
Gun heard at 7 p.m. is scheduled to
go off the air. Nozexma agency is
Ruthrauff & Ryan, New York.

News Probe Asked

APPOINTMENT of a Select
Committee to investigate Govern-
ment news releases, broadcasts and
motion pictures designed for ser-
vicemen is demanded in a resolu-
tion introduced in the House last
Wednesday by Rep. Clarence J.
Brown (Ohio). Although the resolution (HRes-
431) did not specify the armed
forces.

WINS Granted Increase
To 10 kw by FCC Action

LICENSE to cover a construction
permit authoring increase in power
and change of frequency has been granted WINS New York in
action taken by the Administrative
Board of the FCC on Feb. 9. The
 licit Radio outlet will now operate
on 1010 kw with 10 kw pow-
er and unlimited hours. The au-
tority was also granted WINS to
install a new transmitter and a
directional antenna for both day
and night use.

This is subject to the condition
that the station “shall satisfy legit-
imate complaints of blanketing
within the 250 mw contour,
including external cross modula-
tion.” WINS has been operating
limited time on 1000 kw with pow-
er of 1 kw.

Press Subsidy Expanded

A REVISED version of the Cannon
bill (H.R. 5955), reported out of the
House Ways & Means Committee
last Wednesday, would authorize the
Treasury to spend 12 to 15 million dollars for War Bond ad-
vertising in daily, weekly, semi-
weekly and triweekly newspapers
in towns of 25,000 or less, and in
weekly, semiweekly and triweekly
papers in cities over 25,000.

Rankin Would Ban
Insurance for Libel

A BILL which would make the
payment of defamation insurance
for felony was introduced last Tues-
day in the House by Rep. John E.
Rankin (D-Miss.), whose name has
been mentioned in recent broad-
casts by Walter Winchell.

The measure (HR-4181), re-
ferred to the Judiciary Commit-
tee, would prohibit reimbursement
or indemnification of another for
damages or other loss resulting from
slanderous or libelous utterances
or publications uttered over the ra-
dio or sent through the mails.

Donald Dixon Is Killed
After KDKA Bond Rally

DONALD H. DIXON, KDKA
Pittsburgh production chief, was
killed in a taxicab crash Feb. 6
when returning from a War Bond
rally. He had been back on the
KDKA staff less than a week, hav-
ing returned there after several
years with WCAE Pittsburgh.

Mr. Dixon spent much of his
free time at bond rallies when he
wasn't working night shifts in the
filter center in Pittsburgh. It
was a few hours after a rally ap-
ppearance at Monessen, Pa., with
a group of KDKA entertainers that
he was killed.

NOW READY!

New 1944 RADIO
OUTLINE MAP showing
station locations in the
U. S., U. S. Possessions and Canada

25c per map, 20c
in quantities of 50
or more maps.

SEND YOUR ORDER IN
NOW!

BROADCASTING
The Weekley Newspaper of Radio Advertising

National Press Bldg.
Washington 4, D. C.
Decisions...

Applications...

Network Accounts

New Business

Renewal Accounts

Classification of Advertisements

Situations Wanted

NAB Will Protest Reference Order

Radio a Utility

Radio Engineer—12 years experience in broadcasting. Automatic telephony and equipment designs. Desires a connection with existing fields. Box 845, BROADCASTING.

Transmitter Operator—Desires change to permanent position in South or Southwest States. Has 12 years experience. Held first telephone and second telegraph license. Reference letters available. Box 837, BROADCASTING.

Producer-Writer—Capable and experienced, with definite talent and capable of handling any type of work. Available anytime. Will give you proof of existence of real opportunity. Presently employed. Box 837, BROADCASTING.

1944 YEARBOOK WILL BE IN THE MAIIS FEB. 15TH

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts

First in Television Development in NEW ENGLAND
CLASSIFIED

Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. Bold FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box wanted to BC BROADCASTING magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

ANNOUNCER—Fast growing NBC affiliate has permanent opening for experienced, draft-exempt announcer. Submit voice recording and complete outline of qualifications and experience. WSAV, Savannah, Georgia.

ENGINEER—NBC affiliate has immediate openings for first class operators as resident engineers. Living accommodations furnished at transmitter building. Salary preferred—draft exempt. WSAV, Savannah, Georgia.

First Or Second Class Operator—Permanently, no wartime regulations. $2,000 per annum. WERC, Erie, Pa. Details and availability.

Pennsylvania Station—Wants announce draft deferred. Must be good. Complete information. Give excellent pay. Box 847, BROADCASTING.

Wanted—Experienced announcer start at $55.00 per week. Will pay moving expenses for permanent man. Write WNCW, Winchester, Virginia.

PROGRAM—PRODUCTION MANAGER—Draft exempt, college education. Must have had ample practical experience announcing, producing and engineering radio station studio control operation. Good background. Music, speech, basic English. Will have responsibility supervising announcing staff, production all local commercial sustaining shows, shows of public relations, programming. Modern local network affiliate newspaper owned station. Located midwest city 25,000 serving rich area 200,000 population. On air 18 hours; applying for FM. Don’t answer unless you have both feet on earth and looking for genuine opportunity in that medium sized and friendly community. Salary depends on your ability to produce and supervise. Complete data, picture, references, sample scripts, etc., first letter. Box 848, BROADCASTING.

Engineer—First or second class license; 185 w. wk. 40 hrs. draft deferred. Permanent. WISK, Butler, Penna.

OPERATOR—First class for Texas kilowatt Mutual station. Give full information. Box 836, BROADCASTING.

Sales Promotion Man—Important network station which will add FM and Television services offers reference experienced man with some advertising experience — the more the better. But ideas and applied energy are most important. Good salary. Write in detail. Box 880, BROADCASTING.

Program Director—Losing one of nation’s best to draft. Successor must know full phases of operations, including traffic, publicity, production, sales and personnel. Must be an outstanding announcer, emphasis on news. Excellent opportunity for established local family man with progressive NBC outlet. Attractive eastern city under 100,000. 200,000 or more in full details first letter, background. Draft status. Box 886, BROADCASTING.


Excellent Positions—Open for first, second and third class engineers, producers, men; junior and senior announcers; news editors; station operators; time salesmen; radio telephone and telegraph operators. Wilcoy-Broderick Investment Building, Union Commerce Building, Cleveland, Ohio.

KGY, Olympia, Wash., will shortly need two first class engineers—operators. Please send full details and audition disc if possible.

Help Wanted (Cont’d)

Central Operator—Must be experienced Regional Network Station. State full qualifications. Box 863, BROADCASTING.

WANTED—Two good Farm Station Announcers and continuity men. Good earning, low cost living conditions and excellent future for the right men. Write or wire full details. KFNF, Shiocto, Iowa.

Experienced Radio Announcer—On 6 kw Regional Network Station. Give personal information and salary requirements. Box 861, BROADCASTING.

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

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 889, BROADCASTING.

Wanted—First or Second Class Operator. Announcement and Production experience essential. Give full details. Draft status, starting salary first letter. Write Box 885, BROADCASTING.

Promotion Director—With creative ability to handle advertising, sales promotion, and assist sales staff. Excellent opportunity. Reply should be complete and will be kept confidential. Station is located in major switchboard market. Box 897, BROADCASTING.

Publicity Man or Girl—Promotion minded, experienced, by large midwestern station. Give complete details, experience and salary expected. Box 886, BROADCASTING.

Need—First or second class operator immediately. Also two trained announcers — good salaries—permanent jobs. State all information. Letter. Box 824, BROADCASTING.

Announcer-Newscaster—Draft exempt. Experienced. For progressive Central New York Network station. Basic salary $60 for 40 hours. If personal audition impossible, send references, phone and transcription. Box 822, BROADCASTING.

ANNOUNCER—DRAFT EXEMPT. GOOD SALARY FOR VERSASTILE MAN. 10 KW STATION IN SOUTHEASTERN CITY]-> BOX 867, BROADCASTING.

For Sale


1944 Broadcasting Map is now available. Price 25 cents per map; 20 cents each in quantities of 50 or more.

WANTED—One modulation monitor with FCC approval. Write Chief Engineer, WRZO Muskegon, Mich.

Wanted to Buy—250 watt transmitter and all other necessary equipment for such operation. Please give complete details. Condition, age, location, etc. Address Box 851, BROADCASTING.

Wanted To Buy—500 watt transmitter, tow- er, modulator air and foundation and studio equipment. Box 849, BROADCASTING.

Wanted To Buy—100 watt, 250 watt, 1 kW, or 5 kW transmitter. Box 842, BROADCASTING.

Equipment Wanted—BCCA or Federal Field strength meter. State condition, last calibration, rate and price. Box 856, BROADCASTING.

Southern Station—Plans new 250-wattter in promising location. Has transmitter, some other equipment. Wishes contact owners, monitors, etc., who also cannot locate all needed equipment, with idea, pooling equipment in company to facilitate getting going. Both party need no money as we require no financial assistance. Let’s stop hoarding equipment and make use of it. Box 853, BROADCASTING.

1944 Yearbook in the mails Feb. 15th.

WANTED

By Southern Regional Network Station:

Operators at $490 per week

Announcers at $55.00 per week

Furnish photograph, complete employment record and references.

Address: Box 831

BROADCASTING MAGAZINE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

MO 2-7829

MONTCLAIR, N. J.

Paul F. Godley
Consulting Radio Engineer

G E O R G E . C . D A V I S
Consulting Radio Engineer

Muncy Bldg., District 8456
Washington, D. C.

George C. Davis

McNary & Wrathall

Consulting Radio Engineers

National Press Bldg., D. 1205
Washington, D. C.

WANTED

R E C R U I T S

Hector R. Skipper
Consulting Radio Engineers

Special Interests: Station Location Surveys, Equipment Wanted, Equipment for Sale. Address: 700 N. Washington St, Washington, D. C.

Paul F. Godley

Ring & Clark
Consulting Radio Engineers

Washingt, D. C.

Furnished equipment and facilities for new radio station to be located in the San Francisco, California, area.

9245

Back the Attack

J O H N B A R R O N
Consulting Radio Engineers

Specializing in Broadcast and TV, Engineering.

Earle Building, Washington 4, D. C.

Telephono National 7757

Radio Engineering Consultants, Frequency Monitoring

Commercial Radio Equip., Co.

Commercial Radio Equip., Co.

212 E. Gregory Boulevard, Kansas City, Mo.


Philip S. Broughton

WANTED


2347

Broughton to Y&R
FCC's Extensive War Activity Takes 75% of Funds, 66% Staff

3,281 Applications for All Types of Broadcast; But Total Stations Show Decrease of 19

EMPHASIZING the scope and degree of its war activities, the FCC's annual report for the fiscal year 1943, sent to Congress last Thursday, brought out that about three-fourths of the FCC's appropriation and two-thirds of its staff were utilized in other than regular activities.

As of June 30, 1943—the close of the fiscal year—the Commission had 2,153 employees. Of these, 382 were regular employees in Washington and 617 national defense employees in Washington. Of the remainder, 206 were regular employees in the field and 948 were identified with national defense work in the field.

The Commission's appropriation for the fiscal year aggregated $7,777,135. Of this amount, $2,085,000 was for regular activities with $5,698,535 for war activities. The House clipped $1,654,857 from the FCC's 1945 fiscal year budget— all from funds earmarked for Radio Intelligence Division and Foreign Broadcast Intelligence Services, wartime functions set up by the FCC. The Senate has yet to act.

A Fat Report

The Commission's 100-page annual report, transmitted to Congress by Chairman Fly, emphasized war activities throughout. During the year, the introduction said, the Commission "intensified its efforts to strengthen our communications as a weapon of war and to thwart the use of enemy communications against us."

There were no legislative recommendations to Congress, presumably in the light of pending legislation in both houses for amendment of the Communications Act and on which hearings have been held in the Senate.

In reviewing activities of RID, largest of the FCC units, the Commission said a total of 3,960 cases of suspected illegal operation were investigated. Most of these cases were based on information received from law enforcement agencies. RID's function is to guard against secret enemy radio transmission and to protect vital war communications by acting as traffic officer on the "overcrowded ether highways." It tracing and identifying the sources of interference to military and commercial radio services, and by locating stations which were unlicensed, had pirated call letters or identification.

Declaring that RID performed some of its most spectacular activities during the year, the Commission said that the full story of scope of its activities "cannot be told until after the war."

FBIS, which, along with RID, had been under attack as an unnecessary service, was covered comprehensively in the report. The reports on foreign broadcasts prepared by FBIS, the Commission said, are studied by some 1,000 officials of this Government and United Nations governments "as an aid in planning foreign policy, military strategy, economic warfare, counter-propaganda and the promotion of understanding and unity among the allies."

Wartime Activities

In describing other war activities, the Commission listed 16 items. These related to foreign language programs; cataloging of surplus and salvageable equipment; civil air patrol operations; analysis of idle standard broadcast transmitters in relieving the equipment shortage; reduction of broadcast station power by one decibel to conserve vacuum tube life; relaxation of requirements for commercial radio operators in connection with manpower; investigation of wartime telegraph service; cooperation with scientific laboratories in radio research; preparation of a table showing international frequency allocations; frequency studies assigned to international and domestic carriers; world-wide telecommunications survey; scrutiny of telephone and telegraph tariffs to forestall unwarranted increases; continued studies of finances of telephone and telegraph companies; review of applications for extension of telephone and telegraph facilities; examination of financial condition of small-standard stations and their ability to remain on the air, and preparation of confidential maps for several war agencies.

During the fiscal year, the Commission received 35 applications for assignment of broadcast station licenses and 21 for transfer of control. Of these, 42 were granted without hearing and 6 after hearing. In reviewing the material and manpower situations, the FCC pointed out that only 14 stations, or slightly more than 1%, were forced to cease operation or surrender construction permits from all causes during the fiscal year.

NARBA Functioning Well

The North American Regional Broadcasting Agreement, after two years of operation, "is functioning successfully," the Commission said. Also cited were the circuit broadcasting regulations, the validity of which was upheld by the Supreme Court on May 10; the multiple ownership regulation adopted Nov. 23, 1943 to become effective on June 1; the extension of standard broadcast station licenses from two to three years in December, 1943, and the FCC's work in examining domestic foreign broadcasting.

The Commission received a total of 3,281 broadcast applications during the fiscal year, of which 2,255 were standard broadcast. There were 322 FM applications and 36 commercial television and 83 experimental television applications. Authorizations issued during the year on broadcast applications aggregated 3,761, including formal and informal applications. Speech applications during the year totaled 653.

In connection with foreign language programs, the Commission said that it as a whole "has been invaluable in mobilizing the home front for total war."

The last survey, made in February 1943, showed 169 stations presenting programs in 27 languages and having a potential audience of 15 million.

At the close of the fiscal year there were a total of 1,955 stations in broadcast service of all types, as against 1,614 a year earlier. The tabulation follows:

<table>
<thead>
<tr>
<th>Class of Station</th>
<th>Standard Broadcast</th>
<th>High Frequency Broadcast (Exp.)</th>
<th>High Frequency Broadcast (Temporary)</th>
<th>High Frequency Broadcast (FM)</th>
<th>Low Frequency Relay</th>
<th>High Frequency Relay</th>
<th>Television (Experimental)</th>
<th>Television (Commercial)</th>
<th>International Developmental</th>
<th>Class II (Experimental)</th>
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<tr>
<td>Licenses or CP's surrendered</td>
<td>New</td>
<td>As of June 1, 1943</td>
<td>Licenses or CP's surrendered</td>
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<td>As of June 1, 1943</td>
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WILLIAM EWING, Blue correspondent in Honolulu, the only network radio reporter covering the American invasion of the Kwajalein Islands, gave an account of the landings in a special broadcast from Honolulu heard over the Blue Feb. 7.

50% Electronic Increase In '44 WPB Estimates

OFFICIAL WPB announcement yesterday that the 1944 radio electronics program increase will range between 35% and 50% over 1943. WPB Chairman Donald M. Nelson had stated late last month that the December electronic increase was up 4% and that the 1944 communications and electronic program was to be "over 35% above 1943."

Another official WPB statement in connection with apparatus for broadcast stations stated that despite the tremendous expansion of radio production in the last two years, the requirements of the armed forces in 1944 are half again as large as in 1943. For security reasons, these percentages cannot be translated into dollars, the WPB said.

Longest Way 'Round

EFFECTIVE NEWS coverage by WCCO Minneapolis of Minnesota's broadcast station is maintained through a correspondent in Duluth, according to Sigfried Mickelson, WCCO news editor. WCCO then broadcasts latest local news to the Arrowhead country over daily newscasts fed to KDAI, Duluth.
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.
How RCA engineers Stability into a Transmitting Tube

At last they had it: a drawn platinum-clad molybdenum grid-wire—the "moly" base for strength and heat conductivity, but sheathed in platinum to prevent grid emission. This combination worked so well that RCA's process was immediately made available to the entire industry, at the suggestion of the Services and the War Production Board.

Next time you look at an RCA-829-A, RCA-829-B, or an RCA-832-A, notice the very fine grid wires inside—wires that measure only a few thousandths of an inch in diameter. Then, think of the technical skill and "know how" required: first, to draw the original ¾-inch rod, including platinum sheath, down to so small a diameter and, at the same time, maintain a layer of protective platinum only a few ten-thousandths of an inch thick on it, then to fashion it into grids, and finally to assemble the grid inside a tube to deliver what you expect as a matter of course...stable operating performance throughout the life of the tube.

New Revised Guide
For a FREE copy of the recently revised 74-page illustrated RCA Guide for Transmitting Tubes which includes special charts for air- and water-cooled transmitting tubes, cathode-ray, special, and photo-tubes, write to RCA, Commercial Engineering Section, 590 South 5th Street, Harrison, New Jersey.