BUY ONE . . .
GET THREE . . .

WHO's primary (.5 millivolt) area is a rough circle 310 miles in diameter, using FCC Engineering Standards. In that area, WHO really covers three big markets as shown in the chart above—really covers 1930 cities and towns, and approximately 368,525 farms.

When you buy WHO you get all three markets in Iowa—plus a secondary coverage that draws winter mail regularly from 35 to 45 states—summer mail regularly from 30 to 37 states . . . Write for further facts—or ask Free & Peters!
Something to make your eyes pop!

As Eddie Cantor might tell it to Harry Von Zell: "It's getting to be a small world, Harry. The other morning I was flying around Beverly Hills when I spied an unfamiliar speck in the distance. I started flying toward it, and what do you think? I found myself in Oklahoma looking at the biggest radio tower I ever saw. Harry, my eyes got bigger than banjos. It's 910 feet high... so big you have to look twice to see it all!

"Harry, when the juice starts through this new WKY antenna, more people in Oklahoma than ever before are going to be wearing the 'Smile of Beauty' and the 'Smile of Health'."

WKY's new transmitter, now nearing completion, will be one of the finest in the nation. Its antenna will be one of the two highest in the Western Hemisphere.

These new facilities will add still more coverage and listeners to WKY's already dominant superiority in both coverage and audience.

The results which WKY produces for advertisers are no less eye-opening than the magnitude of its facilities.
**WSIX**, with its 5,000 watts on 980 kc, covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Blue and Mutual network programs, with numerous top-notch local offerings, furnish strong listener-appeal.

Here's a powerful sales force that is yours to command. For availabilities, write or wire this station or

SPOT SALES, INC., NATIONAL REPRESENTATIVES
Be A Discoverer

Find New Sales Possibilities

Today and Post-War

In WWL-Land

USE WWL—ONLY: MEDIUM YOU NEED

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

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly News Magazine of Radio Broadcast Advertising

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Reasons Why KFOR has
The "Juvenile Audience"
in
Nebraska's Capital City Area

DICK TRACY  TERRY & THE PIRATES
LONE RANGER  ADVENTURE HOUR
HOP HARRIGAN  JACK ARMSTRONG

Represented Nationally by Edw. Petry & Co.

SUBSCRIPTION PRICE: $5.00 per year 15¢ per copy

Page 4 • February 28, 1944
In Charleston, W. Va.

**WCHS** has more listeners . . . than all other stations combined

*Ask Crossley—he knows!*

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*Monday through Friday*

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**WCHS**

**CHARLESTON, W. VA**

**5000 on 580 • CBS**

John A. Kennedy  Howard L. Chernoff
President        Managing Director

Represented by

THE BRANHAM CO.
FOR AM, FM, SHORT-WAVE AND TELEVISION

In studio speech input equipment RCA has led the field for the past ten years—in recent years by a wide margin.

RCA studio equipment predominates in the studios of all major networks and in a large proportion of the outstanding station installations—large and small.

All of the RCA studio equipment, and all of the RCA broadcast transmitting equipment, sold in the last ten years was designed from scratch by RCA engineers and built exclusively in RCA plants.

RCA experience in broadcast equipment—studio and transmitting—is unequaled.

And note especially—

All of the RCA studio equipment models current at the beginning of the war were designed for the wide response and high standards of FM broadcasting.

A number of commercially licensed FM stations on the air today are 100% RCA-equipped—from microphone to antenna.
The RCA 76-B2 Consolette, finest, most complete studio equipment of its type. Handles two studios and announce booth. Quality equal to custom-built installations.

(BELOW) Master control room of WFRR, Baltimore. RCA custom-built studio equipments, such as that shown here are unapproached either in utility, convenience or performance. They are made up to suit the requirements of the individual station exactly—and yet, because they are assembled largely from standard units, they often cost no more than much inferior and decidedly less convenient equipments. All RCA units such as amplifiers, racks and control panel are, of course, also available separately.
ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

JOHN H. BLACK,
Account Executive, Arthur Meyerhoff & Co., Chicago

Says—“To gear advertising to specific market opportunities and problems—that’s elasticity and that’s spot broadcasting”

- True, Mr. Black, and in that way spot broadcasting does for advertising what an armored force does for the army—it permits the rapid concentration of decisive force at any place and time that strategy demands.
- Here at F&P, we too are geared to the demands of advertising blitzkrieg.

Sixteen good men, completely equipped with all the modern facilities for fast, efficient work—individual secretaries, finger-tip Kardex systems, teletypes, Dictaphones, complete data libraries. . . . Yes, and unbeatable team-work, too. Send us into action for you, won’t you?

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

EXCLUSIVE REPRESENTATIVES:

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| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WIZO, KALAMAZOO-GRAND RAPIDS | |
| KMBC, KANSAS CITY | |
| WAYN | LOUISVILLE |
| WJTN | MINNEAPOLIS-ST. PAUL |
| WMBI | PEORIA |
| KSD | ST. LOUIS |
| WFLR | SYRACUSE |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| WCBM | BALTIMORE |
| WCSC | CHARLESTON |
| WOR | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| KOB | ALBUQUERQUE |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| KECA | PACIFIC COAST |
| KJON-KELSE |  |
| KROW | ASbialas |
| KFAR | FAIRBANKS, ALASKA |
| WIPX | SANTA FE |
| WIPX | SALT LAKE |
| KTBX | HELD EMM |
| KRMN | OMAHA |
| WMTW | PORTLAND |
| WMBD | SEATTLE |
| KSD | SPOKANE |
| KSAE | SPokane |
| WSB | SACRAMENTO |
| KZNN | SALT LAKE |
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John E. Fetzer Named Broadcast Censor

WKZO Owner Will Take Position in April

CONTINUING his policy of selecting practical executives for key positions, Byron Price, Director of Censorship, last Friday announced the appointment of John E. Fetzer, owner of WKZO Kalamazoo-Grand Rapids as Assistant Director of Censorship for radio succeeding J. Harold Ryan. Mr. Ryan is expected to report by April 15 as president of the NAB, to which post he was recently elected by the NAB board of directors.

The new broadcast censor, a veteran of a quarter-century in radio despite his 42 years, will assume his new position about April 15. The appointment, it is understood, is for the duration.

Began as 'Ham'

Active in radio affairs, Mr. Fetzer now is serving his fourth consecutive term as an NAB director representing the 8th district, comprising Michigan and Indiana. In addition to his ownership of WKZO, he is vice-president and part owner of KXEL, 60,000-watt in Waterloo, la. He is a former radio "ham" and held an amateur radio license when he was 17.

Mr. Ryan, who takes over the NAB helm from Neville Miller, former mayor of Louisville, is vice-president of Fort Industry Co., operating six stations in Ohio, West Virginia and Georgia. He left Fort Industry Dec. 26, 1941—shortly after Pearl Harbor—having been drafted by Mr. Price for the censorship post. The voluntary Code of Wartime Practices for American broadcasters, invoked originally two years ago and modified three times since, has been administered under Mr. Ryan's immediate direction without a single major incident.

Mr. Price paid high tribute to the retiring broadcast censor in announcing the Fetzer appointment.

"The outstanding service rendered to this war agency by Mr. Ryan is well known throughout the broadcasting industry," he said. "He came to us in the first diffi-
cult days just after Pearl Harbor, organized the Broadcasting Division, and has given unswervingly of his time and rare ability. Great credit is due him for this patriotic effort to make voluntary censorship of radio a success.

"I have accepted Mr. Ryan's resignation with great regret. It is fortunate that Censorship has been able to command the services of so able and experienced a successor as Mr. Fetzer."

Mr. Fetzer will take over the organization built by Mr. Ryan without immediate change. Chief assistants are Robert K. Richards, formerly of WSPD Toledo; Lester Halpin, formerly of KOIN-KALE Portland, Ore.; Edward H. Bronson, WCOL Columbus, 0.; Charles Houston, ex-managing editor of the Washington Daily News and assistant to A. A. Schechter, NBC director of news and special events.

Mr. Ryan has maintained silence regarding his immediate plans on NAB reorganization, declaring he desired first to acquaint himself thoroughly with the trade association's operations. A former member of its board of directors and chairman of its finance committee, Mr. Ryan has more than a cursory knowledge of NAB operations, budget and personnel. The immediate task, he has indicated, is that of pursuing legislation to amend the Communications Act of 1934, now pending before the Senate Interstate Commerce Committee.

While Mr. Ryan resigned his Government post, he is on leave from Fort Industry Co. Selected by the NAB board on Feb. 2 as its new president, he agreed to serve only until July 1, 1945, as the interim executive. Upon fulfilling that mission, it is presumed he will return to Toledo to direct the operations of WSPD and of the other Fort Industry stations—WWVA Wheeling, WMNN Fairmont, WLOK Lima, WHIZ Zanesville, WAGA Atlanta.

Mr. Miller, who was under contract to serve as NAB president until June 30, which would have concluded a six-year tenure, advised the board he would leave Feb. 15. The absence from Wash-

(Continued on page 57)
Record Rule Entails Cost of $750,000

Shortage of Equipment And Manpower Also Are Factors

By BILL BAILEY

ADOPTION of a proposed FCC rule, under Order 119 promulgated Feb. 1 [Broadcasting, Feb. 7], to force networks to record all programs and keep such records one year would cost the nation’s four major and 35 regional networks three-quarters of a million dollars for the first year, according to a trade survey.

Oral argument on the proposed regulation, intended as a new Sec. 3.409 of the FCC Rules & Regulations, has been set for March 15 before the Commission en banc. Deadline for filing briefs and requests for oral argument is Wednesday (March 1).

Equipment Not Available

Aside from the cost, adoption of the rule would confront networks with the possibility of daily violations, inasmuch as equipment and materials necessary to carry out such a regulation are not now available. Officials of the War Production Board, though not formally apprised of the proposed action by the FCC, have conducted their own investigation to ascertain if sufficient equipment is held by the S networks to record all programs, Broadcasting learned last week.

WPB declined comment, but it was reliably reported that should the FCC rule be put into effect, the only means of assuring the networks of sufficient equipment to record all programs would be to divert several hundred recording machines from necessary military operations to civilian use. Since the country is at war, it was said, WPB would take no such action.

There are 15-35 recording machines in each WPB’s possession, and the WPB is understood to be strongly opposed to diversion of short supplies from essential industries to the networks.

Another factor which would work hardship, should networks be required to record all programs, would be local fire regulations. Since materials used in both instane and other methods of disc recording, as well as film, are inflammable, fire prevention laws require that such materials be stored in metal fireproof containers, approved by the Fire Underwriters Assn.

Again it was pointed out that the necessary metal for the manufacture of sufficient approved filing cabinets and cases for one year’s supply of recordings is not available. Thus, if the rule is adopted, networks would be faced with violating local fire prevention codes.

In announcing the proposed rule, the Commission’s public notice said “it does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for the network programs, it is felt.”

Regionals Hard Hit

But the same announcement stated that the proposed new section “would require that every radio program broadcast over a regional or national network be recorded by the station at which the program originates”. In effect, the regulation to the trade survey disclosed that the 35 regional networks comprise 280 stations, of which 229 either own or are potential originators.

Inasmuch as at some time or another virtually every affiliate of the major networks is called upon to feed programs, adoption of Sec. 3.409 would mean that every network-affiliated station in the country would be obliged to install recording equipment to be ready for any eventualty.

Most programs on the Blue, CBS and NBC originate in New York, Chicago, Hollywood and Washington, while MBS network is fed by affiliates throughout the country. Available figures indicate that the proposed rule would entail a minimum cost to the major networks of $400,000 for the first year, including some 60 to 85 recording sets in addition to those on hand, and from 90 to 100 technicians and clerks. Those figures take into account for recording in New York, Chicago, Washington and the West Coast. Cost of recording the normal originates at affiliated stations was estimated at $80,000.

The major network estimates were based on continuous operation, whereas the regional networks would be faced with the problem of parttime engineers or working regular staff technicians overtime, inasmuch as many of the smaller networks feed programs only at intervals.

In virtually all of the 39 networks, one or more engineers above present staffs would be required. Broadcasters have been faced with an acute shortage of technical personnel. Scores of stations are training women to handle studio controls. Some have lost their only transmitter engineers to the military services and with induction of present-year Harbor fathers, radio faces a still more acute manpower problem.

Motive behind the proposed regulation brought from the various network networks was to prevent the networks from playing off one another, and from making a “bogus” story into a “million dollar” story. While there was a general denial that the FCC had program supervision in mind, the public notice issued Feb. 1 said, in part: "In carrying out its obligations under... the Act, it frequently becomes important for the Commission to know what was said on a particular program."

Political Angle?

In some quarters at the Commission it was reported that the proposed regulation is meant to appease certain individuals Senators and Representatives whose names have been used frequently by certain commentators. Those Congressmen have called on the FCC to produce transcripts of the commentaries in question. Because of the recent increase in such demands from Capitol Hill, the Commission majority was reported ready to acquiesce by adopting Sec. 3.409.

Another version was that the Commission wanted to be sure that in the coming campaign the networks are giving equal time to all candidates.

Should the rule be adopted it was pointed out that it could be the means of terminating some regional network broadcasts. Even the major network programs might necessarily be confined to the four top centers of origin. Regional networks, which have provided rural and small urban areas with farm service and war information through network links, would have to curtail such broadcasts and confine them to originating stations having recording equipment. Regional stations affected by the order are:


WORM'S-EYE VIEW of bedside manner of H. K. Carpenter, WHK-WCLE vice-president and general manager, who is recovering in his Cleveland apartment. He fractured his leg a fortnight ago in a fall on a slippery pavement.

Three Baltimore Stations Cancel Hooper Reports

CANCELLATION by three Baltimore stations of C. E. Hooper Reports was confirmed last week, but without formal explanation from the station management. It was reported that WBAL, WPRR and WCBM had notified Hooper of their decision to discontinue the audience measurement service, reached at an informal meeting attended by the executives with a representative of WECA. With, the fifth Baltimore station, was not represented.

Whether current discussions over audience service had a bearing on the action of the Baltimore stations was not disclosed. At Hooper headquarters the resignations were acknowledged, but it was said the matter would be explored promptly with the stations.

MAJ. GEORGE FIELDS INTI EJIO, CBS Military analyst, has written a book titled International Peace Plans (The American Magazine, 1943, Vol. 13, March, pp. 45-54). At the Salute to France, the first of the joint spring week, Tuesday, May 25, he will be the guest speaker.
Wanted—An Industry-Wide Trade Group

I AM happy that the NAB Board has indicated it would accept the applications for membership of stations with which I am associated. Tom Symons (the late T. W. Symons of KFYY Spokane; KX, Portland and KGR, Butte) and I resigned during the St. Louis debacle because we felt that the NAB was not representing the interest of independent stations. Its management, in our opinion, was under the direct control of the networks. Their domination of the St. Louis meeting and in the copyright controversy, I believe, bore out our convictions.

Recalls 1939 Meeting

This year, I believed the networks when their spokesmen said they were going in on Mr. Miller at the Chicago Board meeting. Then some of the Board members came to Washington following the FM meeting in New York and I learned of the existence of certain well-known broadcasters in Mr. Miller's behalf. These broadcasters kept the long-distance telephone lines hot until I began to think Mr. Miller was going to "stay in," at least until July 1, when his contract expires. I must be getting soft to underestimate the networks' ability.

During the 1939 Atlantic City NAB Convention the networks seemingly went along with the idea of clearing music at the source. At a meeting in Washington, immediately following, I believe Mr. Miller learned that the networks considered the Convention just so many words and had no intention of assuming responsibility for program content. I believe until now, in my opinion, Mr. Miller was so definitely under the networks' domination on every major issue that he became virtually impossible for him to adequately represent the viewpoint of the independent broadcaster.

The reason, of course, for Mr. Miller's "resignation" is not the apparent one that was widely advertised at the Board meeting. It goes much deeper than that. The plain fact is the Board members were sold a "bill of goods" in a clever campaign preceding the actual meeting. In my opinion, probably for the first time, Mr. Miller did not follow the networks' bidding when he refused to consider all the suggestions of the networks into NAB's own proposed changes of the Bill, S-814. He opposed the networks, I believe, because he maintained that the networks proposed amendments were for their own particular benefit, and not necessarily for the benefit of the whole industry. It wasn't until this happened and until he disagreed with the networks with respect to future policy on Mr. Petrillo that the networks really went to work on Mr. Miller.

But enough of the past; let us look and build for the future. Starting as this statement may seem to many broadcasters, the independent stations have no one; let me repeat that, absolutely no one who is recognized as the independent broadcasters to represent before Congress and the administrative departments. By this, I mean the networks as now constituted never has, does not now, and there is no immediate prospect that it will represent what it purports to represent—namely, the independent broadcasters of America.

A Voice Needed

Our problem—the problem of the broadcasters—is not Mr. Miller or Mr. [J. Harold] Ryan or any other successor. Our problem is to maintain the Washington head of NAB a recognized representative of the independent stations of America so we may have at least as powerful a voice in our National Capital as does any one of our national networks.

Contrary to what one may hear from some network officials, I am not opposed to networks as such nor do I have any personal feeling toward any individual connected with any network. There can be no disapproval that network broadcasting has performed a noteworthy service for the people of the United States.

The networks have made available to America a wide communication and exchange of a few selected ideas from coast to coast; they have brought the city to the country and made available to all our people entertainment and information which in the past has been available to but a few. However, no one will contend that all network policies are such that they have made for "good" broadcasting. I believe some of their policies have led to very bad broadcasting and at times the networks have rendered a very distinct disservice to the American listening public.

I do not want to see American broadcasting government-owned or government-operated. Neither do I wish to see a broadcast system which is privately-owned but is subservient to any one particular political, social or economic ideology, or to the ideologies of a few men in a single metropolitan area who attempt to run our media of national mass communication.

Radio's Duty

Today a free people cannot maintain a free government unless they have a free radio—a radio available alike to minorities of all races and creeds. Frequencies, we must remember, whether they be AM, FM, facsimile or television, in use or out of use, are not the personal property of the radio station owner. Radio frequencies belong to no one and to everyone—the butcher, the lawyer, the garbage collector, and their wives and children have just as great a proprietary interest in them as the station operates.

Under our system it is not the prerogative of the licensee to earn as much as he can from exploitation of a temporary grant. Rather it is his duty to make it a useful medium of communication for the use of the representatives of majorities and minorities alike. Radio must be a medium of information, education and entertainment for all the people; a frequency is licensed to a station only so long as its use is administered with the judgment of a Solomon and from the use of which a licensee is allowed a very fair profit for his endeavors. That is the American Way—let us protect it.

Congress is conducting hearings which began in July, 1943, affecting American radio. Dirty linen is being dragged out. Let us hope, for the good of the American people, that it is properly cleaned.

During November and December of last year the Senate Committee on Interstate Commerce held hearings on a radio bill, S-814. Many people paraded before this Committee. A few independent broadcasters, representatives of the FCC, some labor officials and others in major networks (the other two networks refused to send representatives even after receiving verbal and wired invitations), officials of the FCC Bar Association and of the NAB—these were the people who testified. A transcript of those hearings is now available. I do not urge that every word of the hearings be read, but I do emphasize that there are some paragraphs that should be read by every broadcaster.

Good and Bad

There are paragraphs from which we who have will learn what members of Congress and qualified witnesses consider bad broadcasting—broadcasting which is not in the public interest and from which we wish renewal of license could and should be refused.

There are paragraphs from which broadcasters may learn what is considered good broadcasting.

There are paragraphs from which the whole industry may learn that no intelligent person should interpret a 20-page Supreme Court decision on the air, and that we have given in one of its paragraphs. Those five words "the composition of that traffic", even in themselves, do not mean Government control of program content.

There are paragraphs from which the broadcaster may learn that there are limitations on the power of the FCC—limitations, I should add, which have not always been observed by the FCC and for which they have been publicly censured. Lack of proper reporting by the trade press and in the NAB bulletins is the reason why a majority of the industry does not know all the facts, and why the cold factual record should be read by every broadcaster.

Many must be educated to learn that those who are supposed to represent the industry said they wanted an FCC with power only to grant licenses and yet agreed that such broadcasters as Baker, Schu—

(Continued on page 58)
NBC Seeks Change in Video-FM Rule

Philco and WGN Apply
For Visual Service;
WKY-KLZ File

WITH filing of applications for five commercial television stations and seven affiliated or "outlet" FM stations in cities in which it now maintains owned and operated standard stations, NBC last week petitioned the FCC to liberalize its regulations in order to permit operation of television and FM frequency stations which may be operated by a single company. The regulations now set a limit of three television and six FM stations to the same company.

Indicating heightened interest in these new services, 18 applications —eight FM and ten television— were filed last week with the Commission. In addition to the 10 applications by NBC, Oklahoma Publishing Co. and KLZ Broadcasting Co., affiliated organizations, filed applications for new TV and FM outlets in Oklahoma City and Denver. Philco Radio & Television Co. at the same time filed for two new commercial television stations, a Channel 4 outlet for Washing-

ton, D.C., and a Channel 9 station for New York. Likewise, an application of WGN Chicago requests a Channel 4 television outlet for Chicago. The latest NBC applications reflected the intention of that network to parallel each owned station in the standard band with a television and FM station.

Two FM Pending

NBC already has pending two applications for new FM stations in Chicago and New York, and a commercial television application for Washington. NBC application which has been pending for a com-

mercial television outlet in Phila-
delphia was dismissed at NBC's request on Feb. 17.

New FM applications of NBC request stations in Wash-

ington, Cleveland, Denver, San Francisco and Los Angeles. The television applications filed last week are for Cleveland, Chicago, Denver, San Francisco and Los Angeles outlets. Standard broadcast stations now owned and operated by NBC are WFAA New York, WRC Washington, WTAM Cleveland, WMAQ Chicago, KOA Denver and KPO San Francisco.

Applications in behalf of prop-

erties of the Oklahoma Publishing Co. for both television and FM outlets to supplement existing standard facilities also were filed with the FCC last week. In Okla-

homa City, a station with the call letters WKY operates WKY, applications were filed for a television station on Channel 1 and an FM station on 44,500 kc with coverage of 21,000 sq. mi. In addition, the company is affiliated with Oklahoma Publishing Co. management, applications have been filed for a television station on Channel 3 and for an FM station on 43,500 kc with coverage of 31,400 sq. mi. unlimited time.

NBC's application for a new New York FM outlet requests 45,100 kc with coverage of 8,600 sq. mi. This application was originally filed in 1940, along with an appli-
cation for a similar outlet in Chic-
go, 46,300 kc with 10,800 sq. mi. coverage.

NBC's video application for Chicago calls for a Channel 4 station with unlimited time. The net-

work already operates a commer-
cial television outlet in New York, WNBT, which is a Channel 1 station.

Application for the NBC Washington FM outlet requests frequen-
cy of 44,300 kc. Television ap-

plication now pending for Wash-

ington is for Channel 2 station. Original application filed in June 1941 was granted in December of that year and assigned call letters of WNBW. The construction permit was later canceled by NBC request. The appli-
cation was refiled in May 1943.

West Coast NBC applications call for a new FM station on 43900 kc and a Channel 4 television station for San Francisco, and a 44,100 kc FM outlet and a Channel 3 television station for Los Angeles.

The Cleveland NBC applications are for an FM station on 43,700 kc and a television station on Channel 1. Application for Denver asks for 43,900 kc and the requested Denver video outlet is for Channel 2.

The Commission was asked in the petitions accompanying the NBC applications to a m e n d through deletion of certain provi-
sions in the regulations which specify that the ownership, operation or control of more than three television stations or six FM stations by the same company constitute a "concentration of control" inconsistent with public interest.

Other applications for new broadcast facilities received by the FCC last week included WICA Ashtabula, Ohio, for a FM station on 48,900 kc with a coverage of 3,116 sq. mi. The Courter-Journal and Louisville Times, licensees of WHAS Louisville, filed for a construction permit for a temporary Class II experimental broadcast station to be operated on 46,700 kc with 1 kw. power, utilizing special emission.

York County Broadcasting Co. of Rock Hill, S. C., applied for a new local standard outlet. It is to operate unlimited time on 1380 kc with 250 w. Reinstatement of an application for a new FM station was made by Cherry & Webb Broadcasting Co. of Providence, R. I., licensee of WPRO, seeking 47,500 kc with 6,207 sq. mi. coverage.

NAB Legislative Committee
Slated for Senate Meeting

POSSIBILITY that a revised ver-
sion of the White-Wheeler Bill (S-814) to amend the Communica-
tions Act of 1934 will be ready for consideration of the Senate Inter-

state Commerce Committee late this week appeared likely last Friday following a series of conferences between the co-authors, Sens. Wheeler (D-Mont.) and White (R-Me.). Whether legislation will be passed by this Congress appeared to be a toss-up.

Following a conference last Fri-
day between Neville Miller, retir-

ing NAB president, and J. Harold Ryan, president-elect, NAB called a meeting of its Legislative Com-

mittee for Tuesday (Feb. 29) in Washington. The broadcasters will meet with Sens. Wheeler and White after their own session.

Committee members were no-
tified that the bill would come up for a final reading and vote at the earliest possible point in the Senate next week. It is expected that the measure will pass in both chambers before the Senate recesses scheduled for several weeks shortly after March 1.

Committee members were also notified that the White-Wheeler Committee will work with the Senate Judiciary Committee on various points in the proposed law over which he and the chairman differ. "I haven't talked with Senator Wheeler for several days," said Sen. Wheeler. "But I am sure that the committee will work with the Senate and the House on the recommendation of the bill should be in the law. Just when the bill will be ready for the Committee is largely up to the chairman."

A resolution adopted by the New

York

York Broadcast-
Sold
$310,800
In War Bonds

in one hour and five minutes!

Baltimore listened to the Mayor and 19 City Councilmen... and telephone-pledged that big sum!
Stunt put on by W-I-T-H. This was in addition to the 30 day Bond promotion in which W-I-T-H gave away $6,000.00 in Bonds!

On The Air 24 Hours
A Day—7 Days
A Week

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
NEW MUTUAL PROGRAM for Boots Aircraft Nut Corp., started Feb. 27 in the 4:43-50 p.m. period, was discussed at a program conference. Scanning the script for Wide Horizons are (1 to r): George Burbach Jr., of Mutual sales service; Casey Jones, aviation expert starred on the series; Sheelagh Dille, in charge of talent; Eddie Dowling, Broadway actor; Thomas G. Sabin, radio director, Cecil & Presby, New York.

Fate of NAB Convention Next August May Hinge on Travel Appeal of ODT

ALTHOUGH plans tentatively have been made for the 1944 NAB convention in Chicago Aug. 29-31, final determination will be withheld pending consideration of the latest appeal of the Office of Defense Transportation that American business should hold the line against conventions, trade shows and other meetings as a means of curtailing travel.

J. Harold Ryan, president-elect of the NAB, told Broadcasting last week that he would canvass the war conference-convention matter as one of his first orders of business in taking over the NAB post, probably early in April. Mr. Ryan has not set the definite date for his departure from the Office of Censorship, where he is assistant director in charge of broadcasting, pending the breaking-in of his successor.

ODT’s Viewpoint

In an announcement Feb. 21, Joseph B. Eastman, director of ODT, urged against holding of meetings not connected with the war effort, because of the unnecessary burden on transportation and on hotels. He said many conventions have been cancelled in the past in response to his earlier requests, but that some organizations have declined to call off their meetings. As a result, some organizations that have previously cancelled meetings “have felt they could not conform with our convention policy.”

Mr. Eastman made it clear that ODT has no power and “certainly no desire to infringe on the executive” of the right to hold meetings. Cancellation of a convention, therefore, he said, must be a voluntary act on the part of those responsible for the organization’s affairs.

Gain in Farm Listening Causes Battery Shortage

INCREASED radio listening by farmers was indicated in a report issued last week which gave that as the reason why farmers have been unable to buy batteries as often as desired, rather than because of restrictions on production or distribution of batteries.

To the contrary, WPB pointed out that last year the dry battery industry produced the equivalent of 3,750,000 batteries compared with 3,500,000 in 1940. Possibility of increasing the supply of dry batteries above the 1943 figure appears remote at this time, the WPB reported.

Sixty cells of No. 6 (6-inch) type batteries, including multiple types, were almost exactly the same in 1943, 1944. These batteries are used to a large extent in rural areas. Thus the hope of meeting farmers’ battery needs in 1944 (Broadcasting, July 26, 1943) is still slight, according to WPB.

Mr. Connor joined MBS last spring, serving as the post of station relations chief of the Office of War Information to accept the appointment as director of station relations of MBS to return to his home at Manhattan Beach, Cal., the network announced last week. Mr. Connor, manager of the southern division of Mutual’s station relations department, has been named acting director of the department until a successor to Mr. Connor has been appointed. Mr. Connor’s plans were not divulged.

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Dick ConnorQuits MBS Station Post

Future Plans Not Divulged; Godwin Acting Director

RICHARD F. CONNOR has been designated as director of station relations of MBS to return to his home at Manhattan Beach, Cal., the network announced last week. Mr. Connor, manager of the southern division of Mutual’s station relations department, has been named acting director of the department until a successor to Mr. Connor has been appointed. Mr. Connor’s plans were not divulged.

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The keen ear of FM is one of the reasons for its superior reception. This very accuracy presents an engineering problem, for every sound is picked up and accurately relayed . . . even the faint rumble of a machine in the building.

So WMFM engineers worked closely with the architects and builders of Milwaukee's Ultra-Modern Radio City. They determined to keep every studio absolutely sound-proof. They succeeded.

Hence the building in the back of Radio City. Here are housed the generators, heating plant, air-conditioning equipment and other necessary, though noisy, machinery.

Perfection is the goal at WMFM. Perfection that combines the miracle of static-free, crystal-clear FM, with the finest broadcasting equipment and facilities . . . perfection in programming WMFM to the wants and needs of its community.

These ingredients have won the approval, enthusiasm and listenership of thousands of Wisconsin families.
Out of a total of 18...

CBS WINS 10 FIRSTS
The notable poll of opinion among active radio editors throughout the U.S., originated by the New York World Telegram, was conducted during 1943 by The Billboard. Among its results: First place went to CBS programs in 10 classes out of 18. (The second network received 7 first places; the third network received 1; the fourth none.)

☆ CBS "Firsts":

*Favorite Programs: ...FRED ALLEN
*Outstanding Broadcast, 1943: ...CBS OPEN LETTER TO THE AMERICAN PEOPLE
*Top Symphonic and Concert Programs: ...NEW YORK PHILHARMONIC-SYMPHONY
*Top Dramatic Programs: ...LUX RADIO THEATER
*Top Documentary Programs: ...THE MAN BEHIND THE GUN

*Top Children's Programs: ...LET'S PRETEND
*Top Concert and Opera Singers: ...GLADYS SWARTHOUT
*Top Female Singers: ...DINAH SHORE
*Radio's Newest Star, 1943: ...FRANK SINATRA
*Top Light Music and Dance Orchestras: ...GUY LOMBARDO

What is more:

Of 13 leading concert and opera singers in the vote, 4 were CBS stars, 3 were regular stars on other networks, 6 were occasional performers.

Of 11 symphonic and concert programs named, 5 were CBS features, and 1 is a newcomer to CBS after long absence from the air.

Of 10 female singers named, 6 were regular CBS features.

Of 11 "army-governmental" programs named, 4 were CBS programs, and 4 were originated by the government on other networks.

Of 9 "favorite programs" 3 were on CBS.

Of 9 documentary programs, 3 were CBS originations, 2 originations by the government.

Of 15 leading comedians, 6 were on CBS.

Of 8 candidates named for top honors as radio's newest star, 5 of them were on CBS.

Of 9 outstanding single broadcasts named, 4 were on CBS.

Of 11 leading dramatic programs voted on, 6 were regular CBS features (totaling nearly 70% of all votes cast).

Of 12 light music and dance orchestras named, 5 were on CBS alone, 2 more were CBS "remotes".

Of 10 "top 15-minute programs" nominated, 3 were on CBS—and 1 more was shared by CBS and the second network.

Of 7 top male singers named, 3 were on CBS.

Balanced teamwork by the program departments of CBS sponsors, their agencies, the artists, and the network's own creative people, has added up once more to the finest variety of radio product offered to a steadily expanding radio audience by any American network.

To the seasoned professional critics of radio, whose keen and rigid standards so ably promote radio's daily forward progress, go the grateful acknowledgments of all those whose efforts they approved in this Billboard poll.

This is CBS...the Columbia Broadcasting System
Broadcasters, Publishers Are Asked To Supply Trained Men for Overseas

ELMER DAVIS, OWI director, called upon broadcasters and newspaper publishers last week to pro- vide 450 trained men to assist OWI in psychological warfare opera- tions overseas in connection with "impending military operations".

Following a two-day meeting with members of the Radio News & Policy Committee, the Newspaper Advisory Committee, and the War Advertising Council, during which OWI’s special needs were reviewed in detail, Mr. Davis issued an appeal for 100 newsmen; 60 radio engineers; 30 radio news- writers, script writers and producers; 20 radiophoto editors and reproduction editors; 20 picture editors and photographers; 150 lan- guage specialists; 50 publication writers, artists, layout men and prepress experts; and 20 Morse code operators.

Committee Named

To assist OWI in recruiting these men, Mr. Davis appointed a special committee representing the broadcasting, newspaper and ad- vertising industries. The commit- tee includes: Earl Gammons, CBS Washington; Kenneth Berkeley, Blue, Washington; Charles C. Bar- ry, eastern program manager, Blue; Lewis Allen Weiss, vice- president, Don Lee; Carlton Smith, NBC Washington; William Brooks, director, news and special events, NBC; Palmer Hoyt, publisher, Portland Oregonian (KGW-KEX); Paul West, president, Assn. of Na- tional Advertisers; T. S. Repplier, general manager, WAC.

Mr. Davis assured the Commit- tee the State and War Depart- ments not only endorsed the pro- gram, but called upon OWI for its fulfillment. He announced that the majority of those recruited would go abroad before many months pass, that many would go over- seas within a few weeks and that others would replace OWI men in U.S. and foreign posts.

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Qualifications

\begin{itemize}
  \item **Radio Engineers:** All types of qualified radio engineers can be used for the erection and operation of radio stations and overseas transmission, including qualified antenna and power equipment engineers. These men should be given top priority.
  \item **Radio Photographers:** Technicians must understand photography and be familiar with the operation of radio equipment. They should be able to report for overseas duty within one month. These men are needed both at home and abroad.
  \item **Radio Photo Editors and Reproduction Editors:** These men should be proficient in the typesetting and reproducing of radio news releases. They should be able to operate radio-type machines and be familiar with radio transmission methods.
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THERE'S no nobler folk-cry on the air than Dagwood Bumstead's anguished S.O.S.: "Blon-dee!" There's no more satisfying program: as sure as Morgenthaler's collections you know that Dagwood is going to get into new trouble—probably with Mister Dithers—and Blondie is going to get him out of it. Hats off, men and women, to Blondie. Dials on, folks, to Blondie, from Portland, Maine to the same in Oregon.

And why has the program taken America? Superb writing, of course, and notable acting by Penny Singleton and Arthur Lake. But what converts a perfect studio-performance into a flawless broadcast is the smooth, professional handling of KNX's highly unusual facilities—a quality of electronic showmanship that polishes some two dozen of radio's best shows across the continent.

This same polish turns out Art Baker's Meet Joe Public for local listeners throughout Southern California. It's a unique interview-program—it picks audience-listeners, analyzes their reactions to questions of the day, enlists them in songs, and keeps good-nature in high gear from sign-on to sign-off—with Art Baker bouncing up and down the aisles every minute. Unpredictable... all ad lib... and yet the show has a clearly defined and unusual pattern.

You can't buy in on it—it's sponsored. You might whistle at it, but only in fun. But by all means listen to it as an example of KNX production skill... the skill that KNX will put to work for you on your next program. Ask us or Radio Sales to tell you about the KNX shows that are for sale, too.
FCC Finds 52 Clear Stations Averaged $1,000,000 Sales

Analysis, Released Without Explanation, Shows 50 kw Station Return of Almost 50 Millions

THE NATION'S 52 stations operating with 50,000 w on clear or duplicated clear channels had an average individual net time sales of approximately $1,000,000 during 1943, according to an FCC release last Wednesday by the FCC. Aggregate net time sales totaled $49,798,000 for the calendar year, an increase of 18% over the 1942 figure.

The FCC study, prepared by its accounting department, covered the location, ownership, networks and affiliations of the 52 stations, in addition to the business breakdown. It marked the first time the FCC had released such a study.

Reason Not Cited

Inquiries at the Commission failed to reveal the reason for the postponement at this time. In some quarters it was viewed as an effort to spotlight the status and reward of radio's present performance. Whether the release has any relationship to pending legislation for revision of the Communications Act of 1934, now under consideration by the Senate, an Interim Commerce Committee, was the basis for some conjecture.

It is known that consideration has been given to a possible limitation or power of clear channel stations of 50,000 w, as a means of thwarting higher powers for standard broadcast stations.

It was stated at the FCC accounting department that the clear channel analysis was the first of its series covering all classes of stations. Case history breakdowns of regions, locals and high-power regions, by power categories, are being presented for purposes and eventual publication.

The full text of the FCC release follows:

RE: CLEAR CHANNEL 50,000 WATT STATIONS

During the year 1943 there were 52 standard broadcast stations operating with power of 50 kw, one of which was made public as soon as completed. Any association with pending legislation was disclaimed.

Net time sales, under radio accounting practice, represent gross billings less frequency and promotional discounts and therefore constitute gross receipts from the sale of time, these receipts are before deduction of agency commissions.

JUNGLE BROADCAST from Vella Lavella, in the Northern Solomons, was transmitted by Staff Sgt. James O. Hardin, Jr. (extreme right), former announce-news man of WATL Atlanta and now a Marine Corps correspondent in the Pacific. Reported from the studio by phone, aómo the station had a telephone extension in the marine's hotel room.

For this broadcast he utilized five miles of telephone wire, strung between the chapel and his mobile radio trailer. Marine personnel and natives, who were all under fire, were picked up while Staff Sgt. A. H. Yorce, New Zealand chaplain, addresses the native choir in Roviana, the literary language of the Solomons. Staff Sgt. Hardin, a graduate of Emory U., was also affiliated with WMGA Moultrie, Ga. and WSB Atlanta.

Page 20
February 28, 1944
BROADCASTING - Broadcast Advertising
BEFORE the war, the outside world knew more about the scenery than the steel production of the Denver region.

Before the war, most everyone knew about its mountain playgrounds; few knew of its mines and minerals.

Before the war, you thought of wild game and trout; you heard little of Colorado's livestock industry and farm production.

Backstage, in peacetime, Colorado was a manufacturing, mining, agricultural state all the while.

It was because of this that, as early as 1941, a group of Denver manufacturers were able to begin fabricating destroyer escorts. These same firms, 1000 miles from the nearest salt water, are fabricating two-thirds of the nation's entire LCT (landing craft tank) production today.

Colorado's manufacturing facilities and its natural resources are producing at top speed. And there are more people working, earning, and spending today in the Denver market than ever before.

THE STEEL PLANT of the Colorado Fuel and Iron Company at Pueblo smashed all production records in 1943, shipping 95,872 net tons of steel. Its open hearth furnace output was a record 1,207,901 tons. Sharp increases will result this year from new equipment installations.

DENVER DELIVERS 

... STEEL

DENVER DELIVERS 

... FOOD

Denver is one of the biggest livestock markets in the U. S. It led all other markets again in 1943 in number of sheep handled.

Shipments of fruits and vegetables increased 20% in 1943 over 1942.

Colorado is one of the nation's biggest producers of beans, onions, potatoes and sugar beets.

DENVER DELIVERS 

... SALES

Dun & Bradstreet in mid-February reported Denver's retail trade to be 8 to 10 percent better than in the same month a year ago, compared with a national average of from 2 to 5 percent. In total retail trade, the Denver market ranks among the top twenty of the U. S. in volume.
An advertising agency writes —

"We feel that the record you are making is a good indication of the pulling power of your station. We want you to know that both our client and ourselves are well pleased with results."

Fifty Thousand Watts expertly aimed at 123 primary area counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia, are making successes such as the above rather commonplace at WWVA.

ASK JOHN BLAIR & CO.

BLUE NETWORK

WWVA

WHEELING, W.VA.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

Progress of Video Explained by Beal

RCA V-P Tells How War Has Advanced Radio Art

WAR time electronic research in RCA Laboratories has greatly sharpened the television camera’s eyesight Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, told the San Francisco Engineering Council Feb. 24.

Mr. Beal told the council that FM offers great promise in bringing real new realism and tonal quality into sound broadcasting. Standards established for the transmission of sound by FM stations make it possible the true transmission of all sounds within the frequency range of the human ear.

Coasts to Be Linked

East will be linked with West through the medium of the television camera, which will be sensitive to the point of recording the flight of a bee, he said. Post-war improvements in home television, he added, and the conversion of the nation’s theaters into television outlets, are “one of the brightest prospects of the art.” Automatic, unattended radio relay stations, spaced at intervals will enable the people across the country to witness presidential inaugurations, national political conventions, sports classics and the like, he stated. Furthermore, he informed them it was within reason to estimate that several hundred television stations can be placed in operation within the first ten years following the war, and that television receivers will be within the range of the average pocketbook, due to ingenuity in design and production.

Dr. Barata Honored

DR. JULIO BARATA, chief consultant for the Brazilian Section of the Office of the Coordinator of Inter-American Affairs who was to return to Brazil last Saturday, was guest of honor at a cocktail party given by Mark Woods, Blue Network president, in New York on Thursday. Raimundo Magalhaes, special consultant in the radio division of the CIAA Brazilian Section, who was also a guest, accompanied Dr. Barata on his trip. Other guests included Dr. Egydio da Camara Souza, director of the Brazilian Government Trade Bureau; William Brown, American representative of Beyington & Co., radio equipment manufacturer and representative for American Business firms in Brazil; Frank C. Page, vice-president, and Leonard Jacob Jr., vice-president, International Telephone & Telegraph Co., and Stuart Kerr, representing the Washington office of the CIAA.
A GLIMPSE OF A CITY THAT'S MAKING SALES HISTORY
-KNOXVILLE, TENNESSEE!

This tremendously busy city is in the very center of a most important and fast growing market. A recent "Sales Management" forecast for February, 1944 placed Knoxville at the top of all southern cities in retail sales and services increase over February, 1943.

Sales Messages
over
WBIR
go straight to the heart of this great concentrated market!

INDUSTRIAL GROWTH
The industrial growth of this thriving city is unbelievable! However, it's true! Keep your "sales-eye" on Knoxville!

WBIR
KNOXVILLE, TENNESSEE
"Home of T.V.A."
John G. Ballard, Mgr.

WLAP  KFDA  WCMU
Mutual Network  Blue and Mutual  Mutual Network

All Four Stations Owned and Operated by
Gilmore N. Nunn and J. Lindsey Nunn

Blue  Mutual
Dorothy Lewis, NAB coordinator of listener activity, characterized the drive to strengthen the American home, as a history-making event—as an example of a trend in broadcasting away from activity on debatable or controversial matters, towards constructive, editorial effort. She read expressions of interest and support from J. Harold Ryan, newly-elected NAB president, and from Wendell Willkie, presidential candidate for Republican nomination. Other national figures to pledge support to the project included Gov. Earl Warren, speaking over NBC from California; and Roy Carlson, author. The American home is "challenged and threatened by many conditions bound up in the war effort," and broadcasters have a tremendous opportunity to counteract them, the audience was told by Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor. Juvenile delinquency, and similar trends, are symptoms of the fact that there was no firm basis of community life to "take up the slack" when homes began to disintegrate with the war, she said. We must look forward to a time of awareness of child and youth problems, and we will have to make American leaders as aware as we are, she concluded.

With AWD president Ruth Chilton presiding, representatives of a number of other cooperating groups discussed "American Home" campaign objectives in terms of their own activities. Mrs. Guy Gan-
is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

WOWLAND is that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—333 counties in all—served by WOW. WOWLAND has a population of nearly 5 million, and contains 1,144,229 radio families. For complete market data on WOWLAND, including new daytime coverage mail map, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

CHECK these 6 reasons why WOW is a good buy!

A GOOD MARKET: A rich farm and urban market with A BILLION DOLLARS in retail sales last year.

INTENSIVE COVERAGE of its Service Area. (Proof on request).

590 KILOCYCLES: Because of this excellent frequency, and 5,000 watts power, WOW'S ½ milli-volt contour is established approximately 200 miles from Omaha in every direction.

NBC AFFILIATION: Basic NBC for 14 years. Now offering 33 of the 50 best programs on the air, every week.

LOCAL IDENTITY: Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

GOOD MANAGEMENT: John J. Gillin, Jr., is now President and General Manager of Radio Station WOW, Inc.

Also Operating KODY NORTH PLATTE
Giving NBC Service to "The Heart of the Buffalo Bill Country" IN WESTERN NEBRASKA

JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR & CO., REPRESENTATIVE
OMAHA
You're Ahead of the

Variety Wednesday, February 16, 1944

NPC, CBS, RKO, Mutual Plugs

Variety says

Title
A Lovely Way to Spend Eve—"Higher and Higher". Crawford
Besame Mucho ........................................... Shapiro
By the River of Roses ..................................... Advance
Don't Sweetheart Me ..................................... Shapiro
For First Time ............................................. Shapiro
Holiday for Strings ...................................... BVC
I Couldn't Sleep a Wink—"Higher and Higher". T. B. Harms
I Love You—"Mexican Hayride" ......................... Chappell
I Wish I Could Hide Inside This Letter ............... Shapiro
I'll Be Around ............................................ Berlin
I'll Get By—"Guy Named Joe" ............................ Morris
Is My Baby Blue Tonight ............................... Broadway
I've Had This Feeling Before—"Show Business" .... Santly
Little Did I Know ........................................ Lincoln
Mairzy Doats ............................................. Miller
Music Stopped—"Higher and Higher" ................ Robbins
My First Love ............................................ Dorsey
My Heart Tells Me—"Sweet Rosie O'Grady" ........ BVC
My Ideal .................................................... Paramount
My Shining Hour—"Sky's the Limit" ................... Morris
No Love No Nothin—"Gang's All Here" .............. Triangle
Oh What a Beautiful Morning—"Oklahoma" ........ Crawford
Shoo Shoo Baby—"Three Cheers For Boys" .......... Leeds
Silhouettes ................................................... Marchant
Speak Low—"One Touch of Venus" .................... Chappell
Star Eyes—"I Dood It"..................................... Feist
When They Ask About You ............................. Berlin

Most Played After First 25
Old Acquaintance—"Old Acquaintance" ............... Witmark

Publisher: Crawford

Melody lane

Shapiro

Advance

Shapiro

T. B. Harms

Chappell

Shapiro

Berlin

Morris

Broadway

Santly

Lincoln

Miller

Robbins

Dorsey

BVC

Paramount

Mairzy Doats

Shoo Shoo Baby

Silhouettes

Speak Low

Star Eyes

When They Ask About You

Old Acquaintance

Witmark

Marks
Parade with WBS

These are the MOST IMPORTANT TUNES on the Air.

WORLD PROGRAM SERVICE

Subscribers Have The Tunes

A LOVELY WAY TO SPEND AN EVENING
Mitch Ayres and Orch.

BESAME MUCHO
The Song Spinners
Phil Hanna with Harry Sosnik Orch.
Carmen Cavallaro

BY THE RIVER OF ROSES
Woody Herman and Orch.
Phil Hanna with Harry Sosnik Orch.

FOR THE FIRST TIME
The Song Spinners
Glen Gray and Casa Loma Orch.
Jerry Wald and Orch.
Carmen Cavallaro

HOLIDAY FOR STRINGS
Dave Rose Orch.
Ralph Ginsbourg and Orch.
Mitch Ayres and Orch.

I COULDN'T SLEEP A WINK LAST NIGHT
Woody Herman and Orch.

I WISH I COULD HIDE INSIDE THIS LETTER
Lawrence Welk and Orch.

I'LL BE AROUND
Johnny Messner and Orch.

I'LL GET BY
Woody Herman and Orch.
Marie Green with Al and Lee Reisner

I'VE HAD THIS FEELING BEFORE
Johnny Long and Orch.

LITTLE DID I KNOW
Johnny Messner and Orch.

MAIRZY DOATS
Lawrence Welk and Orch.

THE MUSIC STOPPED
Woody Herman and Orch.

MY FIRST LOVE
Jimmy Dorsey and Orch.

MY HEART TELLS ME
Glen Gray and Casa Loma Orch.
Phil Hanna with Harry Sosnik Orch.

MY IDEAL
Jimmy Dorsey and Orch.
Carmen Cavallaro

MY SHINING HOUR
Glen Gray and Casa Loma Orch.

NO LOVE NO NOTHIN'
Johnny Long and Orch.
Carmen Cavallaro

OH WHAT A BEAUTIFUL MORNING
The Song Spinners
Carmen Cavallaro

SHOO SHOO BABY
The Andrew Sisters with Vic Schoen and Orch.

SPEAK LOW
Carmen Cavallaro
Woody Herman and Orch.

STAR EYES
The Song Spinners
Jimmy Dorsey and Orch.

WHEN THEY ASK ABOUT YOU
Phil Hanna with Harry Sosnik Orch.
Jimmy Dorsey and Orch.
VICTORY gardeners in Maryland now have their own program on WFBR Baltimore. Known as the Victory Club of the Air, program started Feb. 13 and will be heard each Sunday 12:30-1 p.m. Club is under the direction of D. Murray Franklin, editor, lecturer and advisor on victory gardens. Included among organizations cooperating with the program are the Maryland State Victory Garden Committee, Baltimore Civilian Mobilization Committee, State Extension Service; U. of Maryland, Maryland State Nurserymen's Assn., Federated Garden Clubs of Maryland and National Assn. of Gardeners. Statewide coordination of victory gardens will be supervised by the Maryland State Victory Garden Committee. WFBR will broadcast developments each week. Step-by-step garden log will also be presented as well as other information and advice of interest to victory gardeners. Outstanding community victory gardens will receive WFBR "Award of Merit."

Leathernecks Aired

HISTORY of the U. S. Marine Corps is dramatized in a half-hour program, prepared by the British Broadcasting Corp., New York, for British listeners as part of a transcribed series on Army, Navy, and Marine life in this country. Program is titled They Call 'em Leathernecks. Similar programs on British life are prepared in Great Britain for American audiences.

News Features

SKOURAS Theatres Corp., New York, which presents the Sunday public service series This Is Our Cause on WINS New York, on March 1 starts an additional four-times weekly quarter-hour series as a non-commercial cooperative project with WINS. Title is You Judge the News—With Foster Williams. First three broadcasts each week will be given over to a round-up of newspaper opinion on timely subjects, and includes the views of the "man of the street." Saturday program will be a radio forum on a controversial topic, the first discussion, March 4, covering the question "What to do With Germany," with Louis Nizer, author of the book of that title, participating.

SITTING IN THE LAP of Sterling Drug Co. v-p is Lorna Lynn of the east of My Best Girls sponsored by the company's Cummington Division on the Blue. Agency is Young & Rubicam, represented at the right by William Chesley, account executive, My Best Girls replaced Battle of the Sexes Feb. 9.

Corwin Series

RADIO FARE offered on Norman Corwin's CBS weekly half-hour series starting March 7 will run the gamut of program formats, including documentary dramas, radio cantatas, literary rhapsodies, satires and monologues. Produced, directed and for the most part written by Mr. Corwin, who has resumed his association with CBS after a leave of absence to do film work on the West Coast, the series is to be titled Columbia Presents Corwin. Orson Welles, Robert Young, and other star entertainers are among the guest artists to be featured.

Be a Sleuth

REWARDS totaling $1,000 per week are being offered WINS Washington listeners for providing information leading to the arrest and conviction of anyone committing a serious crime in the District of Columbia. The 10-minute program of information and description of persons wanted by the police, as well as reports on stolen cars and other items, is broadcast by WINS five days each week in the mid-evening period. Official approval for WINS Crime Clues has been obtained from the Board of Commissioners and the Police Department.

Entertainment Service

WMCA New York has replaced its quarter-hour Civilian Defense News with a program featuring news of entertainment offered the average family by the city's museums, zoos, public libraries and sports programs. Included are interviews with leaders in the recreational field, children who have creative hobbies, and others.

WLA Quiz

NEW QUIZ show, Stump the Cadet, is now being presented by WLA Nashville. Cadets are selected from a nearby Army Air Center to participate on the program. The contestants render a sample of any particular talent they may possess, as well as answer questions, the winner receiving a free phone call home.

This is the fourth of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime stations? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

<table>
<thead>
<tr>
<th>Sidney</th>
<th>Jamestown</th>
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<tr>
<td>Favorite daytime station</td>
<td>KFYR 59.8%</td>
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<tr>
<td>Next Station</td>
<td>34.3%</td>
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<tr>
<td>Favorite nighttime station</td>
<td>KFYR 46.9%</td>
</tr>
<tr>
<td>Next Station</td>
<td>12.4%</td>
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Retail sales per family (1939) . . . . . (est.) $1,612 $2,054
Airline miles from Bismarck . . . . . 209 104

Ask any John Blair man for the complete KFYR coverage story

Page 28 • February 28, 1944
Employment Program

"FIRST to set the trend in new employment programs," says KYW Phoenix in launching its series of "Can You Help a Veteran?" programs on Tuesday evenings. Arranged through the cooperation of the local U. S. Employment Service and the War Manpower Commission, war veterans are interviewed on the program and their background and experience presented. One of four men heard so far on the program was placed immediately. Phone calls succeeded in finding positions for two others shortly after the program was off the air.

* * *

Rehearsal on Air

PROGRAM within a program, where the music is given a dress rehearsal for a mythical future program, provides the theme for a new series of Saturday afternoon programs scheduled by KYW Philadelphia. Titled Dress Rehearsal, the program idea is to make listeners feel they are sitting in on the dress rehearsal of a radio broadcast. Joe Derbyshire of KYW is the writer and producer. Clarence Fuhrman's studio orchestra supplies the music. Each week a different type of music is featured for the dress rehearsal.

* * *

Hotel Series

PROBLEMS of war-time hotel service and their solutions will be the theme of Meet Me in the Lobby, a dramatic series of weekly 13 quarter-hour programs made available by the American Hotel Association to members on local stations throughout the country. Prepared by Young & Rubicam, New York, the series has been booked from coast to coast on 40 stations.

* * *

Negro Salute

NEGRO NEWSPAPER Publishers Assn., Chicago, has cooperated with NBC in arranging a program observing "Negro Newspaper Week", Feb. 27-March 4. The network will pay tribute to the contributions of the Negro people to the war effort in a half-hour program Feb. 26. Prominent Negro entertainers and war heroes will take part.

* * *

Expose Program

BOGUS SOLICITORS and other racketeers are being exposed over WCKY Cincinnati on new weekly program, Investigate. The show presents true case histories of racketeers smashed by the Cincinnati Better Business Bureau. Victor Nyborg, general manager of the BBB, conducts the program heard Tuesdays 1:45 p.m.

* * *

Balloon Bombs Pay

SERVICEMEN and women collect cash prizes on the new Evans Fur Co. quiz program Sky Riders heard 4:45 p.m., Sundays on WGN Chicago. Created by Reed Myers, WGN salesman, program originates at Chicago USO Center No. 1. Those catching prize balloons, dropped as bombs, are rewarded. Agency is State Adv. Chicago.

Do you know what Californians mean by ranchers? They're the same as farmers except they've more money to spend. In reach of KPO's 50,000-watt beam is greater farm income than in any entire state east of the Mississippi. In fact, here are 7 of the 10 fattest agricultural counties in the U. S.

Add farm wealth to big paychecks in Central Pacific Coast cities and you've got spending power.

The only 50,000 watt east of Moscow, west of Salt Lake, north of Los Angeles and south of Seattle, KPO really reaches!

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
WASHINGTON listeners with jumpy war nerves are frequently startled at the end of a program to hear the announcer caution them: "Don't make a move... without calling Smith's."

A year ago this week Courtland D. Ferguson, of the agency bearing his name, devised the now famous slogan for Smith's Transfer & Storage Co., which has become a household phrase to harried Washingtonians, who are always on the move. Two years ago, Arthur C. Smith, president of Smith's Transfer & Storage Co., placed all the firm's advertising in newspapers and car ads, until a radio salesman refused to give up in his efforts to persuade Mr. Smith to use spot announcements.

Now the company makes a day-to-day check on how new business is obtained. Company drivers quiz householders on how they heard of Smith's. The predominant portion of new business has been found to be directly attributable to announcements on Washington stations. It is not uncommon, after a year on the air with four or five daily spot announcements, for the company to receive telephone inquiries prefaced by the remark, "I want to make a move, so I'm calling you."

Although the announcements are heard locally, the slogan has spread. Wherever Mr. Smith goes, he is confronted by someone who has heard of "Don't make a move". On the West Coast, when Mr. Smith was talking with his friend, Edward Arnold, Washingtonian who has made good in Hollywood, the film star asked if he "could make a move".

**FULL PRODUCTION AFTER WAR SEEN**

WARTIME production of over $300,000,000,000 annually, doubled the highest pre-war levels, with 55,000,000 civilians, proves the possibility of the same amount of civilian goods being produced by 57,000,000 civilians. Mr. Rapp, president of Smith's Transfer & Storage Co., placed all the firm's advertising in newspapers and car ads, until a radio salesman refused to give up in his efforts to persuade Mr. Smith to use spot announcements.

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**RCA Booklet Foresees Bright Post-War Period**

RCA lists some of its new products and services, which America's industrial scientists see on the post-war horizon, in a new promotional booklet, "Industrial Science Sees the Future." The booklet covers homes, house furnishings, farms, food, textiles, and transportation, and mentions radio, television, and electronics.

David S. Sarnoff, RCA president, in his introduction to the 32-page booklet, writes in part as follows: "I am aware of the social implications inherent in new developments such as these indicated. Better 'gadgets' in themselves cannot make better lives. We shall have a better world only to the extent that our social thinking and social progress keep pace with the advance of the physical sciences."

**NBC War Telecasts**

WNBT, NBC video station in New York, last Monday telecast the first of a series of news films direct from war zones, titled "See the War As It Happens." Programs, resulting from arrangements made with the War Dept., Signal Corps and Army Air Forces, are assembled by NBC from film subjects just released by the Government agencies. WRGB, General Electric television station in Schenectady, retelecasts these programs by direct pickup from WNBT.

**New Corwin Book**

NORMAN CORWIN, radio playwright, producer and director, who returned to CBS, will publish an anthology of his radio dramas March 6, under the title *More by Courson*. Henry Holt & Co., New York, is the publisher, and the price will be $3.00. Mr. Corwin's previous collection of radio plays *Thirteen by Courson*, was released in December, 1942.
CHATTANOOGA, "T"VA!

Truly, Chattanooga has been termed the "heart of the TVA empire". Situated virtually astride the vast chain of dams supplying the middle South with more than one-half billion dollars' worth of cheap electric power, Chattanooga has become the hub of a great new industrial area. Located between Chicamauga Dam and Hale's Bar Dam, connected directly now with the Tennessee river by a navigable ninth channel, Chattanooga overlooks a scenic land of breath-taking beauty, and a territory to which power and transportation facilities have brought new and substantial income to additional thousands.

(In WDOD's primary coverage area, there are thirteen of the major TVA developments and power dams.)

AND IN CHATTANOOGA, TIME BUYERS FIND WDOD SUITS TO A "T"

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

WDOD 76.9%
STATION B 18.3%
STATION C 4.8%
Hymes Successor To Spire at OWI
Radio Bureau Deputy Chief Quits on Doctor's Advice
AFTER TWO YEARS in Government service, William M. Spire has resigned as deputy chief of the OWI Domestic Radio Bureau, it was announced last week by Philip H. Cohen, chief of the Bureau. Mr. Spire's resignation was prompted by ill health and his decision to leave the Bureau was made at the advice of his doctors, who urged him to take a much-needed rest before resuming radio work.
Mr. Spire will be succeeded by John D. Hymes who will continue as chief of the Bureau's station relations division. Government liaison functions formerly handled by Mr. Spire will be taken over for the time being by Mr. Cohen, with the assistance of the two program managers of the Bureau, Lee House and Mrs. Marion Sabatini.

Praised by Heads
Tribute to the service performed by Mr. Spire was made by various OWI officials, including Elmer Davis, OWI director; David Frederick, chief of the Office of Program Coordination; and Mr. Cohen.
In formally accepting his resignation, Mr. Cohen stated: 'Certainly, all of us recognize that no man has made a greater contribution than you to the Government's radio war effort. Were it not for the procedures which you have set up, and the contacts which you have established, I frankly do not believe this operation could have succeeded in the way that it has.'

Mr. Spire entered Government in March 1942 when he joined the old Radio Branch of the Office for Emergency Management. When this operation was taken over by OWI, in June of the same year he became coordinator of campaigns for the Radio Bureau, later becoming Chief of the Allocations Division and then taking over the post of Government liaison which involves contact with all government agencies on their radio needs. He was promoted to Deputy Chief when Mr. Cohen was appointed Chief of the Bureau last October.

Previous to joining OWI, Mr. Spire was radio director for McCann-Erickson, New York, for four years, writing and directing programs for Ford, Gruen watches, Rose and National Biscuit Co. His previous experience included three years as studio manager and program director for WHOM Jersey City, N. J. He is 38 years of age, married, and has one child.

Was Timebuyer
The new Deputy Chief was timebuyer and manager of station relations for Foote, Cone & Belding for eight years before joining OWI about eight months ago. He was on the original radio committee of the War Advertising Council and was a leading figure in drawing up the Network Allocation Plan by which OWI channels war messages to network shows.

Mr. Hymes was president at one time of the Radio Executives Club of New York. He is a graduate of Haverford College (Pa.), married and has two children. He is 35 years of age.

As Deputy Chief, Mr. Hymes will take over all of the administrative functions previously handled by Mr. Spire and will work closely with the various allocation operations of the Bureau, in addition to supervising the activities of the twelve regional offices of the station relations division.
WNEW thought its listeners might like to learn Spanish, if it was pleasant and painless.

So, every Sunday afternoon, Merle Pitt and his WNEW orchestra broadcast a half hour of good Spanish dance music. In between the rhumbas, Raoul Henry gives the lessons... amusing, unorthodox lessons that do teach Spanish.

People seem to like the idea. We offered to send listeners weekly lesson sheets, if they would write in *Dicho y hecho.* They’re writing to the tune of several hundred per program.

Someone at the office of the Coordinator of Inter-American Affairs wrote, too. They want 25 copies every week so that the secretaries can learn Spanish!

Want the lessons? Ask us for them.

*Raoul says that means, "No sooner said than done."*
Treasury’s Spots Attract Sponsors
WIOD Finds Discs Salable; Campaign Nets $1,683

STATION enterprise in obtaining sponsors for transcriptions prepared by the Treasury Dept. for the Fourth War Loan drive netted WIOD Miami $1,683, according to a report received by John D. Hymes, station relations chief of the OWI Domestic Radio Bureau.

John M. Outler, OWI regional consultant for Georgia, Florida and Alabama, submitted the report as illustrating how “a different approach to a difficult problem can produce staggering results.” He stated that he was informed that WIOD “had really gone to town” in the sale of the two types of War Bond transcriptions, “Treasury Salute,” a 15-minute show, and “Treasury Song for Today,” a 5-minute program, when they were given permission.

All Types of Sponsors

Mr. Outler, who is manager of WSB Atlanta, pointed out that while the revenue received from the sponsors was incidental, it guaranteed delivery of 89 programs emphasizing the Fourth Loan drive. WIOD sold 68 of the 15-minute discs and 21 of the 5-minute spots during the drive. It found sponsors among all businesses, principally automobile dealers, banks, utilities, department stores. The bulk of the spots were sold for daytime or late night periods.

Radio Taught at Wayne

FACULTY of professionals will conduct classes in radio at Wayne U. for the spring term, Dr. Preston H. Scott, speech department chairman, has announced. The representatives of Detroit’s major broadcasting units include: Lambert Beeuwkes, WXYZ manager of sales and promotion; William K. Clark, WWJ manager; Franklin Mitchell, WJR program director; and Ernest Rice, WJW production manager. There will be courses in techniques of broadcasting, script preparation, radio speech, drama, production and direction.

NBC Script Changes

RICHARD McDONAGH has been named assistant manager of the NBC script division. Charles Newton relinquished Hopkins re- signed. Mr. McDonagh has been with NBC since 1937. He replaces Erik Barnouw, now supervisor of the education department, Armed Forces Radio Services of the Army Service Forces.

Script Service

RADIO feature service for women program directors has been announced by Mary Ashley and Ruth Lundgren, and will start operations March 1 with headquarters at 55 Park Ave. in New York. Subscribers receive twice-weekly scripts containing news slanted to the woman listener.
"One if by Land..." "Ye lanterne sped its memorable message to ye few Patriots waitynge on ye far bank of River Charles..."

Progres in ye Land of ye Pilgrims now means that today, not only Charlestown, but hundreds of busy New England communities are simultaneously reached, message-wise, over one microphone—through the WBZ & WBZA combination. .. 50,000 watts stemming out from Boston .. with an extra 1000 from Springfield .. bring NBC Star-studded programs to all of industrial, and most of rural, New England. .. Certain times are available for your sales-messages. Act now, through NBC Spot Sales—New York, Chicago, Hollywood.

A new WBZ & WBZA Coverage Map happily furnished on request.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES
Doubtlessly one of this country's most vital regions is that of the "Heart of America." Long recognized as being the foodbasket of the nation, it took a war to fully emphasize its importance in the manufacture of materiel and consumer goods. Through its transportation arteries have flowed the needs of a world at war. Great have been the demands on its peoples—but theirs has been the privilege to serve, for how true is the statement that in the "Heart of America" can be found everything on earth—except ocean and desert.

In this thriving metropolis population is up over 60,000 since the 1940 census. Latest rationing figures show greater Kansas City's population as over 700,000 with an effective buying income per capi 100% above that of 1938. Missouri leads the West to the coast in non-agriculture employment per 1000 population.

One of the country's most unusual population breakdowns is that found in the "Heart of America"—the crossroads of this country—and thus of the world. Census reports uncovered the surprising condition that 51% of the population is urban and 49% rural. Thus within one compact area are located the two important phases of American life—each with its own peculiar likes and requirements. The throb of metropolitan hustle-bustle mingles with the tractor roar as the "Heart of America" puts its back to the wheel of Victory, doing its share and then some.
How To Make Each Advertising Dollar Do the Work of Two

A dollar spent in advertising on KMBC assures a "hearing" with the urban thousands in the "Heart of America." Accredited surveys tell the story—giving KMBC a greater audience than any of the five other radio stations.

A dollar spent in advertising on KMBC pays the way, too, into the homes of the 49% potential audience that is rural. There is no secret as to why this is so—KMBC programming is patterned with this population peculiarity constantly in mind every hour of the broadcasting day.

That is why each advertising dollar spent on KMBC does the work of two. Radio's finest programs—those of the Columbia network—exclusive farm features—two full-time farm authorities, a livestock farm operated in service to rural America, and the exclusive right by the Kansas City livestock interests to broadcast official market reports direct from America's largest livestock building—all this adds up to radio's best buy in the land "Where Metropolis Springs From Golden Wheat Fields."

KMBC
OF KANSAS CITY
SINCE 1928—CBS BASIC AFFILIATE FOR MISSOURI AND KANSAS
By Deed & Word

POLITICALLY, radio, like Andy Gump, wears no man's collar. Individual broadcasters, as free Americans (except perhaps where the regulatory authority is concerned), have their own political leanings and their favored candidates. But politics are kept apart from their microphones.

It doesn't take clairvoyance, however, to detect radio—freedom of radio—as a political issue in the political campaigning just ahead. Gov. John W. Bricker of Ohio, an avowed candidate for the GOP nomination, a few days ago sounded the call for legislative checks upon the FCC lest it stifle freedom of radio. Other Republican spokesmen, prospective presidential timber and party workers alike, have picked up the theme.

It is plain that Republicans regard the constant bearing down on radio's freedom (and that of the press) as a liability, politically, to the party in power. The Democrats have, thus far, made no issue of it, or even any defense of the policies or current manifestations.

Radio, over the years has been beleagued with a super-abundance of lip service by the "ins" as well as the politically ambitious. "Freedom to listen" was a battle cry just a few weeks ago by incumbent forces, but it fell upon deaf ears, because past deeds made such talk a mockery.

Radio, as an art and medium, doesn't particularly care what the parties call themselves or each other. It is interested in one fundamental thing—the right to engage in free competition and to conduct Radio by the American Plan. We suspect that before the final gong, both parties will declare themselves four-square for freedom of speech and of the press.

What's more important, however, is what they intend to do about it.

AFM—Pancake Style

THINGS appear to be relatively quiescent these days in the Petrillo-Radio front. Reports trickling from the closed sessions of network representatives with the AFM locals on renewals of contracts for network origination are that "progress" is being made. There are the union demands for increased pay scales and increased quotas of musicians, which probably will be compromised. There's no talk, these days, of a strike, and presumably no dire "or else" threats from Jimmy.

Local 802 in New York, it appears, wants "platter-turners" to be AFM members. All 802 asks is that platter-turners be paid $90 a week—as they are in Chicago. In St. Louis, last reports were that they get $60 a week. And the redoubtable Jimmy himself has said that "a child could do the job".

A year ago, when Jimmy testified before the Senate Interstate Commerce subcommittee investigating the then existing full-scale AFM recording ban, he admitted the record-turner requirement was "not sound". He confessed he would not have called a strike if the Chicago stations had refused his demands. The stations "keyed" the demand, he declared, because the Chicago local (of which he also is president) was "powerful". Under questioning by Senator Tobey (R-N.H.) he said he had made a "mistake" in forcing the hiring of union platter-turners.

Mr. Petrillo's New York union now makes the same demand. We presume locals in Los Angeles, in negotiating network originating contracts, will follow suit. Other locals, of course, can be expected to take the cue.

Practically all stations now hire fixed quotas of musicians because of Petrillo Sat, and the threat of strike. Many stations never use their musicians, who in most instances have other jobs anyway. AFM epitomizes the "made work" formula at its worst.

If independent stations are forced to hire union record-turners at $90 or $60 per week, it may be the difference in many cases, between profit and loss.

But what we would like to know now is how Mr. Petrillo can reconcile his statement to the Senate Committee with the current demands of his locals? Maybe the subcommittee, of which Senator Clark (D-Idaho) is still chairman, will make the inquiry.

Unsound Dollars

MONEY give-aways attract people. Motion pictures have used bank night variations to build audience. Newspapers have given away everything from model homes and automobiles to carving sets in prize-contests dependent upon paid subscriptions. Magazines have sent youngsters scurrying from door to door selling subscriptions for that brand-new racing bike.

Radio, too, has had its flings. The latest is the money give-away variation of the late and none-too-lamented "Pot O' Gold". It builds audience, to be sure. But that audience is artificially stimulated. And that's bad radio.

The older media have found that give-aways don't pay. In normal times, the movies soon noticed that it was only on "bank night" or "country store" that the customers flocked in. The public expected the premium; the movie feature was only incidental. Newspapers and magazines, by and large, found that renewal of prize-induced subscriptions was more than difficult.

Many stations, to meet the competition of network programs, have resorted to the give-away, although the practice is far from restricted to the independent group. It is shortsighted policy, however, because when the give-away goes off, the audience usually takes a nose-dive. Besides, such features soon run their course and die.

There are many examples of independent station operation of a highly successful character. A station isn't disposed to drop a money feature unless the competition drops too. Smart listeners have thrown surveys a look by reporting the money station tuned in when it isn't.

Money-giveaways may be legal—probably are—though the question of borderline lottery has been raised. Irrespective of legality, anything that doesn't build soundly doesn't belong on the air.

(Continued on page 40)
This is No. 7 in a series of stories of KOIN PUBLIC SERVICE
Subjects of preceding stories were...

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

Here's... ART KIRKHAM
Vice-President of KOIN

... For 16 years this station's perpetual "ambassador of goodwill" and the Pacific Northwest's best known and best loved radio personality.

Art's contributions to community service commenced with his connection with KOIN in 1928. He started the first radio news service in Portland—"Newspaper of the Air"—now oldest program in the area and always high in public favor. On it Art broadcast over 1300 community service news items in 1943. Another still popular program which he created in 1932 is "This and That" with Art Kirkham. Throughout the years his civic activities in addition to broadcasting have been many and varied, such as:

1943—President of "Presidents' Council"—composed of all civic and service club presidents.
President of Kiwanis Club.
Member, Board of Directors, Oregon Roadside Council.
Chairman, "Know Your Portland" committee and member "Tourist and Convention" and "Recreational Resources" committees, Portland Chamber of Commerce.
In 1941 and 1942 he was Chairman of the "Members Forum" and member Board of Directors, Portland Chamber of Commerce.
In 1941 he planned and created for the Portland Chamber of Commerce a map-folder of city and nearby trips which visitors endorse as one of the best available in any locality.

Another reason for the dominant position of KOIN in its community.

KOIN
PORTLAND, OREGON
FREE & PETERS, INC.
National Representatives
Our Respects to
(Continued from page 38)
end of the war, he returned to Utah.
For a while he worked with the Secretary of State in Salt Lake City. But desiring wider training and experience, he journeyed to the Nation's Capital for graduate work at George Washington U. In Washington he secured a Civil Service appointment as assistant investigator of the U. S. Bureau of Efficiency, a position which called for the fullest use of Mr. Sharp's abilities in the field of mathematics. He had to familiarize himself with governmental departments and their functions—with an eye for improvement in operations.
This was a good pattern for the immediate years which followed and took him to New York where he became special investigator for the U. S. Internal Revenue Bureau. He was offered him a position as forecaster in the Long Lines Commercial Department in 1922. He accepted the pioneering post, which was largely statistical and required the planning, forecasting and estimating of traffic loads for the telephone company.
Back to the West
But the West called again, and in 1925 he returned to teach in the School of Business at the U. of Utah. He remained there until 1930, when he went back to the telephone company as toll rate engineer. It was in this position that he developed the Inter-Exchange Mileage Rate Guides. Their creation is a real contribution to simplification of communication rates.
And so when Ivor Sharp accepted the position of manager of KSL, he brought with him the solid background of industry, forecasting, and administration that formed firm foundations for an efficient business. His policies have shown themselves in the maintenance of a high standard of broadcasting and better programming.
Although the station demands most of his time, Mr. Sharp likes to go off into the Utah hills provided there is a chance for the rich trout to be found there. And, true to form, his mind revels in developing mathematical and mechanical gadgets.
His affiliations include membership in the Salt Lake Rotary Club, Chamber of Commerce and the Church of Jesus Christ of Latter Day Saints.
He married Marianne Clark in 1927. They have three daughters: Luacine, 16; Louise, 11; and Annetta, 9.

Christens 'Musick'
CLEO MUSICK, of NBC's guest relations department staff, New York, was invited recently to christen a Liberty ship in Richmond, Calif. It was named in honor of her husband, Capt. Edwin C. Musick, pioneer aviator, who was killed in an airplane accident in Samoa while investigating new routes for Pan American in 1938.

GOOD RESULTS have been obtained from use of the Idea Box at WHO Des Moines, with prizes ranging from $3 to $20 going to employers submitting useful suggestions. Vice-president and general manager of WHO, points with pride to one of the suggestion boxes.
Case Successes Newworth
At WBBM; Kilian Named
GEORGE CASE, former WBBM Chicago production manager, has been appointed assistant program director, replacing O. J. Neuwirth, who has resigned to devote fulltime to the production of WBBM-CBS' The Romance of Helen Trent. Mr. Case has been with WBBM for the past two years, joining the staff as producer and then, becoming production manager six months ago.
Fred Kilian, for the past ten months WBBM producer, has been named program manager for the station. Prior to joining WBBM, he was program director for WIZP Springfield, Ill.
Grizzard Resigns WCAP
TED GRIZZARD, with WCAP Lexington, Ky. For the past ten years, has resigned as manager of the station and is replaced by another ten-year veteran, former commercial manager J. E. Willis, who was announced last week by J. Lindsay Nunn, owner of the station. Mr. Grizzard is moving to California. His future plans have not been announced. Mr. Willis will take over his new duties March 1.

Blue Operations Aired
EXECUTIVES of the Blue network are explaining the operations of the company to their listeners through Alma Kitchell's Meet Four New Neighbor program each Friday. Fourth talk was given last Friday by Phil Carlin, vice-president in charge of programs.

Ogilvie Test
OGILVIE SISTERS, New York (hair preparations), on Feb. 12 started a 26-week series of daily spot announcements on WEVD New York, with other stations to be added if the test is successful. Agency is Abbott Kimball Co., New York.

BEAUTY SPOTS
FEMININE BEAUTY is the theme of two television specials, Looking at You and Charm Session, prepared by S. Goodwin & Son production firm, for department store use. Both are five minute series which can be combined for programs. Agency is Robert Powers, model authority, and Jessica Ogilvie, hair specialist, are interviewed on Charm Session, while Here's Looking at You features a beauty clinic, with Richard Willis interviewing women.
Sales Management's "Estimate for March, 1944" gives KNOXVILLE an increase in Retail Sales and Services to total 143.8%, with March, 1943 as base of 100%. Compare this increase with that of Nashville, Memphis, Louisville, New Orleans, or Atlanta! KNOXVILLE is now second, in increase, in the Nation's leading market centers, surveyed by Sales Management. Sales Management's "1943 Survey of Buying Power" showed that WNOXVILLE, the booming trade area covered by WNOX, is greater, in retail sales, than Nashville, Memphis, Louisville, New Orleans, and Atlanta! Take advantage of this growing, moneyed market! Sell WNOXVILLE, through WNOX!
BERT WILSON, sportscaster who traveled with the Chicago Bears, professional football team, for WIND Chicago broadcast last year, will do all at-home and out-of-town baseball games of the Chicago Cubs for the 1944 season, aired exclusively over WJJD. WIND Chicago exclusive coverage of Chicago White Sox at-home and out-of-town games will be WALT Lockman.

CPL. WALTER KANER, formerly director of publicity and special features of WLIB Brooklyn, has been transferred to the 387th Infantry Regiment at Fort Leonard Wood, Mo., and assigned to the Special Service Section to handle public relations and entertainment.

PVT. CARL J. HALL, formerly a member of the announcing staff of WAAC Fort Meyers, Fla., is now assigned to radio work in Special Services, Amarillo Field, Tex.

BUD MITCHELL, WJR Detroit director of operations, is now teaching an evening class in radio speech at Wayne U., Detroit. Dick Frederick, formerly of the Michigan OWI staff, has been added to the WJR publicity staff.

KOMO-KJR Appointments

FRED DELANO now heads the newsroom of KOMO-KJR Seattle replacing Dick Keppler, who has entered the Army. Bill Mosher has taken on additional duties as director of special events. He will be assisted by John J. Jordan, announcer and newsman. New publicity director for the stations is Carolyn Ashbaugh.

L.T. NED BURMAN, second combat correspondent on Guadalcanal, following Lt. James Herbst, has been commissioned 2nd lieutenant in the U.S.M.C., assigned to Marine Corps Headquarters, Washington. Before joining the service, Lt. Burman was a news commentator of KGW San Jose, Cal.

NINA ANTHONY, news editor of CJOR Vancouver, was recently appointed to the Vancouver Parent Teachers' Federation.

BILL STEWART, producer of CKWX Vancouver, has married Betty Levis.

Paul Wann has joined the WCCO Minneapolis, announcing staff. Mr. Wann was formerly an announcer of WDOD Chattanooga.

DENNIS REAGAN, formerly of KNSY Denver, has joined the announcing staff of WDFD Flint, Mich.

Mike Dunn, sports announcer at WDFD Flint, Mich., has announced his engagement to Jean Marie Dickerson of New Iow.

Bill Marlowe, former news-caster of WMC Memphis has joined WNOX, Palm Beach, Fla., replacing Lee Taylor, who leaves for the service.

HARRINGTON CRISSELL and Marjoram program staff of WQFM Schenectady, N. Y. were married Feb. 10.

THOMAS HUDSON McKEE, has been assigned to the Detroit Publicity Director for the stations. He was former assistant news editor of KFEL Denver.

DON LEWIS, announcer at WWJ, New Orleans, is the father of a girl.

CONNIE BOSNER, formerly of Harry Feigenbaum Agency, Philadelphia, has joined the staff of WPEN Philadelphia as continuity director. She succeeds Robert Bloomfield, who leaves to join the Army.

MARION BASEL, announcer of WIP Philadelphia, has left to join the staff of WITM Baltimore, Md. He is succeeded by Jeff Scott, new to radio.

KEN WHEELER, day supervisor for WXAC Boston, is being inducted into the armed services.

THEODORE HAHN Jr. has been named music director of WCKY Cincinnati. Prior to coming to WCKY he was assistant to the National Director of Music.

JACK BRICKHOUSE, a member of the WGN Chicago announcing staff before joining the Armed Forces, returned to WGN last week following release from military service.

JACK HURNER, director of news and sports for KIRO Grand Forks, N. D., was recently awarded the Junior Chamber of Commerce service key as the outstanding citizen of Grand Forks for 1943. He was cited for his work in forming the city Recreation Council.

MARIAN GERVER, is now publicity director of KIRO Seattle, having replaced Marjorie de Garmo who has taken over writing and production.

EVELYN McCUTCHEON, NBC Hollywood writer, has resigned that post to become civilian writer for Army radio programs at Hill Field, Ogden, Utah.

JOE PARKER and Alberto Rondo of Hollywood radio division, Office of the Coordinator of Inter-American Affairs, have been inducted into the Army.

MARX HARTMANN, Hollywood announcer on the weekly Mutual program, Adventures of Sherlock Holmes, has joined the Royal Canadian Air Force.

JOHN C. ROBB, supervisor of New York originating Blue news broadcast, has been appointed Hollywood manager of the news and special features department.

TOM WHEELER, farm director for WOWO-WGL Fort Wayne, Ind., was recently appointed to the agricultural committee of the Fort Wayne Chamber of Commerce.

DOUG BRUCE, announcer of CJOR Vancouver, has joined the Royal Canadian Air Force.

JOE MIDMORE, former CKWX Vancouver announcer now in the Royal Canadian Air Force, recently became engaged to CKWX continuity editor Isabel Frost.
and how do you make THIS sound?

MUSIC:
THEME*...UP FULL, THEN HOLD UNDER
ANNOUNCER:
Your problem is to move goods...
SOUND:
(One at a time, in succession, at announcer’s pauses) NAILING SHIPPING BOXES...STEAM LOCOMOTIVE...DELIVERY TRUCK...CARTONS BEING PLACED ON RETAIL SHELVES
ANNOUNCER:
...not just out of your plant...and across the country...and to the retailers...and onto their shelves...but also...
SOUND:
CARTONS BEING MOVED OFF RETAILERS’ SHELVES
ANNOUNCER:
...into consumer hands. That is, you must create and activate consumer demand. In New England’s rich, compact market, you can do that most effectively through NERN, which is seven dominant stations whose combined primary coverage areas include 96.6% of New England’s radio homes...but whose Class “A” quarter-hour price is only $600. By using NERN, you can make merchandise take that last move quickly—to a people whose effective per capita buying income (Sales Management figures) is 22.9% above the national average.
SOUND:
NEW ENGLAND WOMEN SPENDING MONEY
MUSIC:
THEME*...UP FULL AND REPEAT
*THEME: “More Results for Advertisers on NERN, the Network.”

NERN STATIONS
WBZ*...Boston, Mass.
WCWH...Portland, Maine
WJAR...Providence, R. I.
WLBZ...Bangor, Maine
WTIC*...Hartford, Conn.
WFEA...Manchester, N. H.
WRDO...Augusta, Maine.
* The only 50,000-watt stations in New England.
Nationally represented by WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood
Where's Everyone Going...?

It's SEVEN O'clock, Man, Time For

FULTON LEWIS, JR.
THE MAN WHO MADE 7 P. M. (EWT)
A NATIONAL LISTENING HABIT

Fulton Lewis has been tittling on the seven o'clock spot for over 6 years. Hundreds of sponsors (yes, hundreds!) and millions of listeners swear by the authentic reporting of Lewis. He's everywhere... digging up facts, watching the news happen. Fulton Lewis, Jr., is America's most listened-to News Reporter... and most respected.

Sell him at your one time quarter hour rate post. Call, wire or write W.M. B. DOLPH, Washington, D.C.

Originating from WOL, WASHINGTON, D.C. Affiliated with the MUTUAL BROADCASTING SYSTEM

LT. M. F. Ritchie

L.T. MAXWELL FRASER RITCHIE, 43, public relations officer at Canadian military headquarters, died suddenly Feb. 17 a few hours after being admitted to the hospital. Born in Toronto, he had been aged since September 1944. He is a brother of Wells Ritchie, assistant supervisor of press and information service of the Canadian Broadcasting Corp., Toronto. Under the firm name of Central News Bureau, the Ritchie brothers, for a number of years before the war were Canadian representatives of Transradio Press.

GENE NOBLES has been added to the announcing staff at WLAC Nashville. He was a former staff announcer at WALA Mobile.

MILTON FORD, Harry Morgan and Wayne Davis are new additions to the announcing staff at WBL Knoxville, Tn. Mr. Davis was formerly with WBBS Burlington, N. C.

W. J. DUNLOP, Canadian Broadcasting Corp., Toronto, commercial representative, recently became the father of a boy.

SID CHAPMAN, secretary-treasurer of Northern Broadcasting & Publishing Co., Timmins, Ont., has been re-elected president of the Timmins Rinkmen Club.

STEVE BRANDENBURG, new to radio, has joined the production staff of CFCH North Bay Ont.

FRANK LINDSAY has joined the announcing staff of CGL Kirkfield Lake, Ont.

DOUGLAS B. LUSTY has been appointed producer of educational broadcasting by the Maritime region by the Canadian Broadcasting Corp. He formerly was on the announcing staff of CBC Toronto.

LEOPOLD HOULE, director of the French division, CBC Press and Information service, recently received the degree of Doctor of Philosophy at St. Joseph University, Memramcook, N. B.

WILLIAM BALDWIN, special features director of Blue, San Francisco, and Clark Sanders of KGO San Francisco, join the CBS news engineering department, currently on a special mission with the Navy.

GORDON MILLS, with honorable discharge from the Army, has joined KGOU Los Angeles as announcer. He succeeds Lou Place who has joined KPAC.

PAUL COATES, formerly director of publicity of WTMJ Milwaukee, and its FM station WMPF, has joined the Combat Hotel chain as press representative for two New York hotels.

DICK JOHNSON, formerly of KLWM Willmar, Minn., Paul Santee of WDAY Minneapolis and Gene Lette, new to radio, have joined KYSM Mankato, Minn., as announcers.

ELEANOR KILGALLEN, who has been associated with her brother's firm, Richard Kilgarl production, in the casting department, has joined CBS as casting director.

JANE ELSAS, of the Blue script department, and Lt. Ebb Ford, U.S.A., now stationed at Fort Jay, N.Y., will be married on April 9. Miss Elass will resign her position at the Blue.

ALLEN DE CASTRO, commercial program manager of Mutual and head of the Latin American department, has been placed in charge of all cooperative programs at Mutual.

SIX-FOOT-FIVE John A. Barclay, newcomer to the WGN Chicago, production department, gets the WGN low-down from veteran producer Eddie Kahn, five-foot-three director of The Crime Files of Farnham and others. Radio production is Barclay's latest venture in a 25-year career as singer and actor in this country and abroad. He is heard regularly on WGN Mutual shows, including The Chicago Theater of the Air, First Nighter, The Human Adventure, and is narrator on The Chicago Theater of the Air Symphony Hour.

Art Contest Conducted For Students by WOR

THE broadcasting medium as an art subject is the theme of a contest WOR New York is conducting among art students in five New York City art schools. Students are to have been taken on a tour of WOR studios to collect picture material on all phases of broadcast operations. For the final judging March 3 a total of 13 paintings have been selected from the entries.

Paintings will be on public view at the Advertising Club of New York for two weeks, starting March 7. A private show for the press will be held the preceding afternoon. The entries represent a variety of techniques ranging from realistic to surrealistic, from impressionistic and surrealistic to abstract interpretations of rehearsals, engineering operations, and other aspects of radio station activity. Judges are Hilda Loveman, art critic of Newsweek, Helen McDonald, art critic of the New York Sun, and Joe Creamer, station promotion director. The winners will receive World's Fair prizes.

MORTON WISHENHARD, script-writer for NBC's University of the Air, will conduct Columbia's U. classes in radio writing, and Neil Hopkins, formerly of NBC's production staff and script division, will instruct a radio production class. Classes were formerly instructed by Erik Barmouw, now on a special mission for the War Dept.

JERRY MARSHALL, WNEW New York announcer, and Geraldine Schwartz, cashier at CBS, have announced their engagement.

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BROADCASTING · Broadcast Advertising
THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. * It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. * With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. * New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. * Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. * A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

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

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING SEATTLE 4, WASHINGTON
Reed Back at J-W-T

DR. VERGIL D. REED, assistant director of the statistics division, and chief of general statistics staff, bureau of planning and statistics, WPB, has resigned to join J. Walter Thompson Co., New York, as associate director of research in charge of market research, it was announced by WPB last week. Dr. Reed entered Government service in 1935 as chief of the retail and wholesale trade division, Bureau of Census. He was assistant director of the Census Bureau from June, 1936 to March, 1942. He has joined the WPB in the post he now leaves.

HERMAN LAND, a former announcer with WHIR Knoxville, has joined the radio department of Kircher, Lytle, Helton & Collett, Dayton.

IVAN H. DENTON, McConnell Eastman & Co., Vancouver, and H. S. Watson, A. Reckhlim Ltd., Vancouver, have been elected members of the executive of Advertising and Sales Bureau of the Vancouver Board of Trade.

R. EMMETT ATKINSON, formerly commercial manager of KWWK Washington, has established his own advertising agency at 117 E. Colorado Blvd. Telephone is Ryan 1-6586.

L. J. NELSON, space buyer of Wade Adv., has returned to Chicago following Pacific Coast conferences with Robert E. Dwyer, Los Angeles manager.

PAUL H. RAYMER Co, station representative, has moved its Southern California offices to new larger quarters at 707 S. Hill St., Los Angeles. Telephone is Vaudite 1001. J. Leslie Fox is manager.

DON JOHNSTONE has left Schenley Distillers Corp., New York, where he was director of field market research, to join Benton & Bowles, New York, as assistant director of research. Mr. Johnstone was director of research at Sherman K. Ellis & Co., New York, before joining Schenley.

PETER LYMAN, former announcer of KDAL Duluth, is now director in charge of radio production for J. Walter Thompson Co., Chicago.

STUART STEVENS has been appointed production manager of Hugh Schelhauer Advertising, Los Angeles. He was formerly sales production manager for Dasey Churn & Mfg Co., St. Louis.

ELDRIDGE D. HEDGES, formerly on the art staff of J. Walter Thompson Co, New York, has been named art director of Erwin, Wasey & Co., New York, specializing in the field of electronics.

ERIC STRUTT, copy writer of Hixon-O'Donnell Adv., Los Angeles, has been commissioned a lieutenant (j.g.) in the Navy.

CULBERT SUDLER Co., Los Angeles, agency, has moved to 412 W. Sixth St. Telephone is Trinity 0706.

PAUL SECON, formerly on the staff of Variety, has joined the research staff of Richard Stark & Co., New York. He will make a study of television and organize a video unit for the firm.

AUSTIN BYRNE, former account executive for William Esty, Inc., New York, has been inducted into the army.

CHARLES CHAPLIN, writer-producer, recently associated with Armed Forces Radio Service in a civilian capacity, is in charge of radio production for Hillman-Shane-Dreyer, Los Angeles agency.

Arthur H. Kudner Dies of Pneumonia

ARTHUR H. KUDNER, leading advertising executive and head of his own advertising agency, Arthur H. Kudner Inc., New York, died of pneumonia Feb. 18 in Los Angeles at the age of 53. His wife, Magdelin Thayer Kudner, who had accompanied him on an extensive business trip, was with him at the time.

Born in Lapeer, Mich., Dec. 7, 1893, Mr. Kudner started as a copy writer on a newspaper at eleven years of age. After a brief career as a concert singer he returned to journalism with the Detroit Free Press and the New York World, where he began his advertising in 1915 as a copy writer of Cheltenham Advertising Agency. A year later he joined Erwin, Wasey & Co., becoming chief copy writer in 1919 and serving as president from 1929 until 1935, when he left to establish his own agency.

Received Award

Author of several early tire advertising campaigns which were considered classics, Mr. Kudner in 1917 created advertisements for the Red Cross and Liberty Loan drives, which are still recalled and quoted. In 1919 he received the Harvard Award for having prepared the best advertisement of the year.

During his association with Erwin, Wasey, Mr. Kudner was active in developing a number of outstanding radio programs in the early days of commercial broadcasting, including the Morton Downey and Evangeline Adams programs. Last fall he personally induced Quentin Reynolds to go on the air as narrator of war stories on NBC's Salute to Youth series for Goodyear Yams & Reeds. He was instrumental in bringing about General Motors' sponsorship of the Sunday afternoon broadcasts of the NBC Symphony Orchestra, under such conductors as Toscanini and Stokowski.

In addition to the General Motors symphony series, current radio program work by the agency also include the Goodyear The Star and the Story on CBS and Gay 90's Revue, also on CBS, sponsored by U. S. Tobacco Co.

Arthur Kudner Inc. will continue its agency operations under the direction of the corporation's six vice-presidents, who had been associated with Mr. Kudner for periods of 14 to more than 20 years and who are all stock-holders in the organization. These are: J. H. S. Ellis, executive vice-president; Edward J. Owens, Samuel S. Zinger & Charles P. Sonn, Robert D. Stewart, Hayward Anderson.

In addition to his widow, Mr. Kudner is survived by his son, Arthur, 9, a daughter, Karyl, 7, his mother, Mrs. H. C. Kudner of Lapeer, Mich., and two brothers, Dr. Don Kudner of Jackson, Mich., and Schuyler Kudner of New York.

The Package Is Yours In Roanoke!

When you "buy" any radio market, you're usually thinking in terms of the whole radio audience. But in most markets you have to admit that 10%, 25% or even 80% of your audience is listening to some other station.

But not in the Roanoke market! WDBJ is the only station that gives satisfactory listening service throughout the Roanoke-Southwest Virginia Area—an area containing 23.9% of Virginia's radio homes!

That's why so many advertisers prefer WDBJ to "larger" (but more competitive) stations in other cities. Ask Free & Peters for all the dope!
SMOKE SIGNAL COMMUNICATIONS

While the puffs of our early American smoke Signals were not as complicated as the Morse Code, this type of communication was a speedy and effective means of communication at that time and could be seen for scores of miles on a clear day. Used for transmitting their battle messages, smoke signals in the days of the early American meant a progressive means of communication.

Restricted by climatic conditions this type of communication was limited in its use. Universal microphones, in the part they play in modern electronic voice communication, must withstand the climates of the Arctic and the Tropics all in a day's work. Built to accomplish a specific job, Universal Microphones are "getting the message through" on every Allied front.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U.S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Charles F. Michaels
CHARLES F. MICHAELS, 74, chairman of the board of McKesson & Robbins, died Feb. 20 in a San Francisco hospital. A native of San Francisco, he was president of the Langleys-Michaels Co., wholesale drug company, when it was absorbed by McKesson & Robbins in 1929, at which time he was named regional vice-president. He became executive vice-president, then president, and in 1941, following the reorganization of McKesson & Robbins, he was elected chairman of the board. In 1927 Mr. Michaels was president of the National Wholesale Druggists Assn.

JOIN AGENCY STAFF
PETTINGELL & PENTON, New York, announced the following additions to their staff: Bernice Newton, of Spier & Sussman, New York, as space buyer; Marjorie Basa, of the advertising staff of Gimbel Bros., New York, as contact executive; Louis Kraus, honorably discharged from the Army and previously account executive for Joseph Katz Co., New York, as contact executive; Bursey Braxman, of the production staff of Lester Harrison Inc., New York, to the production staff.

Charles F. Michaels
WOR’s 22d
WOR New York, last week celebrated its 22d anniversary—without celebrations. Station let its holiday slip by without fanfare for the duration. Operations started from Bamberger’s Department Store, in Newark, N. J., on Feb. 22, 1922.

Overseas Agency
AMERICAN OVERSEAS Advertising Service Inc., has been organized at 424 Madison Ave., New York, to lay ground work for future American business relations and build up goodwill for the United States in countries liberated and occupied by the United Nations. William V. C. Ruxton, former president of the British-American Ambulance Corps., and New York banker, has been elected chairman of the board. A former European publisher, Rudolf V. Hahn, is president.

Radio Is Aid in Solving Delinquency of Juveniles
WOMEN’S NATIONAL Radio Committee, through its newly-formed subcommittee on juvenile delinquency, is submitting four suggestions to networks and local stations on the use of radio in combating juvenile delinquency, according to Mme. Yolanda Meriot, chairman and founder of the organization.

Programs such as those of Bing Crosby, Edgar Bergen and Frank Sinatra, have a large following among juvenile listeners and will be requested to include in their shows material which will be “helpfully stimulating to young people”. This has been tried successfully by Eddie Cantor, Bob Hope and others, it is pointed out.

The use of spot announcements in directing young people to recreational and useful war effort activities, will be suggested, along with radio forums on aspects of other programs. The committee also suggests that radio figures such as Kate Smith and Ginny Simms might stress the importance of maintaining the right sort of home relationships.

Annual radio awards will be made by WNRC on the basis of contribution to the juvenile delinquency problem.

Halpin Opens Agency
JOHN L. HALPIN, former Deputy Commissioner of Conservation, State of New York, has resigned and will establish an advertising agency in Schenectady. Mr. Halpin has been in the public service for 15 years and has wide experience in the field of public relations and publicity, acting in that capacity with the Dept. of Taxation & Finance. His work included radio and motion picture promotion.

VICK KNIGHT, formerly vice-president in charge of radio for Foote, Cone & Belding, Hollywood, has been inducted into the Army.

Franco Breaks Ankle
CARLOS FRANCO, manager of the Station Relations Department of Young & Rubicam, New York, broke his ankle in a fall last Monday. He will be confined to his home for several weeks.

bub burn and his homespun news commentaries are as corny as the husks in van buren
... as American as broadway or sutton place
... as integral to the new york market as the asterbills—the cohens—or the Kellys.

bub serves up his corn every monday—wednesday and friday from 7 to 7:15 p.m.
while selling his corn—he could peddle your product, too. more about bub burn if you’ll call or write
Honey, come on over here.
I'm cold...
Nonsense, Simantha.
WDAY says it's warmer.

Snuggle up with these facts, Sir — according to the most recent NBC Survey, more than 50% of the radio families in 35 North Dakota, Minnesota and South Dakota counties listen regularly to WDAY (nighttime). The daytime figure is of course larger. In many of the counties the figure is 96%, 97%, 98%. And in some, it’s hard to find any listeners to other stations! Won’t you send for the facts?

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

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METRO-GOLDWYN-MAYER Studios, New York, on Feb. 16 started a five-week quarter-hour newscast featuring Jack Slattery on KNX, Hollywood. Contract is for 52 weeks.

Longines Wittnauer (Canada), Montreal, on March 10 starts half-hour Longines Symphonette on CBL, Toronto, and CBB, Vancouver, weekly. Account was placed by Russell T. Kelley Ltd., Montreal.

WM. Wrigley Jr. Co., Toronto (sunny) on March 3 renews Wrigley’s Air-Bond on CFRB, CFCF, CHML. Fri., 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

S. C. Johnson & Son, Brantford, Ont. (Johnson’s Wax ’N Crn Ru) on April 3 renews to June 30 Pierre Quin on CBC, GBV, CHLP, Mon., Wed., Fri., 10:45-11 a.m. Agency is Vickers & Benson, Montreal.

MAIER BREWING Co., Los Angeles, has appointed Dan B. Miner Co. to handle its advertising and is sponsoring wrestling matches on KMPG Beverly Hills, Cal.

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**Radio Advertisers**

MORRIS B. SACH, Chicago (clothing), is now sponsoring for the fourth year its Amateur Hour on WGNR. The program, now heard 5-6 p.m. Sundays, after March will be heard Sundays 12-30-1-30 p.m., and will also be heard over WCFL, Chicago.


A GROUP of magazines, organized under the title of Youth Group Magazines, have appointed Hill Adv., New York, to handle advertising. Magazines are Boys Life, Open Road for Boys, Young America, and Young Catholic Messenger. No radio is planned.

RICHARD W. GIRDIN, formerly of Willmarit Service System Inc., New York, has joined Englebardt Co., New York, manufacturer of bedding, as coordinator of post-war advertising and sales promotion plans which include a projected program on CBS.

DUOTONE Co., New York, has appointed Maxon Inc., New York, to handle advertising for phonograph needles. No radio is planned.

DERBY-LOU SPORTSWEAR, Boston (sportswear for women), has placed its account with Wm. J. Small Advertising, Boston. Plans are said to include radio.

WEATHERHEAD Co., New York, auto and aviation sales, has named Maxon Inc., New York, as agency. No radio is planned.

NUTRISOY Co., New York, soy bean products, has appointed A. M. Schilder Co., New York, to handle its advertising. No radio is planned.

VICK CHEMICAL Co., New York, has signed a 52-week contract with WABC New York for a thrice-weekly quarter-hour newscast program in behalf of Alcoline and cough drops. Account previously advertised on WABC in the fall and winter only. Agency is Morse International, New York.

HELM’S BAKERIES, Los Angeles (home service), on Feb. 13 started a weekly quarter-hour program, Letters From Homebakers, on KNX, Hollywood. Contract is for 26 weeks. Firm uses a total of 150 transcribed announcements per week on KFI, KECA, KNX, KJH, KFOX, KFWB, KFYV, KPAS. Agency is Dana Jones Co., Los Angeles.

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**THE BRIGHT SPOT of Eastern New York**

**RADIO**

**The Buying Triangle**

Only BLUE Network Station Covering This Area

---

**WKBW**

50,000 WATTS
1520 K. C.

Buffalo’s Most Powerful Transmitter Plant

COLUMBIA

BUFFALO BROADCASTING CORPORATION

National Representatives:
FREE & PETERS, INC.

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**BROADCASTING • Broadcast Advertising**

February 28, 1944 • Page 49
So very many are "BEHOLDEN TO HOLDEN!"

Through this door pass some of the most contented advertisers in the world! Naturally! Ann Holden's program pulls in orders for their products in amazing quantity. Fortunately for you, there's still room in her half-hour Home Forum, with the lowest cost per thousand listeners of any Bay Area Woman's Program. Just another reason why the San Francisco radio picture has changed! Call your Blue Spot Representative or write direct for details.

**Radio Notes**

**BASEBALL** has again been sold for WING Dayton and WIZE Springfield, O., for the summer of 1944, it has been announced by Ronald B. Woodward, vice-president of WING.

**KRGJ Workshops**—Philadelphia Board of Education cooperative activities, begun last summer offers a new course in script writing, Gordon Hawkins, KYW program supervision, is in charge.

**WTIC-FM Hartford** has announced a new schedule, effective Feb. 20, to increase the broadcasting time by two hours, which makes the daily operating hours from 2:05 to 11:35 p.m. The change in time schedule is accompanied by a change in programming, but WTIC-FM will continue to originate *Box at the Opera*, Sundays 7:30-8:30 p.m., Library of the Air, Manh.-Fri. 4:45-5:00 p.m., and Symphony Hour daily 8:35 p.m.

**CLAIMING** to be the oldest program in the Midwestern area, Metropolitan Network has been heard on WTOP Washington marked its 50th anniversary on the broadcast, Feb. 20. During the past 10 years, more than 800 eminent guests have appeared on the series, including top government officials and labor leaders. The program is directed by Albert E. Denis, and presented by CBS Washington. For the past two years, the program has been released for use in England.

**WESTINGHOUSE** stations KDKA Pittsburgh, WBZ Boston and KYW Philadelphia will distribute new rate cards effective March 15 showing moderate increases on station breaks, announcements and cooperative programs, according to an announcement from B. A. McDonald, General Sales Manager, Westinghouse Radio Stations Inc. Base rates of KDKA and WBZ have been raised to 

**Manual Clock** rate of KYW is increased. On each station, certain time breaks have been changed to favor advertisers.

**WHOM** New York on Feb. 18 moved its equipment to a local Red Cross building and conducted an all day series of broadcasts in behalf of the Red Cross activities.

**KJUR** Burlington, Ia., planned and produced a stage presentation "Here We Are" to raise funds for the Spider Fund, a local club organized to give high school students wholesome recreation facilities. Presentation is given under the direction of Walter Stone, KJUR studio director.

**FIVE** languages were used by WHOM Jersey City, in urging people to donate more blood in an all day series of broadcasts from the New York American Red Cross center Feb. 18.

**KNX** Hollywood is aiding local Red Cross Blood Bank, by registering student volunteers and announcing definite appointments for a four-hour period Feb. 20, when a Red Cross mobile unit will be in the KNX studio.

**WBWN** New York, formerly at 132 W. 43rd St., has moved to the Fox Theatre Building, 1 Nevins St., Brooklyn, N. Y.

**IN COMPLIANCE** with public demand, WINY Washington has returned its early *Morning Symphony Hour* to its original 35-minute format. Program was recently shortened to a half-hour to make room for another music program.

**LINDA MARVIN'S** Housekeeping Made Easy transcribed series is being distributed by Charles Michelson to 43 stations.

**CBS** in New York has organized an employee mixed chorus of 100 voices under the direction of Charles Touchette.

**FOLK SONGS** have been announced for transmission over WEEI Boston for the farm audience.

**WCOL Columbus, O.,** has contracted for the special AP radio news wire from Press Assn.

**NEWSCASTS** are being wired five times daily, seven days a week, by WIDEI Boston to the Boston & Maine Railroad's North Station. Special custom-built amplifier has been set up in the main waiting room of the station. Local WEEI and network CBS news is presented.

**WLIR** Brooklyn has contracted for the special AP radio news report through the facilities of Press Assn.

**STATE** Teachers College of Valley City, N.D., has built a modern radio workshop on campus providing students with facilities to produce their own programs. A half-hour program originates from the college each week.

**KCNW** Winnipeg, Ont., on Feb. 8 and 19, broadcast for the first time to the audience of Western Ontario the proceedings of the Ontario Plowmen's Assn. annual meeting being held at Toronto. The KCNW special service feature was made possible through the cooperation of the Bell Telephone Co. of Canada. The independent outlet was the only station to carry the meeting.

**"EARTHS In Cold Storage"** was the subject of the first sermon in the *Handling Our Emotions* quarter-hour series of programs to be delivered by Dr. Carl S. Winters from the First Baptist Church of Oak Park, Ill., Sunday, Feb. 20, 8:00 WIND Chicago.

**Serutan Adds**

SERUTAN C0., Jersey City, has added WKBW Buffalo, WBAI Baltimore, KRLD Dallas, KJSA San Antonio and KTXL Houston to the list broadcasting five-weekly quarter-hour transcribed talks by Victor Lindlarh. List now totals 16 stations, all on 52-week contracts. Raymond Specter Co., New York, is the agency.

**COMMANDO TOUCH**

**Military Sets Withstand Weather Extremes**

MILITARY radio sets are now "commando tough" and possess the ability to withstand the rigors of the tropical sun or Arctic blasts, according to Wartime Engineering, an annual publication reporting on the technical contributions to the war effort by the engineering staffs of Westinghouse E. & M. Co.

Sets are now packed in dust- and waterproof cases and go overhead into the surf with invading troops. The weight is an important factor in their manufacture, the magazine stated, as they are often flown to the front in planes where every ounce of extra weight is a military handicap.

**FM in KANSAS CITY**

**KOZY**

**EVERETT L. DILLARD** General Manager

**PORTER BLDG. KANSAS CITY**

**BROADCASTING • Broadcast Advertising**

Page 50 • February 28, 1944
Railroading Seen For Press Subsidy
Cannon May Call Up Measure When Time Is Propitious

WITH ELECTION coming up this year and opposition waning, the Cannon newspaper subsidy bill (HR-3693) directing the Treasury to spend $25 million dollars annually for War Bond advertising in small newspapers, is expected to be pushed through the House, it was disclosed last week.

When the original measure, patterned after the Bankhead Bill (S-1457), which passed last session by a 5-vote margin in the Senate, was introduced last Nov. 18, and referred to the House Ways & Means Committee, the Committee voted to table both the Bankhead and Cannon bills after considerable opposition was registered.

Without fanfare the Committee on Feb. 9 reported out the Cannon measure, completely rewritten. It was committed to the Committee of the Whole House and placed on the Union calendar, which means it may be called up momentarily. According to Capitol Hill reports, Rep. Cannon (D-Mo.), the bill's sponsor, plans to call it up when opposition is least likely.

Wide Opposition
Despite protests of the NAB on behalf of radio that small stations also are suffering from lack of revenue, as claimed by small newspapers, both the Senate and House authors ignored broadcasting in the proposed bills. Opposition from the metropolitan press and various newspaper organizations also was registered. Both the Bankhead and Cannon bills were sponsored by the Newspaper Editorial Assn., comprising small newspapers.

The revised Cannon Bill directs the Treasury to place advertising in daily, weekly, semi-weekly and tri-weekly newspapers published in communities of 25,000 population or less and in weekly, semi-weekly and tri-weekly newspapers published in cities of more than 25,000, providing such publications held second-class mailing permits.

The subsidy would be cut off six months after the war ends.

Noxon Placing
NOXON Inc., Ozone Park, N. Y., has appointed Rose Martin, New York, to handle advertising for Noxon polish, now promoted on WEAF New York. Schedule of participations on women's programs in 10 areas in Ohio and Pennsylvania to start around the last of March, is under consideration.

NEW radiotelegraph service between the United States and "Somewhere in Southern Italy," has been opened by RCA Communications. Originally restricted to Government and press messages, service has been expanded to include messages to and from American troops and other official personnel in the Italian war area, the company announced last week.

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

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

Hope Drops Plan to Originate Outside Continental U. S.

PLANS of Pepboy Co. to originate broadcasts of the weekly NBC Bob Hope Show from military bases outside the continental U. S. have been abandoned and Hope will tour more than 40 cities in southeastern U. S. He also plans to take four-day plane hops between broadcasts for personal appearances in Cuba, China, Japan, Josh, Haiti, the Virgin Islands, Trinidad, Panama, and Guatemala City.

War Dept. policy, enunciated at the outbreak of war, forbids the origination of regular commercial or sustaining broadcasts at posts outside the continental U. S. because of difficulties involved. Although many requests have been filed by sponsors to originate their respective programs from military outposts in the Western Hemisphere, the War Dept. has rejected them.

Transportation Involved

It was pointed out that excessive transportation is a big problem. In most cases extra Army personnel would have to be diverted from necessary military operations to transport entertainers and production equipment. Limitation of movement also is a factor, since radio facilities are not available at all outposts. By adopting a blanket policy against all regular broadcasts involving transportation and entertainment the War Dept. escapes the possible accusation of discrimination, it was pointed out.

Both Hope and Jack Benny, while entertaining troops overseas, did not. The War Dept. explained. They used Army bands and those broadcasts did not involve special transportation.

The War Dept. hopes and appreciates entertainment of troops overseas as well as within the U. S., a spokesman said, but when entertainers go outside the U. S. there is no assurance that definite schedules can be maintained. Thus the restriction.

Callahan's New Post

VINCENT F. CALLAHAN, former director of advertising, press and radio for the War Fine Division of the Treasury Dept., is currently directing promotion activities for the First National Labor-Management Production Exposition, sponsored by the WBP, and to be held in Washington Feb. 28-Mar. 11. Included in the public promotion will be weekly sales of many war products, to be supplemented with movies and other special exhibits, will be war materials produced by various radio manufacturers. Callahan was previously associated with NBC Washington and is ex-manager of WVL New Orleans and WBZ-WBZA Boston.
Sound Effects Wage Hike
Is Granted WGN by WLB

REVERSING its decision of April 27, 1943, the National War Labor Board has notified the American Federation of Radio Artists that it has approved 16% salary increases for sound effects technicians at WGN Chicago, retroactive to Dec. 15, 1942. Board's refusal to approve these increases last spring when other increases were approved [Broadcasting, May 15, 1943] was based on the premise that the sound effects men had received increases of more than 15% since Jan. 1, 1941, which would prohibit further increases under the little steel formula. Board's action on AFRA, dated Feb. 17, 1944, states that since these other increases had been made in 1940 prior to the inception of the little steel formula, they should not prevent the further increase, which is now approved.

AFRA's application to the board for reconsideration of its original ruling was not opposed by WGN, which had previously agreed with the union to the increase. AFRA last week announced the renewal of its contracts with St. Louis stations, including $5 weekly increase for all staff announcers.

CBC Plans Net Support
For Red Cross Drive

SUPPORT for the forthcoming Canadian Red Cross Drive to raise $10,000,000 has been arranged by the Canadian Broadcasting Corp. through network programs describing the numerous functions and wartime services of the Red Cross.

Feb. 20 broadcast told the story of the use of blood plasma in the front lines; coming programs will consist of short dramatizations of true stories of the work of the Canadian Red Cross. Some will depict the work done for prisoners of war, post-war reconstruction in the many devastated areas as well as personal observations of workers who have operated under fire in Italy and other war theatres.

Clothier on 19

FOREMAN & CLARK, Los Angeles (chain clothiers), in a five-week pre-Easter campaign which ends March 25 is using from one to five transcribed announcements daily on 19 stations. List includes WHB, KMBC, KKCN, KEGO, KMC, KKOD, KIRO, KOMO and KBFX.

KROD, KWS, KGB, KBS and KVA. Firm also has renewed for 52 weeks its daily quarter-hourly early morning newscasts on KGO, KFB, KFB, KFB and KFY.

Agency is Botsford, Constantine & Gardner, Los Angeles.

Press Assn. Adds

PRESS ASSN., radio subsidiary of AP, has opened a regional bureau in Oklahoma City, its 19th in the country, and has added three radio clients, Oliver Gramling, assistant general manager. New stations adding service are: KWBU Corpus Christi, which installed the wire in Baylor U. studios in Waco; KYES Corpus Christi, and WMVA Martinsville, Va.
Fourth Week of Red Cross Fund, Drive For Victory Gardens on OWI's Packet

The campaign for the 1944 Red Cross War Fund enters its fourth week on the OWI Drive. But OWI's station network will provide a wide variety of audience coverage for your message.

OWI Packet, Week March 20

Check the list below to find the war message announcements you will broadcast during the week beginning March 20. All station announcements are 50 seconds and available for appropriate audience. Fill your clients about stations, Federal and local allocations schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
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<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS GROUP OF</th>
<th>NAT, SPOT PLAN</th>
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<td>Victory Gardens</td>
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<td>Save Gasoline</td>
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<td>Home Front Pledge</td>
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<td>Save Paper</td>
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See OWI Schedule of War Messages 100 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Video Discussion

DR. ALFRED N. GOLDSMITH, consulting radio engineer and chairman of Panel 1 of the Radio Technical Planning Board, dealing with the overall problem of spectrum utilization, will discuss "What Channels Should Be Given to Television" at the February luncheon meeting of the Television Press Club, to be held Feb. 29 at the Blue Ribbon Restaurant, New York.

RCA N. Y. Studio

LEONARD JOY, musical director of popular record repertoire for RCA Victor, is in charge of recording studio operations at the company's New York studios at 155 E. 24 St., New York, according to J. W. Murray, general manager of RCA Victor activities, describing the New York organization following transfer of some personnel from New York. Others in New York include: Herbert Handler, manager of popular record artists relations; Frank Witten, in charge of development of hillbilly and race records; Dixon Gayer, New York publicity representative. RCA Victor also recently opened offices and reception rooms for artists and their managers in Room 1444, RCA Bldg., New York.

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

Robert A. STREET
National Sales Manager
Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California

ROBINSON PRESENTS A RADIO RECKONER

A NEW service for radio time-buyers, Robinson's Radio Reckoner, has been introduced by Cecile L. Robinson, former timebuyer at Williams Esty & Co., New York. Designed to do for timebuying what the milline did for space-buying, the reckoner consists of a set of tables combining station coverage, rates, discounts and ratings in fee. The tables, which were prepared, she continued, "KURM claims a primary audience coverage of 100,000 homes. So if you reach 1% of KURM's audience you reach 1,000 radio homes--for each additional 0.1 per cent of audience you reach another 100 radio homes. A certain spot on KURM costs $10. Divide the audience by $10 and you find that if the rating is 1 you get 100 radio homes per dollar. And, for every 0.1% more audience you get 10 more radio homes per dollar."

First volume of tables published last week, deals with one-minute announcements. Next volume, now in preparation, will treat 15- and 30-second spots. Robinson's Radio Reckoner was opened headquarters at 19 W. 44th St., New York. Telephone: Murray Hill 2-4257.
PHONE SURCHARGE VISITORS SUED

SUIT to prohibit collection of surcharges or service charges on foreign and interstate long distance phone calls was filed last week against 33 New York hotels, the American Telegraph & Telephone Co. and the New York Telephone Co. by the Dept. of Justice at the request of the FCC. This followed the Feb. 19 suit filed against 27 hotels and telephone companies in the District of Columbia.

Complaint alleges that hotels are collecting such additional charges, $1,700,000 each year, from the public in violation of tariffs of the telephone companies now on file with the FCC prohibiting their collection.

Decision issued by the FCC Dec. 10, 1943 stated that surcharges on long distance phone calls at hotels, apartment houses, and clubs in the District of Columbia came under its jurisdiction. Following this decision all Bell System companies in the U. S. filed tariffs with the FCC prohibiting the collection of such charges after Feb. 15 and an FCC public notice of Feb. 16 made collection of these surcharges a violation of the law.

Publicity Merger

MERGER of two publicity firms prominent in radio—Earle Ferris and Constance Hope Associates—was announced last week. Clients and facilities will be combined and negotiations for a corporate name are under way, but both concerns will maintain their separate offices in New York and Hollywood. Plans for a division of responsibilities, with each firm handling certain specific operations. There will be no change in personnel. Change went into effect Feb. 15.

Film Shows Music Aid

FILM portraying the uses and accomplishments of industrial music, titled "Manpower, Music and Morale" and made in the Botany Worsted Mills, Passaic, N. J., where an RCA plant broadcasting system is in operation, was previewed by Army, Navy and other Government officials and by industrial and labor leaders at a luncheon at the Waldorf-Astoria, New York, Feb. 26.

'Mountain Music'

CULTURE works in mysterious ways its message to impart. A fortnight ago the mournful twang of "mountain music" wailed through the staid old halls of the St. Louis City Art Museum when Cousin Emmy and Her Klin Folks broadcast the KMOS program from there. Cousin Emmy warbled her ballads to "illustrate" the lecture given by Prof. Robert M. Schmitz of Washington U. English Dept. Heard on KMOS every morning at 5:25, and at 8:15 Sundays. Emmy, an authentic product of the hills of Kentucky, plays 14 backwoods instruments, and is "right proud of her talent".

It is an admitted historical fact that WASHINGTON CROSSED THE DELAWARE . . . but it is just plain medicine show hokum when any other station CLAIMS TO BE THE FAVORITE in MILES CITY, MONTANA

There is only one favorite day and night time radio outlet in Miles City, and it is KRJF

Recently a North Dakota station advertised the results of an alleged cross section survey by one Commercial Service Company purporting to show said North Dakota station as the prime favorite in this market.

WHEN WE ALL GOT THROUGH LAUGHING over this alleged survey, we pulled out our case records and produced the following facts:

**KRJF DAY TIME COVERAGE:**
- 85 percent cannot get outside reception
- 83 percent are constant KRJF listeners

**KRJF NIGHT TIME COVERAGE:**
- 50 percent cannot get outside reception
- 42 percent are constant KRJF listeners

Being a non-network station, we naturally were interested in knowing how the 15% of daytime listeners and the 50% of night time listeners who could get outside reception, divided their reception time between the networks. We found out that:

- NBC got 93% of the 15% daytime listeners and 91% of the 50% night time listeners
- CBS got 00% of the 15% daytime listeners and 3% of the night time listeners
- Mutual got 7% of the 15% daytime listeners and 6% of the 50% night time listeners

**YOU CAN'T SELL THE MILES CITY, MONTANA MARKET WITH HOKUM—**

It's a nice market, "out where the West Begins", where we raise plenty of cattle, sheep, sugar beets, wheat, alfalfa seed; a market served by two transcontinental lines of railroads, with the largest division shops and terminal facilities on the Milwaukee railroad between St. Paul and Spokane. It can be sold by using KRJF, MILES CITY, MONTANA

P. S. We used to have one of those Commercial Service Companies in Miles City. It made surveys, too—but of why you didn't pay your past due bills. It was a credit organization—not a cross-cut radio surveyor.
DISTINGUISHED SERVICE in promoting good will among Americans of all faiths brought to WHP Harrisburg, Pa., CBS affiliate, the radio award of the National Conference of Christians and Jews in 1943. Awards were made at a luncheon Feb. 21 at the Yale Club, New York attended by (1 to r): A. K. Redmond, WHP general manager; Dr. George N. Shuster, president of Hunter College, who delivered the citations; Mari Yanofsky, WHP script writer for many of the station’s good will programs; and Dick Redmond, WHP war activities director.

NCCJ Confers Awards to Industry For Broadcast Programs on Tolerance

By HELEN HOUSE

NATIONAL Conference of Christians and Jews formally conferred five awards on the radio industry for helping to create greater tolerance and understanding among Americans of all faiths, at a lunch- eon at the Yale Club in New York last Monday, Feb. 22 as part of Brotherhood Week. Dr. George N. Shuster, educator, who presided, said the winning programs had shown “the same kindliness, the same courtesy,” and the same des- i re to build good-will, which were the objectives of the NCCJ. Pres- ent were the script writers, produc- ers and directors, as well as agency, advertiser, and network executives who had a part in the presentation of the winning broadcast.

Everett R. Clinchy, NCCJ presi- dent, who was unable to attend because of illness, said in a state- ment read at the luncheon: “The restraints and decrees so necessary in a democratic society are vastly strengthened by the content of broadcasts.” Those selected for citation were “conspicuous ex- ample of radio’s contribution to civilized living.” Representing the NCCJ was Robert A. Ash- worth, director of Brotherhood Week.

Carl Van Doren, author, who conducts The American Scriptures intermission feature of The N. Y. Philharmonic Symphony- CBS broadcasts, accepted the citation for the outstanding program series in 1943. Mr. Van Doren’s talks, the citation read, “dealt dramatically ... the struggle of generations of patriotic men and women to establish and sustain the American principles of equality, of opportunity and fair play.” The broadcasts are sponsored by U. S. Rubber Co. Agency is Campbell-Ewald Inc., New York.

Citation for the Sept. 7 broad- cast of Salute to Youth, former NBC series sponsored by Goodyear Tire & Rubber Co., was received by Dr. Max Jordan, NBC director of religious broadcasts. A dramatiza- tion of the work of army chaplains in Tunisia, the program “paid tribute to the devoted chaplains of all creeds who inspire and strengthen our fighting men and women,” according to the citation. Arthur Kudner Inc., New York, handles the Goodyear account.

Theodore Streibert, Mutual execu- tive vice-president, received the award for Mutual’s Minute of Prayer, a daily feature which “has brought to the American people prayers of clergyman of all religious groups.”

Selected as the outstanding in- dividual station, WHP Inc., Harrisburg, Pa., “... performed out- standing public service in dramatizing for its listeners the story of America’s unity in diversity, the heritage of American equality and fair play...” the citation read, making special mention of Dick Redmond, war activities director, and Marie Yanofsky, script writer, both of whom were present, for production of Americans in Action, The Blood of Patriote and What Is This America? The award was ac- cepted by A. K. Redmond, general manager.

In the absence of Dr. Walter W. Van Kirk, the citation for his Religious News Reporting on NBC was accepted by Samuel McCrea Cawert, general secretary of the Federal Council of the Churches of Christ of America. Dr. Van Kirk was personally cited for having “interpreted to a wide audience the fundamental Judeo-Christian prin- ciples on which our American civilization is built.”

Guests, many of whom were per- sonally commended, included: J. K. Hought, director of advertising, Goodyear Tire & Rubber Co.; E. J. Owens, vice-president, and Myron Kirk, radio director, Arthur Kud- ner Inc., Tex Weiner, script writer of Salute to Youth; Everett C. Parker, NBC public service department; and Allan Kalmus, NBC press. Representing Mutual were: Elsie Dick, religious director; Adolph Optinger, program direc- tor; Julius Siebach, WOR pro- gram director; and Christopher Cross, press.

Crest, general secretary of the Religious News Service division of the domestic branch, “Brotherhood Week,” a project of NCCJ, was celebrated on some 30 network programs, many of which were rebroadcast overseas, along with special background stories, and the text of President Roosevelt’s proclamation.
Fetzer Named
(Continued from page 9)

WASHINGTON - C. E. Arney Jr., secretary-treasurer and temporary managing director, however, resulted in Mr. Miller's decision to remain until March 1. He has not revealed his future plans.

While Mr. Fetzer serves in Washington, John W. O'Harrow, general sales manager, will direct the operations of the Kalamazoo-Grand Rapids station. WKZQ maintains offices and studios in both cities.

A Versatile Executive

John Earl Fetzer has served in virtually every radio capacity - engineer, announcer, program director, sales manager, and general manager. Born in Decatur, Ind., March 25, 1901, he took his undergraduate work at Purdue and Emmanuel College and was a graduate student at the University of Michigan. He attended the Hoover radio conferences in the early 20's, when the pattern was set for standard broadcast allocations.

In 1925, at 24, John did research in Europe, covering the radio field in England, Holland, Germany, Switzerland and France. His studies of the economic, social and engineering aspects of European radio contributed in a measure to the early development of American radio.

WKZQ had its beginnings during World War I, as an amateur station operated by the 6 foot 2 youth. It wasn't until 1931 that the station was established. Two years ago he participated in the establishment of KXEL, at Waterloo, and owns approximately 7% of the station's preferred stock and about 12% of its common stock.

Serves On Committees

Mr. Fetzer incorporated his policies of station operation in a 72-page treatise entitled "Standards of Practice" covering all phases of business administration, programming, copy writing, news, and engineering.

Mr. Fetzer, in addition to his stewardship on the NAB board, is chairman of its War Committee. He is also a radio consultant to OWI and is national Councillor to the U. S. Chamber of Commerce and a former president of the Kalamazoo Chamber of Commerce. He is a member of the Institute of Radio Engineers and the American Institute of Electrical Engineering.

The Fetzer family goes back to one, Joachim Fetzer, who came to America from Bavaria about 1760 and fought under Washington at Valley Forge and Yorktown. John Fetzer played basketball at school and is still keenly interested in all athletics. His wife, the former Rhea Yeager, whom he married in 1929, plans to move to Washington with him. They have no children.

PROFITS OF RCA INCREASE IN YEAR

RCA PRODUCTION of radio, sound and electronic equipment for the armed forces increased in 1943 more than 100% over 1942, according to its annual report. Net profit of RCA in 1943 was $10,192,452, compared with $5,002,437 in 1942. After payment of preferred dividends, earnings per share of common stock were 60.5 cents. Total gross income from all sources amounted to $284,635,682, compared with $197,024,056 in 1942, an increase of $87,611,626. Operations for 1943, compared with 1942, show an increase in gross income of 49%, net 13%.

Year was marked by "a substantial increase in the number of commercial sponsors and advertising agencies using the NBC network," the report states, adding "the average number of stations used per-program also increased." Of the network's total program hours, 48% were commercial and 54% sustaining.

Ellis Succeeds Kudner

JAMES H. S. ELLIS, executive vice-president of Arthur Kudner Inc., last week was elected president to fill the vacancy caused by the death of the firm's founder, Arthur H. Kudner (see story page 46). Mr. Ellis is well-known to advertising, having entered the business in 1915, and was associated with Mr. Kudner for 15 years as copy chief of Erwin, Wasey & Co. before becoming vice-president in charge of copy when Arthur Kudner Inc. was formed in 1935. In 1942 Mr. Ellis became executive vice-president of Kudner agency.

Sylvania E Awards

ARMY-NAVY "E" Awards are to be presented to three plants of the Sylvania Electric Products March 1. East of Duffy's, sponsored by Bristol-Myers Co. for Minit-Rub on the Blue on Tuesdays, will entertain at the banquet climacing the convention of the Associated Chain Drug Stores, at the Waldorf-Astoria, New York, March 15.

Retailers' Guide

RETAILERS problems and queries relating to radio and radio advertising have been openly presented - and answered in a "Handbook For Success in Retail Radio Advertising" written by Frank Parke Wright, of the Oakland and San Francisco agency bearing his name. Handbook was distributed by the San Francisco and Oakland Broadcasters' Retail Committee at the January "command performance" repeat showing of the NAB's "Air Force and the Retailer" presentation. Reasons for traditional retail "no sale" defenses are explained and their remedies presented in the handbook along with suggestions of programs suited to retail advertising and numerous case histories.

Meet Giuseppe Merino

Giuseppe is a metal worker, engaged in war work. The pay envelope he brings home every week has $105 hard earned dollars in it.

Giuseppe has an important stake in America. In the window of his small home there are three stars.

After a hard day's work, a good supper under his belt, Giuseppe relaxes and listens to the Italian programs on WBNX, Maria, his wife, listens too. They both enjoy music and the news in Italian, the language they know best.

Yes, in the WBNX service area there are 1,554,000 Giuseppe Merinos. There are more Italians in the New York market than the total population of Pittsburgh or Baltimore or Boston. Let us show you how you can penetrate this major market at amazingly low cost. Wire, write or phone WBNX, Melrose 5-0333, New York 51, N. Y.
WANTED—INDUSTRY WIDE ASSOCIATION

(Continued from page 11)

Broadcasters also will be amazed to learn that a system of fines to be imposed by the FCC was advocated by broadcaster spokesmen—and yet—these same spokesmen never raised the question before the Committee of why the FCC pursued its doubtful legal policy of using a system of granting "temporary-licenses" as a penal instrument designed to make licenses conform to some particular idea.

Fines and Penalties

Unquestionably, this "temporary-license" policy has been the major cause for the much advertised FEAR of the regulatory agency by the broadcasters. It may well be asked why this point was not raised by broadcaster representatives. Could it be because no one appeared before Congress with "clean hands" and could say he wasn't representing independent broadcasters. Certainly NAB couldn't afford to speak loudly after a breakdown of its income became public.

The networks are opposed to permitting independent broadcasters to organize as a free group which will honestly represent independent stations because they are afraid of what we may do without their ever-present "advice" and pressure. After all, most broadcasters get together only once or twice a year in a district or a national meeting. Most of them get to Washington only once a year or possibly only at the time of a hearing. What then, say the networks, can the individual broadcaster know or do for the "good of the industry"?

After all, whose business is this radio industry? Let us nail this down once and for all. Who speaks for the radio industry in America—the licensees of 900 broadcast stations, small and large—or the licensees of a half-dozen stations who also operate a network? Why, if we take the spokesmen of the networks at their word at the Senate hearings, the networks are actually not in the broadcast business!

Their spokesmen contend they are "program producing organizations," they are a business like a grocery store or a gasoline station, selling service. They complained bitterly because such businesses are not licensed and that they have to, because they happen to run a few stations. Why, they argued, we run these stations only incidentally; these stations are necessary only because we have to have some place to originate programs.

Does this sound fantastic? Well, then, read the testimony of the network spokesmen.

And yet these are the people who insist on speaking for the "industry". By whose permission? Who gave them authority? Isn't it clear that the present situation is unhealthy and dishonest? Isn't it clear that we now have a situation where the tail is wagging the dog—where a couple "program producing" organizations, to use their own definition, are attempting to speak for 900 independently owned stations about whose problems, policies, and listeners they know little and care less?

Capitol Lobby?

Who is it that placates the local listener when a popular network program is abruptly discontinued in a particular area?

Who is it that soothes "irate" sport fans who have been glued to a radio for 30 minutes listening to a boxing match and then are suddenly cut off and shifted to another program because of "prior commitments"?

Who is it that sends out the alarm and asks for volunteers to fight a forest fire, or a cricket invasion, or asks for help to aid in any community disaster? Who is it that furnishes the local weather reports and local time signals? Who is it that is interested in the local School Board election—the community's social, economic and political problems?

Isn't it clear that local problems cannot be understood and handled by men 1,000, 2,000 or 3,000 miles away? Milwaukee, Peoria or Butte can neither be served nor "built up" from New York, Washington, or Hollywood.

Most broadcasters know Frank Russell who is vice-president in charge of NBC in Washington. They also know Earl Gammons, formerly of WCCO, who took over Harry Butcher's Washington position for CBS. These men might deny it—but deny or not—they, in my opinion, exceedingly expert lobbyists for their companies in the Nation's Capitol. So expert are they, in fact, that no group of broadcasters could suggest legislation which might be against the interest of their companies which these two men could not kill or have altered to an extent that all the "wham" would be removed.

And by the same token, neither should these men be able to suggest any legislation for their principals that might be detrimental to the interests of independent broadcasters (such as a network being allowed to own all of its outlets—and don't think it hasn't been talked about) without being on the job another man, as astute as they, but representing independent stations who should
Runyon Elevated

JACK RUNYON has been elevated to assistant director of the Co-
ordinator of Inter-American Af-
Affairs, Radio Division, and will con-
tinue to be headquartered in Holly-
wood. He joined CIIA approxi-
mately two years ago as Pacific
Coast radio director. John Ogle
is national director of the radio
division.

of RCA, with its myriad of sub-
sidiaries.

This is one of our very vital prob-
lems of the moment. I am cer-
tain the networks are well able to take care of their own interests in Washington through their pres-
ent representatives. I would like to see them organize an association of all networks and their M&O
stations with which our association of independent stations could col-
laborate from time to time. There are many problems that must have our combined thoughts and efforts;

there are likewise many problems which can be better thought out, argued and voted upon without the presence of individuals from M&O
stations.

Industry Welfare

These are individuals who must lay aside their thoughts as indi-
vidual station managers and think instead as those who are concerned with the welfare of a recording or a transcription company, or as a
licensee holder of many shortwave stations, or as a manufacturer and therefore a holder or negotiator of
millions of dollars in government contracts. These are the kind of

individuals who, for example, after an exhaustive hearing on a bill would suggest that it might be wise to forget all about such a bill because "the industry" wouldn’t go for it.

I am fully convinced that the independent stations should main-
tain their own association and also should hire someone as competent as Russell or Gammons to head its Washington office. This repre-
sentation should be exclusively for the independent stations—for US

and not with the interests of a network or a great manufacturing
or communications company always in the background.

Or Else

Don’t you see that when Russell or Gammons go in and talk about
NBC, RCA, RCA, Victor, Colum-
bia, CBS, NAB, BMI, or any other combination of the alphabet that
everything they talk about is im-
mmediately interpreted as being con-

nected with network ownership and it can’t be otherwise? What inde-
pendents must do is to take those little letters “NAB” out of the networks’ repertoire. And we
must do it now because the broad-
casters are probably not going to be given more than just one more chance at self regulation. If we
can’t cure some of the ills and al-
viate some of the criticism that is now prevalent, it may be Government
ownership in the not too dis-
tant future.

What can we do for the benefit of ourselves? How can we raise
enough money to support an NAB without the networks? Representa-
tion in Washington is of primary
importance to us. But we need not carry on alone all the work of the

present NAB. Many functions can be usefully and properly collabor-
ated between our independent or-
ganization and a networks’ organiza-
tion and funds can be supplied jointly for that work. NAB used to operate on much less than the
$350,000 budget of today; under wise and competent management it

will not be difficult to do so again. Moreover the industry will have

better standing if it is not run-
ning an expensive Washington cor-
poration lobby.

Of course, many station owners are going to have to take a great
deal more interest in their public
responsibility. We, as an indepen-
dent group of broadcasters must

see that the standards of all broad-
casts, local and national, be raised
above the reproach of any one.
Way Is Reelected 12th District Head
Discontinuance of Cow-Catcher And Hitch-Hikes Is Praised
WILLIAM B. WAY, vice-president and general manager of KVOO Tulsa, was unanimously re-elected as NAB director for the 12th district, comprising Kansas and Oklahoma, at the annual district meeting last Monday in Tulsa. Mr. Way was the sole nominee.

Mr. Way's resolutions, adopted at the one-day conference, attended by 55 broadcasters and radio representatives, commended broadcasters who had taken steps to discontinue "cow-catcher" and "hitch-hike" announcements—a move inaugurated last year by Mr. Way.

Following the pattern of previous district meetings, the 12th district urgent and general manager of competitive BMI through investment of funds otherwise applied to reduction of fees. The Cannon-Mills bill was condemned and opposition was voiced to Government buying of either time or space for promotion of the war effort. The broadcasters also commended NBC for its service and support of the district. The board was commended for selecting a practical broadcaster as NAB president.

On the business side, Lewis H. Avery, director of broadcast advertising, and Clark Luther, KFH Wichita, chairman of the district sales managers, covered the reaction to the Retail Promotion Committee plan and outlined proposals to cover the motion picture and building industries with similar presentations. A proposed conference with the Proprietary Assn. was announced. Recommendations covering advertising agency contract provisions which contain objectionable and impractical terms were debated, along with discount provisions.

The attendance follows:
Arney, C. E. Jr. NAB
Attaberry, Ellis KCNN
Avery, Lewis H. NAB
Baltz, Owen KRAL
Barnes, Wade NBC
Barry, Jimmy KFZ
Beha, Leeland KOCY
Bosebrake, N. R. General Electric
Brandborg, Gus KYMO
Brown, Ken KOMA
Buening, Paul KOMA
Calahan, L. D. SESAC
Carroll, Charles WBBZ
Carroll, Mrs. A. L. WBBZ
Case, J. Fred KWON

Old Dutch Renewes
CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), has renewed sponsorship, beginning March 20, of the daytime serial, Helpmate, on 39 NBC stations, originating out of Chicago. The show is aired Mondays through Fridays, traces life in a war boom factory settlement. Contract renewal negotiated for NBC by J. D. Galbraith, is for 82 weeks. Agency is Grant Adv., Chicago.

their refusal to accede to the demands of James C. Petrillo, in the recording fight.

After hearing a review of the current problems confronting radio from C. E. Arney Jr., secretary-treasurer and temporary managing director, as well as reports from other NAB department heads and from spokesmen in the music field, the meeting expressed confidence in the NAB Legislative Committee's ability to obtain remedial legislation. Neville Miller, outgoing president, was thanked for his stewardship, and J. Harold Ryan, his successor, was pledged the allegiance and support of the district. The board was commended for selecting a practical broadcaster as NAB president.

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Carroll, Mrs. A. L. WBBZ
Case, J. Fred KWON

Stein-Hall Names
STEIN-HALL MFG. Co., Chicago, has named Needham, Louis & Brody handle advertising for their Hallmark Pre-Cooked Beans in the Midwest. In the East, Hixson & O'Donnell Adv. of New York will place the business. Two years ago, the company developed a precooked navy bean for the consumer market.

Case, Mrs. J. Fred NBC
Chitlin, Frank KFW
Clark, Hugo KFW
Deane, Jerry OWI
Egol, Willard NAB
Enoch, Bob KTOK
Forester, Mal. Ralph KGET
Garber, Milton KECR
Grimes, Harold KOME
Grubh, Gayle WKY
Hasselboch, W. C. United Press
Haverino, Carl BMI
Jadassohn, K. A. U.S. Trade Office
Kercher, George A. Edward Pettie Co.
Kaney, A. W. NBC
King, Jerry Standard Radio
Knodel, J. W. Free & Peters, Inc.
Lee, J. R. KY
Lindner, Clark KFW
Miller, Ralph WKY
Minor, C. A. KOMA
Morgan, Clem KVYO
Potter, Mal. Pete KVYO
Page, A. W. U. S. Army
Pyle, K. W. KFW
Randolph, Jim KY
Reed, Vernon KFW
Ross, John KFW
Russell, Dave OWI
Shoemaker, W. F. Jere W. Ziv, Inc.
Stamps, Weldon KADA
Shiner, Albert B. Press Association
Tarter, George KOCY
Todd, Jack KANS
Vaughn, Ralph KFW
Wardell, Gordon KGX
Way, W. B. KWOO

Walt Lochman Steps Up Ladder
OPENS KMBC SPORTS JOB
We're proud that Walt Lochman is moving to the top as a KMBC graduate.

Walt became America's leading minor league baseball announcer while here.

How would you like to take his place at KMBC?

Yes—we're looking for an all-around sports announcer with both play-by-play and commenting experience. Your background must be successful from a commercial standpoint—a background that means something to the national advertiser. Your character must personify the work you're doing.

What we offer is a sound, good-paying basis... association with one of America's recognized prestige radio stations... national promotion... excellent living conditions in the friendly "Heart of America."

Walt liked it all well enough to be with us eight years.

Furnish us with complete details including draft status, age, family, religion, experience, etc. Be sure and send voice transcription—including sample of play-by-play talents.
Write Karl Koeppe, managing director, KMBC of Kansas City.

Still a Fiddler
"TWAS all in fun, this idea of Roy Acuff, tellingly fiddler of WSM Nashville, running for Governor of Tennessee, the mountaineer himself declared. He definitely will leave the business of politics—politicians while he continues to fiddle and warble on the Prince Albert Grand Ole Opry, originating at WSM for NBC Saturday nights. Roy's followers in Tennessee entered his name as gubernatorial candidate on both the Republican and Democratic ticket. It was the first time in Tennessee's history that one candidate was entered in the primaries on both tickets, according to word from the southern state.

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in
NEW ENGLAND

BROADCASTING • Broadcast Advertising
New Pinkham Serial
LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will make a substantial increase in its transcribed daytime serial schedule March 13, when Mr. Good starts on 34 stations for KPKO, Kansas City, and the Pinkham System. It will be heard on selected markets in Kansas, Oklahoma, and Arkansas. Propram is a five-weekly half-hour drama about the efforts of a kindly philosophical person to help his fellow men. It started Feb. 1 on four stations WCAE, WCLA, WNEW, and WNET.

Radio Men Meet With Farm Heads
GAINED together by War Food Administrator Marvin Jones, farm service directors of 10 radio stations in northeastern states met with WFA and Dept. of Agriculture officials in New York last Monday to discuss problems facing farmers in 1944 and to assist the agencies in meeting food production goals. Meeting, which also included sessions the previous day, was the first of a series of four regional conferences to enlist cooperation from radio stations and farm journals in bringing essential information to the farm front.

The presence of the farm radio men was also the occasion for “exploring the possibilities of a national organization dedicated to the interests of better farm broadcasting.”

Farm service broadcasters attending the meeting included, in addition to Mr. Markham and Mr. Haeg, Stanley Flower, New England Radio News Service, a public agency; Jesse Buffam, WEEI Bos- ton; Mert Emmert, WEAF New York; Joseph Bier, WOR New York; Tom Murray, WHAM Rochester; Roland Foley, WGR Buffalo; Homer Marts, KDKA Pittsburgh; Charles Shoffner, WCAU Philadelphia.

WE DON'T HAVE THE SUBTLE (Ky.) APPROACH!

Maybe we don't have no surging passion to be all things to all men. Our Fellow Men, but certainly we don't have any desire to reach Subtle, Kentucky, or any reach Subtle, Kentucky, or any part of the Louisville Trading Area to keep our costs low for products. We think this concentrated coverage is the best and the most to buy in Kentucky. Is that too blasted, you think?

Mr. Wooten

利亚的Botton

Mr. Wooten, WREC Memphis, was reelected for another two-year term as NAB director representing the 8th district at a meeting last Friday in Memphis. The district comprises Arkansas, Louisiana, Mississippi, and Tennessee.

At the closing sessions Friday of the two-day meeting, a series of resolutions were adopted urging full-scale support of BMI, opposition to newspaper advertising subsidies, and endorsement of remedial legislation. Wiley P. Harris, WJDX Jackson, Miss., was nominated from the floor for the directorship but with drew in favor of a unanimous ballot for Mr. Wooten.

Status of Hillbillies

The status of the hillbilly musicians, popular in southern areas, as a factor in negotiating musicians contracts, was fully covered at the meeting. Overall copyright and music matters were discussed by Carl Haverlin, BMI, and Frank Chizini, NBC. C. E. Arney Jr., NAB secretary-treasurer and temporary managing director, advised the sessions of the legislative, labor, selective service and other current industry problems.

As at other district meetings, Willard D. Egolf, assistant to the president, reported on public relations activities and led a discussion on the proposed book on public relations for radio. Lewis H. Averly, director of broadcast advertising, reviewed past advertising promotional projects and those contemplated this year. The meeting adjourned Friday noon to permit separate sessions of CBS and NBC affiliates.

The full registration follows:

Bill Bates, Milford, Magnuder, KFPW; Sam W. Anderson, J. G. Floyd, KFPW; John C. McCormack, Kenneth Kellem, KFPW; William E. Fowser, KWJE; H. G. Cate, KBTM; Ed Zimmerman, C. K. Beaver, KARK; H. C. Vissonhaler, KRLA; Jack Perrish, KOTV, Frank D. Myers, KCMM; Harold Wheelahan, WBMB; W. H. Sommerville, KKWM; L. Lanford, KRMD; B. G. Robertson, KTBS; Fred Oll, KTBE; KKKV; William Cobb, WMAZ; W. F. Danahager, United Press, Atlanta; Willett Kepton, OWI, Atlanta; Hugh O. Jones, WGCN; Wiley P. Harris, WJDX; Mr. Frank Dabashen, WQBC; Bob McRaney, WQBI; Emmett Mccurry, WPFR; P. E. Laws Jr., WMIB; Hugh M. Smith, Dave A. Matson, WAML; C. J. Wright, WKOK; FRID: L. M. Seagahl, WBL; Robin Weaver, WPRO; Carter Parham, Earl W. Singer, WRQX; Bob Thornton, O Callahan, H. W. Blavick, WMC; Ola Devine, Harry Stone, Dean Upton, Louise Farmer, Gertrude McClenahan, WTR; R. Kelton, Frances Chamberlain, WMPS; Jack Drags- ton, WBX; E. A. Allgood, WHQ; Hollis R. Wooten, Hoyt B. Wootten, Roy Wootten, WREC; F. D. Blinca, P. C. Sowell, WLAC; W. E. Williams, WJZM; Bob Stevens, Eugene Purnelle, John T. Orr, WHQ; J. Lindsay Nunn, WHIB; Bill Schult, CBS News Bureau; Charles Godwin, Mutual, New York; Ward Dorrell, C. E. Hooper, WBOS, WJAR, SSB, WBKN, WSB, Wee, NBC Theorums: John Rynes, WBOS, WRJ, WJAR, KJ, WPON, KJ, British Army Staff, Washington; K. A. Jacob, R. K. Walsh, Alex Shepherd; Standard Radio, Chicago, A. W. McManus, Chicago; George H. Friderichs, WAIB, Chicago; George Petry & Co., St. Louis; Herbert Denny, Standard Radio, Dallas, Al Stine, Association, Kansas City; Frank Walsh, United Press, Oklahoma City.

Whitten Joins Mutual

PHILIP F. WHITTEN will join the sales department of Mutual's New York office as account executive effective March 1, it has been announced by the network. Mr. Whitten since 1942 has been account executive for the sales division of the Blue network and prior to that he headed his own advertising agency. He is also ex-sales manager of WHN New York.

BEAUMONT MEANS BUSINESS!

Rizing above the plains of Port Neches, near Beaumont, is one of the world's largest collections of oil refineries in one area. This huge plant will produce enough butadiene to make approximately 28,000,000 tires a year, while at the same time producing countless gallons of high octane gasoline and other petroleum products. Yet this is just one of the many great industries in the prosperous, populous Sabine area dominated by KFDM. Why not include KFDM on your schedule now?
Canadian Surveys To Start by May

CBS Ballot Method Chosen to Measure Radio Audiences

THE BUREAU of Broadcast Measurement, which Canadian broadcasters unanimously voted to establish at their annual convention at Quebec, Feb. 14-16 [BROADCASTING, Feb. 21], is expected to be functioning by early May. The Bureau is to be incorporated with the Assn. of Canadian Advertisers (ACA) and the Canadian Assn. of Advertising Agencies (CAAA) to elect three representatives each for the nine-man board. The Canadian Broadcasting Corp. has not yet decided whether to join the independent broadcasters in the venture and appoint a member to sit on the board. Consensus is that the CBC will come in, and that the BBM will open its offices in Toronto by early summer.

The BBM plan of obtaining coverage data will be based on the CBS ballot method with premium selected families in various income groups and rural and urban areas on a proportionate basis. The frequency of listening as well as the stations heard will be listed, and daytime and nighttime listening will be separately listed and plotted on coverage maps. Because CBS statistics have shown that those who listen at least one night a week actually listen several nights a week, one night a week listening from a sufficiently large number will be taken as evidence of coverage.

Interesting Formula

Listening intensity for night primary area will be composed of counties which have 50 to 100% of the radio families stating that they listen at least one night a week; night secondary area will show from 25 to 45% of the families listening at least one night a week; and night tertiary area will be composed of counties where 10 to 24% of radio families listen at least one night a week. The same applies to daytime listening habits.

The Canadian broadcasters decision through the Canadian Assn. of Broadcasters to go ahead with the BBM will provide advertisers and agencies with a standard method of obtaining coverage data. The formula will be used to obtain coverage data and listening habits on all Canadian station members of BBM, and the method will be available for special purposes to any other agencies or advertisers who are members of BBM. An insignia of membership will be used by broadcasting station members as part of their published rate schedule, and may be used by all members on their stationery.

BREWERY'S FOUR ON WGN

WITH addition of Mystery House, half-hour five weekly program which begins Saturday, Feb. 19, Peter Hand Brewery, Chicago (Pilsner Buss beer), now has four shows on WGN Chicago. On Feb. 14 Peter Hand began sponsorship of the quarter hour Judy & Jane series; on Jan. 4, it began sponsorship of Crime Files of Filament, half-hour mystery drama; each Tuesday night. All three programs are scheduled to run to Dec. 31, 1944. The fourth Peter Hand-WGN program in Elmer's Juke Box, transcribed quarter-hour program heard weekly.

GRADUATING CLASS of a nine-week course in studio control operation, sponsored by the NAB in cooperation with Mutual and WOR New York and under the direction of Howard Frazier, NAB director of engineering. The nine young ladies graduated Feb. 23. Here they are, with their instructor, Harold L. Hadden, supervisor of engineers of WOR, who also conducted classes for the other networks (1 to r): Patricia Dewell, Helen Donaldson, Ruth Broderick, Alice Wolson, Christine Wolhorn, Hilda Reigl, Esther Lewis, Instructor Hadden, Barbara Stein-schneider, and Zonia Andrevey.
Directors Name CAB Committees
Policy, Public Relations and Program Structure Studied

SEVERAL COMMITTEES have been appointed by the 1944 board of directors of the Canadian Association of Broadcasters, following the CAB convention at Quebec [broadcasting, Feb. 21]. A policy committee is headed by Glen Bannerman, president of CAB Toronto, with Harry Sedgwick, CFRB Toronto; Phil Lalonde, CKAC Montreal; Ted Campeau, CKLW Windsor-Detroit; and Jack Cooke, CKGB Timmins, Ont., as members.

The public relations committee, which plans a new dramatized program series to indicate the part played by free enterprise in the building of Canada as a nation, is headed by Jack Cooke, CKGB; H. R. Carson, CFAC Calgary; Joseph Sedgwick, CAB counsel, Toronto; Mr. Bannerman; Wm. Barrett, CHNS Halifax; and Walter Dales, CJAT Trail, B. C.

A new program structure committee has been established with George Gauvin, CKRC Winnipeg, as chairman, and consisting of eight other members, whose names have not yet been announced. A committee to study ways and means of increasing the effectiveness of commercial continuity of sponsored programs, is being set up jointly with the Canadian Association of Advertising Agencies and the Association of Canadian Advertisers, but no names of this committee have been released as yet.

A code committee continues with the same membership as last year, namely, Mr. Bannerman, Georges Bourassa, CKCH Hull, Que.; Carson Buchanan, CHAB Moose Jaw; Ted Campeau, CKLY; Wm. Barrett, CHNS.

KPHO Phoenix has appointed Homer Graffiti Co. Hollywood, as station representative for the Pacific Coast area.

In terms of POWER

Programs POPULARITY

PRESTIGE PULL

and has been for twenty-two years
(Anniversary Feb. 20)

KPHO's Phoenix has appointed Homer Graffiti Co. Hollywood, as station representative for the Pacific Coast area.
Cox Sees Threat; Carey Quits

(Continued from page 9)

be resumed with full vigor by the next Congress.

In some Capitol Hill quarters the denunciation of President Roosevelt by Sen. Alben W. Barkley (D-W. Ky.), when the veterans' leg- islator resigned last Wednesday as floor leader, was linked to the re- cent development in the House Committee.

Those sources contended that both Sen. Barkley's resignation and his immediate re-election by ma- jority Senators, which they inter- preted as tantamount to a vote of confidence, coupled with reports that Reps. Wigglesworth and Miller will resign this week from the House Committee, are definite indi- cations that Congress objects to the powers allegedly usurped by the Executive Branch of Government.

In his speech Friday Rep. Cox told his colleagues that "things don't happen generally as Gene Carey are, with one excep- tion, shameful beyond comparison". He indicated great pressure had been brought to bear on the New York attorney as counsel when he said: "Robespierre never employed great- er force and fear to undermine the psychological foundation of moral force possible."

"There can be but one purpose in this move and that is to stop the investigation," declared the Geor- gian who himself was under fire during the Carey era, "it is to postpone the Committee of chairmanship. "It will stop," he con- tinued, "for the time being. The investigation will be renewed, how- ever, but under different circum- stances. Congress will not forever tolerate this kind of outside inter- ference in the exercise of its con- stitutional powers."

Franklin S. Wood, attorney for Edward J. Noble, chairman of the board of the Blue Network Co., de- fendant in a suit filed in the New York Supreme Court by Donald Flamm, former owner of WMCA, last Friday wrote Rep. Edward J. Hart (D-N. J.), thanking the ma- jority for his voice in investiga- tion pending litigation. It was on Mr. Hart's motion Feb. 16 that the Committee majority, Reps. Lee, Hart and Warren G. Magnuson (D-Wash.) agreed to postpone the WMCA case. Mr. Wood previously had written the Committee, protest- ing it was unfair to his client for the House Committee to air its investiga- tion pending litigation, and re- quired by Mr. Flamm to Mr. Noble during litigation.

Philip Handelman of Handelman & Ives, representing Mr. Flamm, wrote Chairman Lea last Friday protesting the postponement as "unfair, inequitable and unjust." He said Mr. Flamm objected to ap- pearing before the Committee while the suit was pending and that "it was only upon the assurance of your Committee that there would be a full disclosure of both sides of the case that we consented to reveal our evidence."

Writing that "we are now shocked to learn that Mr. Noble has been able to terminate this in- vestigation," Mr. Handelman said his client's "spirit of fair play require of him that there be the same amount of revelation on both sides and that we have the immediate opportunity of examining the statements made by Messrs. Noble, Corcoran, Dempsey, Kaplovitz, et al, at the private examination conducted by Mr. Carey and Mr. Hauser."

Rep. Franklin Hill were that should the FCC investigation collapse, as freely predicted, then testimony taken in executive ses- sion in the WMCA case and others may read into the Congressional Record by the minority.

Floor Speeches Hinted

Although informing the chair- man that his conclusion to resign "became crystalized by the Com- mittee majority's action in post- poning hearings into the WMCA case, Mr. Carey asserted that his action "has long been under serious con- sideration."

"From the beginning of your chairmanship your hostility to the investigation has been so evident that it has been clear to me," the general coun- sel wrote. "To continue as counsel to the Committee in these circum- stances is not to serve any useful public purpose; would merely produce waste and futility, and would end in shame and dishonor to the Con- gress."

Rep. Lea, who also is chairman of the House Interstate & Foreign Commerce Committee, was named chairman of the Select Committee last October (Broad- casting, Oct. 11), replacing Rep. Cox, resigned, reports circulated that his appointment was a move to whitewash the inquiry. That charge was denied by Rep. Lea, who declared at the time that the Committee would conduct a thor- ough probe.

Throughout the intervening time, however, investigation was never suspended in Committee ranks. Rep. Miller clashed with the chairman in sev- eral executive sessions and once he directly charged the Californian with "indifference to his duty" the evening of the in- cident. The bitterness between Chair- man Lea and the general counsel flared in the open last December when Mr. Carey charged, in open hearing, that "the chairman of this Committee and the chairman of the FCC" had taken arrangements for presenting the Commission's case out of his hands.

Following Mr Lea's appointment, Charles R. Denny Jr., general coun- sel of the FCC, held frequent con- ferences with the Committee chair- man. In open hearing the Commis- sion general told the Com- mittee he had been instructed not to negotiate with Mr. Carey.

Mr. Carey, member of the New York law firm of Carey, Deaverne- & Carey, and Mr. Hauser, member of the same firm, were to return to their private practice. Mr. Walker, a Detroit attorney, and Mr. Mc- Call, also a New York attorney, will return to their respective practices.

Mr. Garey's letter to Chairman Lea follows:

At your express direction, public hearings were opened in the investi- gation into the sale of Radio Station WMCA.

I am now in receipt of what pur-ports to be a copy of the minutes of an alleged meeting of the Committee from which it appears that a majority of the Committee is determined to discontinue further hearings in this matter. No other communication or notice has been received by me from you.

The reasons advanced for such action are puerile. I am sure they will not fool anyone, because they are not on sub- stance. They ignore the paramount public interest which far transcends any private interest that might be claimed to be involved. They create a dangerous precedent of the legislative function whereby the es- sential constitutional investigatory powers of the Congress can be thwarted merely by adopting the same subterfuge which you are putting forward as a result of your action in this matter. To such a patent fraud on the public I cannot and will not lend my aid.

A year ago I was requested to serve as general counsel to the Committee. I was persuaded to act only after I was convinced that the investigation then in its first instance and not after I was assured that it would be conducted without fear or favor and free from political interference. During your chairmanship, I regret to say that these assurances was not fulfilled.

Despite the many efforts to frustrate, interfere with and discredit the work of the Committee, its public record contains conclu- sive evidence of the arbitrary and unlawful functioning of the Com- mission and the high-handed manner in which it has usurped the powers and usurped authority. The great mass of the material gathered has not yet been made public. It seems to be the evi- dence purpose to conceal, by one means or another, this material from the Congress and the public.

While the conclusion reached in this letter is dictated by the support of your action in the WMCA matter, it has been my considered conclusion. From the beginning of your chairmanship you hostility to the investigation has been so evident that it has been clear to me. You have repeatedly ignored the mandate of the House, shirking the difficult work, and converted the investigation to a sheer whitewash, grasping the powers of the Congress, in a manner respon- sive to political pressures and domi- nated entirely by political expediency.

To continue to insist that the Com- mittee in these circumstances would be able to conduct without useful purpose, would merely produce waste and futility, and would end in shame and dishonor to the Congress.

Since I and my associates, Messrs. Fred R. Walker, Ambrose V. McCull and Milton R. Walker, are unwilling to contribute our support in aid of your objectives, I now submit my behalf their re- spective resignations, together with my own.
Keese Is Appointed As Aid to Taylor
To Headquarter in Amarillo, According to Ted Taylor

APPOINTMENT of Alex Keese, manager of WFBA and the Dallas studios of KGKO, as executive assistant to the Taylor-Howe-Snowden stations, headquartered in Amarillo, was announced last week by O. L. (Ted) Taylor, general manager. Mr. Keese will assume his new duties April 1.

Stations in the group are KGNC, KFYO Lubbock; KTSA San Antonio; KRGV Weslaco.

KMB San Diego, not directly in the group, is identified with the Taylor operation by virtue of his 50% ownership. Mr. Taylor recently announced sale of his minority interests in the Taylor-Howe-Snowden stations but remained as general manager under contract.

He also is purchaser, subject to FCC approval, of KTOK Oklahoma City [BROADCASTING, Feb. 7].

Mr. Keese has been with WFBA since 1930, when he became the station's musical director. Afterward he became program director, regional sales manager and sales manager. A native of Georgia but reared in Chattanooga, Mr. Keese was in theatre music for many years. He began as a violinist but became a top-rank conductor in the Paramount-Publix theatre circuits. He has functioned under Martin B. Campbell, managing director of WFBA-WBAP-KGKO, in Dallas.

WJW Names Sylvester
WALLEN J. (Long) SYLVESTER has been placed in charge of local sales for WJW Cleveland, according to an announcement made by William O'Neill, president of the new Blue Network's Cleveland station. Mr. Sylvester, a native of Cleveland, had been associated for more than 25 years with the advertising department of the Scripps-Howard paper, the Cleveland Press. In 1939 he established his own advertising agency under the name of Sylvester-Seltzer. The following year he was put in charge of advertising sales in northern Ohio for the American Weekly, coming to WJW from that position.

A & P in Market

GREAT ATLANTIC & Pacific Tea Co has national food chain stores with headquarters in New York, is understood to be in the market for a network program. A three-weekly quarter-hour show with Burns Mantle, drama critic, is being considered. Transamericas, a production agency, is understood to be packaging the radio program. Paris & Peart, New York, handles the account.

Mr. Sylvester, a native of Cleveland, had been associated for more than 25 years with the advertising department of the Scripps-Howard paper, the Cleveland Press. In 1939 he established his own advertising agency under the name of Sylvester-Seltzer. The following year he was put in charge of advertising sales in northern Ohio for the American Weekly, coming to WJW from that position.

TWO DRUG FIRMS
BOOST NEW ITEMS

TWO DRUG firms, both major radio advertisers, are each introducing a new product.

L. M. Van Riper, president of McRae & Robbins, Bridgeport, last Thursday announced the appointment of Benton & Bowles, New York, as advertising agency to prepare market studies and advertising for an unnamed product, and the Vitamins Plus Division of Wyck Chemical Co., the preceding week started test newspaper advertising for Primes, a Vitamin B complex tablet.

More International, New York, is handling advertising for Primes. There are no radio plans at present, though Vitamins Plus is presumably in the market for another network program after discontinuing Dr. J. Q. on NBC March 27 [BROADCASTING, Feb. 21].

J. D. Tarcher Co., New York, handles the major portion of M & B radio advertising which includes a heavy spot schedule and a projected weekly Blue network program to start March 23 for Bezel, vitamin tablet and other products, while Ivey & Ellington, New York, places business for an expanding campaign for another vitamin product, Bax.

RADIO DID IT AGAIN

WLW Smashes Attendance—For Disney Revival

THEATRE men throughout the Midwest are shaking their heads over the power of radio to create audiences. If they had any former skepticism, it was shattered last week by WLW's ability to create a record breaking audience for a revival of the six-year-old film, "Snow White and the Seven Dwarfs" in Cincinnati.

Box office receipts in 60 cities of Ohio, Indiana, Kentucky and West Virginia soared as a result of WLW's far-reaching promotional efforts in bringing to the attention of theatre-goers in the area that the Disney classic was being revived. Credit for the promotion goes to Roer Baker, WLW publicity chief.

Booked in the Grand Theatre for a four-day run, the terrific opening day's business caused the management to extend the run to four weeks. Despite a drenching rain, the box office opened at 8 a.m. to accommodate the first day crowd of 9,000, representing nine groups of customers for the 1,000 capacity theatre.

Attendance records for the Disney film broke those made on the occasion of the WLW-sponsored premiere last year of "Hitler's Children" in the city's largest theatre, and "Behind the Rising Sun," six months later. In pulling "Snow White" out of mothballs for their latest assault on box office records, RKO and Disney's set up publicity headquarters in Cincinnati.

RADIO telephone was opened between the United States and the British Island possession of Trinidad on Feb. 23. Service is handled through the short wave telephone facilities of the ATT's station, WZOR, Miami. The voice of MISSISSIPPI

83.9% of WSAI's contracts are RENEWED contracts!

WBAI

THE VOICE OF MISSISSIPPI

1943 BUSINESS IN MISSISSIPPI

UP 23%

Business activities in Mississippi for the twelve months in 1943 showed an average monthly gain of 23% over the same months in 1942.

In the Jackson district the average monthly gain for the same period was 19.4%.

The upward trend of business activity will continue in 1944 making Jackson and Mississippi a MUST on your schedules.

And, for maximum results, remember WJDX, the Voice of Mississippi, DOMINATES this market.

83.9% of WSAI's contracts are RENEWED contracts!
ESSO TRIES SPOTS IN BASIC ENGLISH

STANDARD OIL Co., of New Jersey, experimenting with "Basic English" commercials on its Esso Reporter programs on 37 eastern stations, and has already needy are a fan letter from a Washington, D. C., instructor in the new 850-word-language. According to a spokesman at Standard Oil Bas-

ic English copy is not a permanent feature, but is being tried out from time to time. Account is handled by Marshchalk & Pratt, New York.

On the first announcement Jan. 5, the announcer told about the new language and identified the commercial as such, following with a 45-word spot, which in ordinary English would run about 103 words. The copy ran:

"Esso motor oil is uncommonly good because it has a great number of qualities to give you anti-

caking oiling over a wide range of condi-
tions. The balance of good points in Esso motor oil is all together in your interest. Make certain you get the great help that Esso motor oil can give. Talk about it to the man with the Esso sign and say to him: 'I need Esso motor oil.'"

CFC Network Changes

FOUR stations in the Atlantic provinces were added to the Ca-
dadian Broadcasting Corp. Do-

mination network, it was announced at the CBC's annual Gover-

Dismantling in Ottawa, Feb. 20-21. This brings to a total of 28 stations the CBC owns on the Dominion

network, which includes both CBC and CFC stations.

The four stations added were: CHLT Atlantic, CJOI Prince Edward Island, and WBOC New Bern.


WMCA Adopts Policy of Time Sale To Both Sides of Controversy Groups

ADOPtion of a policy permitting the sale of time for controversial discussion, but only if responsible groups on both sides of the question are willing to buy time, was announced last week by Nathan Straus, president of WMCA New York.

Design, WMCA explained, "to open the doors of commercial radio to unions and other self-interest groups while protecting the public against one-sided answers to two-
sided questions," the new policy of the station represents a departure from the NAB code which prohibits the sale of any time for the discussion of controversial subjects, except on political issues during pre-election periods.

Democratic Control

"In determining this policy," Mr. Straus said, "we have been mindful of the statement by Mr. F. L. Fy, chair-

man of the FCC, that there is no danger in allowing all responsible groups to a democracy to be heard, even though the discretion of man-

agement will be heavily taxed. This policy is an effort on our part to create a democratic control of ra-

dio for WMCA so that all elements of the community may be equally and effectively served."

In a six-point "freedom to listen" statement of the new policy, WMCA states that in addition to offering the public "freedom to listen." The acceptance of any program at a given time is conditioned by this requirement.

In the case of programs dealing with controversial issues it is desired that programs on both sides of the question be presented. This is a matter of national interest in which the subject of a given television or radio program.

In the case of programs dealing with controversial issues, however, the station management fee.

WMCA extends a policy of time sale to both sides of controversial issues.

School Extends FM

WSBZ, FM station owned and operated by Chicago Board of Education, broadcasted for the first time during the first semester of 1943-44, October through January, 206 total hours of programs for in-school use, with 1,370 students from Chicago schools taking part. WSBZ also extended its total daily hours of operation for the second semester by 75 minutes, according to George Jennings, acting director of the Radio Council and WBEZ.
Doubles in Air

GIRL engineer on WJW Cleveland is Helen Cottrell, who had to obtain a license in radio to get her pilot's license, for she is also a member of the Civil Air Patrol. Coming to WJW early Miss Cottrell this year Miss Cottrell had spent a year in radio engineering at WLEU Erie, Pa., after getting her start as a receptionist at WFMJ Youngstown several years ago. "A good disposition and a sense of humor," says Miss Cottrell, are essential requisites for a radio engineer.

Irvin Gross Inducted

IRVIN GROSS, former assistant sales manager of WPA-KGKO and for the last two years with Edward Petry & Co., Chicago, has been inducted in the Army and is at Camp Wolters, Tex., undergoing basic training. He is married and has two children.

Mr. Titterton joined NBC in 1932 as manager of the literary rights division. He was appointed head of the script division in 1936. Previously he served in an editorial capacity with the Atlantic Monthly and MacMillan Co., publishers.

NBC REVISES CARDS FOR ITS STATIONS

NEW rate cards for NBC-operated stations WEAF New York, WMAQ Chicago, WTAM Cleveland, WRC Washington, KGA Denver and KPO San Francisco were issued last week by the network, dated March 1, 1944, with current advertisers protected at former rates until Feb. 28, 1945.

Chief change in all cards is the establishment of a new time classification, covering the time between midnight and sign-off and between sign-on and 7 a.m. which has a new rate of 25% of the Class A rate, covering the 6-10:30 p.m. period. Class C (with a rate of 50% of Class A) now covers daily from 10:30 p.m. until of midnight as formerly, and Class D (whose rate is 1/3 of Class A) now covered 11:15 p.m. midnight and 7-9 a.m., instead of midnight - 9 a.m.

Rate increases are shown for several stations. WTAM's Class A rate has risen from $500 to $550; WRC's from $240 to $300; KGA's from $350 to $320; and from $420 to $480. There have also been comparable increases for announcements on these stations and in the weekly expenditure necessary to earn volume discounts.

New rate cards for Westinghouse stations KDKA Pittsburgh, KYW Philadelphia and WBZ Boston, effective March 15, will be released shortly.

RADIO IS INCLUDED IN 'ESSENTIAL' LIST

radio broadcasting, radio communications and television are continued as essential communications services in a revised list of essential activities issued last Friday by the War Manpower Commission.

The list continues radio and television, electrical sound equipment and vinylic transcriptions as essential production; and radio repairing as an essential repair service.

The list serves as a general guide for the Employment Service in locating labor to employers and for Selective Service boards in reviewing requests for occupational deferment. The new list consists of 35 broad categories and includes all changes up to Jan. 15, 1944.

WRGA Joins MBS

WRGA Rome, Ga., starts operations as a Mutual outlet March 12, line facilities having been completed. Station is operated by Rome Broadcasting Corp. with 250 watts on 1460 kc.

Hosiery Firm Plans

REINGOLD HOSIERY Co., New York, has appointed D. Walters & Associates, New York, to handle advertising for Gold Mark Hosiery. Radio is being considered.

CARROLL D. ALCOTT, WCKY Cincinnati commentator, is completing his second book on the Japanese titled "Roses of Heaven" which will be published this spring by Henry Holt & Co., New York.

FILM RIGHTS TO CHARM

DU-ART FILM Labs., New York, has purchased the film rights to Paul Spaith's "The Hour of Charm," and for NBC by General Electric Co. Mr. Spaith's and his girl orchestra will appear in a film.
J. T. CLYDE J. WHITE returned to his duties as senior supervisor of the WGN Chicago engineering department last night, following a year of duty in the special service division in aviation radio and radar of the Naval Air Corps. Although on inactive duty status, he will be subject to recall by the Navy.

BILL RAINEX has joined WLAG Nashua, New Hampshire, as engineer.

CHARLES FRIEZE has been added to the engineering staff of WFPIL Philadelphia. He succeeds Philip Horton, who left to enter the Army.

LARRY ZARROW has resigned from the engineering staff of WIP Philadelphia.

HAL MARCH has resigned from the engineering staff of WISCO Philadelphia to enter the Merchant Marine.

GORDON FAIRWEATHER, formerly of CPAC Calgary, has been appointed chief engineer of CKWX Vancouver.

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Actions of the
FEDERAL COMMUNICATIONS COMMISSION
FEBRUARY 19 TO FEBRUARY 25 INCLUSIVE

Decisions...

FEBRUARY 22


KYTI Tacoma, Wash.—Designated for hearing application for CP change 1460 kc to 1290 kc.

FEBRUARY 23

KVAN Vancouver, Wash.—Granted motion for continuance of hearing on application for CP, from Mar. 1 to Mar. 31.

WJWI Akron, O.—Granted petition to dismiss. No application for, or license and application for consent to yst., assigned. of CP heretofore granted WJWI Inc.

FEBRUARY 25

KGGP Coffeyville, Kan.—Granted mod. CP which authorized installation new transmitter, for extension completion date from Feb. 22 to April 12.

Applications...

FEBRUARY 21

Harold H. Thomas, Durham, N. C.—CP new standard station, 1800 kc, 1000 w., unlimited.

Cherry & Wells Broadcasting Co., Franklin, R. I.—CP new FM station, 6,000 kc, 6,007 sq. mi. Reinstated.

WIFI, Boston—CP, Boston—Mod. licensed for additional frequency of 9700 kc. Dismembered.

KZGB Seattle—Special service authorization to permit broadcasting as a public service and without charge of information to longshoremen 5:16-6:16, daily, in accordance with request of Pacific Coast Marine Industry Board for period ending 5/1/44. Also extension of same for the city of Seattle, and the duration of the war, whichever is earlier.

FEBRUARY 23

WKY Oklahoma City—CP new commercial television station, Channel 1.

WBT Charlotte, N. C.—Vol. assign. licenses from Columbia Broadcasting System to KBAB Broadcasting Co. in KBAB Broadcasting Co.

KFAB Lincoln, Neb.—Vol. relinquishment control by The Sidles Co., through distribution capital stock as follows: Sidles Co., 27,506; Star Printing Co., 17,375; State Journal Printing Co., 17,375; Journal and American Broadcasting System, 165. Also change license 720 kc to 1110 kc, change hours operation from simultaneously day and night, with WBBM to unlimited time and install DA-N.

Help Wanted

WBBM Chicago—Mod. license change hours operation from simultaneous day and night, with CPAB going on 1110 kc.

WJAC Norfolk, N. B.—CP change 1000 kc to 780 kc.


National Broadcasting Co., Cleveland—CP new FM station, 43,700 kc.


National Broadcasting Co., San Francisco—Same.

National Broadcasting Co., Los Angeles—CP new FM station, 44,100 kc.

KLEZ Des Moines, Iowa—For commercial television station, Channel 5.

FEBRUARY 24

WICA Astabula—CP new FM station, 48,900 kc, 4,116 sq. mi., unlimited time.

WHAS Louisville—CP new temporary Class I experimental station, 46,700 kc, 1 kw, special emission.

WYK Oklahoma City—CP new FM station, 44,600 kc, 21,000 w., unlimited.

FEBRUARY 25


WGN Chicago—CP new commercial television station, Channel 4.

WXFP Kansas City, Mo.—Mod. licenses to Midwestern Broadcasting Co., Inc., CP new FM station, 6,700 sq. mi. (46,900 kc).


National Broadcasting Co., Los Angeles—CP new commercial television station, Channel 2.


National Broadcasting Co., Denver—CP new commercial television station, Channel 2. Also CP new FM station, 43,500 kc, 7200 w., unlimited time.

WICA Astabula, Ohio—CP install new transmitter 1 kw to 1 kw N, 5 kw D, and change hours from D to unlimited amended to omit request for new transmitter and change power to 1 kw D-N.
WANTED

Assistant Engineer For FM Station

North Carolina's Pioneer FM station WAMT, with its transmitter atop Clingman's Peak, single man, draft exempt. Salary or per diem. Good to any part in interest in 250 Watt broadcasting station in south, southeast or southwest, Box 901, BROADCASTING.

WANTED

Operator-Monitor. Wanted to buy—250 Watt transmitter. Address Box 905, BROADCASTING.

PROPERTY DIRECTORY

JANKSY & BAILEY

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

PAUL F. GODELY

CONSULTING RADIO ENGINEERS

MONTCALIR, N. J.

MCNARY & WRATTHAL

CONSULTING RADIO ENGINEERS

National Press Bldg., Wash., D. C.

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FREE BROADCASTING STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

WOODWARD & KEEL

CONSULTING RADIO ENGINEERS

Earle Bldg. • District 4871

Washington 4, D. C.

McNARY & WRATTHAL

CONSULTING RADIO ENGINEERS

National Press Bldg., Wash., D. C.

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FREE BROADCASTING STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

Radio Engineering Consultants

Frequency Monitoring


• Evening Star Building, Washington, D. C.

321 E. Gregory Boulevard, Kansas City, Mo.


RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

NEWCASTLE—Available March 1st. Weekly minimum $100.00. Now employed, fair and obvious reasons for change. Box 925, BROADCASTING.

ANNOUNCER—Experienced. Exempt. Eas. Box 927, BROADCASTING.

OPERATOR—Secretary, graduate of NAB operators' course desires position. Write Box 928, BROADCASTING.

Graduate—Of Radio Announcing School. Had radio experience only in local department store. Hope to get job on station in either New York or Pennsylvania. Have good radio voice. Will go far in radio if given a chance. Send all data, photo furnished on request. Can furnish any number of references. Can be ready immediately. 4F in Draft. Box 923, BROADCASTING.

Transmitter Engineer—Desires change. 50 KW experience. Married. Box 928, BROADCASTING.

wanted to buy

Wanted—250 Watt transmitter and accessory equipment. Send list. Will pay cash without delay. Box 894, BROADCASTING.

WANTED—'000 Watt TRANSMITTER—Modulation Monitor and Frequency Monitor. Cash deal or will swap 250 Watt transmitter. Box 933, BROADCASTING.


McNary & Wrathall Consulting Radio Engineers

National Press Bldg., Wash., D. C.
Morgenthau Lauds Radio's Part In Putting Across 4th War Loan

&RADIO has once more demonstrated its place in the social structure of this nation, as well as its ability to move people to act" Secretary of the Treasury Morgenthau stated in an open letter to the radio industry last week through stations and networks for their Fourth War Loan contribution.

Best Job Yet

"Now, with the impact of its role still fresh in my mind, I want to pay tribute to the part that radio stations, the major networks and advertisers have played in the success of the Fourth War Loan. Because of the total number of people it reaches and the effect which it has on these people, radio was so successful." In his letter Mr. Morgenthau stated, adding "I commend to you a report on radio and its role which I have just received from Ted R. Gamble, national director of the War Finance Division."

Mr. Gamble's report to the Treasury chief said: "Because radio is so equipped to talk in personal terms to people, it was able to be so successful. And, because the people of radio placed the job of the Fourth War Loan above their personal jobs, radio was so successful."

In other words, 14,000,000 families or 42,000,000 people heard that one broadcast." Mr. Gamble also stated that in the OWI report received on the Loan, it is shown that "radio beat the job it did in the Third War Loan by 20%; it beat its Second War Loan performance by 50%.”

OWI Record

It was shown by OWI in its consolidated report on Fourth War Loan activities allocated through that agency, that a total of approximately 1,390,543,000 listener impressions were estimated to have been effected in the Drive, breakdown of this total shows 861,100,000 under the network allocation plan; 257,592,000 under the special assignment plan; 120,800,000 under the station announcement plan; 38,651,000 under the national spot plan; 27,600,000 under special events. It should be understood that these figures do not include the recorded Treasury programs, or the large number of programs initiated individually by stations or nets. Time and talent estimated on the OWI allocated programs and announcements is estimated at around $2,574,000.

Program allocation resulted in a total of 37,466 programs and announcements during the four week Campaign, the OWI report states. These included 395 network, 86,594 local station transcribed announcements and 77 national spot and regional programs. The latter composed 2,441 station broadcasts.

Ready for Easter

REV. George Sonneborn, of the Central Reformed Church, Dayton, is now in a position to inform his congregation that grape juice will be available for Holy Week Communion. Rev. Sonneborn walked by a display window in Dayton which contained a picture of Irene Rich and a plug for her Sunday program over CBS and WHIO. The grape juice was the sponsor's product and after phoning the assistant manager of the station he was able to locate the local man who provided the precious liquid and make arrangements for securing it for his parish.

Formal Petition for Four-Way Transfer Of WBT and KFAB Stock Filed at FCC

FORMAL applications in a four-phase transaction involving transfer of WBT Charlotte to the KFAB Broadcasting Co., Lincoln, Neb., and acquisition by CBS of 45% of the KFAB Co. stock [BROADCASTING, Feb. 7] were filed last Wednesday with the FCC. Stations Affected

In the proposed transaction, which needs only FCC formal approval, WBT will be acquired by the KFAB Co. and CBS becomes 45% stockholder in the Lincoln firm, on payment of the company $465,000 to CBS and depositing in escrow in the First National Bank of Lincoln $100,000, pending completion of all phases of the deal, at which time the $100,000 will go to the stockholders of KFAB Co.

Affected by the transaction are WBBM Chicago, which will get clear-channel operation on 780 kc.; KFOR Lincoln and KOIL Omaha would be sold by the Sidles Co., the State Journal Printing Co. and the Star Printing Co., present owners of KFAB Co. to Charles T. and James Stuart of Lincoln; KFAB, changing frequency from 780 to 1110 kc.; and WJAG Norfolk, Neb., limited time station, changing frequency from 970 to 780 kc.

At present WBBM and KFAB synchronize at night. The transaction opens the way for WBBM, 1110 w CBS key, to terminate the synchronous operation as an unrestricted, clear-channel outlet.

The Sidles Co., which now holds 51% of the stock in KFAB Co., would relinquish control under the transaction. Ownership of the Lincoln firm, which would continue to operate KFAB and take over operations, would be as follows: CBS 45%; Sidles Co. 27.5%; Star Printing Co. and Journal Printing Co. 13.75% each.

Construction work on the KFAB transmitter will begin immediately upon FCC approval, the application filed by Segal, Smith & Hennessey stated. Under Order L-41 the WPB has granted authority for the construction as much as all critical materials are on hand. Shift of KFAB from 780 to 1110 c also will pave the way for an increase in power from 10,000 to 50,000 kw.

Under terms of an agreement filed with the FCC, Columbia is to provide all materials and bear expenses of changing WJAG from 1090 to 780 c. WJAG is operated by the Norfolk Daily News. Transfer of WBT to the KFAB Co. was attributed to the FCC network anti-monopoly regulations which prohibit a chain company from owning facilities in other than key station cities or where network competition cannot acquire competing facilities. The KOIL-KFOR transfer was necessitated under the Commission's "dupoly" rule, which becomes effective at midnight May 1, which bans multiple ownership.

MACY DRUGS NATIONWIDE

R. H. MACY Co., New York department store, is planning national distribution of its "Macy Drug" products through the mail. Following trade promotion through direct mail and other media, directed to the dealers, a national consumer advertising campaign will be initiated. Store will issue its advertising locally. Radio may be used, but will be a secondary medium. Grey Adv., New York, is the agency. Account executive is Herschel Deutsch.

Lost His Shirt

TOP COVERAGE was what WMBD Peoria wanted to give the $90,000 early morning fire in the Kennedy laundry. But coverage went too far. All through the fire, Ed Cooper announced the latest news from the disaster. Then as he left the mike, the engineer in the control room heard him mutter, "And I lost my shirt—all 12 of 'em."
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.
America's NEW Frontier

- IN AMERICA'S EARLY DAYS of growth, opportunities for progress lay in the ever widening frontiers. In the fertile lands of the great plains... in the timber of our forests... in the metal of our mines.

Today, we have reached the limit of our physical frontiers. But new frontiers lie before us—new opportunities for exploration—new resources, in our research laboratories. Here in the multiple world of the electron tube are being born the scientific advances that will make our world immeasurably safer and happier.

Pioneering on this new frontier of research are RCA Laboratories in Princeton, New Jersey. Today RCA Laboratories are devoted to providing the fighting forces of the United Nations with the best radio and electronic equipment available. Tomorrow, this same skill will continue to serve America in creating new and finer peacetime products.

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RCA leads the way in radio—television—electronics

TUNE IN! RCA's great new show, 7:30-8:00 P.M. EWT, over the Blue Network, every Saturday  BUY WAR BONDS EVERY PAY DAY  *