why WOR can tell you things nobody else can

QUIETLY IN AUGUST 1941 WOR rang the curtain up on a new and revolutionary kind of local audience report, "A Continuing Study of Radio Listening in Greater-New York."

It was—and is—the most scientifically accurate, complete and informative study ever launched by any station anywhere.

Why?

Because—planned and developed by WOR, it is conducted by unbiased, authoritative Crossley, Inc., nationally known samplers of public opinion from coast to coast.

Because—its personal interviewers talk to all kinds of people in all kinds of homes, not just telephone owners. Thus, WOR knows how your program, and all other programs, rank in the minds of a good cross-section of about 6,000,000 people who are not talked to by telephone interviewers.

Because—its interviewers personally talk to listeners in Greater-New York no later than 2 hours after they've heard your broadcast. They speak to listeners while the impression you've made is fresh; before they've had a chance to forget, or substitute a new impression for the one you and your program made.

The three points mentioned above give you only a sample of the scope and depth of WOR's "A Continuing Study of Radio Listening in Greater-New York." For this study uncovers the ages of listeners, too. Also their sex, and many other important elements that take the guesswork out of timebuying; bring you a greater per-penny profit on every penny you invest.

that power-full station WOR

at 1440 Broadway, in New York
In Town and Country... There's a Common Background

On the farms, the Main Streets, and city boulevards of Midwest America, you'll find the same type of people, folks with the same likes and interests. Consider this family, Mrs. Ray M. Clark of Battle Creek, Michigan, and her niece, Mrs. F. Russell Thomas, wife of a farmer near Tekonsha, Michigan. The Clarks used to be farmers themselves, but now he is chief bottle checker for a big milk company in Battle Creek. Mr. and Mrs. Thomas both grew up on farms. The Clarks, in Battle Creek, and the Thomases, on the farm, are all regular WLS listeners. Both families are influenced by WLS in buying habits, too. Checking their purchases last year in classes of goods advertised on the station, we found 38% of the Clark's selections were brands advertised on WLS, and 56% of the Thomases' selections were WLS advertised. Here's a ready-made acceptance for your product. Whether you sell to city people or farm folks, WLS offers you direct contact. There's a long-time loyalty between WLS and our listeners. That's why WLS Gets Results!
To talk long distance you still have to go through the LOCAL SWITCHBOARD.

That's elementary. We only mention it because the same thing is true in radio. You have to go through a local hometown station to reach the mass of retail buyers in a given area.

New England is network territory. Long distance selling via two or three stations does not reach the real New England—the 21 important city and suburban areas comprising the 2,055,010 radio homes.

Yankee's 21 hometown stations do reach this market as a whole, with direct impact in every spot where concentrated population means concentrated buying power.

Each station is a strongly intrenched local enterprise, producing for local merchants and possessing the respect and good will of the very dealers whose cooperation you seek.

You can turn a cold reception into a warm welcome by talking to these people through their own hometown stations—the 21 locally accepted stations of The Yankee Network.

Acceptance is THE YANKEE NETWORK'S Foundation.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON 15, MASS.
EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Omahas Have a Definite Fancy... for Fancy Horses

- While, of course, they have been discontinued for the duration, Ak-Sar-Ben Horse Shows were, for years, regarded as one of the top equine events of the country. In fact, Omahans are owners of some of the fanciest "hoss flesh" a-hoof.

Omahas are prosperous, responsive people with a desire for... and the means to buy... services and merchandise that will make life better, fuller and more interesting.

To reach this TOP Market most directly, and at lowest cost, the TOP Buy is KOIL. Let us send you availabilities.

WORTH REPEATING

DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power... during the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.
Here are facts about the KWKH area that you should know. Within its boundaries comes one-fifth of the nation’s oil which is equal to one-tenth of the world’s total oil production. Within the same area is the world’s second largest known supply of Natural Gas. Add to this the region’s other rich natural resources and diversified industries and you have a market in which you can sell now . . . build sales for the future.

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

CBS
50,000 WATTS
KWKH
A SHREVEPORT TIMES STATION SHREVEPORT, LOUISIANA

REPRESENTED BY
THE BRANHAM CO.
TESTING TOMORROW'S RADIO TUBES

- Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace

RADIO DIVISION
SYLVANIA ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
The Canadian Broadcasting Corporation now provides the facilities of two Canadian Networks, each of which makes possible comprehensive coverage of Canadian radio homes.

These two great networks are now known as the Trans-Canada Network and the Dominion Network—each performing a national radio service to Canadians throughout Canada.

RADIO STATIONS COMPRISING EACH NETWORK

**TRANS-CANADA**

**MARITIMES**
- CJCB Sydney
- CHNS Halifax
- CFCC Charlottetown
- CBA Sackville
- CKCW Moncton
- CHSJ Saint John
- CFNB Fredericton

**EASTERN**
- CBM Montreal
- CBO Ottawa
- CKWS Kingston
- CBL Toronto
- CKSO Sudbury
- CFCH North Bay
- CJKL Kirkland Lake
- CKGB Timmins
- CKPR Fort William

**PRAIRIE**
- CKY Winnipeg
- CBK Watrous
- CJCA Edmonton
- CFAC Calgary
- CJOC Lethbridge

**BRITISH COLUMBIA**
- CFJC Kamloops
- CKOV Kelowna
- CJAT Trail
- CBR Vancouver

**DOMINION**

**EASTERN**
- CHLT Sherbrooke
- CFCF Montreal
- CKCO Ottawa
- CHOY Pembroke
- CFBR Brockville
- CJBC Toronto
- CHEX Peterborough
- CHML Hamilton
- CKTB St. Catharines
- CFPL London
- CFCO Chatham

**PRAIRIE**
- CJRL Kenora
- CKRC Winnipeg
- CKX Brandon
- CIGX Yorkton
- CKRM Regina
- CHAB Moose Jaw
- CFQC Saskatoon
- CKBI Prince Albert
- CFCH Calgary
- CFRN Edmonton

**BRITISH COLUMBIA**
- CHWK Chilliwack
- CJOR Vancouver
- CJVI Victoria

Choice features from seven great broadcasting systems are at the dials of Canadian audiences through the facilities of these two networks. Programs from CBC, BBC and the four leading networks of the United States are blended into a balanced schedule making radio the highly successful medium which it is in Canada.

For full information on available times, rates, etc.

Write to
Commercial Department,
55 York St., Toronto
1181 St. Catharine St. W.,
Montreal
MAYMIE, IT'S YOU!

Maybe her voice didn’t say anything more than just “Hello”—but you know (and we know) that a voice can carry more emotional impact and more recognition-value than a million words!

Thanks to Sonovox, radio advertisers can now speak to their audiences in voices so distinctive and memorable as to insure instant sponsor identification—even if the listener is playing cards, or reading the paper, or washing the dishes.

What is the extra value of this one small “plus”, among all the other Sonovox advantages? However small you assess it, it’s many times greater than the cost of Sonovox. At least that’s the opinion of some of America’s most wide-awake buyers of radio time.

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

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

Some Typical SONOVOX PIONEERS*

American Chicic Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Rock, William & Connyngham, Inc.
Colgate-Palmolive Peet Company
(Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.
Dellware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company
(Feigenspan and Dohler P.O.N.
Beers and Ales)
E. T. Haward Co.
Feltman-Curme Shows
Russell C. Conner Advertising Co.
Forum Cafeteries of America
R. J. Pears-Celmins & Holden, Inc.
Griesedieck-Western Brewery Co.
(Stag Beer)
Maxam, Inc.
Grocery Store Products Sales Co., Inc.
(Feud's Maacaroni Products)
Campbell-Kidual Co., Inc.
Andrew Jergens Co.
(Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U.S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp.
(Tastee Bread, Greennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Ray and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Werner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.
Committee Split May End Probe of FCC

Minority Members, Garey May Resign

By BILL BAILEY

COLLAPSE of the House investigation of the FCC amid implications that it has become a political issue was foreseen on Capitol Hill last week as the Select Committee, named a year ago, split wide open with the three Democrats as a “hush-hush” target of the new Congress. The House Select Committee and followed the WMCA investigation and give the Committee an opportunity to present its defense before the Senate passes on the 1945 Independent Offices Appropriations Bill.

A Senate Appropriations subcommittee, which held hearings on the bill last week, is expected to file its report this week. It was reported that the Senate group was inclined to favor a free hand for the FCC in allocating its appropriation, rather than cutting certain amounts from specific departments. The House already has voted to force transfer of radio intelligence activities from the Committee to the military services, as recommended by the Joint Chiefs of Staff, by lifting off $1,000,000 from the Radio Intelligence Division and $500,000 from the Foreign Broadcast Intelligence Service. The Budget Bureau estimate for the FCC was $8,371,700 and the House cut the figure to $6,716,845—a reduction of $1,654,857.

Meanwhile Sens. Wheeler (D-Mont.) and White (R-Me.) conferred last Friday on their bill (S-814) to revamp the Federal Communications Act. They expect to have a revised measure ready for committee consideration in the near future.

That dissension within the Select Committee has been brewing for some months is no secret. When Rep. E. E. Cox (D-Ga.) resigned as chairman after his resignation had been demanded by Commissioner C. J. Durr [Broadcasting, Oct. 4], and Rep. Lea was named chairman by Speaker Sam Rayburn (D-Tex.), Mr. Garey became the target of present accusa-

The latest was a fortnight ago when Chairman Fly wrote Chairman Lea, accusing Mr. Garey of "deliberately" blocking the FCC defense and of conducting an "undercover propaganda mill" [Broadcasting, Feb. 14]. Franklin S. Wood, attorney for Mr. Noble, also wrote the Committee and followed it up with telegrams protesting that to continue the WMCA sale investigation would be to injure Mr. Noble's defense in a suit brought in the New York Supreme Court by Mr. Flamm.

Chairman Lea said last Thurs-

(Continued on page 58)

Gov. Cox Says Fly Plans U.S. Ownership

1920 Nominee Points to Studied Campaign

By Chairman

A STUDIED campaign toward Government ownership of radio in the United States is attributed to FCC Chairman James Lawrence Fly by former Gov. James M. Cox, of Ohio, newspaper publisher and owner of three stations. Gov. Cox in 1920 was the Democratic nominee for President.

"I am convinced that Fly wants radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the Government," Gov. Cox said. The disclosure came in a letter to J. Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami and WHIO Dayton, the Cox owned stations. A copy of the letter dated Jan. 20, is in the hands of Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee.

"If we had Federal ownership,” Gov. Cox commented, "then a Huey Long administration could never be gotten rid of."

Gov. Cox had Franklin D. Roose-

(Continued on page 59)
Mr. Woodward Adair

The new engineering department organization came a day following the assumption of office as a member of the FCC by Lt. E. K. Adair, chief engineer since 1938. Mr. Adair's promotion is on a permanent basis, since he fills the Jett vacancy. The other promotions, while made without temporary rank, nevertheless are by law for the duration only. Lt. Com. Gerald C. Gross, of the Navy, is on leave as assistant chief engineer in charge of broadcasting.

**Merit Promotions**

The appointments were hailed both within the FCC and by the communications industry as proper merit promotions. In each instance the senior engineer was moved up a notch. More than usual significance attached to the FCC's unanimous action in the light of recent studies and planning in connection with allocations to all types of radio and communications services following the war. Needs not only of new broad-casts such as television, FM and facsimile, but also of tremendously expanded commercial aviation activities, maritime service and other communications systems must be taken into account.

Lt. Jett, as a member of the Commission, is expected to retain his chairmanship of the coordinating committee of the Board of War Communications, wartime emergency endowed with broad powers. He is expected to relinquish his post with the Radio Technical Planning Board, Government-industry cooperative group created to consider post-war allocations and standards. It is presumed that Chief Engineer Adair will assume those functions, along with certain other advisory and planning duties heretofore handled by Lt. Jett.

**SWEARING TO UPHOLD**

Mr. Adair will succeed to the multifarious coordinating functions heretofore handled by Mr. Siling, Mr. Adair, who was named head of the International Division in 1941, is an allocations expert and has a broad background in communications and radio engineering.

The new chief engineer, a native of Texas, became chief broadcast engineer of the Commission in December, 1941. He joined the FCC 10 years earlier as an engineer in the Broadcast Division, became acting assistant chief of that division in 1938 and assistant chief in 1939.

Born at Sancho, Tex., Dec. 8, 1908, Mr. Adair is a graduate of Texas A & M with a B.S. degree in electrical engineering. He was a radio amateur while in high school. Upon graduation from college in 1929, he worked for nearly four years with the Radio Engineering Department of General Electric Co. in Schenectady, testing, designing and installing radio and television equipment. In 1929 he became associated with Strauss-Bodenheimer, Texas electrical distributor.

During his FCC tenure, Mr. Adair has made far-reach-studying of all phases of broadcast allocation. He was instrumental in drafting the Commission's Standards of Good Engineering Practice governing broadcast and other services.

Mr. Adair married Evelyn Grey Ford, of San Antonio, in 1927. They have two children, George Jr., 11, and Robin Anne, 9.

**STERLING LAUGED**

Mr. Sterling, who was honored by the Radio Manufacturers Association, Sunday, Dec. 4, 1944, is one of the prominent leaders in the broadcast industry. His career has included a leadership in World War I in assisting in the organization of the first "radio intelligence unit" and the commendation he then received from the Chief Signal Officer of the AEF for "excellence and meritorious service."

Reference was made to his continued work in this field and to his authorship of The Radio Manual, used as a standard textbook. Alluding to his direction of radio detection and intelligence during the present war, the letter stated that he had shown "greatest skill and greatest interest" in that work. The benefits to the country were described as "tremendous."

"If we must look to the morrow for the writing of the history," concluded the letter, "we can, however, rest content that it will be written so indubitably that all may recognize and apprise it as we can do."

**Symphony Premiere**

**Western Hemisphere premiere of Dimitri Shostakovich's 'Eighth Symphony', will be broadcast on CBS by the New York Philharmonic April 2, under direction of Dr. Arthur Rodzinski.**
Judicial Radio Regulation Urged in Canada

Listener Coverage Agency Formed by CAB

BY JAMES MONTAGNES

CONFRONTED with problems of Government radio competition in addition to difficulties that beset broadcasters in the United States, some 300 Canadian station owners and related radio reg. Mr. Ryan, at their tenth annual convention of the Canadian Assn. of Broadcasters at Quebec Feb. 14-16, advocated creation of a judicial body to regulate radio in the Dominion.

Canada's independent broadcasters look to a change in the present dual structure under which the Canadian Broadcasting system will face competitive operation, will cease functioning also as the regulatory authority. In this they were encouraged by Maj. Gen. L. R. LaFechte, Canadian cabinet minister in charge of broadcasting, who addressed a closed meeting.

The Association, on the business side, established a Bureau of Broadcast measurements—an annual audit bureau for listener habits and coverage data—at its fifth wartime convention. Increasing support for continuance of the dual system of private and government ownership was shown in a recent public survey, as compared to a newspaper survey of a year ago which favored public ownership. The broadcasters also looked into improved effectiveness of commercial copy, improved religious broadcasting, and set a policy for selling political broadcasts.

Glen Bannerman was reappointed president and general manager of the CAB. The CAB Board of Directors for 1944 consists of H. E. Sedgwick, CFBR Toronto, chairman; W. A. Rice, CFRN Edmonton, vice-chairman; Ralph White, CFJC Kamloops; A. A. Murphy, CFQC Saskatoon; Gerry Gaetz, CKRC Winnipeg; N. Nathanson, CJCB Sydney; Lt. Col. Keith Rogers, CFY Charlottetown; Phil Lalonde, CKAC Montreal; N. Thivierge, CHRC Quebec; Jack Cooke, KGB Timmins; Ted Campeau, CKGW Windsor-Detroit. Arthur Evans was reappointed secretary-treasurer with Joseph Sedgwick continuing as counsel.

Elected to represent the CAB on the board of directors of the newly formed Bureau of Broadcast Measurements were: Mr. Ryan, owner and operator of CFBR andCardBody, Toronto; Henry Goodheart, CKCL Toronto, and Horace N. Stovin, of Stovin & Wright, station representatives, Toronto.

Big U. S. Attendance

With a registration list of nearly 300 persons from all sections of the industry in Canada and the United States, this tenth annual convention of the CAB, the fifth since Canada went to war, has been the best attended in the history of Canadian broadcasting. More U. S. broadcasters, agency timebuyers, station representatives and transcriptions attended than at any time past, and a greater international cameraderie was noticeable, forecasting even closer broadcasting relations between the two countries in the post-war period. Canadian broadcasters are looking forward to holding the first possible post-war convention south of the international border, and welcoming the first NAB post-war convention to Canada.

The formation of a government Board of Radio Broadcasting Commissioners of three members, to be appointed for life, similar to Canadian judges, to supervise not only the privately-owned stations, but also the Canadian Broadcasting Corp. was advocated by Mr. Bannerman in his opening address at the first session on Monday morning. The members of this Board, he explained, would be paid proper salaries and would have authority similar to the Canadian Board of Railway Commissioners, which supervises the operations of government-owned and privately-owned railroads in the Dominion.

System Too Rigid

This Board would pass on all applications for licenses, approve all applications and contracts for lines from both the CBC and private stations alike, and establish a minimum of regulations governing the CBC and private stations in the public interest. Under this plan the CBC and its Board of Governors would continue to own its present stations and operate a national network. If the need arises, private stations would be permitted to form another network.

If either the CBC or private stations felt that there was a need for a given regulation or the alteration or abandonment of a regulation, such representations would be submitted to the three-man Board. Before the regulation could be adopted or changed, opportunity would be given for either party or other parties to be heard.

"I am convinced," said Mr. Bannerman before presenting his plan for a three-man Board of Commissioners, "the present system of broadcasting has, over recent years, developed a trend dangerous to the best interests of the citizens of Canada and of broadcasting. There is a real danger that you are being placed in a position where it is gradually becoming impossible for you to meet your obligations to your fellow citizens in your community. There is a distinct danger to freedom of the air, to freedom of speech and to the exchange of ideas." "The system is becoming too centralized—too monopolistic and too cumbersome for the rapid changes and developments in broadcasting. There is so much machinery to the system that it takes far too long to make necessary changes and adjustments. Today there is a continual struggle going on, not only on your part, but also within the CBC itself to prevent the present system from becoming too rigid and circumscribed. Unless changes in the system are made in the near future, I believe the struggle will be lost."

Mr. Bannerman made it clear that he did not criticize the CBC personnel, who "are sincerely trying to carry out their obligations. There has always been goodwill and a measure of mutual cooperation, limited by the dictates of the system." He pointed out that CBC Board of Governors members did not have adequate time to become fully acquainted in their short and infrequent meetings with all the problems of the industry, causing endless delays on policy decisions.

He gave as examples the setting of lower line rates for subsidiary

(Continued on page 61)
Agencies Exhibit Tele Commercials

Compton, Ruthrauff & Ryan, Storm Show Techniques

TECHNIQUES for television commercials were demonstrated by Compton Adv., Ruthrauff & Ryan and Charles M. Storm Co. last Wednesday on the DuMont eight-and-a-half-inch sets, WJZ New York, when the three agencies produced programs advertising Duz, Ivory, Mobilol, Spy and the Fats Salvage Campaign as part of a 2½-hour variety telecast.

The first Compton television show, a three-part production, opened with Yvette, popular songstress, who handled the commercial herself by singing a specially written song "That Ivory Look," Stan McGovern, cartoonist of the New York Post, followed up the announcer's Saturday specials are disappearing at the rate of one every 30 seconds by drawing a four-part strip cartoon in which Silly Milly tried unsuccessfully to grab on to it at one time, giving the announcer the chance to explain that Socony-Vacuum service will help keep car from disappearing like that.

Duz Drama

For Duz, Compton presented a burlesque western drama "The Saga of Duz," in which characters were a set of puppets specially made for the production. Commercials were an integral part of the script, a magician using the magical properties of Duz to clean up the drama's characters, landscape and plot problems.

The use of Spyr in biscuits and shortcake was both recommended and demonstrated in the telecast for this product put on by Ruthrauff & Ryan. Show opened with a closeup of a revolving display case of jars of Spyr and a jingle, fading to a kitchen scene.

Charles M. Storm Co. gave up its regular commercial period to produce a program in the interest of the Fat Salvage Campaign, in which Army Ordnance experts demonstrated their duties.

Shaw Manages KLX

APPOINTMENT of Glenn Shaw as manager of KLX Oakland, Calif., has been announced by the board of directors, the new owner of the station, which is owned by the Presidio Radio Corp., Charles M. Storm Co., president and owner.

Mr. Shaw succeeds Mr. Fred Palmquist, who resigned.

Blue Names Pederson

ELMER D. PEDERSON, former national sales representative and more recently public relations director of KPI in Los Angeles, has been appointed western division merchandising manager of the Blue Network. He succeeds Mr. Charles Pederson, who has resigned as sales manager of KNX, Los Angeles.

Mr. Pederson attends the annual convention of the Western Network Salesmen in Seattle, Wash., and is a member of the Western Network Salesmen's Association.

N. Y. Club Meeting

ROYAL ARCH GUNNISON, MBS of WINS, New York, was the principal speaker at the Radio Executives Club luncheon held last Thursday at the Shelton Hotel, New York. Guests included Murray B. Garson, Blue national spot sales manager, and REC chairman; Lucien F. Kirlin, president, and Weyth Williams, a director of the Overseas Press Club; Dave Driscoll, director of war service and news of WOR New York. Out-of-town guests were John L. Grimes, advertising manager of Wheeling Steel Corp.; Bill Irvin, radio editor of the Chicago Times; Arthur F. Hare, WJJD Chicago; Jerry Wing, KROC Rochester; and Edward D. Clery, WIBB Philadelphia. Next meeting will be held at the Hotel Roosevelt March 2 as a joint luncheon with the First District meeting of the NAB. Milton Canif, author of the comic strip "Terry and the Pirates" will talk on cartoons and television.

ABC Network Is Organized To Handle Religious Programs

VERSUS IS President of New Per-Occasion Hookup With Offices Located in Grand Rapids

A S S O C I A T E D Broadcasting Corp., organized Jan. 1 in Grand Rapids, Mich., by Leonard A. Versus, owner of WLAV, that city, will operate only as a per-occasion network, according to its general manager.

The network is handling the broadcasting facilities of more than 100 stations for Children's Bible Hour Inc., Grand Rapids, Mich. The hookup includes Wolverine Network, Wisconsin Network, Yankee Network, North Central Broadcasting System, Texas State Network, Intermountain Network, Oklahoma Network as well as stations in a number of cities in all parts of the country.

For the time being, Associated Broadcasting is trying to refine the scope of its operations to leading religious programs. Offices are maintained at 500 Keeler Bldg., Grand Rapids, Mich. The symbol ABC is chosen for the new network.

Mr. Versus is president of Associated. Vice-president is Roy C. Kelley, who also is head of Wolverine Network. Station manager is W. G. Henderson, with Van C. Newkirk as West Coast manager.

Astorino Series

FREDERICK STEARNS & Co., Detroit, manufacturers of other pharmaceutical products, through Export Adv., Chicago, is releasing a Latin American campaign, said to be the largest in its history. Radio is being used in conjunction with magazines, newspapers and magazines.

Gustafson Leaves RTPB

G. E. GUSTAFSON has resigned as chairman of the Radio Technical Planning Board, Pacific Coast, and has been named by the Federal Communications Commission as engineer for Zenith Radio Corp. Replacing Mr. Gustafson as chairman is Mr. Jelks J. Jr., of San Francisco.

HOME AFTER 10 MONTHS of combat flying, Lt. Bill Shaw, USAAP, looks over the 100-old letters he sent his mother, Mrs. Harry Shaw, who kept a scrapbook of his war career.

"FORGET this hero stuff," said Lt. William Shaw, Army pilot home in Waterloo, Ia., after 10 months of action overseas. "I just tried to get back alive—and did, said the modest flyer. Bill, the son of Mrs. Harry Shaw, and the late Mr. Shaw, first publisher of Broadcasting Magazine and former owner of WM Watertown, has won the Purple Heart, the air medal with nine oak leaf clusters. Lt. Shaw was in Cairo when the "big powers conference" was pending, and has seen action all the way from Tunisia to Germany in Sardinia, Sicily and Italy. He was stationed in Italy when he received his leave to come home.

He will conclude his 20-day leave at Waterloo, then go to Miami Beach for a 10-day camp to await further assignment.

Asked what he enjoyed most about his return, Lt. Shaw said it was a "wonderful thrill to hear a girl who could speak English."

ABC ‘Parade’ Windup

CROSS-COUNTRY exhibit of ABC Parade of Stars will culminate at a dinner meeting of agency executives and talent from all network accounts in Los Angeles February 4. At the dinner meeting, Feb. 21, when Sidney N. Strotz and Frank Ford, western division vice-president and sales promotion manager, will be co-hosts. Promotion results of owned and operated as well as affiliated stations will be a feature of the session. Charles Hammond, ABC sales promotion manager, New York, and his assistant Joseph Ecclesine, will be principal speakers.
$1/3$ of a Million Dollars
In 70 Minutes!

That's what Baltimore voting districts bought in Bonds from the Mayor and 19 City Councilmen who put on a Radio Bond Rally. Pledges poured in... $310,800 in 70 minutes! W-I-T-H put on the stunt! This was in addition to the 30 day Bond promotion in which W-I-T-H gave away $6,000 in Bonds!

WITH
THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Arizona Publishing Co. Sells Radio Interests to J. J. Louis

Needham, Louis & Brorby Vice-President Gets Stations for $375,000; Lewis Remains

SALE of controlling interest in KATAR Phoenix, and KVOA Tucson, along with minority interests in KYOA Prescott, and KYUM Yuma, to John J. Louis, vice-president of Needham, Louis & Brorby, Chicago agency, was announced last week by the Arizona Publishing Co., publishers of the Arizona Republic and Phoenix Gazette. The transaction is subject to FCC approval and the sale price is $375,000.

Under the transaction, Mr. Louis acquires 77.3% of KATAR Broadcasting Co., which operates KATAR and KVYA, and 49% of KVYA. The company owns approximately 49% of KYOA and 45% of KYUM. It also functions as the sales organization for the seven stations of Arizona Broadcasting Co. Network.

Policies to Continue

Mr. Louis is vice-president in charge of radio of the Chicago agency. He is responsible for the inauguration of Fibber McGee & Molly—top-ranking program—The Great Gildersleeve, and other network features. In addition to his agency association, he is a director of S. C. Johnson & Son, Racine, Wis., makers of Johnson's Floor Wax (Fibber McGee & Molly sponsors). He is a trustee of Northwestern U., a bank director, and is identified with a number of community and civic organizations.

Coincident with the transaction, Mr. Louis announced that the policies and operation of the company will continue as in the past after approval of the transaction. Richard O. (Dick) Lewis, general manager of KATAR and the ABC Network, will materially increase his ownership in the company and continue as executive head. Mr. Louis said no changes were contemplated in policies, personnel or operation of any of the stations.

Mr. Lewis has held approximately 3% of the KATAR Broadcasting Co. stock. The balance of approximately 20% is held by Electrical Equipment Co., of Phoenix. Mr. Louis has been a winter resident of Phoenix for seven years, owning a home and citrus grove in the area.

Sale 'Appropriate'

In announcing the transaction Charles A. Stauffer, chairman of the board of Arizona Publishing Co., said the sale is appropriate because of the "apparent antagonism of the Federal Government and the FCC" toward newspaper ownership of radio stations.

"Even Wallace H. White Jr., Senator from Maine, a friend of newspaper and radio," Mr. Stuffer said, "has suggested that the freedom of the press is endangered by common ownership of the two, saying in effect that the greater the investment of newspapers in radio, the more subservient to the government the newspapers may become because radio operates under government license.

"It has been thought for some time, irrespective of whether the attitude of the FCC is correct," Mr. Stauffer said, "that Arizona might be better served if the Arizona Publishing Co. were to withdraw from the radio field, if a successor were selected whose service to the public interest in Arizona would be paramount. Such successor has been found in Mr. Louis."

Mr. Louis was born March 3, 1898 in Indianapolis. Mrs. Louis is the former Henrietta Johnson. They have two sons—John and John Jr.—and a daughter, Barbara. Mrs. Louis is licensor, and Mrs. Louis owns a half share of the Grandview Broadcasting Co., licensee of WIBC, Indianapolis.

Mr. Louis has been associated with WIBC, pending FCC approval

Indianapolis News Purchases WIBC, Pending FCC Approval

THE SECOND transaction within a fortnight involving newspaper acquisition of a standard broadcast station was announced last week with the purchase, subject to FCC approval, of WIBC Indianapolis by the Indianapolis News. The purchase price is understood to be in the neighborhood of $440,000. The transaction followed by two weeks the announcement of purchase of WQXE New York by the New York Times for a figure of approximately $1,000,000, also subject to FCC approval. The announcement followed in the wake of the FCC action last month dismissing its proposed newspaper ownership order wherein it decided to consider newspaper ownership situations on their individual merits.

Control of WIBC has been held by H. G. (Bud) Wall, attorney, owner of 51% and his wife, Margaret B. Wall, who held 24%. It is understood there is an arrangement whereby the newspaper will pay the Indiana Broadcasting Co., WIBC licensee, approximately $2,000 per month, pending FCC approval of the transfer.

Station Six Years Old

WIBC, assigned to the 1070 kc. channel, a duplicated clear, operates with 6,000 watts day and 1,000 watts night, but holds a construction permit for 5,000 watts full-time. Equipment tests for the night power now are in progress. The station originally went on the air in 1938, when it was licensed day-time on 1050 kc. The original owner was Glenn Van Auken, Indianapolis attorney. The station was acquired in 1938 by Mr. Wall and his associates.

WIBC, with FCC approval, would become the only newspaper-owned station in Indianapolis. The News is the oldest daily paper in the city and has the largest circulation and advertising volume in Indiana. It publishes six afternoons each week. Mr. Wall, former attorney for George B. Store, president of the Port Industry Co., operating six stations in Ohio, West Virginia, and Georgia, will remain executive head of the station pending the transfer.

President and publisher of the Indianapolis News is Richard Fairbanks; Stephen C. Noland is editor; C. Walter McCarty, managing editor, and J. F. Breeze, advertising manager.
Somebody should catch hell for this!

Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the mostest" by smart use of spot broadcasting. Somebody should catch hell for this!

Does he mean you? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for your interests is our specialty . . . making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a 42% annual average gain in billing for ten years straight. For your success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
Progress Reported On AFM-Net Pact
Conferences Expect to Iron Out Differences in New Contract

SEVERAL MEETINGS between representatives of New York Local 802, American Federation of Musicians, and the four major network last week resulted in progress, "according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay for the drafting of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of contracts has been left in the work of the technical staffers, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, perhaps with a joint-station questions of jurisdiction.

Union's request for cost-of-living increases, for increased scale for on-time broadcasts, and for the elimination of the später fee, were indicated to be in "progress," according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay for the drafting of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of contracts has been left in the work of the technical staffers, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, perhaps with a joint-station questions of jurisdiction.

Unions' request for cost-of-living increases, for increased scale for on-time broadcasts, and for the elimination of the später fee, were indicated to be in "progress," according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay for the drafting of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of contracts has been left in the work of the technical staffers, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, perhaps with a joint-station questions of jurisdiction.

Union's request for cost-of-living increases, for increased scale for on-time broadcasts, and for the elimination of the später fee, were indicated to be in "progress," according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay for the drafting of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of contracts has been left in the work of the technical staffers, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, perhaps with a joint-station questions of jurisdiction.

Union's request for cost-of-living increases, for increased scale for on-time broadcasts, and for the elimination of the später fee, were indicated to be in "progress," according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay for the drafting of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of contracts has been left in the work of the technical staffers, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, perhaps with a joint-station questions of jurisdiction.
Watch a woman the next time she puts on make-up.

Every motion she makes with lipstick, pencil, or puff is a firmly-fixed habit.

Another example of habit is the manner in which the people of Southern New England have faithfully listened to WTIC for more than 18 years. These regular listeners are of importance to national advertisers, not alone because they depend upon WTIC for the best in radio fare, but because they possess the means to translate sales suggestion into sales action.

The people who comprise WTIC's audience have an effective buying income 50% greater than the average for the entire United States. They can afford to spend money for whatever you have to sell.

Get into the habit of getting results in Southern New England by allocating a part of your radio appropriation to WTIC.

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

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Werner, of P&G, Lauds Private Operation

EVILS of Government operation of broadcasting, with its domination by politicians and bureaucrats, were described to the New York City Federation of Women's Clubs in New York last Wednesday by William G. Werner, of the Procter & Gamble Co. Division of Consumer Information.

The meeting was designed to elicit ideas on how women can work through radio to promote the war effort. It turned into a discussion of the pros and cons of private vs. governmental radio, conducted with and without prejudice by a series of speakers representing newspapers, radio and advertiser interests.

Mr. Werner explained how a sponsor's broadcasts can be tuned to the wishes of the national audience and how Government radio would provide service dictated by the whims and desires of officials vested with power to control what the public might hear and know. He described daytime serials as offering a mental release to women.

Attacks Serials

Sharply disagreeing with Mr. Werner's views on the criteria for broadcasting, Marion Dickerman, director of education of the American Arbitration Assn., pointed out that buyer acceptance—the common test of a business or professional service—is mistakenly thought by many to apply to radio programs.

By reason of its "monopolistic" nature, operating as it does under a compulsory and hence public license for the use of publicly owned waves, higher standards are called for in radio broadcasting, she said. Launching into an all-out attack on the industry, she scored daytime serials, the low quality of sustaining programs and the practice of conducting the equivalent of "games of chance" on local radio stations.

Miss Dickerman's talk was heard towards the close of the afternoon meeting, during which women representatives of the networks and local New York stations, and other broadcasters, described ways in which they were attempting to improve programming, through surveys, the "program analyzer," and general open-mindedness towards listener reactions.

Women were urged to make their opinions known to the radio industry, either individually or through collective, organized effort. Two newspaperwomen made specific and open criticism of radio along with suggestions for action, in the case of children's programs and daytime serials.

Basic programming problem of every intelligent broadcaster, says Mr. Werner, is to "produce a program that not only attracts a large public following, but one that is created with such skill and taste that it remains always in 'good standing.' For no program can live long in America without thought both to its wide popularity and to its goodwill standing with the intelligent public; and most leading radio broadcasters realize that and think about it constantly in creating and editing their programs."

Demanded by Public

"In this country we have deliberately rejected the idea of government-controlled programming—that a bureau or official should dictate what our entertainment must be. The radio programs on the air, therefore, stay on the air continuously because the public largest numbers wants them there. Obviously the broadcaster's job, then, is to create a program that is wanted. But in order to know that the public really wants a program, the intelligent advertiser does not merely create it simply on judgment and then wait for sales: that often is a slow and wasteful way to what may be an unfavorable verdict. Most important users of radio employ one or more of the competent independent, unbiased research organizations, which contact typical homes in different parts of the country, tabulate data concerning shows being listened to, and thus help determine the status and character of the radio program's listening audience. In this way broadcasters can tell pretty quickly and accurately (to use the expression of T. S. playwright, James Barrie) whether their program is going to 'Peter out or Pan out'."

"Radio, and, with women, daytime radio particularly, has become an instrument of public information—through the United States Government tells housewives things that they should know about the war, and the many ways in which they can help speed the day when our boys come home. I believe it will be interesting for you to see how these 'news bulletins' are coordinated, so let's take the example of a single broadcaster, and because I happen to have the facts available, I'll take my own company:

"Procter & Gamble, like other radio advertisers, cooperate under a schedule prepared by the Office of War Information. Following this schedule, we broadcast as part of our regular coast-to-coast programs, information bulletins covering certain causes assigned to us from among more than 70 public-interest causes covered under the plan and inspection—War monies, WAVES, WAVES, Nurses, War Fund, Infannon, Rationing, Employment, Enlistment, Paper Salvage, Food Conservation, and others. Our Red Cross messages, although not scheduled by the OWI, also fit into this broad program."

Cooperation With OWI

"In addition, we schedule radio bulletins to support the two specific programs which the soap industry has agreed to sponsor: the program of fat salvage, which already has persuaded housewives to bring in nearly 200 million pounds of fat; and the program of soap conservation, which is one of the most salable of all the OWI causes. And because soap is made from vital war materials, it should not be wasted; and which helps housewives with soap-saving suggestions."

"Most of these messages have been in the form of bulletins, but often, too, they have been worked right into the plot-action of the show itself."

"In total, we have something like this: During the past few months, over our several Procter & Gamble coast-to-coast programs, we have been broadcasting these messages in the interest of the causes scheduled by the OWI, of the Red Cross, Fat Salvage and Soap Conservation—broadcasting public-interest bulletins at the rate of about 65 per week and all the year round 3500 messages a year. They have reached a listening audience, conservatively estimated, of 25,000,000 homes."

Citizens Must Aid

"This is just one example of one advertiser, in one industry, to illustrate how radio, in wartime—and, because of its wide appeal to women, daytime radio particularly—is not only an amuser and entertainer of the millions, but a real bulletin of public-interest causes; how radio becomes, in truth, a sort of public magazine with entertainment interlarded with public-interest messages. And when you realize withal that it is a magazine fully in the spirit of a free people, not government-dominated as to programming but freely compiled with both public needs and the common good in mind, you see a new reason for all of us to interest women in radio, and a new obligation for all of us to try to create for it greater and more loyal audiences.

"Because radio is so important to our government, therefore, it obviously is up to every citizen to (Continued on page 6)

Women's Radio Drive Is Opened in New York

A NATIONWIDE project to build and strengthen the American home through women's radio programs was initiated last Saturday, Feb. 19, at an all-day meeting of the Assn. of Women Directors of the NAB. Women broadcasters, and representatives of 21 cooperating national organizations, gathered at New York's Hotel Roosevelt, to discuss preliminary plans and objectives.

Keynote speech was delivered over NBC by Gov. Earl Warren of California. Mr. Carlson, author of Under Oath, praised the work of organizations such as the AWD in developing the morale and character of American women.

Membership in the AWD, 650 in number, will conduct the American Home Campaign through their local and network programs, using material supplied to them by Procter & Gamble. The radio appeals will be made during March, April and May. Project is headed by Dorothy Lewis, NAB coordinator of listener activity.

NATIONAL SALES OUTLOOK as well as new station policies, are discussed with these McClattle Bee line managers, by Robert Street (left), national sales manager of that group of stations, upon his return recently to the West Coast from New York. Bee liners (1 to r) are Mr. Street; Leo Ricketts, KFBK Sacramento; Robert Stoddard, KOH Reno; Keith Collins, KJF Fresno; Dean Banta, KERN Bakersfield.
Probably the greatest convulsion of nature in recorded time was the eruption of Krakatao in 1883. The island literally exploded, sank into the sea. Tidal waves swept nearby Java and Sumatra. Volcanic dust, high in the stratosphere, enveloped the world, producing sunsets of unusual brilliance for years.

Few news events, however, are self-broadcasting like Krakatao—nor need they be. Millions learn of the stirring deeds of our troops in the shadows of other famous volcanoes . . . Etna, Stromboli, Vesuvius . . . actually as they are happening. Full, dramatic, blow-by-blow bulletins from the victory fronts are flashed by the miracle of radio.

Forthright, untrammeled reporting of the news is a symbol of the Nation . . . a free economy in which to live, labor, and love. The stations of Westinghouse are dedicated to preserving this ideal.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
CONSULT NBC SPOT SALES FOR OPEN TIME
Act III: $108,000,000!
SCENE I: 2nd WAR LOAN...WABC, New York...Tues., Oct. 6, 1942. Kate Smith made her first broadcast at 6 A.M.; stayed in the studio till 2 A.M. Oct. 7; spoke 30 times to an 8-state audience; Total elapsed time, 20 hours. Total War Bonds sold, $2,013,500. ("Incredible," they said)

SCENE II: 2nd WAR LOAN...WJSV (now WTOP), Washington, D.C....Wed., Oct. 28, 1942. Kate made her first broadcast at 6:01 A.M.; stayed in the studio till 1 A.M., Thurs., Oct. 29. Total elapsed time, 19 hours. Total War Bonds sold, $1,015,950. ("Amazing," they said)

3rd WAR LOAN: Tuesday, September 21, 1943. Kate made her first broadcast at 8 A.M.; stayed in the studio till 2 A.M.; spoke 64 times over the coast-to-coast CBS network. These included 2-minute spot announcements, her own regular noon show and several special 15-minute interludes. She concluded by singing "God Bless America." Total elapsed time, 18 hours. Total War Bond receipts, over $38,000,000. ("Fabulous," they said)

AND YET ON FEBRUARY 1, 1944, in the 4th War Loan, this extraordinary woman went to the American people again. She so roused their patriotism with her disarming sincerity that through 134 CBS stations, they poured into the coffers of the United States Treasury over $108,000,000 worth of War Bonds. She remained at the CBS microphone for a total elapsed time of 13 1/2 hours, made 57 separate appeals.

Take the power of a national Idea, add the united strength of 134 stations coordinated to transmit this Idea to the total American radio audience, add the power of the audience itself, and add the genius of a consummate citizen in putting the Idea into live words: that was the teamwork that made that memorable day. The total result not only triples the best similar effort made so far in the war, but causes sharp discomfort to the enemy.

This is CBS...The Columbia Broadcasting System
Population Found Moving Westward
Census Bureau Uses Rationing Data to Trade Shift

A SHIFT in civilian population to the West Coast is indicated in a report released last Tuesday by J. C. Capt, Director of the Census Bureau, U.S. Department of Commerce. Based on the War Ration Bk 4 registrations, the report shows, however, that from April 1, 1940 to November 1, 1943 civilian population in the country decreased four mills.

Although the country as a whole has lost civilian population, certain areas, particularly in the West, show relatively large increases, indicating a continuation of a trend displayed in estimates for March 1, 1943, based on registration for War Ration Bk 2.

(These official Census Bureau figures are not to be confused with data obtained from offices of Price Administration sources, and bearing the dates Dec. 1, 1943, and May 1, 1940. The Census figures are adjusted to take into account the volatile factors in accordance with its established procedure based on many decades of population estimating. The figures show a pronounced and consistent variance from the OPA figures, which are merely ration book totals.)

South Atlantic About Static

Among the regions, only the West showed an increase in civilian population. This was 8.5%. The Northeastern states showed the greatest decrease, 5.7%; next were the North Central states with 4.3% less than in 1940, while the South showed a decrease of 1.3%.

Of the Northeastern states, the Middle Atlantic area dropped 6.2%, while the New England states fell off 4%. Of the North Central states the western portion dropped 9%, with south central losing 1.3% shown by the eastern section.

In the South, the South Atlantic states showed the smallest decrease, only 1%. The East South Central dropped 6.3% and the West South Central 5.5%.

A decrease of 2.7% was shown in the Middle Atlantic region, with the Pacific area added 1,284,115 persons for a 13.8% increase.

A dozen states and the District of Columbia gained in civilian population, the District showing the greatest increase of 26%. Nebraska ranked fourteenth with 20.1%, California, with an increase of 14.8% was third and Arizona fourth, increasing 14.5%. California's increase of 1,013,628 compares with New York's decrease of 1,003,285.

Other states showing increased civilian population and the percent change:

(Continued on page 26)

Estimated Civilian Population, Metropolitan Counties
Nov. 1943

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>ESTIMATED CIVILIAN POPULATION</th>
<th>ESTIMATED CHANGE, APRIL 1, 1940, TO NOVEMBER 1, 1943</th>
<th>Total population, April 1, 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron</td>
<td>583,820</td>
<td>+24,267</td>
<td>7.1%</td>
</tr>
<tr>
<td>Schenectady</td>
<td>418,300</td>
<td>-13,242</td>
<td>8.6%</td>
</tr>
<tr>
<td>Buffalo</td>
<td>1,078,221</td>
<td>+145,591</td>
<td>14.5%</td>
</tr>
<tr>
<td>Rochester</td>
<td>846,967</td>
<td>+38,462</td>
<td>4.6%</td>
</tr>
<tr>
<td>Utica</td>
<td>194,010</td>
<td>-58,002</td>
<td>26.1%</td>
</tr>
<tr>
<td>Syracuse</td>
<td>278,836</td>
<td>+16,881</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

**Metropolitan Counties**

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>ESTIMATED CIVILIAN POPULATION</th>
<th>ESTIMATED CHANGE, APRIL 1, 1940, TO NOVEMBER 1, 1943</th>
<th>Total population, April 1, 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin</td>
<td>1,284,115</td>
<td>+225,074</td>
<td>17.5%</td>
</tr>
<tr>
<td>Dallas</td>
<td>1,590,268</td>
<td>+221,043</td>
<td>15.9%</td>
</tr>
<tr>
<td>Houston</td>
<td>1,613,115</td>
<td>+196,075</td>
<td>13.5%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>870,432</td>
<td>+184,216</td>
<td>22.7%</td>
</tr>
</tbody>
</table>

Broadcasting

Page 22 • February 21, 1944

Broadcasting Advertising
YOU DON'T GO TO THE THEATRE TO SHAKE HANDS WITH THE USHER

THE Show IS THE ATTRACTION

And in radio it's the same. You buy a station not because you know the Chief Engineer . . . but because it has power, coverage, reputation and a GUARANTEED AUDIENCE!

That's the Show You Buy
When You Buy WSPD.
5,000 watts—blanket coverage of the rich Northwestern Ohio-Southern Michigan area with over 1,500,000 listeners—22 years of top local programming—and the nation's choice . . . TOP NBC SHOWS.

WSPD
TOLEDO, OHIO

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
Radio Notes Ingenuity And Generosity of Broadcasters

"RADIO's contribution toward the success of the Fourth War Loan Drive has been without measure", Ted R. Gamble, national director of the Treasury War Finance Division, told Broadcasting last week. "The spirit in which the stations, networks, radio talent and agencies undertook their job, participating more directly than ever before in actual Bond sales promotion, has been especially gratifying", Mr. Gamble stated.

Expressing appreciation to broadcasters on behalf of the War Finance Division, Mr. Gamble said that during this past War Loan, local stations, regional and national networks have successfully planned and broadcast on their own initiative and in conjunction with various civic and local organizations, extensive Bond promotion activities, rallies and special campaigns in addition to the vast amounts of material which the Treasury has offered, individually and through the OWI.

Special Emphasis

Air time, less curtailed or restricted through necessary wartime measures than the facilities of other media, has been freely offered labor and industrial organizations, religious groups, fraternal organizations and others, including local and state War Finance committees, for their use in presenting War Bond programs of interest and service to the public, the WFD chief said.

It was stated that it will be some time before the millions of individual bond sales can be compiled and the figures totaled to show the exact contribution effected by any group in terms of dollars and cents, but it is most evident that radio "ranks high on the Fourth Loan honor role".

Philip H. Cohen, chief of the Domestic Radio Bureau of the OWI, in a telegram to the agencies representing 20 leading network programs requesting special Fourth Loan messages on the final day of the drive, stated, "Commercial radio programs have done an outstanding job in the Fourth War Loan Drive." It was asked that the message be used on at least one big audience program each hour in the 9 a.m.-11 p.m. period. The 20 programs chosen represented a total of 250,000,000 listener impressions.

Secretary of the Treasury Morgenthau likewise asked stations that Feb. 14 be set aside "as a day dedicated to the honored dead of your town", and thanked stations for their "splendid cooperation".

In Washington Feb. 15 at a testimonial dinner tendered by the American Hotel Assn. and CBS for 704 New York workers, Daniel W. Bell, Undersecretary of the Treasury, announced that the nation had gone "over the top" with $14.101,000,000 in bonds sold. The District passed its goal of $25,000,000 by $263,168. From 10:00-10:30 p.m. that evening WTOP staged a dramatization of the landing at Tarawa titled "Tarawa Was Tough", starring Lt. (j.g.) Eddie Albert, former motion picture actor, who had participated in the landing. The broadcast was aired over the entire CBS Network and was produced by the well-known W. N. Robeson.

Philadelphia broadcast of Philco's Radio Hall of Fame on the Blue, Feb. 15, raised $7,418,000, while G-E's All-Girl Orchestra on NBC brought $4,000,000 at a Cleveland rally Feb. 6. Final figure for Ralph Edwards Southern tour of NBC's Truth or Consequences stood at $7,274,990, more than $2,000,000 over the original quota. First three of the five Victory Auctions conducted by Dave Elman from WOR New York and heard on Mutual, netted $3,134,000.

By Friday, Feb. 12, the NBC-Boy Scout "Mop-Up" campaign had corralled some $62,856,164 in bonds, with $45,000,000 coming from a Buffalo banker in behalf of the savings banks of New York in response to a plea by Bob Burns on The Arkansas Traveler, and a $1,000,000 purchase coming from Eura F. Hershey, of the Hershey, Pa. Chocolate Manufacturer. Radio friends of Fibber McGee and Molly, heard on NBC came fourth with over $1,000,000.

New York Report

The CBS-WABC New York series of Night Clubs for Victory Shows, which concluded Feb. 13 at the Pennsylvania, added over $5,000,000 to the CBS total. A variety of approaches met with success locally in New York. WMCA got unusual response from a U. S. Marine Corps transcription of the voices of men at Guadalcanal and the Russel Islands, around which war bond pleas were built. Pledge to match listeners purchases with $100 bond purchases by the station itself took WMCA's own bond purchases up to the $150,000 mark in several days. Total pledges from listeners are estimated at more than $1,000,000.

Wov New York found success by using topical appeals tying in with Allied action on Italian soil. War bond sales increased 30% over those of the Third War Loan Drive, it was said. By the first of

(Continued on page 20)
Located in the center of the NATION'S Post-War Survey

KATE

Being selected by the U.S. Chamber of Commerce as a test community for a Post-War Survey should make this area a NATURAL for a Radio Test. The U.S. C. of C. has published a booklet on the "Albert Lea Plan" and manual for procedure. KATE, Albert Lea-Austin, can work closely on a test. Southern Minnesota has never had a crop failure. Its Livestock and Packing Industry is Tops.

John E. Pearson Co., National Representatives
Radio Lauded for Bond Sales

(Continued from page 24)

area on KGO-Hotel Claremont Bond Day held on Feb. 10, Special broadcasts and promotion featured activities of the day. The Huntington (W. Va.) Retail Merchants in cooperation with WSAZ Huntington, and the radio station of Feb. 1 presented a bond auction and totaled more than $102,250 in bond sales.

WAAB Worcester, Mass., on Feb. 10 broadcast the second portion of an hour war bond rally sponsored by the front office of the Worcester City Hall.

Million Dollar Valentine party was broadcast from the Boulevard Zoo, to the Houston's — WABW Chicago, in the interest of the Fourth Loan. Party was presented by the chefs and head-waiters of two leading Chicago hotels, clubs and restaurants with the components of the Stevens. Admission was $1,000 War Bond per plate. Entertainment on the fifty-five minute broadcast was given by Berry Cummins and his orchestra. Guy Wallace of the WBBM staff acted as master of ceremonies, assisted by various celebrities. A trio of famous chefs — Harry Wagner of the Stevens Hotel, Pierre Meneau of the Union League Club and Rudolph Meyer of the Bismark — contributed their views on food and rationing problems to the radio program. Listeners who purchased war bonds by telephone received recipes of the chefs' favorite dishes.

Governor Raymond E. Baldwin of Connecticut on Feb. 14 was present at WWIC Hartford to accept war bond sales and person in over the phone. The WWIC station contributed $107,970, totaled more than $1,096,000. The governor made various radio appeals during the day and received over 1,000 phone calls.

Population Shift

(Continued from page 22)

cence of increases include: Connecticut 24; Michigan 24; Delaware 31; Maryland 98; Virginia 48; Florida 64; Utah 62; Washington 108; Oregon 78.

Most of the counties in the U. S. lost civilian population due, the Census Bureau pointed out, in inducements into military service and migration of civilians to war activity areas. Metropolitan counties and county groups which gained in population had a total increase of more than 3,000,000.

CJELK Kirlland Lake, Ont., has erected a glass-covered bulletin board in front of the office building in which the studios are located, listing the names of announcement opposite various shows on which they are heard.

Page 26 • February 21, 1944 • BROADCASTING • Broadcast Advertising
problem:
method:
result:

a report to advertisers and agencies
nation-wide promotion for the nation's favorite programs...

**problem:**

**method:**

- 1386 hours "on the air" promotion
- 338 hours of recorded broadcasts
- 935 hours of spot announcements
- 113 hours of live bridges, etc.

---

- 27,024 display cards and billboards
- 152,215,216 reader impressions by car cards, bus cards, taxi cards and billboards.

---

- 199 window displays
  - in cities with total population of 17,652,995
NBC parade of stars

482,353,112 newspaper impressions
974,387 lines of advertising space
2,297 advertisements published
259 leading newspapers used
40,660,692 aggregate circulation

128,990 lines of news space
3,795 mentions of the Parade of Stars programs in 76 different newspapers—aggregate circulation of 9,391,380

26 separate mail pieces
a total circulation of 601,185

33 movie trailers
showed in 112 theatres for a total of 1390 days to audiences totaling 7,160,000

result? this way please→
Just about what you'd expect from such extensive promotional support of a can't miss "product." When the CAB reports came in, here's where they placed NBC shows:

9 out of the first 10
15 out of the first 20
33 out of the first 50

...programs on the air!

America's No.1.Network
Paul Porter Takes Over New Position As Democratic Public Relations Chief

PAUL A. PORTER, former CBS Washington official, formally took over his new post as public relations director of the National Committee last Friday and announced he would complete his organization, including appointment of a radio director, within a fortnight.

Mr. Porter, who is 39, resigned as first assistant to Economic Stabilization Director Vinson last week after having been drafted for the committee post by Robert E. Hannegan, recently appointed chairman. Mr. Porter first had stated he was "not available" for the assignment [BROADCASTING, Feb. 14]. It is believed high Administration officials induced him to accept the assignment for the duration of the Presidential campaign.

In his new post, Mr. Porter succeeds the veteran Charles Michelson, who piloted publicity during the last three Roosevelt campaigns. Mr. Michelson, however, will be available as an adviser. Himself experienced in administration for five years' service as CBS Washington counsel and second in command under Vice-President Harry C. Butcher (now a Naval commander and aide to Gen. Eisenhowe), Mr. Porter is expected to emphasize radio in the national elections. He has several prospects appointees for the radio division, but he has not reached a final decision until he acquaints himself with the operation. Committee headquarters are in the Mayflower Hotel.

Mr. Porter came to Washington in 1934 as publicity director of the Agricultural Adjustment Administration under Vice-President Wallace, then Secretary of Agriculture. He joined CBS in 1937 as Washington attorney. In latter 1940 he took a three-month leave of absence to assist Chester Davis, on the National Defense Council. The following year he returned to the Government again for a one-month tenure to consult with British labor and industrial leaders who toured war plants in this country.

In March 1942 he resigned from CBS to become assistant administrator of OPA in charge of rent control—an assignment that won the praise of Congress while OPA was being lambasted by other fronts. Last year he joined Justice Vinson in the Economic Stabilization post. He is a native of Kentucky and was a newspaperman and lawyer in Kentucky, Indiana and Georgia before joining CBS. He is married and has two children.

FM STATION APPLICATIONS

FCC RECORDS as of Feb. 14 disclosed a total of 78 applications pending for new broadcast stations. Commission records show 42 FM stations licensed, along with 9 outstanding construction permits. Following pending applications showing frequency requested and service area in square miles:

<table>
<thead>
<tr>
<th>Applicant and Location</th>
<th>Frequency (Kc)</th>
<th>Service Area (Square Miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecticut, Medford</td>
<td>44,700</td>
<td>7,000</td>
</tr>
<tr>
<td>KRSC Inc, Beaumont, Tex. (KRSC)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Don Lee Broadcasting Systems Inc. (SFNSF)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WNOX Broadcasting Co., Chicago</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>NBM, Chicago</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>NBC, New York (WNY)</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>New York City Broadcasting Corp., Jersey City, N. J. (NYC)</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>Newark, N. J. (WNY)</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>North Jersey Broadcasting Co., Paterson, N. J. (WATP)</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>Oak Park Realty &amp; Amusement Co., Chicago</td>
<td>45,000</td>
<td>6,800</td>
</tr>
<tr>
<td>Dulles Co., Lisle, Ill. (LWAV)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Piedmont Publishing Co., Winston-Salem, N. C. (WNSL)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Pittsburg Monarch, Pittsburg, Pa. (WMPG)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Plaza Court Broadcasting Co., Redondo Beach, Calif. (KRCD)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Portable Radio Sales Corp., Portland, Ore. (WPR)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Pullister Publishing Co., St. Louis (KSL)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Radio Vồn Broadcasting Co., Minneapolis, Minn. (WVM)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Herman Radding, Dearborn, Mich.</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Rockford Broadcasting Co., IL (WROK)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Rock Island Broadcasting Co., Rock Island, Ill. (WHRB)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>K. K. Rodgers, Broadway, N. Y. (WKBX)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>St. Louis University, St. Louis (WEW)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Southern Broadcasting, San Antonio, Texas (WSDI)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Spartanburg Advertising Co., Spartanburg, S. C. (WSPR)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WBBH Broadcasting Co., New York (WEBS)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Standard Broadcasting Co., Los Angeles (KPDF)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Star Broadcasting Co., Los Angeles (KSTE)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Sun Co. of San Bernardino, Cal., San Bernardino (KTS)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Telegraph Hill, Dubuque, Iowa (WTV)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Times Herald Co., Port Huron, Mich.</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>United Radio &amp; Television, Inc. (TOR)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>Valley Broadcasting Co., Stevensville, O. (WTV)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WBNS Broadcasting Station, Philadelphia (WDAS)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WBM Broadcasting Co., Cleveland, O. (WGB)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WIMZ Broadcasting Co., Mich. (WIMZ)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WJSL Inc. Chicago (WJSL)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WJSL Inc. Chicago (WJSL)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WJSR Broadcasting Co., Oklahoma City, Okla. (WJSR)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WICA Inc., New York, N. Y. (WICA)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>WOKO Inc., New York, N. Y. (WOKO)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
<tr>
<td>World Publishing Co., Omaha, Neb. (KOWH)</td>
<td>44,900</td>
<td>8,000</td>
</tr>
</tbody>
</table>

Chesterfield Change

LIGGETT & MYERS Tobacco Co., New York, is dropping the Harry James association on CBS, replacing it with John Neubert’s Passing Parade, on March 26. Mr. Neubert’s story-telling series, similar to his last year on Fortunythere for Chesterfield on the full CBS network, Tuesday through Thursday, 7:15-7:30 p.m. Mr. Neubert had been considered the foremost house program on Blue, but Newell-Emmet Co., New York, agency for L&M, had an option on his services.

COMDR. SEGAL GIVEN ACTIVE NAVY DUTY

LT. COMDR. Paul M. Segal, on leave as senior member of the Washington radio law firm of Segal & Stackleberg, last week was transferred from Navy Department head- quarters to Washington, D. C. Washington to duty in the Pacific aboard a ship had requested for- eign duty.

On active duty since March 7, 1942, Comdr. Segal had been as- signed to the Special Projects Section in the office of the Director of Naval Communications. His status recently was changed from legal volunteer specialist, and it is presumed he will serve in a communications capacity in the Pacific.

Conrad Segal reports to San Francisco this week for assignment at an undisplaced point or aboard ship in a war theatre.

DOGS AND CATS

Enlisted by Capital Stations—For War Dog Fund

MORE THAN 2,500 "4-F" dogs—and cats—were enrolled as honorary members of the civilian K-9 Corps, as a result of a three-week campaign by Washington, D. C., radio stations to raise funds for Dogs for Defense. The drive which provides dogs for military service. Campaign solicited contributions to the War Dog Fund which confers military rank on pochos ineligible for front line duty in accordance with size of donation from owners.

Local headquarters of the Fund reported an enthusiastic response from the radio appeals which reached the public through special store departments or contact the agency by phone. Although the campaign was direct- ed to dog owners, many listeners called to enroll their cats as "honorary membership". War Dog Fund director, enlisted his cat "General Gray" as First Class Private.

Arthur Godfrey of WTOG got the campaign going to a housing start with appeals to his early morning listeners. Bud Ward of WMAL exhorted owners of cats to be the "local Mascot of WRC, Eleanor Howard of WOL, Alice Lane and Ginny Brown of WWDC, Martha Baker of WTOJ and Jerry Spinelli of WJTN put up programs for the Fund. Mr. Strong’s dog “Sergeant Pappy”, an honorably discharged war dog, was made official recruiter for the drive.

Radio publicity for the campaign was directed by Barrows Made- line Stackleberg, who was active in the armed forces a work in England early in the war. She was assisted by Mrs. Spencer Waters and Helen Cornelius of the local War Dog Fund.

Mr. Retzer, Brevard County’s radio consultant, is the OWI Domestic Radio Bureau who wrote spot announcements and scripts.

BROADCASTING • Broadcast Advertising
February 21, 1944 • Page 31
SEWING PROMOTED BY NEEDLE GROUP

FOURTH ANNUAL sewing contest sponsored by the National Needlecraft Bureau will be promoted through some 40 radio stations this year, as compared to four last year, as well as through newspapers.

Example of how women broadcasters will tie in with the contest is the plan for supporting the campaign in the New York area, through Alma Kitchell's Women's Exchange Program on WJZ. Local contest will be known as the "Alma Kitchell WJZ Sewing Contest," with 18 department stores and a number of Singer Sewing Machine Shops already prepared to cooperate by distributing blanks and featuring "Alma Kitchell" displays.

Miss Kitchell will be m.c. of the national finals in New York. Contest starts March 1 and continues through April 15. The National Needlecraft Bureau is a non-profit trade association of manufacturers of threads, patterns, needles and other sewing articles.

Nationally, nearly 40,000 stores participated in the Bureau-sponsored "Sew and Save Week," Feb. 19-26. Between 400 and 500 stores requested special radio scripts for broadcast on their regular programs on local stations.

Dr. Duffendack Named

DR. ORA S. DUFFENDACK, Michigan U. professor of physics, has been appointed research director of National American Phillips Co., New York, electronics manufacturer, effective March 1 when the new research laboratories are opened at Irvington, N. Y. Although Dr. Duffendack will resign his university post, he will continue his government work as chief of an undisclosed section of the National Defense Research Committee. He held the John Simon Guggenheim fellowship at Gottingen, Germany during 1929 and 1930. He has taught since 1922.

You Can Blanket the Whole Nashville Area over WSIX

WSIX carries your advertising into the friendly, receptive homes of the entire Nashville trade area.

Whether for a test run or as part of a general campaign, WSIX offers the means of getting in solidly on the rich Nashville market—and at low cost of coverage—through one proven medium.

Spot Sales, Inc., National Representatives

Member Station, the Blue Network and Mutual Broadcasting System

WCBS Honor Roll

MORE that 50% of the staff of WCBS Springfield, Ill. are now in the armed services. To honor the 12 men out of the staff of 22 who are in uniform, WCBS has installed a solid walnut plaque with names, pictures, service and rank of those who are serving their country.

More OD Spots

OD CHEMICAL Corp., New York, will promote OD-30, air deodorant, through a series of one-minute electrical transcriptions once or twice daily on WTCI Hartford and on seven New York outlets WABC WEFW WCNE WYNA WMCA, starting the first week in March. (Broadcasting, Feb. 14.)


ROGER CLIFF NAMED PRESIDENT OF WFIL

ROGER W. CLIFF, executive vice-president and general manager of WFIL Philadelphia, was elected president of the station, it was announced last week by George H. Johnson, chairman of the Board of Directors.

Mr. Cliff has been in broadcasting since 1926, when he joined the station relations division of NBC in New York, later appointed assistant manager of NBC and managed and operated stations. He joined WFIL in 1935 as business manager, appointed general manager of the station in 1938. Three years later, Mr. Cliff was elected vice-president and became a member of the Board of Directors. In August, 1943, he was appointed executive vice-president, taking over the duties of Samuel R. Rosenbaum, who left his post as president of the station to accept a commission in the Allied Military Government.

PLEA FOR POOCHE

Capital Stations Campaign For War Dog Fund

ALL six stations in Washington pleaded the cause of the "4-F" dog in a three-week campaign just concluded to raise funds for Dogs for Defense, sole procurement agency for supplying animals for front-line service. Owners of pooches unfit for military service were urged to enroll their pets in the Civilian K-9 Corps which includes in its membership such celebrities as "Fala" and J. Edgar Hoover's "G-Man".

Arthur Godfrey reminded his early morning listeners on WTOP that by contributing to the War Dog Fund, which pays "processing" expenses for fighting dogs, owners of poodles, scotties, airedales, etc., could give their pets some recognition for their war efforts. Mary Mason of WRC, Bud Ward of WMAL, Alice Lane and Gilly Brown on WDC, Eleanor Howard of WOL, Martha Baker of WTOP, and Jerry Strong of WINX made appeals for the fund. Mr. Strong's dog, "Sergeant Pappy," honorably discharged war veteran, was official recruiter for the drive.

Radio publicity for the campaign was handled by Baroness Madeleine Stackelberg, who was active in animal relief work in London early in the war. She was assisted by Mrs. Spencer Waters and Helen Cornelius, owners of the Washington War Dog Fund, and Virginia Russell of the OWI Domestic Radio Bureau who wrote spot announcements and scripts.

ATTENDANCE at CBS Hollywood originating studio programs in 1943 reached 847,281 or almost double the previous year, according to figures issued by the network. Included were 220,000 servicemen who witnessed broadcasts.
1943 Business Summary

PERCENTAGE OF CHANGE 1943 OVER 1942

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payrolls</td>
<td>+23.3</td>
</tr>
<tr>
<td>Industrial Employment</td>
<td>+18.6</td>
</tr>
<tr>
<td>Mercantile Employment</td>
<td>+4.3</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>+12.7</td>
</tr>
<tr>
<td>Bank Clearings</td>
<td>+16.2</td>
</tr>
<tr>
<td>Bank Debits</td>
<td>+22.4</td>
</tr>
<tr>
<td>Postal Receipts</td>
<td>+6.7</td>
</tr>
<tr>
<td>Electric Meter Customers</td>
<td>+3.2</td>
</tr>
<tr>
<td>Industrial Power Sales</td>
<td>+32.0</td>
</tr>
</tbody>
</table>

In these accelerated times, one must not recognize alone the vastness of the present metropolitan market of Dayton, Ohio, but should likewise take under earnest consideration the tremendous potential which Dayton offers as a post-war trading area.

Dayton's world-wide importance, when translated to 'aviation after Victory' can but predict a thriving future for this city, which stands today as the very center of Allied Air Force activities.

Add to this, an evident fact, the strategic significance of Dayton as a constantly growing industrial metropolis, employment in which has expanded the city population over 43,000 in less than two years, and you will then be quick to recognize the ready acceptance for whatever you have to sell to this above-average income group.

Figures compiled by Dayton Chamber of Commerce

---

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE • 5,000 WATTS
ESSO NEWS AIDING WAVE DRIVE IN N. C.

INTENSIVE TEST drive for WAVE in the Carolinas begins Feb. 21 on 28 stations. Cooperating with the Navy in the two-week campaign near Wilmington, N. C., is Essolub Oil Co. of New Jersey through its Esso Reporter program and WAVE posters set up in all North Carolina Esso service stations.

The local Esso Reporter, heard thrice daily on four stations in the state, will feature recruiting messages during the entire period, Feb. 21 - March 5. Each message will be localized.

The drive was opened last Friday night with a dinner at the Hotel Sir Walter, Raleigh, N. C., broadcast through the state and attended by representatives of radio, the Navy, Standard Oil, and newspapers of the section. J. Har- rison Hartley, chief of the Radio Section, Office of Public Relations; Lt. Hazel M. Markell, in charge of WAVE recruiting; and Maj. Fred Dudley are handling the drive from Washington. Lt. Armand Deutsch, radio officer, charged on the Navy Public Relations Office, is in charge of arrangements in New York, contacting Jack Miller and Donal O'Brien, both of Esso Marketers. Localized planning is in the hands of Lt. Ludwick Hartley and Lt. Comdr. Charles Navy, radio officers stationed in North Carolina. G. W. Freeman is account executive for Warshak & Pratt Co., New York, agency handling Esso Marketers.

EARNED on WOR

BORDEN FARM Products of New York, has signed for a weekly half-hour program on WOR New York, to feature Louis Sobol, Hearst, syndicated Broadway columnist. Guest stars and Vincent Lopez Orches- tral will be presented on the program which starts Monday, March 6, 7:00-8 p.m. Agency is Young & Rubicam, New York. The agency for Bulldog Drummond, Mutual program sponsored on WOR New York by the Pioneer Borden Division of Borden Co., New York.

'School of Air' to L.A.

CBS has extended broadcasts of the five-time weekly half-hour educational series The American School of the Air, to Mexico, the West Indies, Central and South America. Program is presently transmitted by KQW, CBS San Francisco outlet, and transmitted southward by various stations belonging to the United Network of the Office of War Information and the Coordinator of Inter-American Affairs. Series continues to be heard regularly in the United States, Canada, and Alaska.

Butter Sponsor

B. S. PEARSALL BUTTER Co., Elgin, Ill. (Elgin Brand margarine), on Feb. 21, begins sponsorship of quarter-hour programs, Monday, Wednesday, Friday and Saturday, 8:00-8:15 a.m. on CHICAGO's AM-1080. The program is the Yankee network. Contract is for 52 weeks. Agency: Schwimmer & Scott, Chicago.

ENJOYING NBC's Parade of Stars exhibit held in Chicago on Feb. 1 were these two groups of radio advertisers, agency men and NBC officials. Top, looking over the gathering, are (l. to r.): Charles Irwin and Clifford Fitzgerald of Dancer-Fitzgerald-Sample; William Webwell, assistant sales manager of NBC's Central Division; Harry Kopf, vice-president of NBC in charge of the Central Division. Bottom, discussing recent events, are P. R. Trent, vice-president, and George M. Schutter, secretary-treasurer of the Schutter Candy Co.; Carl F. Kraats, vice-president, and Walter Schimmer of Schwimmer & Scott agency.

WOW NIGHT HELD

Ad Meeting Discusses
Program Importance

STRESSING good programs as the most important part of broadcasting, Harold Fair, program director of WO, Des Moines, recently was guest speaker at the annual "WOW Night" meeting of the Omaha Advertising Club in Omaha. Advertisers and agencies who buy radio time for "the sole purpose of selling merchandise" were criticized by Mr. Fair who maintained that the advertiser "has an equal responsibility with the station to put on only such material as listeners will approve." A total of 115 advertising men turned out to hear Mr. Fair and partake of a wild duck dinner. Pictured enjoying the meal are (l. to r.): Bill Wiseman, promotion manager of WOW Omaha and m.c.; Vernon H. (Ring) Smith, Omaha World-Herald advertising director, and Mr. Fair.

Western Electric Expands

WESTERN ELECTRIC Co., New York, is setting up additional manufacturing quarters at Eau Claire, Wis., where it has leased Area 2 of the Eau Claire Ordnance Plant, formerly engaged in arms produc- tion.

AIR PAGE POPULAR, 'PULSE' DATA SHOW

RADIO PAGE in the daily newspaper is referred to by 71.5% of the radio owners in Metropolitan New York, according to a special report by the Reader's Bureau of New York Inc., and reported in the Feb. 15 issue of its monthly market bulletin, Pulse. The percentage of those interviewed said that they seldom used the radio page. The lower social and income class, the rarer is the use of the radio page, it was found. Included are the results of a survey of the extent of program listings in New York dailies.

Total listening in January, 1944 was 12.3% above that of the same month last year, and 4.3% over January, 1942, according to the Pulse. President Roosevelt's Conference with the top of the news, and the Dec. 9, 1941 (Pearl Harbor) speech, shows a marked decrease, it was reported, in the course of three or more years.

The number of sets-in-use in Philadelphia is slightly lower than in New York during the all-week period, but the afternoon audience is 16.1% more, according to a late survey of Philadelphia's two metropolitan area. Morning audiences are 10.5% higher and night audiences 19.9% higher in New York.

CIAA Radio Plans

RADIO executives of the Office of the Coordinator of Inter-American Affairs, on station in Guatemala City this week with the secretaries of the Central American committees which handle CIAA activities locally in each country, the British CAA, were present, under discussion of the organization's radio plans for 1944. John G. W. Gilchrist, director of the CIAA radio division, Wilfred S. Roberts, head of the Division's New York branch, were on the Wood, head of the regional operations, left Washington last week for Guatemala City. Over, Joseph Ries and Herbert Cerwin, CIAA field representatives in Caracas and Mexico City, respectively, will attend the Guate- mala sessions.

Lewis Tour

FULTON LEWIS JR., MBS com- mentator, will start another combined lecture and news gathering tour March 5. His Monday through Friday program will be broad- cast from cities visited, which include Kansas City, Kansas, Den- ver, Salt Lake City, Seattle, and Los Angeles. He will return March 31.

Space Deals Cancelled

STATING that old line advertisers often quoted to the space department of publishers, the paper shortage, the Chicago Herald American Chicago Daily News and the Chicago Sun, following action taken by the Chicago Newspaper Publishers Assn., can-celed all reciprocal airline-space deals with WMAQ Chicago.
"Burke, you made the rates too low"

When we set the low midnight-to-dawn rates on WBAL, we had in mind the thousands of night-shift workers in the throbbing Baltimore industrial area.

But when the results began to roll in—not merely fan mail, but actual cash orders for products advertised—we found that we had underestimated our audience by a wide margin. We discovered that WBAL had all-night listeners all over the Eastern seaboard as far west as Ohio!

Here's the reason: There are a surprising number of folks who listen to the radio all through the night—scattered all over the country. WBAL is one of the few stations that can be heard clearly in these "wee hours"—it is the ONLY 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Our powerfully programmed "ALL NIGHT STAR PARADE" is reaching listeners all over the east.

75 million people live in the 22 states from which we have already received responses. Of course, they don't all listen to all-night radio, but you need only a very small percentage of that tremendous number to cash in on a whale of a "bonus" at our too-low midnight-to-dawn rates. Call in the Petry rep for details.

ALL NIGHT STAR PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
LISTENING TO The Listening Post future plans for the Saturday Evening Post’s first venture into a regular network program are, standing (1 to r): Sam Penfield, manager of the Chicago office of Curtis Publishing Co., advertising department; Hays MacFarland, president of MacFarland Aveyard & Co., SEP agency. Seated, J. H. Nicely, Chicago district manager of Curtis circulation department; E. B. Borgoff, vice-president in charge of the Blue network’s central division; Arthur Kohler, manager of the Post’s advertising department. The quarter-hour show, Tuesdays through Fridays, Blue network, started Feb. 8.

AGENCIES

ARMOUR SOAP WORKS, Chicago (Chiffon soap), begins sponsorship of six-weekly participations on Housewives Protective League, WBBM Chicago, Feb. 21. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

CLINTON WATCH CO., Chicago, has placed its first advertising campaign with Malcolm Howard Adv., Chicago. Testing for expansion, time signals are being used on WON and WCFL, Chicago. Arthur M. Holland is account executive.

CHICAGO & NORTHWESTERN Railways will begin its ninth year on WMAQ Chicago, when it renews sponsorship March 20 of the 4:49 Hour, 7 to 7:55 a.m. recorded music program. Contract is for 52 weeks. Agency: Caples Co., Chicago.

BONDI STORES, Chicago (clothing), on Feb. 13 began sponsorship of the Chicago Cubs news program, a quarter-hour period seven nights weekly on WMAQ Chicago. Contract is for 52 weeks. Agency: Neff Rogow, Chicago.

ARMOUR & Co., Chicago (Chiffon soap flakes), on March 1 begins sponsorship of the Monday, Tuesday, Wednesday and Thursday spots, three nights weekly on WMAQ Chicago. Contract is for 52 weeks. Agency: Foote, Cone & Belding, Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheels), recently added New Hampshire, Maine and Vermont to its Yankee Network coverage of a quarter-hour, five-weekly, children’s program, Happy Hank, bringing the total stations to 19. Show started Jan. 31 on a 52-week contract. Agency is Rogers & Smith, Chicago.

SAFEWAY STORES Inc., chain grocer, has signed for 15 announcements weekly for 52 weeks on KFEL Denver.

AMERICAN NATIONAL Bank of Denver, one of the oldest of the more than 100 sponsors of MBS commentator Fulton Lewis Jr., has signed a renewed contract for the sixth consecutive year through the Raymond Kane Agency.

AMERICAN State Insurance Co., Indianapolis, has appointed the Roger Beane Agency, Indianapolis to handle its account. Plans for radio are said to be included.

GOLD-TONE Studios, Rochester, N. Y. (photographs), has placed its account with W. B. Donor & Co., Detroit. Radio plans are said to be included.

HUNT Bros. Packing Co., San Francisco (Hunt Red Label Foods), has placed its account with Siegel-Kaplan & Co., San Francisco, to manage its account. Radio is said to be contemplated.

FREDERICK STERN & Co., Detroit (Gables), is inaugurating one of the largest Latin American campaigns in its history, and is using radio along with other media. Agency is Export Advertising, New York.

BORDEN Co., Chicago (DQ fortified milk), is using newspapers and is considering radio to expand distribution to Garry and Hammond Ind. Agency is Young & Rubicam, Chicago.

HOWARD ROUND, for eight years in the sales department of the Pedasod Company, Chicago, has been named eastern sales manager with headquarters in New York.

TWIN FALLS BANK & TRUST, Twin Falls, Idaho, has started sponsorship of Wake Up America, a half-hour transfixion of the forum program of that name formerly heard live on Blue Network under the auspices of the American Economic Foundation. Series started of KTFI Twin Falls Jan. 16 as a weekly feature.

ROMWEBER Industries, Batesville, Ind., have appointed John A. Finney as advertising and merchandising director for its furniture. No radio is planned.

MEARS RADIO - Hearing Device Corp., New York, has named Merrill Anderson Co., New York, to handle its advertising. No radio is planned.

DAVID W. STOTTER, copy and account executive for MacFarland Av- yard & Co., Chicago, recently was promoted to vice-president and copy chief. Formerly with the company of Lord & Thomas, he has had 19 years of advertising agency experience.

CHARLES H. FERGUSON and Charles H. McDonald, former agency vice-presidents for BBDO, have been promoted to new posts. Ferguson is the manager of the company’s San Francisco office, and the latter as head of the agency’s New England division for BBDO’s western office.

KENNETH VON EGYDI of Allied Adv. Agency, E. L. Cone, Chicago, has been shifted to the firm’s San Francisco offices as production department head.

MARY KAY CAIN, timebuyer and assistant to Thomas, Cone, Chicago, has been promoted from space and timebuyer, to business manager of the radio department. Before joining the agency, Mrs. Collins was on the merchandising staff of Mar-shall Field & Co., Chicago department store, and has been associated with the agency for the past ten years.

GERTHE FLANAGAN, formerly on the advertising and general information staff of the N. Y. Telephone Co., has joined Ayer’s public relations department.

LOUISE K. TIEDEMAN, former premium buyer for Compton Adv., Inc., New York, has joined Dusen Dusen & Co., Chicago, as account buyer and merchandising assistant.

LEE MARSHALL, former radio copywriter with Russell M. Seeds Co., Chicago, who entered the Army Command Forces in Sept. 1943, has come into the agency.

FRED BETHEL, New York producer of Foot, Cone & Belding, on Blue Network, Bettef & Romeante, is in Hollywood to handle West Coast originations. Ted Wick, manager of the agency’s West Coast staff, is forwarding over that assignment when Bethel returns to New York.

SHELTON R. HOUX, of the sales staff of WBBM Chicago, and prior to that with McCann-Erickson, handling the Ford account, is now with N. W. Ayer & Son, Chicago, as account executive.

WILLARD M. FOX, formerly radio director for Newsweek, New York, and previously with Standard Oil Co., has joined the Buchen Co., Chicago, as research director.

AL GARSIN, formerly on the radio staff of Universal Pictures Co., Inc., New York, has been named radio director of Frederick Bros. Artists Corp., New York, talent management firm. Mr. Gerson replaces Ted Green who resigned.

GERTRUDE FLANAGAN, formerly on the merchandising staff of Young & Rubicam, Inc., New York, has been named to handle research and merchandising promotion for Weiss & Miller, New York.

BRUCE ELDREDGE, formerly of Rutraufl & Ryan, has joined Gar- field & Guild, San Francisco, as account executive.

DICK BREGGEN, account executive of Garfield & Guild, San Fran- cisco, has resigned. Both the radio and television media departments were married Feb. 2.

G-M Renews

GENERAL MOTORS Corp., Detroit, on Feb. 3 received Victory Is Our Business on WOR New York for another 13 weeks, and is continuing the half-hour institutional transmission on some 29 other stations through renewals. Agency is Campbell-Ewald, Detroit.

TWO RADIO POSTS CREATED BY AYER

N. W. AYER & SON, New York, has created two posts in the radio department in line with an increase in the agency’s radio ac-

count complement. Formerly, a working merchandising manager, has been made manager of the radio department, while Dr. McDermit has been promoted from space and timebuyer, to business manager of the radio department. Before joining

THE LISTENING POST future plans for the Saturday

EVENING Post’s first venture into a regular network program are, standing (1 to r): Sam Penfield, manager of the Chicago office of Curtis Publishing Co., advertising department; Hays MacFarland, president of MacFarland Aveyard & Co., SEP agency. Seated, J. H. Nicely, Chicago district manager of Curtis circulation department; E. B. Borgoff, vice-president in charge of the Blue network’s central division; Arthur Kohler, manager of the Post’s advertising department. The quarter-hour show, Tuesdays through Fridays, Blue network, started Feb. 8.

DAVID W. STOTTER, copy and account executive for MacFarland Av- yard & Co., Chicago, recently was promoted to vice-president and copy chief. Formerly with the company of Lord & Thomas, he has had 19 years of advertising agency experience.

CHARLES H. FERGUSON and Charles H. McDonald, former agency vice-presidents for BBDO, have been promoted to new posts. Ferguson is the manager of the company’s San Francisco office, and the latter as head of the agency’s New England division for BBDO’s western office.

KENNETH VON EGYDI of Allied Adv. Agency, E. L. Cone, Chicago, has been shifted to the firm’s San Francisco offices as production department head.

MARY KAY CAIN, timebuyer and assistant to Thomas, Cone, Chicago, has been promoted from space and timebuyer, to business manager of the radio department. Before joining the agency, Mrs. Collins was on the merchandising staff of Mar-shall Field & Co., Chicago department store, and has been associated with the agency for the past ten years.

GERTHE FLANAGAN, formerly on the advertising and general information staff of the N. Y. Telephone Co., has joined Ayer’s public relations department.

LOUISE K. TIEDEMAN, former premium buyer for Compton Adv., Inc., New York, has joined Dusen Dusen & Co., Chicago, as account buyer and merchandising assistant.

LEE MARSHALL, former radio copywriter with Russell M. Seeds Co., Chicago, who entered the Army Command Forces in Sept. 1943, has come into the agency.

FRED BETHEL, New York producer of Foot, Cone & Belding, on Blue Network, Bettef & Romeante, is in Hollywood to handle West Coast originations. Ted Wick, manager of the agency’s West Coast staff, is forwarding over that assignment when Bethel returns to New York.

SHELTON R. HOUX, of the sales staff of WBBM Chicago, and prior to that with McCann-Erickson, handling the Ford account, is now with N. W. Aye-
There's nothing soft-boiled about Norman Jay's "Very Truly Yours", we're happy to say. His outspoken method of commentary—addressing piping-hot open letters to prominent persons in the news—strikes hard at the headlines and headliners, strips important issues down to bare facts.

That "Very Truly Yours" has created a mild sensation in local broadcasting is understandable enough. Years of press and radio reporting sharpened Norman Jay's news sense, developed that aggressive delivery which overnight won him a swelling NY audience.

Nearly every broadcast brings responses from such notables as Sumner Welles, Winston Churchill, Wendell Willkie or Admiral King. Even General Eisenhower, amidst the white heat of battle, took time out to comment about Jay's "respectable appreciation of the significance of the Salerno campaign."

The voice of "Very Truly Yours" has gained resonance rapidly here in NY. For the right sponsor (yes, the show is available to the right sponsor) it's worth more than passing consideration. Because this is the kind of vibrant showmanship that sells our town—the type of programming you'll find all over WMCA's log these days.

Interested in some more details?
We or Weed & Company have them.

FIRST ON
NEW YORK'S
DIAL—570
wmca
FIRST IN
NEW YORK
SHOWMANSHIP
One tap...worth $300,000!

But only infinite skill and years of study qualify a man to make that one sharp tap to cleave a diamond. A false blow...and the priceless gem is ruined!

So it is in Spot Radio. Skill and study are required to plan and build the most effective campaign for each product.

We devote ourselves exclusively to Spot Radio. Our entire effort goes into studying and planning Spot Radio Advertising and the stations we represent. It is our ambition to do one thing with infinite skill.
"My Friends"—1944

BEFORE the year's end another Presidential election will have been held. Whether it will be a fourth term for Roosevelt or a first term for someone else depends largely upon political fortune—but not entirely so.

Politics isn't our business. Radio is. One paramount point the politicians seem to have overlooked is the importance of "radio presence" in campaigning. Franklin D. Roosevelt was the first Presidential candidate to wage a successful campaign by radio. That was in 1932. He hasn't been out of office since. And that's because no one has even approached him as a vivid radio personality.

Let's forget the campaign issues, the national scene, the war outlook, and the myriad factors that are basic in national elections. Platforms and promises make Presidential campaigns. Usually, however, the lay public has little to choose between the party views. It's personality that counts.

If FDR hadn't answered the political call, he would have been a master showman. He originated the Fireside Chat. His resonant voice, his mastery of inflection and emphasis have placed him in a class by himself as a radio campaigner.

Let's look at the statistics. In 1920—the year of broadcasting's advent—about 27,000,000 citizens cast popular votes in the Harding-Cox election. There was no radio campaign. Statistics for 1922, the first year they were available, showed only 400,000 radio receivers in use, including home-built "eat's whisker" models.

In the Hoover-Smith campaign of 1928, the popular vote increased to about 37,000,000. Networks were in operation then and the plug-in set had come into vogue, supplementing batteries and horn-speakers. There were 10,500,000 receivers in use. Radio was becoming more important as a means of reaching the people. But neither Smith nor Hoover possessed technique.

Then 1932. The total popular vote was nearly 40,000,000. Radio was getting credit for "bringing out the vote." Radio carried the brunt of the campaign oratory. There were then 18,0000 sets in use. Women, who had been enfranchised a dozen years earlier (1920), became avidly interested. Roosevelt was running his first campaign and was largely a natural radio voice. Hoover lacked that "it."\n
The story of the 1936 campaign was reflected in another new record vote—45,650,000. There were 33,000,000 receivers in use. Roosevelt, the radio orator, with 28,000,000 votes, cantered down the home stretch over Landon, whose dust dry Kansas delivery failed to register.

The 1940 campaign brought a new issue—the first time a candidate sought the highest office in the land for a third time. Nearly 50,000,000 popular votes were cast. There was a radio set for every voter—50,000,000 receivers in use. The Roosevelt technique was never better. Willkie's voice rated low—cracked and strained after arduous road campaigning.

The curtain is about to lift on the 1944 campaign. More appropriately, the mike switch is about to be flicked—at the nominating conventions this summer. It looks like Roosevelt, the radio perfectionist, as the Democratic standard-bearer. The Republican nominee remains a question mark. There are 57,000,000 receivers in 32,500,000 of the nation's homes. We claim no occult political power. We base our judgment on the record—the radio record.

It is clear that unless the opposition uncovers a microphone miracle-man, irrespective of other considerations, it will be Roosevelt in another radio romp in 1944.

Belabored

WAPI Birmingham wasn't on the air Friday, Feb. 11, because its technical staff failed to show up. Without advance notice or even warning, the engineers and technicians simply decided they wouldn't work. Saturday morning, after instructions came from IBEW headquarters, the station resumed operation.

The action was denounced as "indefensible." Upon being apprised of the "strike," Mr. Wimberly promptly took steps. But the station was off an entire day, and its listeners were deprived of service through no fault of the station management.

Best information available is that the technicians took umbrage because a station executive, in addressing a local group, had deprecated efforts of employes (not necessarily in radio) in seeking draft deferments. So the transmitter was locked up and the keys carried away.

The WAPI technical staff had no complaint about wages or conditions, since a new contract had been signed only a few weeks before. When a union violates a contract merely because its members resent statements of the management, it only hurts its own cause.

Mr. Wimberly acted commendably and properly in denouncing the action of the WAPI staff. His sane approach will benefit both labor and management.

Engineering 'E's'

THE STANDOUT operation of the FCC, from the beginning, has been its Engineering Division. It has been beyond criticism because of a competent staff, with appointments never dictated by political favor.

The reorganization of that division by the FCC last week, entailed by the highly laudable promotion of Chief Engineer Ewell K. Jett to the Commission, is in keeping with that tradition. George P. Adair, who has served meritoriously as assistant engineer in charge of broadcasting, was elevated to chief engineer. Philip P. Siling, head of the important international division, succeeds Mr. Adair, and M. H. Woodward, Mr. Siling's assistant, takes over the international post.

All three appointments are on a merit basis. Each in the senior official moved up a notch. The appointments are of more than ordinary significance because of the far-reaching problems of allocation, both domestic and international, now under consideration pending the war's termination.

(Continued on page 42)
When
THE MIRACLE OF FM
came to Milwaukee

Milwaukeeans were amazed, then pleased when they first heard the full, rich tones of WMFM, The Milwaukee Journal FM Station. Here was warmth and depth and quality that AM radio had never given them.

That was in April of 1940 when WMFM took to the air as the first Frequency Modulation Station west of the Alleghenies.

The novelty has since passed, but the enjoyment of static-free, crystal-clear FM reception remains. Today, WMFM is a steady visitor in thousands of Wisconsin homes.

The eager reception of WMFM received in Wisconsin is partly due to the superior qualities of FM. Another important factor has been the skilful programming that has been part and parcel of WMFM since its inception.

An abundance of "live" programs, and a wealth of music from Radio City's large and versatile staff of outstanding musicians, singers and soloists are two of the features that have given WMFM a distinctive schedule appealing to Wisconsin folks.

Today, from its ultra-modern studios in Milwaukee's Radio City, WMFM is serving today and building for tomorrow.
Our Respects to
(Continued from page 10)
a new book, The Seven Myths of Housing, published Jan. 17 by Al-
ed A. Knopf. Regarded as the most authoritative treatmen on na-
tional housing in this country, the book is the result of two years of re-
search and is evidence of the thoroughness with which he ap-
proaches any subject.

Son of the famous philanthropist of the same name, Nathan Straus was born in New York City, May 27, 1889. He studied at Princeton and Harvard Law School, and likes to recall that he earned his first money, a cash prize of $15, in a competition at Princeton for an essay entitled "The Commis-

That essay was significant of his early interest in public service and he studied assiduously to pre-
are for himself a career in public life. After a year abroad in 1908, he returned to New York City and

By training and background a public servant, Mr. Straus was tendered the Democratic nomina-
tion for the New York State Senate by the armistice of World War I to represent the 15th Sena-
torial District where he had lived since childhood. That was the year of the Harding landslide in 1920 and though the district was nor-
mally Republican, Mr. Straus was

With a record of progressive leg-
islation, Straus served New York as a Senator at Albany for six years. He authored a group of bills which established the basis of the New York State Park System and worked to New York's needs for pure milk, motor vehicle accident compensation and regulations to protect investors. However, he is best known for his constructive re-
form in the field of public hous-
ing and is the sponsor of the so-
called "Straus Law" which prevents housing discrimination against families with children. Highly com-

Mr. Straus has been in active in legislative matters since his
day at Princeton, and in his own words: "If WMCA can help to promote the development of an informed public opinion concerning the great prob-
lems and issues of these troubled times, I shall feel that my associa-
tion with it has not been without profit."

Favorite pastimes of Mr. Straus are agriculture, gardening and horticulture and his Westches-
ter summer home provides a good setting for these pursuits. Clubs in which he is active include the New York Democratic Club, Century Country Club and Advertising Club of Washington. Mrs. Straus is educa-
tional director of WMCA. They have four boys, all in the armed services.

CHARLES P. HAMMOND, director of advertising and promotion manager of NBC, left New York Feb. 14, for Los Angeles, where they will partici-

KEITH KIGGINS, vice-president in charge of the stations department of the Blue, portrays his new favorite, the role of Mr. Lincoln,

J. ALLEN BROWN, general mana-
er of WFOY St. Augustine, Fla., is the father of a boy.

BRAD H. SMITH, formerly news editor of KBOV Weiscon, Tex., has been named assistant manager of the station.

HENRY GERSTENKORN, assist-
ant sales manager of the Blue Broad-
casting System, currently contacting

In 1927, he became president of Na-
than Straus-Duparquet, at the same time organiz-
ing the "Park Assn. of New York" to promote the ex-
tension of the city park system. In 1933, he organized the Hillside 

In 1935 he was appointed Mayor LaGuardia to make a sur-
vey of public housing in Europe. On his return the New York City

In radio, Straus sees an exten-
sion of his opportunities for public service. In his own words: "If WMCA can help to promote the development of an informed public opinion concerning the great prob-
lems and issues of these troubled times, I shall feel that my associa-
tion with it has not been without profit."

Favorite pastimes of Mr. Straus are agriculture, gardening and horticulture and his Westches-
ter summer home provides a good setting for these pursuits. Clubs in which he is active include the New York Democratic Club, Century Country Club and Advertising Club of Washington. Mrs. Straus is educa-
tional director of WMCA. They have four boys, all in the armed services.
TWO great markets listen to WOV. Two great markets, in their respective listening hours, combine to give WOV a constant, balanced audience... night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience extends to 58% of the 520,000 Italian radio homes and is never less than 23% during any particular hour. In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York independent station... and at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLYRA, NAT'L REP.
RUSSELL W. (Bud) RICHMOND has returned to Cleveland as newscaster on the Richmond News Program heard daily on WHK and sponsored by the Richmond Bros. Co. He also announces for the Cleveland Orchestra program for WHK and Mutual on Sunday evenings.

BUD FARNUM, honorably discharged from the Army, has joined KWKO Pasadena, Cal., as announcer.

FLYING OFFICER HARRY SAVAGE, formerly of Harry E. Foster Agency Ltd., Toronto, now in the Royal Canadian Air Force, has joined KWKW Pasadena, Calif. Savage is also announcing for the Cleveland Orchestra.

FLYING OFFICER R. YUFFEY, of CKLW Windsor-Detroit, is now stationed with the radio liaison section of the Royal Canadian Air Force Overseas.

WALTER JAY ROY, former script writer of WBRO Providence, R. I., has joined the newswoman staff of WCAU Philadelphia.

EDDY BROWN, violinist, and former musical director of WQXR New York, who sailed in March being named director of WLJB Brooklyn, where he will conduct the WLJB String Ensemble as well as supervise the selection of recorded music for station programs.

JUDY DUPY has resigned as radio editor of PM. New York's "no advertising" newspaper, to take a special assignment for the General Electric Co. television department in Schenectady. Miss Dupuy will survey the company's television operations over the past four years, interviewing program and technical personnel and preparing a report on an attempt to reduce the amount of audio information of what the company has learned about sight-and-sound broadcasting.

RUSSELL RYAN, formerly with WGN Chicago and founder of the music magazine Downbeat, is now an announcer with WHK-WCLE Cleveland.

VAL SHERMAN, WBBM Chicago announcer, becomes supervisor of announcers Feb. 28, replacing Bob Conroy, who is going into the Navy.

KEN NORDINE will transfer from WBBM-FM Chicago to the announcing staff of WBBM on Feb. 27. He will be heard with WJNO West Palm Beach. Peter Lucas replaces him as announcer at WBBM-FM.

CHESTER HERMAN, production manager and supervisor of announcers of WLW-WSAI Cincinnati, has been appointed assistant program director.

CHUCK SIMPSON, sports announcer of WCSC Charleston, S. C., has been inducted into the Army.

WALTER MURPHY, veteran news- caster, has joined the announcing staff of WINN Louisville.

FAYEVELE SCHULMAN, formerly with the publicity staff of WMCA New York and more recently publicity manager of PM, is to manage "Mike" Merlmyr of Baldwin & Merlmyr, New York public relations firm, Feb. 28.

FL. LT. A. A. MCDERMOTT and Maj. Dick Dieplecker, radio liaison officers of the Royal Canadian Air Force and Canadian Army respectively, have returned from Great Britain.

COMMENTATOR'S COMMENTS held sponsors' attention when Robert St. John, NBC commentator, explained a point at a luncheon given in his honor after starting the five-week series of News of the World series on NBC under sponsorship of Miles Labs. Participating were (1 to r), Harry Kopf, vice-president in charge of NBC's central division; Herbert S. Thompson, advertising manager, Miles Labs.; Mr. St. John; Ned Miles, Chicago sales manager of Miles; J. D. Galbraith, NBC sales- man handling the account; Paul McCluer, NBC central division sales manager; Walter Wade, head of Wade Adv. Agency, Chicago. Contract is for 60 weeks. The Miles Broadcasts originate in Chicago.

ANNE V. KELLER, assistant program director of WLAW Lawrence, Mass., has resigned to take a position with the OWI in Boston. Irene Morgan, former continuity di- rector, has resigned to join the Har- old Cabot agency in Boston. She is suc- ceeded by Ada Bray, former assistant writer. Miss Bray is replaced by Polly Howe of Andover, Mass. Roland J. Du Bois, graduate of the WEJF Bos- ton announcing school, has joined the WLAW announcing staff.

ELWOOD HOFFMAN, CBS staff writer, has been named associate script editor and will work with John Coan Turner, script editor, in the CBS program writing division. They will operate as an editorial team re- porting to Robert J. Landry, CBS WAC program manager. Joining CBS, Mr. Hoffman was with the Domestic Radio Bureau of the OWI.

NEAL HOPKINS of NBC's script divi- sion, has resigned to do freelance writing. He now serves as instructor in radio production at Columbia U., succeeding Erik Barnouw, who is doing special work in the War Department.

GEORGE PUTNAM, newscaster of WREAP New York, has been accepted for Army service and is expected to report for duty in a few weeks. No replacement has been named for his two daily-hourly news spots at 6 and 11 p.m.

WINIFRED LAW, CBS casting di- rector, has received a leave of absence from the network.

C. M. WARD, Jr., has been named continuity editor of WWCN Asheville, N. C., replacing Catherine Rutter- ford, resigned.

JACK O'CONNOR, announcer of WCEB Columbus, Ga., has been named civilian WAVE recruiter for the Columbus area by Adm. William H. Allen, Naval Procurament Agra.

JACKSON (Jack) FRASER, Blue Network war correspondent assigned to Allied Force Headquarters in North Africa, is the father of a girl.

JOE DeNICOLA, formerly on the staff of WHN New York, has joined the announcing staff of WOBY New- burgh, N. Y.

ROBERT HELLER, recently re- leased from the Army, has joined the CBS program department as a pro- ducer. Before joining the Army, Mr. Heller was a film production con- sultant for the War Department. Prior to that he was director of radio divi- sion for the United Nations Informa- tion Office.

JULI BAYERMAN, now to radio, has joined the public relations de- partment of WATC Jersey City.

DOROTHY GODWIN, known to St. Louis listeners as Carol Gay, is now with the Radio & Market News Sec- tion of the Office of Distribution, War Food Administration. Miss Godwin did women's programs, special events and features with KMOX and KWK St. Louis. Shortly before going to the War Food Administration she was at WTOP Washington, working with Elinor Lee. Mrs. Lucile Cohen, whom Miss Godwin replaces, joined the WAC Jan. 12. She is now in train- ing at Ft. Oglethorpe, Ga. Before her Government position, Mrs. Cohen handled the Nancy Dixon shopping program, as well as many of the Jean Abbey broadcasts, both on WTOP.

FRED FLETCHER, WRAL Raleigh, N. C., was presented with the annual civic key award as the "Man of the Year," at the yearly dinner of the Junior Chamber of Commerce, of Raleigh, Jan. 28.

JACK O'BRIEN, formerly of Popular Science Monthly and previously staff writer, foreign correspondent and assistant war editor of the New York Herald Tribune, has joined the department of information of RCA.

TOM CAMMARTY has rejoined the announcing staff of WNEW Chicago, af- ter medical discharge from the Army.

RALPH W. HARDY, formerly in charge of war programs and activities at KSL Salt Lake City, has been named staff manager. He replaces Glenn Shaw, recently ap- pointed general manager of KLX Oak- land, Calif.

PLANTS... PAY ROLLS... PEOPLE

Savannah ranks third highest in the nation in retail sales and increases in percent of retail sales in- crease during past year.

BROADCASTING • Broadcast Advertising
... and she listens to WFBR every afternoon!

So do many thousands of other busy Baltimore women while they work at home. They like to listen to the "Tune Shop"—WFBR’s great afternoon show that is gaining more and more listeners every day!

Recent surveys illustrate this clearly. There is over a 50% increase in WFBR’s afternoon listening audience!

The "Tune Shop" is another example of how WFBR is developing a solid hour-by-hour audience all day and night. The "Tune Shop" is designed to meet and beat tough daytime competition ... and it's doing the job!

Progressive programming is another reason why WFBR is your station in America’s sixth largest city ... with a signal that is strong enough and clear enough to give you concentrated coverage in an area of well over a million people!

WFBR
BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
WEEI Grads Placed

FIVE graduates from the WEEI Boston School for Announcers have accepted jobs with New England stations. They are: John MacDonald at WSBS Springfield, Mass.; George Hayward, WHNH Holyoke, Mass.; Robert Klamann, WCVI Portland, Me.; Roland DuBois, WLAW Lawrence, Mass.; Fred Grebe, WHAI Greenfield, Mass. Another WEEI school graduate, Clinton Sherwood, has joined WFLZ Syracuse, N.Y., the first one to be placed outside of New England.

WILLIAM DAVIDE, announcer of WOGR Boston, is the father of a girl.

ARTHUR BARRY is the latest addition to the announcing staff at WCKY Cincinnati. He formerly was with WCCL Columbus, O.

FRED DAVIS, former announcer of WAPO Chattanooga, has joined the announcing staff of WTAG Worcester, Mass.

HAL TUNIS, former program director of WCOB Boston, has joined the announcing staff of WAAT New-ark, N.J. Braverman, new to radio, has been added to the WAAT public relations staff.

LES MITCHELL, formerly assistant program and production manager of CBS Chicago, has moved to Hollywood and taken over production of NBC's Top Stars Stage Playhouse. He succeeds Paul Pierce who is being inducted into the Army.

DOUG MCMULLEN, program producer of WBBM Chicago, is the father of a boy.

BILL HARRIS, of the WHAI Greenfield, Mass., continuity dept., and Marcia Harris, WHAI receptionist and secretary, were married on Feb. 15.

CHARLES RAHA has joined the announcing staff of WMRN Marion, O.

MYRON WALLACE, announcer on NBC's Voice of the Dairy Farmer, commissioned ensign in the U.S. Naval Reserve, reported at the U. of Arizona Feb. 15. He is succeeded on Voice of the Dairy Farmer by Bob Murphy.

WIBB in Topeka, Kans., has joined the announcing staff of WIBB Chicago.

PLUS PRODUCTION CAN BE PLANNED!

That goes for radio, too! We took a tip from our huge farm audience on this. They build their breeding stock from their highest producers. We use the same method to get extra results for you.

Long experience has taught us which announc- ing voice, personality, pacing and inflection gets maximum results. Because we know exactly how the listening habits and program preferences of our six-state audience vary at different hours, we are able to keep WIBB's sales appeal at peak efficiency.

Whether you use spot announcements or pro grams, your sales message is Planned For Plus Production... planned to help you get above-average results that will make you a firm friend of WIBB.

WIBB IN TOPEKA "The Voice of Kansas"

BEN LCDY, Gen. Mgr.

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO

AUDIENCE SURVEY

gives you detailed analysis of "lis- tening areas" of every Iowa station, program spots appeal to urban, vil lage, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.

912 Walnut St., Des Moines, Des Moines
WWJ salutes a distinguished client, THE J. L. HUDSON COMPANY, sponsor of THE MINUTE PARADE, now in its 11th year.

THE MINUTE PARADE went on the air on February 1, 1934, with an hour's program daily, Monday through Saturday, featuring fine music, time signals and store news by Barbara Brooks.

In peace and in wartime THE MINUTE PARADE has won an enviable place for itself in the community life of THE ARSENAL OF DEMOCRACY. Now, with over 3,100 hours on the air, it is believed to be the oldest continuous department store broadcast in the nation.

America's pioneer broadcasting station is proud to salute one of the world's leading mercantile institutions for a notable contribution to free radio and to the American way of life.
Mutual to Discuss Daytime Programs
Program and Sales Committee To Meet in New York
SECOND meeting of Mutual's program, sales and merchandising, and stations' service committees, will be held at the Waldorf-Astoria Hotel in New York March 20-22, with Miller McClintock, MBS head, presiding. Committees are composed of staff members of Mutual affiliates, representing various areas in which MBS stations are located. Organized last fall, the committees met for the first time in October to discuss daytime programs and other phases of network operation.

The following station men have been called to the program meeting March 20 by Mr. McClintock: John Timnes, KWK St. Louis; J. J. Keichner, WIBC Indianapolis; Paul Fry, KBON Omaha; Ken Church, WKY Oklahoma City; Eugene Cagle, KFJZ Fort Worth; C. L. Harris, WGRC Louisville; James E. Gordon, WNOE New Orleans; James A. Davenport, WATL Atlanta; A. E. Leary, CKCCL Toronto and Antonio Rojas, KEOY Mexico City (Radio Mil). Program committee members also called to the sales and merchandising committee meeting, March 21 include: Robert Conway, KWK St. Louis; William B. Dolph, WOL Washington; Don Davis, WBBN Kansas City; Charles Jordan, WWI Dallas; Fred Fletcher, WRL Raleigh, N. C.; Robert R. Feagin, WPQD Jacksonville, Fla.; A. Glassman, KLO Ogden; and George C. Hatch, KSL Salt Lake City.

Expected at the station service committee meeting March 22 are Ted Grizzard, WLAP Lexington, Ky.; and Felix Hinkle, who are also on the program committee; Garland Powell, WRUF Gainesville, Fla.; and John Boler, North Central Broadcasting System, St. Paul, who serve on all three meetings.

Retailers Spots
BLAUNER'S, Philadelphia department store, has joined the city's list of radio users. Starting Feb. 14, two weekly participations are used on Ruth Welles' women's program on KYW, placed for 13 weeks by the Stewart-Jordan Co., Philadelphia agency. Harvey McCall, manager of the KYW sales staff, handles the account for the station. Several years ago Blauners', specializing in women's apparel, purchased WHAT Philadelphia, later selling the station to the Philadelphia Record. At present, KYW broadcasts a daily serial program for N. Smollenburg & Sons, department store, and spot announcements are used frequently on the station by Strawbridge & Clothier, department store.

SERVICE men convalescing at Will Rogers Base Hospital, Oklahoma City, may now learn foreign languages with the aid of a series of transmissions prepared by WKY Oklahoma City.

Turning plowshares into weapons for victory, two technicians of KNJ Fresno have planted a hearty 75-acre crop of barley at the station's transmitter ground at Kerman, Calif. Purpose of this experiment in dry farming was to turn more rich fields of the San Joaquin Valley into food for freedom. In the shadow of KNJ'S 650-foot tower are farmers Bill Wallace (l), chief engineer, and Bill Kaiser, technician.

Radio Amateur Book Issued by Relay League
RADIO AMATEUR'S Handbook (21st edition, 1944) has just been published by the headquarters staff of the American Relay League. The standard manual of amateur radio has been revised and re-styled in view of wartime requirements, as a radio training text for class or home study. Price is $1.00 in continental U. S. A.; $1.50 elsewhere.

This edition differs from previous editions mainly in the expansion of the "theory" section—the chapters on fundamental principles and design. The Handbook is serving in several branches of both military and civilian radio training.
Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station—is the efficient way to sell the Intermountain Empire... Ask Petry.
PLUGGING a certain “happy little wash-day song” was a brand new business venture for radio’s most outstanding entrepreneurs “Amos ’n Andy.” It was accompanied by a new format, the short show-story; a new network, NBC; and a new sponsor, Lever Brothers Company, whose big interest in this show is not the song but the soap it sells.

ALL RINSON-WHITE are Freeman P. Gosden and Charles J. Correll for this studio photograph and they are doing a good job keeping America’s “wash” that way, too. Lever Brothers, whose Printers’ Ink subscriptions are older than P. I.’s circulation files, find the new show an excellent addition to their already big list of radio successes and an important part of their over-all advertising picture.

CHANCES ARE, if he ever “re-discovered” it, Mr. Andrew H. Brown would, like the important people at Lever Brothers, be a Printers’ Ink subscriber, too. Mr. Brown and Mr. Jones, “Fresh Air’s ‘Ad Manager and Driver,”’ would want to know about the latest designs in door signs, scheduling practices for radio spots, promotional techniques for network programs and all the facts about competitive and contemporary advertising, from appropriatons to appeals.

This is the editorial substance of Printers’ Ink. This is the reason for its heavy circulation among the people who build, approve and spend the nation’s advertising budgets. It is one of the important reasons why media men with a story to tell advertisers, continue to buy P. I. . . . first!

*Complete analysis on request. Printers’ Ink has twelve subscribers among the policy making people at Lever Brothers Company and 26 subscriptions in their agency, Ruthrauff & Ryan.

Back Home
TWELVE years ago Jack Stevens started in radio as a time salesman on WORC Hartford, but he wanted to get behind a microphone so he joined WMAS Springfield, Mass., as announcer. He subsequently did news and sports on WORC Worcester and WTIC Hartford, then he was signed to do sports on Yankee network for Phillips cigars. Later his program was expanded to 78 Mutual stations. After four years he joined WNEW New York to do a sportscast for Pough Inc. over an Atlantic Coast network. Not long ago he returned to Hartford, his home town. For the past five months he has signed for 52 weeks by Bond Clothes to do his daily News Digest of the Air—on WORC.

Chicago Radar Week
PATRIOTIC rally, sponsored by Chicago radar and radio industry, in an effort to enlist new personnel, was climax Feb. 11 by a special broadcast of the Radar and Radio Roundup from the Chicago stadium. Participating in the WGN broadcast were: Ralph A. Bard, assistant secretary of the Navy; Rear Admiral (C. A. Jones, Maj. Gen. W. H. Harrison, director of procurement and supply, Signal Corps, and Mayor Edward J. Kelly, Charles M. Hofman, Belmont Radio Corp., Chicago, and co-chairman of the emergency radio committee said: “We are counting on the women of this city to respond to the appeals of Secretary of the Navy Knox, Undersecretary of War Patterson, Mayor Kelly and the companies in our industry.

Gets WMC Post
EDWARD T. INGLE, formerly in radio and newspaper work, has been appointed Director of Information for the War Manpower Commission, succeeding Philip S. Brightman who resigned to join Young & Rubicam, New York [BROADCASTING, Feb. 14]. Mr. Ingle was associated with NBC from 1950 to 1946 in the advertising department and was previously employed on the Cleveland Plain Dealer, Washington Star and other newspapers. He recently returned from England where he was director of field operations for the Clubmobile Division of the American Red Cross.

W-E Acquires Plant
WESTERN ELECTRIC Co. has leased Area 2 of the Eau Claire (Wis.) Ordnance Plant, formerly in arms production, to expand its war production and to augment its Hawthorne Works in Chicago. Following some alterations capacity manufacture will be attained as rapidly as equipment can be procured and personnel trained. Officials said W-E’s main plant is located in Chicago, Kearney, N. J., and Baltimore, with several distributing house shops throughout the country.

PARK & TILFORD TO RESUME RADIO
SALES boosted by wartime conditions favoring the drying of clothes and other fabric products in the home have caused Park & Tilford, New York, to enter into a six-months radio, newspaper and magazine campaign which exceeds the advertising appropriation for the last half of 1943 by 123%. Radio has returned to take its place in the schedule, for P & T’s Tintex dyes and tints, after a hiatus of several years to secure the additional coverage called for by the sales figures and by the large market which exists.

Radio promotion consists of transcribed and live spot announcements, five-minute news programs and participations on quarter-hour shows from five to six times weekly for the 26-week period, which started Jan. 1. Present schedule includes 40 stations in selected key markets, with extension of the list contemplated at a later date.

Predominating theme in the commercials is the conversation angle which figures prominently in the explanation of the wartime jump in demand for the product, according to Charles M. Storm Co., New York, agency handling the account.

Shortage of fabrics, the narrow range of colors in available fabrics as compared to the unrestricted color range in dyes for homes use, and the present-day appeal of economy are among the factors contributing to a good market for the product, and these points are brought out in the campaign material.

Radio Club Elects
OFFICERS of the Radio Club of America to serve during 1944 have been announced as follows: F. L. Klingenschmitt of Amy, Averages & King, president; O. James Morelock, Weston Electrical Instrument Corp., vice-president; J. J. Stanley, Continental Sales Co., treasurer; M. R. Sleeper, F/M Radio-Electronics Magazine, corresponding secretary; J. H. Bose, engineer, WGN, Chicago, secretary. Prospects of future technical papers to be presented before the club, which was founded in 1959, are good, according to Mr. Klingenschmitt.
AND LO!

— WINC

LED ALL THE REST!

From historic Winchester—General Sheridan started his famous ride—DELIVERING a victory to the union army. TODAY—WINC carries on the tradition of victory—DELIVERING NUMBER ONE RESULTS to advertisers!

WINC is first with farmers in the Shenandoah valley.

WINC is first with defense workers in this area.

WE'LL SHARE THIS POPULARITY WITH YOUR PRODUCT

1400 kc
250 Watts

WINC
WINCHESTER, VIRGINIA

BLUE NETWORK
A N OVERSIZE thumbprint, and a "Fresh Paint" sign on the cover set the key-note to Mutual's latest promotion piece which appears in the form of a chartreuse-gray-black-and white 8 x 11-inch brochure. "Most people prefer to find out for themselves," the copy starts out, drawing a parallel between those who poke a thumb at a fresh paint sign, and Mutual advertisers who have investigated the advantages of network radio. In the pages that follow are program presentations, with thumb-prings denoting the increase in number of stations for each sponsor. A memorial tribute to the late Raymond Clapper is to be inserted next to the page highlighting his General Cigar program.

FROM 40% TO 363% LISTENERS INCREASE IN ONE YEAR

<table>
<thead>
<tr>
<th>CITY, AMARILLO, TEXAS</th>
<th>PERIOD FALL, 1942</th>
<th>FALL, 1943</th>
<th>% OF INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEX</td>
<td>&quot;A&quot;</td>
<td>&quot;A&quot;</td>
<td>&quot;A&quot;</td>
</tr>
<tr>
<td>8:00 AM-10:00 AM</td>
<td></td>
<td></td>
<td>154%</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>74.0</td>
<td>21.7</td>
<td>43.0</td>
</tr>
<tr>
<td>10:00 AM-1:00 N</td>
<td></td>
<td></td>
<td>363%</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>84.1</td>
<td>12.6</td>
<td>39.2</td>
</tr>
<tr>
<td>8:00 AM-12:00 N</td>
<td></td>
<td></td>
<td>221%</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>78.4</td>
<td>17.7</td>
<td>41.0</td>
</tr>
<tr>
<td>12:00 N-3:00 PM</td>
<td></td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>73.1</td>
<td>22.6</td>
<td>62.9</td>
</tr>
<tr>
<td>3:00 PM-6:00 PM</td>
<td></td>
<td></td>
<td>88%</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>81.8</td>
<td>17.4</td>
<td>65.3</td>
</tr>
<tr>
<td>12:00 N-6:00 PM</td>
<td></td>
<td></td>
<td>68%</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>76.5</td>
<td>20.5</td>
<td>63.9</td>
</tr>
<tr>
<td>6:00 PM-8:00 PM</td>
<td></td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td>81.7</td>
<td>18.3</td>
<td>74.0</td>
</tr>
<tr>
<td>8:00 PM-10:00 PM</td>
<td></td>
<td></td>
<td>48%</td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td>80.0</td>
<td>11.3</td>
<td>82.1</td>
</tr>
<tr>
<td>6:00 PM-10:00 PM</td>
<td></td>
<td></td>
<td>48%</td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td>80.8</td>
<td>14.3</td>
<td>87.0</td>
</tr>
</tbody>
</table>

Radio Station "A" in the Hooper Station Listening Index extracts above is the second Amarillo station. As will be noted by adding the percentages for the two stations, listeners to all other stations are so negligible that they need not be considered.

KFDA
AMARILLO

HOWARD ROBERSON, Station Director
Other Stations Owned and Operated by Gilmer N. Nunn and J. Lindsey Nunn
WLAP, Lexington, Ky.-WBIR, Knoxville, Tenn.-WCMJ, Ashland, Ky., Huntington, W. Va.
250 Watts — 1230 Kc. Blue and Mutual Networks

WBS 'Fresh Paint'—Drug Relations—World War II

Drug Relations

BELIEVED to be a new way of dramatizing the cooperation between radio merchandising and retailers, the Gallacher Drug Co. of Dayton, Ohio, arranged with WLW Cincinnati for company executives and managers attending its Feb. 15 meeting in Dayton to hear personal messages from a number of network and WLW stars, all of whom take part in drug product programs heard over WLW. The complete half-hour transcribed program, prepared under the direction of A. E. Grimes, WLW merchandising director, and R. E. Vincenti, WLW director of drug trade relations included such personalities as Bob Hope, Bill Stern, Bob Burns, Lum & Abner, Ellery Queen, Basin Street Fun, National Barn Dance, Abe's Irish Rose, and a number of local WLW talent.

Critic Series

HERBERT WEINSTOCK, music critic, has introduced a series of weekly half-hour musical appreciation programs, "The Reveister's Corner," on WMCA New York. Mr. Weinstock plays masterwork recordings to illustrate his criticisms and recommendations on the newest standard record releases.

="SALES FLY HIGH WHEN YOU BUY"

World War II

"THE STORY of World War II," a complete chronological resume of the war up to our entry and from then through the major happenings of the last few weeks is being offered listeners by KYA San Francisco on the Chronicle Time Clock News broadcasts. Pamphlet also contains a chart of the world's time zones, the airline distances from San Francisco, and the major cities of the world, a complete list of our Allies and of the Axis nations and a list of the men who will command the invasion of Europe.

WSAI Service

CONCISE memo of courtesy announcements, schedules, copy and other services rendered in the promotion campaign for a sponsors product on WSAI Cincinnati, have been incorporated into a mailing piece which the station is sending to advertisers. The folder is scheduled to be on its way to sponsors within 48 hours after a merchandising campaign has been formulated for a product, according to Brent Howard, WSAI promotion director.

Data Folder

"FINGER Tip Facts About the Peorriean" is the way WMBD Peoria labels its latest promotion piece. Compiled in the two-color leaflet folder is data on the Peoria market, distribution, listening audience surveys and radio merchandising folders. Simplified coverage map is also included with other information about the "state within a state:"

WAAT Campaign

LAUNCHING an extensive promotion campaign for 1944, WAAT Newark, N. J., has inaugurated a direct mailing system with folders whose theme of "You Can't Substitute Baby-Carriages for Trucks or Pajamas for Tuxedos," help to point out that "there is no substitute for WAAT in America's fourth largest market:"

KDKA Map

NEW COVERAGE of EB has been released to advertisers and agency men by KDKA Pittsburgh, showing the daytime primary and secondary coverage areas of the station. According to the report, KDKA now has in its primary area a potential listening audience of 6,000,000.

KSOO-KELO, Sioux Falls, S. D.

Have, in my time of the microphone, read a lot of so-called farm features. Your 'Farm Fair' Telestrip tops them all.

Don C. Harvey, Farm Service Director.
HYMN OF THE SOVIET UNION

LOUIS UNTERMeyer

Distinguished American Poet Writes the English Text for Alexandrov's New Russian National Anthem.

1.
Republic forever, the land of the free,
Joined in love and labor for all men to see;
Long live mighty Russia, the union supreme,
As the hope of the people, their work and their dream.

Chorus
Long may she live, our motherland;
Long may her flag be over us!
Flag of the Soviets, our trust and our pride,
Ride through the storm victorious,
Lead us to visions glorious—Flag of a people in friendship allied.

2.
Through terror and darkness the sun shines today,
For Lenin and Stalin have lighted the way.
We crushed the invader, we hurled back the foe,
And our armies in triumph will sing as they go:

Chorus
Long may she live, our motherland;
—etc.

Copyright 1944 by BROADCAST MနUSIC, Inc., 350 5th Ave., New York, N.Y.

Public and private performance permitted without payment of fee.

BROADCAST MနUSIC, Inc.
New York Chicago Hollywood

BROADCASTING • Broadcast Advertising February 21, 1944 • Page 53
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

WVO New York
Block Drug Co., New York (Gold Medal Capsules), 116 ts, thru J. Walter Thompson Co., N. Y.
Paramount Pictures, New York (film), 4 ts, thru Buchanan & Co., N. Y.
Hennershoshampoo, New York (hair shampoo), 50 as, thru Arthur Rosenberg & Co., N. Y.
Consolidated Film Co., Chicago (Kritka Show Reels), 34 as, thru Arthur Meyer & Co., Chicago.
De Martini Masacot, New York, 312 ts, direct.
Marino Cosmetics, New York, 312 as, direct.
National Shoe Stores, New York, 468 as, thru Emil Mogul Co., N. Y.
A. Carmo, New York (leather trim), 312 ts, thru De Luxe Adv., N. Y.
Schauss Furniture, New York, 260 ts, direct.
S. A. Schoenbrunn, New York (Madaga D'Oro Coffee), 2,620 as, thru Pettineal Adv., N. Y.
20th Century Fox Film Corp., New York (Actor Theatre), 4 as, thru Kayton-Spero Co., N. Y.
Wright Aeronautical Corp., Patterson, N. Y., thru W. J. Warden, 78 as, thru Burke, Dowling, Adams Inc., Newark.
Victory Auto Sales, New York (automobiles), 260 as, thru Sound Adv., N. Y.

KPO San Francisco
Calavo Growers of California, San Francisco (avocados), 3 as weekly, thru J. Walter Thompson Co., Hollywood.
Chamberlain Sales Corp., Des Moines thru Wassenberg, 42 as, thru Carey-John, Des Moines.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 5 as, thru W. K. Kastor & Sons, Chicago.
McMillian Co., Los Angeles (tobacco sauce), 6 as weekly, thru Aubrey, Moorhead & Co., Portland.

WOAI San Antonio
Johnson & Johnson Co., New Brunswick, N. J. (Tetk toothbrush), 5 as weekly, thru Ferris Haney, Kansas City.
Vick Chemical Co., N. Y. (Vicks Salve), 2 as weekly, thru Moore International, Chicago.
Johnston & Johnson Co., Buffalo (Buckley's Cough Syrup), 2 as weekly, thru Buckley's Cough Syrup, Chicago.
Chattanooga Medicine Co., Chattanooga (Eryth Black draught), 5 as weekly, thru Nelson Company, Chattanooga.
Galveston-Houston Beverages, Galveston (Budweiser Select Beer), 6 as weekly, thru Kutter & Ryan, Chicago.
Imperial Sugar Co., Sugar Land, Texas, 3 as weekly, thru Tracy-Locke-Dawson.
Jergens' Lotion, Cincinnati (hand lotion), 5 as weekly, thru Lenoren & Mitchell, N. Y.
Kellogg Co., Battle Creek, Michigan (cereal), 5 as weekly, thru Kenyon & Eckhardt, Chicago.

WGY Schenectady
MacFadden Publications, N. Y. (True Story), 8 as, thru Raymond Spector Co., N. Y.
Studebaker Corp., So. Bend, Ind. (automobiles), thru Roche, Williams & Cunningham, Chicago.
American Coke Co., Long Island City, N. Y. (Chicle), thru Badger, Brewing & Hires Co., N. Y.
Spaulding Bakeries, Banghamton, N. Y., thru N. Y. Telephone Co., Schenectady, 2 as, thru.
Red, Murdock & Co., Chicago (groceries), 5 as weekly, thru Rowe & Smith, Chicago.
American Poultry Journal, Chicago, 30 as, thru Simmonds & Simmonds, Chicago.
Pan American Coffee Bureau, 30 as, thru J. M. Mathes Inc., N. Y.

WIND Gary-Chicago
Lantenn Medical Lab., Chicago (Vi-Tems), 3 weekly, thru McGinn-Erickson, Chicago.
American Liquorators, Chicago, 12 as, thru.
Equitable Pub., Chicago (Coronet), 20 as, thru.

KFL Los Angeles
Johnsion & Johnson Co., New Brunswick, N. J. (Tetk toothbrush), 6 as weekly, thru Ferris Haney, N. Y.
Marlin Firearms Co., New Haven (rarez boxes), 6 as weekly, thru Cravens & Hidrick, N. Y.

KQW San Francisco
J. J. Maritime Sales Co., Buffalo (Buckley's Cough Syrup), 2 as weekly, thru Buckley's Cough Syrup, Chicago.
California Dry Ice Co., San Francisco (ice cubes), thru L. H. C. Co., Chicago.

COMPLETE FACTS
URGED BY KNODEL

STATIONS should give agencies and advertisers complete facts about announcements or programs they are offering. Mr. Knodel, vice-president of Free & Peters, Chicago, told the 10th NAB District sales managers, meeting in Detroit, that "too often" Mr. Knodel declared in a speech titled "What Radio Buyer's Want to Know", "the timebuser, who has asked for announcement or program availabilities, finds the names of adjacent programs a mere collection of meaningless titles." To overcome this difficulty, Mr. Knodel counseled sales managers to incorporate with availabilities a brief description of the programs and such salient facts as will help to establish the popularity of the program with the listening audience.

Urging a standardization of basic coverage data for all radio stations, Mr. Knodel stated that advertising agencies asked for distribution data throughout the Midwest prefer coverage maps based on a combination of mail response and the one-half-milewot-per-meter contour line. Emphasizing the need for such standardized data, he pointed to the uniformity of circulation data in the magazine and newspaper fields.

The meeting passed a resolution thanking the NAB's Sales Promotion Division for cooperation in preparation and presentation of the Retail Promotion Plan, "Air Force and Radio," and the NAB Board of Directors was urged to appoint a committee of members of both the Arbiters Executive Committee and the Public Relations Committee to investigate the advisability of making at the suitable visual presentation of "Air Force and the Retailer" that could be used by radio stations before schools, civic organizations, trade groups and for general consumer groups." The meeting went on record as supporting so-called "cow-catcher" and "hitch-hike" announcements.

Naples Calling
IN NAPLES, Italy, the Allied Radio Station is headed by Lt. Carl G. Zimmermann, whose Army duties are the same as those he performed before he donned khaki. Lt. Zimmermann in private life was chief announcer for the WEMP Milwaukee. He entered the Army as a buck private in 1941. Virtually growing up with radio, Lt. Zimmermann started as an announcer shortly before his graduation from high school. He is now Sundays on NBC's "Army Hour," 1:30-2:30 p.m., and at other times when he is not committed with news over the four major U. S. networks.

Page 54 • February 21, 1944 BROADCASTING • Broadcast Advertising
"And this is our Chicago branch—of course they've been expanding since we started advertising on WGN!"

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

A CLEAR CHANNEL STATION

CHICAGO 11  
ILLINOIS

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.  •  PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

BROADCASTING • Broadcast Advertising  
February 21, 1944 • Page 55
Info Please and Dr. I. Q. To Shift Time on NBC

H. J. HEINZ Co. Information program will move into an earlier spot on the full NBC network as the result of a shift in the agency-presenter setup for Dr. I. Q., which relinquishes the Monday 9:30-10 p.m. period to Clifton Fadiman's quiz program April 3. Dr. I. Q. in turn moves into the 10:30 p.m. spot vacated by the Heinz show, and changes from Vick Chemical Co. back to its original long-term sponsor, Mars Inc., Chicago candy manufacturer, using a 60-station home base. Vick Chemical Co., parent company of Vitamins Plus Inc., cancelled Dr. I. Q. in shifting its network advertising from Grant Adven to Morse International. Grant owns the Dr. I. Q. show. Heinz agency is Maxon Inc., New York.

Heinz, through Maxon Inc., New York, lost no time in snapping up the 9:30 p.m. vacancy left open by the Vick cancellation. This was able to do under NBC's revised policy in regard to time priorities for advertisers, which allows the network to consider each bid for time on its own merits, as for example the suitability of the time to the program, regardless of seniority. Until four or five months ago, the network had an abeyance list of stations, whereby time vacancies were allotted in accordance with priority of requests from advertisers.

Salt Lake Meeting

On Feb. 9 Messrs. Avery and Egolf stopped at Salt Lake City en route to Los Angeles for a luncheon arrangement by S. S. Fox, president of KDYL Salt Lake City. Present were:

Tom Correll, KQWO; Pat O'Sullivan, KPOW; William C. Grove, KFBC; D. L. Hatherly, KDGN; Leonard D. Ciliani, SEAC; S. S. Fox, KSL; C. Howard Lane, CBS; Carl Haverlin, BMI; Paul Thompson, WOAI San Antonio; Frank E. G法官, NBC; Jack Black, BMI; Hal D. A. O'Connor, Standard Radio; A. Josephson, RCA; J. J. Jr., Lewis A. Haverlin and Willard D. Egolf, NAB; W. J. Threlkeld, WFAA; Frank R. Janes, Frank B. Courtman; R. W. B. Cooper, KDYL; Harry M. Allen, Public Service Company of Colorado; Robert B. Hudson, Rocky Mountain Radio Council; Major Howard Driggs, U. S. Army; William T. O'Hara, OWI; and R. A. Jasson, BMI, New York.

The PLUS Buy in the Heart of PENNSYLVANIA

These three stations can be bought as a package at an exceptionally low combined rate—once purchased individually.

RCA Schedules Music

In "What's New" Spot
ABANDONING the elaborate format of its original hour-long Blue series What's New, which goes off the air Feb. 26, RCA will present two musical stars, an orchestra and chorus under the direction of Jay Blackton, "Oklahoma" conductor. It is said the new RCA show to be heard on 159 Blue stations, Saturday, 7:30-8 p.m.

One classical and one popular star will be featured each week starting with the appearance of Jeanette MacDonald and Perry Como on the first broadcast March 4. Commercial announcements and continuity will be reduced to a minimum, the idea on the new series being to eliminate the spoken word as much as possible. Title is RCA Program—The Music America Loves Best. Agency is J. Walter Thompson Co., New York.

A Proven Sales Medium

WBXN delivers your message to New York's foreign language million in the intimacy of their own tongue. Let us give you the facts. WBXN, New York 51, N. Y.

WBXN SERVICE AREAS THERE:

2,450,000 Italian Speaking Persons
1,527,946 German Speaking Persons
1,236,758 Spanish Speaking Persons
661,170 Polish Speaking Persons
200,000 Swedish Speaking Persons

WBXN DELIVERS YOUR MESSAGE

A PROVEN SALES MEDIUM

WBXN, NEW YORK 51, N. Y.

WBXN DELIVERS YOUR MESSAGE

A PROVEN SALES MEDIUM

WBXN, NEW YORK 51, N. Y.
It snowed so hard in central New York one afternoon last January, that a worried central school principal decided to notify his pupils by radio, should it be necessary to suspend classes the next day. He asked them to name the program they habitually listen to at 8 o'clock in the morning. The results, spontaneously passed on to us, were:

- 112, or better than 73%, said "Happy Jim" Parsons.
- 27, or 17%, named another Syracuse station.
- 13 have no radio, or listen to other stations.

If a like question were asked in the 12 prosperous counties of central New York, similar results would obtain. For "Happy Jim" Parsons, WSYR's Timekeeper, has vaulted to unprecedented popularity. Here is fresh proof that WSYR, always on the alert to provide glittering talent of its own, in addition to NBC shows, is the station most central New Yorkers like to invite into their homes.
TRADING VIEWS on sales and programming policies were these CBS Ninth district affiliate representatives during a conference to correct problems at CBS Hollywood headquarters on Feb. 10. Conferees (to r) are Les Bowman, CBS Hollywood engineer; George L. Moskovic, Western division sales promotion manager; in November KQW San Francisco; Royal Miller, KROY Sacramento; Clyde F. Coombs, KARM Fresno; Arthur L. Bright, KFYF Shreveport, and a; KTUC Tucson; Mrs. Royal Miller; D. W. Thornburgh, CBS Pacific Coast vice-president; Miss Katherine Leuer, KFYF Spokane; Lee Little, KTUC Tucson; C. W. Myers, KOIN Portland, and chairman of Ninth district affiliates; Albert Johnson, KOY Phoenix; J. P. Wilkins, KFBB Great Falls; A. J. Mosby, KGVO Missoula; Fox Case, news and special events director of CBS Hollywood; Iver Sharp, KSL Salt Lake City; Harry W. Witt, assistant to Donald W. Thorschul; E. F. Peffer, KGDM Stockton; Edwin Buckalew, CBS Pacific Coast manager of station relations. The group discussed relations of sales and programs.

AMENDMENT PLEA IS GRANTED KOMA

PETITION to amend application for construction permit and to retain application on the hearing docket was granted KOMA Oklahoma City Feb. 16 by the FCC on the condition that KOMA would furnish the Commission certain technical information within 16 days. Requested in the amended application are facilities of 600 kw, same as previously asked, but with 5 kw day, 500 w night and without directional antenna for either day or night use. KOMA now operates until time on 1520 kw with day and night power of 5 kw.

Original application filed in November 1943 requested an increase of power to 50 kw on the same frequency, but was subsequently amended for 600 kw and then for 25 kw, 1 kw; 50 kw and without directional antenna. In requesting 600 kw, KOMA has asked that KGOP Coffeyville, Kan., now utilizing 600 kw, be required to KOMA's 50 kw, or other facilities as determined by the Commission. KGOP now has pending an application filed in November 1941 for renewal of license to use its present facilities (600 kw, 1 kw, day, 500 w night) and an application to increase night power to 1 kw.

All of these applications have been consolidated for hearing and the supplement to the Feb. 16 order stated that the hearing would be conducted to determine which will better serve the public interest, convenience and necessity, the use of the frequency 600, as proposed by KOMA or as proposed by KGOP.

Marget KVOX V-P

M. M. MARGET was elected vice-president of KVOX Moorhead, Minn. on Feb. 14, according to John W. Bolter, president of the station. Mr. Marget has been with KVOX since Robert Herbst obtained the original license in 1937. He supervised construction, and joined the station as general manager. In 1940 Bolter, Shepard and Johnson purchased KVOX; Mr. Marget continued as manager.

Committee Split

(Continued from page 9) day that whether the majority would reply to the charges made by the minority members was "undecided." He indicated that another Committee meeting might well be held to this week to determine "future procedure." Mr. Lang said, however, that the issue was not "whether we are going to investigate the WMCA sale, the point is when." He repeated a statement made some time ago that "the Committee intends to complete the WMCA investigation".

Meredly Filled In

Rep. Magnuson said: "Apparently the minority group has no faith in the integrity or the ability of the courts of New York to decide a case. I have." Published reports in Washington that Rep. Magnuson conferred with Thomas G. Corcoran, former White House confidant now under subpoena by the Committee, his return from Alaska were met with a "so-what" attitude by the Congressman.

"I've known Tommy Corcoran for a good many years," said Rep. Magnuson. "I ran onto him at the Shoreham hotel and he told me about the WMCA hearing. Is there anything wrong in a friend filling me in on what has happened while I was away?"


Philip Handelman of Handelman & Ives, counsel for Mr. Flamm in his suit for damages against Mr. Noble, said in New York: "There must be something to this case that everyone's so afraid of." He declined to comment further, explaining that he had no part in the Committee proceedings but added that there will be an opportunity to "disclose the facts" when Mr. Flamm's suit comes to trial before the New York Supreme Court.

Mr. Wood's only comment was that his written protest "speaks for itself.

Action, alleging coercion and fraud on the part of Mr. Noble and his associates to force Mr. Flamm to sell WMCA, is expected to come to trial this spring.
Gov. Cox Says
(Continued from page 9)

duty of Congress in doing something to clarify the present state of things emphasised by the fact that the Supreme Court has almost supplicated the law-making body to indicate the path for a more sensible, efficient and just regulation of the whole industry.

"Second, I am convinced that Fly wants radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the Government. If we had Federal ownership, then a Huey Long administration could never be gotten rid of.

Public Questions

"Third, Senator Wheeler has put his finger on the very definite need of providing some way, somehow, for an equal division of time in the discussion of vital public questions. It might be difficult to write this into law. Jefferson was a very wise man and he once said that it was a mistake to make either charter of government or statute too specific. The important thing was to express the principle involved, having some confidence in the intelligence and integrity of both administrative officers and the courts.

"We live in a democracy which cannot go on in good health unless we have a healthy public opinion and that cannot be unless our public has presented to it the truth, and all of it. After all, that is the very essence of democracy and this form of government is not going to live if truth is diluted through misrepresentation. It is as necessary to keep the current of public opinion protected as it is to balance the diet of a baby.

"Elaborating a little upon this basic philosophy, we have a job to do in the making of a world peace. The truth from all over the world must come unshackled. If our civilization knows what is going on, then we can assume that the rightness of things will have a much better chance to prevail than it ever has in the past."

Austin, capital of Texas and home of Station KNOW, is the nation's top-ranking city in percentage of gain in retail sales and services over February, 1943!

This month retail sales and services in Austin skyrocketed 58.6% above the volume of last February, as shown by the list of "High-Spot" cities published in the January 1st issue of Sales Management. The magazine projects its estimate a month ahead.

Use KNOW to get your share of this vastly increased business in Austin. Follow the lead of local radio advertisers, who spend more than 60% of their money over KNOW—the top station in the nation's "high-spot" city!
Don't Look Now—
But Television Has Grown Up!

War overtook Television at the awkward age. Like many another green recruit, its heart—the Cathode Ray Tube—was appraised and indexed. It proved a heart of magnificent promise in the nation's desperate need. This heart was assigned strange, important duties. It is serving wherever men are fighting, wherever production lines are hustling, wherever the stamina of metals must be certified.

Out of war's crucible, this amazing heart—the Cathode Ray Tube—is emerging with vastly increased stature, range and power! When materials are again available, a newer, greater Television will make your easy chair at home the choicest seat wherever exciting news is breaking...fifth row center on the aisle wherever the "stars" are scintillating.

Television has grown up! The most prized possession in your postwar home will be your DuMont Television-Radio Receiver. Why DuMont? Because DuMont is the first name in Television! The scientific achievement that makes clear Television reception possible is its amazing heart...the work of Allen B. DuMont, who transformed it from a laboratory curiosity to a commercially practical product.

Today, DuMont is pioneering in the great new field of electronic weapons. Tomorrow, DuMont leadership will assure your enjoyment of peacetime Television...through the manufacture of precision electronic equipment for Television pick-up and transmission...through distinctive operation of our own commercial Television Stations...and through the manufacture of the finest Television-Radio Receivers.

Copyright 1944, Allen B. DuMont Laboratories, Inc.

---

TWO statements were issued last Wednesday, following a closed meeting of a majority of the House Select Committee to Investigate the FCC. The majority announcement was released by Rep. Clarence F. Lea (D-Cal.), Committee chairman, at 1 p.m., following a meeting of Reps. Lea, Hart (N.J.) and Magnuson (Wash.), all Democrats. At 6 p.m. Reps. Wigglesworth (Mass.) and Miller (Mo.), Republicans, issued a minority statement. Following are the two releases:

MINORITY

THE ACTION of the three-man Democratic majority of the Select Committee to Investigate the FCC in squelching the investigation of the strange sale of Radio Station WMCA and the part played by high officials of the present political administration makes it perfectly plain that this is a "hush-hush" move, pure and simple, to keep unsavory facts from the public. It is part of the whole New Deal scheme to cover up pernicious bureaucratic practices and the graft that is inherent in such a maze as we have in Washington today.

Let the record show that neither of the two Republican members of the Committee were present at today's meeting, at which this unexpected action was taken. Let the record show that one Republican member was not even notified of the meeting until after it had been held, and neither was advised of the contemplated action. Let the record show that three Democrats covered up and sought to shield the administration just as the facts began to hurt.

For more than a solid year we have sat as a minority on the Committee investigating the FCC and have watched while the present political administration frantically tried to prevent the American people from learning the truth about the FCC and its sordid and illegal activities. We wonder—and the American people have a right to know—why the White House, the Dept. of Justice, the FCC and high New Deal officials, past and present, are so fearful that the true facts about these and other matters in which the FCC played a part should become known.

---

MAJORITY

THE SPECIAL Committee met this morning in the rooms of the Interstate and Foreign Commerce Committee.

Prior to this, each member had been presented with a copy of the protest herebefore filed with the chairman by Franklin S. Wood, attorney for Edward J. Noble, in a suit filed against the defendant by Donald Flamm in the Supreme Court in the state of New York. Mr. Hart moved that further investigation into the sale of radio station WMCA be postponed until the New York Supreme Court shall have had a reasonable opportunity to dispose of the litigation wherein Donald Flamm is plaintiff and Edward J. Noble is defendant. The motion was adopted unanimously by those present, consisting of Mr. Hart, Mr. Magnuson and Mr. Lea.

It is the purpose of the Committee to conclude the investigation of the sale of this station as soon as a reasonable time is allowed for the disposal of the case by the Court. In any event, the Committee will conclude the investigation before completing its work.

It is the purpose of the Committee to grant a hearing to the FCC as soon as the practical handling of that matter will permit.
Judicial Air Control Urged in Canada

Agency for Measuring Of Coverage to Be Created
(Continued from page 11)

networks between privately-owned stations, which was initiated in 1938 and has not yet been settled; the failure to drop the CBC proscription against power increases above 1,000 watts under Havana Treaty regulations, which is expected to count against Canada in the Havana Treaty revision in 1946; the slowness with which the CBC implemented its Canadian Press news agreement last year, requiring private stations to continue for seven months to carry twice as many sustaining network newscasts as arranged under the contract; the regulations which favor CBC network commercial programs to the transcribed programs.

CBC Is Competitor

"So far as national advertisers are concerned the CBC network is in competition with the privately-owned stations for their revenue. This condition of competition is a healthy state of affairs, except that the Board of Governors is in the position of a man umpiring a ball game who at the same time is the manager of one of the opposing teams. It doesn't matter how fair he tries to be in his decisions, he is bound to be suspected of favoring the team he manages," Mr. Bannerman said.

In reviewing 1943, Bannerman paid tribute to the late Ed Sandell, owner of CKTB St. Catherines, Ont., and former CAB director, who died during the year.

It was brought out that private stations are giving 16 per cent of their time free for various wartime charities, loan drives, recruiting, government announcements, and are receiving 7 per cent of their commercial business from government departments in paid advertising. Currently Canadian broad-

casters are getting ready for a Red Cross campaign and Canada's Sixth Victory Loan.

Concrete suggestions for the early settlement of the most pressing problems of the industry in its relations with the CBC were promised the broadcasters by Maj. Gen. L. R. LaFleche, Minister of War Services, which has jurisdiction over CBC and radio broadcasting. Speaking at the closed Monday afternoon session he addressed the broadcasters in confidence, suggesting that broadcasting's problems should be settled within the industry, that the Canadian public would not stand for abolition of the CBC and its Dominion-wide program service, and that a settlement could be reached which would leave CBC and private operators satisfied.

BBM Established

Decision to set up a Bureau of Broadcast Measurement, a radio media Audit Bureau of Circulation, was reached after an afternoon of discussion at the closed Monday afternoon session. On the first voting of the resolution a sizable minority opposed the proposal, but after determination as to the nature of surveys to be undertaken, the broadcasters voted almost unanimously to establish BBM.

The organization will be presided over by a board of nine, three from the broadcasting industry including two from the CAB and one from the CBC, three members of the Association of Canadian Advertisers (ACA) and three from the Canadian Association of Advertising Agencies (CAAA). Cost of the BBM will be borne mainly by the broadcasters on a basis of two-thirds the peak half-hourly rate monthly, with ACA and CAAA members each paying an annual fee of $25.

Total cost of a year's operation is estimated at about $30,000, which would include a paid secretary-treasurer, cost of two coverage surveys per year, and distribution of the surveys. An independent research firm would make the surveys on a ballot basis to determine coverage of each member station. The firm of Elliott-Haynes Ltd., Toronto and Montreal, affiliated with the C. E. Hooper Organization in the U. S., is understood to have been selected to make the surveys. President of BBM will be picked from the board members representing the ACA and CAAA.

The establishment of BBM will...
mean that for the first time anywhere—where all stations becoming members will be provided with potential audience data that will have the universal confidence of advertising agencies and advertisers. The same formula for securing the data will be applied to all stations alike.

Palmer’s Suggestions

Constructively criticizing radio commercials and warning that “unless radio mends its programming and commercial planning it will find itself in a most precarious position,” B. J. Palmer, president of WHO Des Moines, spoke at the Tuesday afternoon open sessions of the CAB convention field at the Chateau Frontenac in Quebec, Feb. 14-16.

Quoting from his book, “Radio Salesmanship,” Mr. Palmer explained that “broadcasters and agencies today overlook one of the most important functions of radio in their lack of developing good copywriters and announcers. All copy going on the air should be built to suit the intended audience, the act, with logic, reason and truthfulness the cardinal principles.”

He stressed that box tops, contests and stock inferential phrases were undermining confidence in the use of radio as an advertising medium. Speak truths, he stressed, and pointed to the work of the FTC in regulating pharmaceutical firms, quoting an article in Broadcasting, Feb. 14] on Miles Laboratories.

How radio research is handled from a common sense view was told Canadian broadcasters at their Monday luncheon by Matt N. Chappell of C. E. Hooper, Inc., New York. Illustrating the theoretical side of surveys and statistical coverage data with graphs and tables, he informed them on percentages of error and how these are overcome in making commercial surveys for radio today. The talk tied in with the sessions which followed on the formation of the Canadian Bureau of Broadcast Measurement.

The development of radio broadcasting and the part it plays in our life was traced for Canadian broadcasters by Dr. James Rowland Angell, NBC public relations adviser, at the annual dinner on Tuesday evening. He cited its criticisms and detailed its accomplishments under the American system of broadcasting, envisioning its future development in the field of television and FM, stressed the importance of its development in the hands of men of intelligence and integrity.

Interested in FM

While Canadian broadcasting does not yet know where it stands on FM, no policy has been announced by the CBC or the Canadian government, Canadians broadcasters are vitally interested in this new development. They were told plans of the FM branch of the industry in the United States by Paul Chamberlain, manager of FM Division, General Electric Co., Schenectady, at the Wednesday morning open session.

At closed business sessions Tuesday and Wednesday the treasurer’s report was tabled showing total income from all sources of $45,990 and expenditures of $38,729. Membership now stands at 81 of Canada’s 73 privately-owned stations, with CHOV Pembroke and CJRL Ke- noro elected members.

It was decided at the standardized rate structure meeting that standardized rate cards should be issued, and for this purpose an expert typographer had been engaged to prepare samples of this new card which would be similar for all stations, and would be contained in a binder and supplied to all time buyers. The card is to be published annually, on July 1. Standardization rates for spot announcements and flashes were recommended, most other rates now being on a standardized structure set up a year ago.

To Hire Engineer

Because of the proximity of the date of revision of the Havana Treaty and the fact that the Canadian government and the CBC has not yet found it feasible to unfreeze power increases in the Dominion (power being limited to 1000 watts, except in a few cases), the appointment of an engineer at a salary of at least $6,000 was recommended to the CAB by George Chandler, CJOR Vancouver, who has been the voluntary technical committee of the CAB. Delay and lack of action, he pointed out, will likely cost Canada most of the Class A channels the Dominion now holds, and on which it has but four 50 kw stations.

Increasing public sentiment favoring private ownership of broadcasting stations was reported at the Wednesday closed sessions, as a result of the public education campaign established last year. In an independent survey made recently, 27% preferred full government ownership of broadcasting stations, 33% only private owner-
ship, 35% private and public ownership as at present, and 6% showed no preference, thus with a total of 66% favoring private or joint private-government ownership. It was decided to continue the publicity campaign staged by independent stations in their own communities.

Political Policy

Sale of time for political broadcast campaigns was among the measures that had been approved by the Canadian broadcasting interests. In instances where the parties had been called in, the radio stations were to arrange special broadcasting programs for the benefit of the party in question, in addition to the free coverage which had been granted to them.

Specific ways of improving religious broadcasts, especially morning devotional periods, were reported by a special committee. More religious music of the great composers, training of preachers and ministers in radio technique, and less gloom were urged.

A resolution was passed, providing that the CAB arrange production of a series of dramatic programs indicating the part played by free enterprise in the building of Canada as a nation.

22 Canadian correspondents at the front, three have been killed, including one radio man, three have been wounded, and one is a prisoner-of-war, Joe W. G. Clark, director of public relations for the Canadian forces, told the broadcasters at their Wednesday luncheon. He recounted his recent trip to the Italian front and complimented radio on the work it has done in war reporting. J. G. Turgeon, chairman of the Parliamentary Committee on Reconstruction, spoke on "Canada's Plans for Peace" at the Tuesday luncheon.

Basic principles underlying survey technique were explained in a talk by Matthew N. Chappell, of New York, consultant to C. E. Hooper Inc. Mr. Chappell listed the five basic elements in surveys as follows: 1. What shall we ask questions about; 2. Of whom shall we ask them; 3. When shall we ask them; 4. How shall we ask them; 5. Of how many people shall we ask them.

Formulation of the problem is about half the battle, he said, in referring to the first element. Therefore, in planning a survey it is necessary to decide upon and formulate clearly the exact nature of the data desired. Second criterion, he said, deals with selection of the sample, which must be representative. Among conditions influencing radio listeners, he said, are program availability, time, competition between programs, geographic conditions, language and national origin, size of locality, family composition.

When to Ask

These conditions are taken care of by random selection, after decision has been made on number of homes to be contacted in each geographic, language, city size and other groups.

Third criterion, when we shall ask our questions, is easiest of all, according to Mr. Chappell. "We will ask them when the information will be useful to us," he said. "Some data we need often; others infrequently. Measurements on the attraction value of programs—that is to say, program ratings—we need frequently to guide our program building. But we do not need 'coverage' or station listening area data twice a month. This data every year or two may serve to..."
RTPB Reviewing Television Sound
Panel 6 Considers Changing Sound Signal to AM

PROPOSED changes in the present standards for broadcasting television sound, which now specify the use of FM rather than AM for sound transmission, are being considered by a subcommittee of the Radio Technical Planning Board's Panel 6, according to the minutes of a recent meeting. In reviewing television standards, both FM and AM sound will be studied.

Particular attention will be given by the subcommittee to the problem of multipath distortion as it affects television broadcasting using the FM sound now standard for television sound. There will probably be greater multipath distortion as television development into the higher frequencies of the spectrum. In this connection the subcommittee has asked the assistance of the Very High Frequency Broadcasting (FM) Panel 5, which thus far has not considered the problem of multipath distortion.

Bernice Challenger Bost
BERNICE CHALLENGER BOST, 42, radio commentator and former editor and publisher of several Chicago community and club magazines, died last week in St. Francis Hospital, Evanston, Ill. The former wife of William Dale Bost, president of the Orange Crush Co., Chicago, and the Bost Toothpaste Co., New York, spoke as a commentator on various women's programs under her true name and under a pseudonym, Priscilla Pride.

KOZY
FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

BROADCASTING • Broadcast Advertising

Young Oldtimer
ALTHOUGH still a youngster himself (48), Frank E. Mullen, vice-president and general manager of NBC can look back on 21 years of service in radio. Mr. Mullen, who has seen the radio industry grow from the cat-and-mouse game to its present high state of development, nevertheless predicts even greater things for the post-war era. "An occasional visit to the RCA Laboratories," Mr. Mullen said last week, "will give even an oldtimer in radio the thought that he cannot relax and just go on selling time." Everybody in broadcasting, according to Mr. Mullen, should feel he is on the expansion from the very start.

平衡我们内心深处的欲望和空想。"

至于最后一项原则，Mr. Chappell 认为经验是一种重要的因素。"例如，如果我们想要知道在大城市 BBC News 电台在各个城市的听众如何，我们首先应该尝试获取这一信息，或许通过未受干扰的回忆，然后尝试将其与其他信息对比。Aided recall, by coincidental calls, by using a mechanical recorder, by putting up a listener panel or by using the mails. Whichever one we find to yield us the best results is the one we use."

"mysterious" criterion is the fifth, he told the CAB. "The important thing is to be known about any sampling figure," said Mr. Chappell, "is this: How much larger or how much smaller must another figure obtained by sampling be before it is reliably larger or reliably smaller than the figure obtained. This is what the statistician means when he talks of a "statistically significant difference" between results obtained by sampling. It is the only measure of statistical reliability which can have the slightest significance to an interested layman."

Bernice Challenger Bost
BERNICE CHALLENGER BOST, 42, radio commentator and former editor and publisher of several Chicago community and club magazines, died last week in St. Francis Hospital, Evanston, Ill. The former wife of William Dale Bost, president of the Orange Crush Co., Chicago, and the Bost Toothpaste Co., New York, spoke as a commentator on various women's programs under her true name and under a pseudonym, Priscilla Pride.

KOZY
FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

BROADCASTING • Broadcast Advertising

Young Oldtimer
ALTHOUGH still a youngster himself (48), Frank E. Mullen, vice-president and general manager of NBC can look back on 21 years of service in radio. Mr. Mullen, who has seen the radio industry grow from the cat-and-mouse game to its present high state of development, nevertheless predicts even greater things for the post-war era. "An occasional visit to the RCA Laboratories," Mr. Mullen said last week, "will give even an oldtimer in radio the thought that he cannot relax and just go on selling time." Everybody in broadcasting, according to Mr. Mullen, should feel he is on the expansion from the very start.
OWI PACKET, WEEK MARCH 13

Check the list below to find the war message announcements you will broadcast during the week beginning March 13. All station announcements are 30 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>STORE</th>
<th>PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>GROUP</th>
<th>NAT.</th>
<th>SPOT</th>
<th>PLAN</th>
<th>Trans.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Cross</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victory Gardens</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No-Point, Low-Point Foods</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frost Front Pledge</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Save Paper</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 99 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

O'Dea to Intervene

RICHARD O'DEA, minority stockholder in WOV New York, has requested the FCC to advise him when a date has been set for the hearing of the WOV application for transfer of stock held by Arde Bulova and his brother-in-law, Maj. Harry Henchel, former manager of the station, to the Mester brothers, in order that he may file a petition to intervene in the proceedings. Mr. O'Dea holds 20% of the common stock and one-half of the preferred stock in WOV [Broadcasting, Feb. 7].

Universal Reorganized

UNIVERSAL MICROPHONE Co. Ltd., Inglewood, Cal, has been dissolved and reorganized into a partnership to be known as Universal Microphone Co., with the assets and liabilities of the former company. The partnership will continue to conduct the business of the former corporation, according to an announcement last week. Officers will continue to be James L. Pouch, president, Cecil L. Sly, vice-president and Durwood D. Allen, secretary.

Gillette Derby Plans

GILLETTE SAFETY RAZOR Corp., Boston, will sponsor May 6, 6-6:30 p.m., the Kentucky Derby, sponsored by Gillette for several years. CBS has exclusive broadcast rights through 1945. Agency is Mazon Inc., New York.

Rainbow Dye Spots


Public Relations Post

Given Douthat By RMA

JAMES W. DOUThAT has been appointed director of publications for the Washington headquarters of the Radio Manufacturers Assn. in an expansion of staff and membership services authorized recently by the RMA board of directors. His duties will include membership, press, patent, shortwave program and other bulletins of the Association and also industry promotion and press relations.

Mr. Douthat was with the AP for 18 years and for the past eight years has covered the Supreme Court. He is a graduate of Emory and Henry College in Virginia, is 42, married and has one daughter.

Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over the rich, ever-expanding Corpus Christi market. (Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth.)

In this prosperous Gulf Coast city of well over 100,000 people, KRIS's dominant evening listenership averages 65 per cent or more. Take network or spot time on KRIS... and reach more people at less cost.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF INC. SOUTHWESTERN GROUP

Represented Nationally By HEADLEY-REEF CO.

Buy Both KRIS and KXYZ, Houston... a Money-Saving Combination

BROADCASTING • Broadcast Advertising
February 21, 1944 • Page 65
Dangers of State Radio Explained

(Continued from page 18)

Do his part in helping make radio work better for our country.

“To do its part to help us overcome the worst, radio needs you: your interest in its programs; your habitual turning to it periodically for diversion, relaxation, inspiration: your reliance on it for the news, reminders, and information the government depends on to give you.

“I happen to have been born with a musical streak, consequently I have more than a mild weakness for—of all things—string quartet music. I work days, of course, but I could listen to string quartet music over the radio every evening from dinner to bedtime and be happy.

Then a Revolution!

“But suppose some dictator of radio programs (praise be, we have none in America) decided to dish out that fare to the public; nothing but string quartet music, every night at 11 every evening! No Benny, no Bergen, no Kay Kyser, no Aldrich Family, no Ralph Edwards, no Kate Smith, no Vic and Sade, no platoons of openers, no commentators, no forums, no news—just string quartets. Station after station—network after network—just string quartets. The best the world affords of no—nothing but just string quartets. I’ll leave it to you what sort of a revolution would follow.

“But what is worse: the public—the millions of eager listeners night after night—would not be listening. They would not hear what your government and mine had to say; how to conserve, how to help in the war, how to do these things. One of Uncle Sam’s very most important mediums of public information and inspiration would be silent—for want of its audience. It is a matter which we have long since learned to do more interesting things than listen to what, for the very great majority, was an uninteresting radio!”

“For don’t let us forget: we, personally, may like opera, or certain singers or bands, or stories, comedians, or commentators, or plays, or daytime serials (or even string quartets). But we just can’t afford to give people the kind of program—even our own preferred kind. And we can’t force them to listen. Radio must give people the best program it can produce, of the broad kinds which people want, or they just don’t tune in. And all of us must agree that today, any situation in America other than one of the highest public interest, throughout the land, in what is on the airways is unthinkable; for that interest is indispensable to the process of effectively informing and inspiring the public; and that process is vital in speeding the day of victory.

Three Suggestions

“So my suggestions to you as to how women can help radio better serve the public are very simple.

“My first suggestion is: that you try to study wartime radio so that you understand its true wartime functions, which are: to keep the largest possible number of listeners informed and interested in what is happening; to entertain, to inform, to inspire; to keep them listening; to thrust home the vital messages of the day. That’s all.

“My second suggestion is: that you try in a constructive way to help radio perform these wartime functions more effectively: by expressing your opinion to the sponsors, stations, and networks, by offering them your suggestions for improving programs; but always with an understanding of radio’s wartime job.

“My last suggestion is: that you learn to use radio—to depend upon it. Listen for entertainment, inspiration, solace, or entertainment, plus its quick source of up-to-the-minute reminder information about the many war needs of your country.”

Hints at State Control

Hitting several times at the possible necessity of Government control of radio, Miss Dickerman, said that while the public will always have radio, “...whether radio service will be provided by private or large monopoly, or by individual radio companies, or not, depends on how well those companies serve the public interest.”

Turning to daytime serials, described as “reeling...with gush and gore and gutter morals,” Miss Dickerman said the “naive” introduction of “‘morale precepts’, a sop to conscience of producer and public” was no antidote for the “menace of the program gag.”

A certain type of small station program, which features contests in which prizes are awarded on the basis of chance, rather than performance or merit, “has all the moral quality of a lottery,” she said.

Radio stations have failed to give the kind of quantity and quality of sustaining programs in return for the monopolistic use of a publicly owned facility, by private companies for private benefit,” she charged.

She urged women to fight the commercial pressure which seeks to profit from cheap and lurid programs for profit’s sake. She suggested that through mutual agreement and through cooperation with the FCC, arrangements be made by the networks and the local stations to guarantee that at any hour of the day at least one broadcasting company carry a program on an intelligent level. Women should see that the station does not exploit its facilities for such purposes as the so-called “lotteries.” The industry should be made to understand that public service should be geared in part to any rise in earnings, and should increase the quality of sustaining programs accordingly, she said in conclusion.

Dorothy Dunbar Bromley, Sunday women’s editor of the New York Herald-Tribune, said broadcasting officials would admit in private that the IQ of daytime serials was decidedly low.

Gertrude Wixson, of the New York Jewish American, questioned the need for so many “blood and thunder” radio programs for children, in the present wartime atmosphere. She suggested turning over the 4-6 p.m. period to programs in which children—non-professionals—could participate.

Other speakers included: Anita L. Barnard, NBC; Thomas Cowan, WNYC; Dorothy Day, WINS; Julia Braverman, WAAW, New York; Grace M. Johnson, Blue Network; Mary Jane Kroll, WABC; Robert M. Scholle, WLIB; Helen J. Slousaat, CBS; Marion Sabatini, in charge of women’s division of the domestic radio bureau of the Office of War Information; and Sylvia Schumacher, of the Du Pont Cavacade program on NBC.
Gardner Advertising Co. Names 4 Vice-Presidents

GARDNER Advertising Co. of St. Louis has announced the election of four new vice-presidents for the agency. Named are Rea Adams Meccella, L. C. MacGlachan, Rudolf Czufin and Merle R. Fuller.

Mrs. Meccella is a past vice-president of the Advertising Federation of America. She joined Gardner in 1933. Mr. MacGlachan has been an account executive for the agency. Mr. Czufin has been art director for the Gardner concern and Mr. Fuller has been an account executive for the past seven years.

Adair Named

(Continued from page 10)

Ph.B. in electrical engineering and is a member of Sigma Xi.

Mr. Silling was with AT&T from 1917 to 1929 in Transmission and Outside Engineering departments. From 1929 to 1933, he was outside plant engineer of IT&T and afterward served as acting plants operation engineer for the system. In this position he was responsible for outside plant construction and maintenance, central office installation and maintenance, plant extensions and related activities.

Mr. Silling was appointed superintendent of materials and supplies for IT&T of South America in 1931, with headquarters in Buenos Aires. In 1933 he was appointed Assistant Deputy Administrator of the National Recovery Administration in charge of codes of the electrical manufacturing industry. In 1935 he transferred to the FCC as senior technical engineer and in February, 1927 was appointed assistant chief of the International Division.

Woodward's Career

When Mr. Gross was named assistant chief engineer in charge of broadcasting in 1941, Mr. Silling was promoted to head of the International Division. Mrs. Silling is the former Grace Ruth Poole, whom he married in 1921. They have one daughter.

Mr. Woodward, new chief of the International Division, was born Feb. 5, 1902 at Cape Charles, Va.

He graduated from Virginia Polytechnic Institute in 1922 with a B.S. in electrical engineering. Upon graduation he joined Western Union's engineering department, remaining there until 1929. He was in charge of equipment and automatic operation of submarine telegraph circuits.

Joining IT&T in 1929, he served with that company until 1933 as ocean cable systems engineer in charge. In 1934 he transferred to the Postal engineering department and left the following year to join the FCC as senior telegraph engineer. He was appointed March 16, 1942 as assistant chief of the International Division. In 1943 he was a technical adviser at the international conference in Cairo.

Mr. Woodward is married and has two children.

FROM THE EUROPEAN Theater of Operations comes this Valentine greeting from the officers and staff of the American Forces Network, “This is the American Forces Network, Broadcasting to YOU, the Fighting Men of the United Nations!” It is autographed by the following: Lt. Col. Charles H. Gurney, officer in charge, former owner of WNAX Yankton, S. D. and brother of Sen. Chan Gurney (R-S.D.); Maj. John S. Hayes, assistant Officer in Charge, formerly of Mutual, New York; Lt. Robert M. Light, Executive Officer; Sgt. Michael Robinson, production manager; Cpl. Karl A. Hoffenberg, program director, formerly with WJW-CJKL WGN; Cpl. Arthur J. Freeman, librarian, in civilian life with 20th Century Fox; Cpl. Warren Bryan, announcer, a radio actor before the war; Pfc. Keith Jameson, announcer; Cpl. Syl Binkin, announcer, who left WEW St. Louis for the Army; Pvt. Johnny Kerr, announcer; Pvt. Paulsen, writer; Cpl. Charles J. Capner, Cpl. John B. McNamara, announcer.

Vano Expands

CHEMICALS Inc, Oakland, Cal. (Vano), on March 17 begins sponsorship of a five-minute weekly newscast on eight Pacific Coast CBS stations. Contract is for 13 weeks. Chemicals is extending Headlines in the News to eight additional New England stations, starting Feb. 21, bringing total to 21 outlets in that area. Agency is Garfield & Guild, San Francisco

No. 1 Station in a No. 1 Market

KÖIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS National Representatives

BROADCASTING • Broadcast Advertising
Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 12 TO FEBRUARY 18 INCLUSIVE

Decisions

FEBRUARY 14
KOMO Oklahoma.—Granted petition amend application for CP change to 690 kc. Conditions.
WSPR Springfield, Mass.—Granted motion to amend application for CP to request 1270 kc, 1 kw D, 600 N, using DAB, FA, and ON instead of 1 kw DN and move application from hearing dock.

WKNB Boston.—Commission, on own motion, continued to April 24 hearing now set for Feb. 23 on application for CP move of West Newton station, locally in Quincy, Mass.

FEBRUARY 17
KNOE Inc., Monroe, La.—Granted petition reinstate and grant new application for CP for new standard station, 1460 kc, 250 w, unlimited. Transmitter site and antenna to be determined subject to FCC approval.

The Fort Hamilton Broadcasting Co., Hamilton, Ohio.—Granted CP new standard station, 1460 kc, 250 w, unlimited. Transmitter site and antenna to be determined subject to FCC approval.

FEBRUARY 18

The CBS Affiliate MAJOR PROGRAMS

BROADCASTING

PORTLAND, OREGON

50,000 Watts

NWC RED NETWORK

Represented Nationally by EDWARD PETRY & Co., Inc.

SPO0R S1 NEWS

Sports and News

WIN WITH

KGO MISSOULA - MONTANA

WANT TO BUY

All or part interest in 250 Watt Broadcasting station in west, south, or southwest. Box 891, BROADCASTING.

WANTED

to Buy

FOR SALE

New or used 1 kw transmitter and phasing equipment, vertical radiators, copper wire for ground system, frequency counter, and phasing and phase monitors. Address Box 890, Care BROADCASTING MAGAZINE.

1 Portable Recorder.—Complete with amplifier. Must be in good condition. WAGA, Atlanta, Ga.

WANTED

To Buy—500 watt transmitter, tower, modulation and/or frequency equipment and studio equipment. Box 890, BROADCASTING.

WANTED—50 Watt transmitter and accessory equipment. Send list. Will pay cash without delay. Box 896, BROADCASTING.

WANTED—250 watt transmitter and all other necessary equipment for such operation. Please give complete details, condition, age, price, etc. Address Box 877, BROADCASTING.

WANTED—RCA or Federal Field strength meter. State condition, last calibration date and price. Box 877, BROADCASTING.

WANTED—To Buy one kw transmitter any make. Must be in good condition and accept FCC standards. Vertical tower 200 feet and or small self-supporting tower. Box 870, BROADCASTING.

WANTED—Will pay cash for good 1 kw transmitter and other station equipment. Please write Scripps Newspapers, Lloyd Building, Seattle 1, Washington.

WANTED—One modulation monitor with FCC approval. Write CHIEF ENGINEER, KZQ KALAMAZOO, MICH.

If you are a Good Announcer or a top salesman, this is a real chance for permanent well-paid position. If you have any special ability as M.C. or excel as newscaster, so much the better. Write down (in confidence) all possible particulars, including past experience, physical defects, age, experience, etc.

Last year this ad placed some good men in good jobs in a well-known Eastern basic station. Special consideration given men with military discharges. Others should state when appealing for position, if held in the service. This is a genuine opportunity, if you have the necessary ambition, to work your way up.

Box 895 BROADCASTING MAGAZINE

CLASSIFIED ADVERTISEMENTS

Situations Wanted (Cont'd)

Producer-Writer.—Capable and experienced, with definite talent and capability of originality. Available if you can prove existence of real opportunity. Presently employed with new station. Box 878, BROADCASTING.

Manager or Commercial Manager—5 years radio, 6 years newspaper, proven sales record. Write Box 871, BROADCASTING.

Young Man.—Draft exempt, first class license, five years varied technical experience, no previous operating. Wants position as second operator. Anywhere. Robinson, 3647 Main, Kansas City, Missouri.

For Sale

Help Wanted


Necessary—Annoncer—With turntable technique for clear channel kilowatt. No night work. KLGN Blytheville, Arkansas. Fine opportunity for announcer or production man with imagination and dynamicanship. Starting salary $85 a week. Apply Box 884, Broadcasting.

Radio Salesman—Wanted for Bridgeport, Conn. Excellent station. Starting salary $60 a week. Apply Box 885, Broadcasting for personal interview.

Wanted—Experienced announcer start at $850 per week. Will pay moving expenses for permanent man. Write WINC Wincheister, Virginia.

Annoncer—Newscaster—Draft exempt. Experienced. For progressive Central New York Network station. Basic salary $40 for 40 hours. If personal audition impossible please include references, photo, and transcription. Box 878, Broadcasting.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 876, Broadcasting.


Wanted—Announcer-operator, with first class license. Must be capable of news and general engineering. Write Box 874, Broadcasting.

Experience Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 873, Broadcasting.


Sales Promotion Man—Important network station which will add FM and Television services offers excellent opportunity for graduate man with some advertising experience to the better. Ideas and applied energy are most important. Good salary. Write in detail. Box 872, Broadcasting.

WANTED—Annoncer, 4F or discharged from the service for newscasting and announcing position. Send references, audition record, salary expected, to WCBL, Columbia, Mississippi.

News Writer—For news department 50 kw regional station in midwest. Give full record of experiences, high school graduation, minimum salary. Address Box 869, Broadcasting.

OPERATOR—Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WDFD, Flint, Mich.


Annoncer-Copywriter—Immediate permanent position with successful station. Reliability required; participation in civic activities requested. Age, draft status, experience, starting salary, snapshot all details first letter. KGFW, Kearney, Neb.

HELP WANTED

WANTED


Radio Salesman—Leading radio station representatives want young or middle age man as time salesman. If now employed in advertising agency or on radio station and wants job top ranking organizations let him try his hand at selling, with good future, send particulars at once to Box 888, Broadcasting.

WANTED

Advising Solicitor—Wants man experienced in selling, servicing and maintaining good will of local merchants. Active spot established, basic Blue Network station east coast—write full story in first letter, a post war job for right man. Box 887, Broadcasting.

HELP WANTED (Cont'd)


WANTED

Hammond Organ with Crawford speakers. State best cash price. First good offer accepted.

BOX 888, Broadcasting

PROFESSIONAL DIRECTORY

JANSKY & BAILEY An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

JANSKY & BAILEY An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

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

PAUL F. GODLEY Consulting Radio Engineers MONTCLAIR, N. J.

MO 2-7859

Chief Engineer—Three years experience in broadcast with First Class Phone License. Salary $60 a week—Directly to station manager—all phases operation and maintenance preferred. Box 886 Broadcasting.


Chief Engineer—Three years experience in broadcast with First Class Phone License. Salary $60 a week—Directly to station manager—all phases operation and maintenance preferred. Box 886 Broadcasting.

Radio Engineers—25 years experience in broadcasting. Automatic telephones and equipment design. Desires a connection in any of these fields. Box 888, Broadcasting.

WANTED

Assistant Engineer For FM Station North Carolina's Pioneer FM station, WRAL, with its transmitter atop Clingman's Peak, Single man, draft exempt. Salary plus board and lodging. Attractive position for right man. Write full information to P. O. Box 2093 Winston-Salem, North Carolina.

WANTED

Hammond Organ with Crawford speakers. State best cash price. First good offer accepted.

BOX 888, Broadcasting

WANTED

By Southern Regional Network Station: Operators at $49.00 per week Announcers at $55.00 per week Furnish photographs, complete employment record and references. Announcers please furnish transcript.

ADDRESS: BOX 893 BROADCASTING MAGAZINE

WANTED

By Southern Regional Network Station: Operators at $49.00 per week Announcers at $55.00 per week Furnish photographs, complete employment record and references. Announcers please furnish transcript.

ADDRESS: BOX 893 BROADCASTING MAGAZINE

By Southern Regional Network Station: Operators at $49.00 per week Announcers at $55.00 per week Furnish photographs, complete employment record and references. Announcers please furnish transcript.

ADDRESS: BOX 893 BROADCASTING MAGAZINE


HECTOR R. SKIFTER Consulting Radio Engineers Field Intensity Surveys Station Location Surveys Custom Built Equipment Saint Paul, Minnesota

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

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—AND DAY R.C.A. Communications, Inc. 66 Broad St, New York 4, N. Y.


Telephone National 7777

BACK THE ATTACK TIL THEY COME BACK!
New Radio Research Program Urged by Archibald Crossley

Statistician Points to Weakness in Existing Survey Methods at Marketing Meeting

A FIVE-POINT program for radio market research, covering audience, attention, attitude, advertising and accomplishment of programs, was outlined by Archibald M. Crossley, president of Crosley Inc., in an address Thursday before the American Marketing Assn. at the Hotel New Yorker.

Likening today’s radio research to “a television image beginning to take form”, Mr. Crossley said that “so far only the noses have appeared clearly and we have been very busy counting them—so busy that we have ignored the fact that those noses belong to people—people who have ears and brains—people who have likes and dislikes—people who not only listen, but buy.”

Even in counting noses, material for market research, he said, the total national audience of any program will not be made available until non-telephone homes in cities and rural homes and farms are checked as well as big-city telephone homes, he said.

Attention Factor

“The greatest unexplored field in radio research is this subject of attention,” Mr. Crossley declared. “You may not have attention, nor the interviewee for that matter. Today you do not know for the whole United States how many people are consciously listening to your program. Whatever the costs and whatever the interviewing problems involved, sooner or later that information must, and will be obtained.

In radio showmanship, as in the theatre or on the screen, tempo has played an important part. Attention has been sought in mystery thriller thrillers, in serial stories, in variety shows. Most of the most elaborate and expensive efforts have fallen flat. Here is a job for radio research—to find out what it is that creates—and holds—attention. For the effectiveness of a program bears close relation to the degree of interest which it holds for the set owner.

“Attention, in part, is affected by attitude toward a program. If the program, or one of its features, has been well-liked in the past, the favorable attitude should produce initial attentiveness. Yet what people like about a program depends upon many things—a mood, the day’s events, the choice of music and talent, and so on. You cannot, of course, study attitudes for all programs the same way.

“A number of means have been devised to study program attitudes. “None of them so far has been conclusively valuable. And yet attitudes are making and breaking popularity—building and destroying audiences. In the program attitude story, the commercial plays a major part. Sometimes the commercial goes so far it sends the dial spinning to another wave length. Sometimes it doesn’t go far enough to do its job. The frank truth is that we are still neophytes in radio commercials. Some of them scream, some nervously apologize. And while we are finding out how best to fit the advertising into the program, inevitably we face the question, “What Has the Program Accomplished?” Studying the effectiveness of a radio program is not an easy job.”

E. W. Engstrom, research director, RCA Laboratories speaking on “Post-War Trends Resulting from Radio and Electronic Research”, cited television, FM and facsimile as three radio services which are technically ready to serve the public.

Langendorf Musical

FOLLOWING a three-week test run on sustaining basis, Langendorf United Bakeries, San Francisco, on March 13 starts a weekly musical A Song Is Born on 6 NBC Pacific stations (KPSD KFI KJY KPO KGW KOMO), Monday, 6-8:30 p.m. (FWT). Featured weekly will be three songs by non-professional composers with $50, $25 and $10 in War Bonds and stamps to be awarded by studio audience applause. Listeners will choose three songs from the 15-week cycle to be used on 16th broadcast. BMI will publish final winning tune. Larry Keating will m.c. Caryl Coleman is to write the scripts, with Archie Scott as producer. Pacific Coast Adv. Co., San Francisco, has the account.

ANPA TO WITNESS GE VIDEO EXHIBIT

MEMBERS of the American Newspaper Publishers Assn. have been invited to an April 28 demonstration of televised news, to be held at Schenectady following closing of the ANPA convention in New York. A special edition of a newspaper will be televised, reviewing various types of news and feature material.

First the regular newspaper page will be televised, then GE will show how the same news might be covered by television, using models, puppets, actors and movies to supplement efforts of newspapermen in the studio. The demonstration is designed to show publishers how television can be helpful to them in dissemination of news. Eastern publishers saw the greatest exhibit last November.

GE featured the three winners of the Beaux-Arts Institute of Design contest for best television studio plans in a program on WRGB Feb. 20. First television style play was presented by WRGB last Friday.

More Battery Packs

PRODUCTION of battery packs to operate rural radio sets totaled 3,750,000 units during 1943, according to Arthur Stringer, NAB production director. Mr. Stringer expressed the belief that battery packs available to farmers will register an increase during 1944.

On Reserve

FOUR uniformed policemen of Vincennes, Ind., have been placed on the “reserve list” for the operation of the WACV Vincennes transmitter in case of emergencies. The two-way radio-telephone operator licenses of the policemen have been especially approved by the FCC to permit the measure.

Open Record Rule Is Termed Unfair

Briefs Say Free Competition Endangered by FCC Proposal

OBJECTIONS to a proposed amendment to 15, Rule of the FCC Practice & Procedure Relating to Inspection of Records, under FCC Order 118 (Broadcasting, Jan. 24), were raised last week in briefs filed by NBC on behalf of radio generally, the major networks and individual broadcasters.

Chief objection was voiced on the ground that such a rule would be discriminatory, in that other advertising media in competition with radio are not required to expose their business records for public inspection, and that the amendment, if adopted, would place radio in the category of a common carrier.

Primary Objections

Three primary objections were listed by the NAB: (1) “Par. (c) of the rule now proposed is deemed to be too vague” (2) the proposed active feature of Par. (c) might result in inequities and undue hardships; (3) it is not clear that the adoption of Par. (c) will serve any useful purpose.” NAB waived right to oral argument.

Segal, Smith & Hennessy, filing on behalf of King-Trendle Broadcasting Corp., Detroit, (WXYZ) and Empowerment Radio Inc., objected on the grounds that the proposed rule would do away with competition.

NBC and CBS filed briefs on similar grounds. To the CBS brief was added the objection that since the business records of advertising media in competition with radio are not open for public inspection, the proposed rule would be discriminatory.

Dempsey & Koplovitz were to file on behalf of the Don Lee Network. Oral argument under Order 118 is set for 10:30 a.m. March 1 before the Commission en banc.

Station at Cornwall

A NEW 100 w station is to be built at Cornwall, Ont. The Cornwall Standard Freeholder is the licensee, the Board of Governors of the Canadian Broadcasting Corp. having passed the application at a recent meeting. Call letters have not yet been assigned. The station is affiliated with CFOS Owen Sound, Ont., and the Owen Sound Sun Times, and it is learned that duplicate equipment or replacement equipment of CFOS will be used to build the transmitter at Cornwall.

SERIES TO BE TELEVISIONED

BOOTS NUT AIRCRAFT Corp.’s new program which starts on Mutual Feb. 27 is still in the works; periodical repeats are expected at 8:15 p.m. as a television program on WNYW, New York television station operated by Allen B. DuMont Labs. on an experimental basis. Commercials will be included. Roots agency is Cecil & Preeby, New York.

Page 70 • February 21, 1944 • Broadcasting • Broadcast Advertising
MORE advertisers spend MORE money to sell MORE merchandise to MORE people on WLW than on any other radio station in the world.
A "SHINING" EXAMPLE OF TRUTH

As Harlow Wilcox would say, "Fibber boasted that WKY has the country's finest transmitter—but you know how Fibber is—but when I saw WKY's new transmitter building I said to myself, 'well, old boy, now you've seen everything.' Beauty, size, convenience, comfort, eye-appeal. What a spot to demonstrate that easy, quick-acting surface-protecting brilliance of Johnson's wax. No other wax is good enough for so fine a floor, and vice versa. It's sure a great break for Fibber and Molly and the Johnson Wax folks that when WKY's new transmitter is completed, the Oklahoma City station most people listen to most of the time will reach thousands of NEW listeners."

Right now Fibber McGee and Molly have a 39.2 Hooperating on WKY—a national rating of 33.6. Chalk up 5.6 to WKY's brilliant record of audience loyalty.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. 
The Daily Oklahoman and Times ∗ The Farmer-Stockman 
KVOR, Colorado Springs ∗ KLZ, Denver (Affiliated Mgmt.) 
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.