Many a smart advertiser has bought WHO on the strength of its huge "network audience"—and then found that WHO is equally supreme in two other fields of entertainment—news and local shows. . .

It’s true that WHO is the only NBC station in Iowa—carries nearly all the best network shows (21 of the 25 most popular shows in the State). But WHO also carries many local live talent shows which have higher Hooper ratings in Des Moines than competing network shows! On news—47.4% of Iowa families "listen regularly" to WHO newscasts, versus 6.3% to Station B. Ask us—or Free & Peters—for proof.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Important Shoes to Fill!

Old 1943 has run his gallant but gruelling race and young 1944, fresh as a daisy and fit as a fiddle, takes over. The youngster's responsibilities are many and his legs must be sturdy.

The Fort Industry Company will root for the young speedster all the way. We pledge him the same support that made our 1943 a year of outstanding success and one long to be remembered. Through him, we promise the thousands of radio listeners in Fort Industry Markets the continuation of that service which has won their loyalty. And to our advertisers we re-pledge our untiring efforts in their behalf.

We're off! Yours for a Victorious 1944

WSPD TOLEDO, OHIO
WWVA WHEELING, WEST VA.
WAGA ATLANTA, GA.
WMMN FAIRMONT, WEST VA.
WLOK LIMA, OHIO
WHIZ ZANESVILLE, OHIO

If It's a Fort Industry Station You Can Bank on It
Latest reports show

- Retail sales up 36% over last year
- Bank clearings up 20.19%
- Bank debits up 25.13%
- Real estate transfers up 50.3%
- Building permits up 11.74%
- Postal receipts up 14.58%
- Telephones up 6.24%
- Industrial power consumption up 7.66%

Market covered by WSIX

SPOT SALES, INC., NATIONAL REPRESENTATIVES

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

5000 WATTS 980 KILOCYCLES
Be A Conqueror

This vast area ➔ millions of people ➔ can be yours ➔

WIN IT WITH WWL, NEW ORLEANS

You dominate the air now in this territory with WWL, New Orleans—the only 50,000-watt, clear channel station for hundreds of miles. WWL's famous shows—and CBS talent—have built tremendous audience-loyalty that will remain your postwar competitive advantage.

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.
This is the... WEST VIRGINIA NETWORK

**WPAR**
Parkersburg
250 on 1450

**WSAZ**
Huntington
1000 on 930

**WCHS**
Charleston
5000 on 580

**WBLK**
Clarksburg
250 on 1400

**WCHS**
- Columbia Programs
- Population (Families): 246,729
- Retail Sales: $300,817,000
- Food Sales: 49,520,000
- Drug Sales: 6,708,000

**WPAR**
- Columbia Programs
- Population (Families): 31,949
- Retail Sales: $29,645,000
- Food Sales: 7,286,000
- Drug Sales: 1,013,000

**WSAZ**
- Blue Network Programs
- Population (Families): 113,398
- Retail Sales: $93,263,000
- Food Sales: 22,611,000
- Drug Sales: 6,708,000

**WBLK**
- NBC Programs
- Population (Families): 42,687
- Retail Sales: $40,141,000
- Food Sales: 10,340,000
- Drug Sales: 1,438,000
RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

- High-Level Class B Modulation
- Air-cooled High-Power Tubes
- Mercury Vapor Rectifiers
- Front-of-Panel Access
- Streamlined Styling

RCA earned its leadership in this field, and will maintain it.
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency NOW.

RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.
Lookit our new victim—

HAROLD L. BEHLKE!

Ever since we first put out our shingle, we've been hearing miraculous things about a top-notch, 18-karat, genuine first-edition fellow in the national magazine field, named Hal Behlke. So about two years ago we began twisting Hal's wrist, and today we're proud to announce that this outstanding advertising man is another "Old Colonel F&P!"

Hal began hanging his hat in our New York Office on January 1. Naturally he'll spend most of his time in and around New York—but, like all our other F&P men, his work is as much available to agencies and advertisers in Minneapolis or Mobile as to those in Manhattan.

Because that's our policy here at Free & Peters—to get the best men we can find, to equip them with every facility of service, and then to work as a team on any problem that any advertiser propounds.... What can we do for you, here in this pioneer group of radio-station representatives?

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGB-AM, WKBW - BUFFALO
WVLZ - CINCINNATI
KDAL - DULUTH
WDAY - FARGO
WISH - INDIANAPOLIS
WILZ - KALAMAZOO-GRAND RAPIDS
KMBC - KANSAS CITY
WAYE - LOUISVILLE
WTCN - MINNEAPOLIS-ST. PAUL
WMED - PEORIA
KSD - ST. LOUIS
WFLD - SPRINGFIELD
WHO - DES MOINES
WOC - Davenport
KMA - SHENANDOAH
WGO - SOUTHEAST
WCCM - BOSTON
WCCO - COLUMBIA
WBBJ - KNOXVILLE
WDBJ - ROANOKE
KBR - SOUTHWEST
KOB - ALBUQUERQUE
KOMA - OKLAHOMA CITY
KTUL - TULSA
WRAK - PACIFIC COAST
KECA - LOS ANGELES
KGIN-KALE - PORTLAND
KROW - OAKLAND-SAN FRANCISCO
KIRO - SEATTLE
KFAE - FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

Four years, University of Illinois
Two years, Flinlote Company
Two years, Liberty Magazine
Fifteen years, Meredith Publishing Co.
Free & Peters (New York Office) since January, 1944
Press Ownership ‘Tolerated’ By FCC

Policy Tentatively Agreed, Then Postponed

NEWSPAPER OWNERSHIP of broadcasting stations is tolerated but not necessarily accepted as wholesome or desirable under a policy tentatively adopted by the FCC last week. The action would not affect the some 280 existing newspaper-owned or affiliated stations, but would raise questions of expansion of newspaper ownership in any phase of radio on the ground that it tends toward monopoly in public opinion.

A final vote on the FCC policy was planned at a Thursday [when Broadcasting went to press on holiday schedule]. The meeting, however, was postponed by Chairman James Lawrence Fly, after word of the impending action had “leaked” on Capitol Hill. No date or time was set, though it was expected the final meeting would be held promptly, with some possibility of modification.

There was great excitement in radio circles last Thursday when word went around that action was imminent. Reports were that because of the pressure, members of the Commission might alter their positions and decide to leave the policy status quo. This view was expressed in one responsible quarter in Congress, after conversations with FCC members.

Croven Dissents

Force to take a position, one way or the other, by demands from Congress, the Commission held several meetings during the last fortnight. A special meeting of three members (Wakefield, Case and Durr) drafted the majority report, which, at the meeting Wednesday was modified substantially. Commissioner Craven, lone dissenter, opposed any policy which would create a distinction among classes of licensees, questioning the constitutionality of such action, and urging that the ball be passed to Congress.

Here is how the majority view (Fly, Case, Wakefield, Walker and Durr) lined up Thursday, subject to change:

1. Dismissal of orders No. 79 and 79-A, adopted in 1941, which would have banned outright newspaper ownership of stations.
2. Elimination of any “categorical rule” against newspaper ownership by adoption of the principle that “delineation of control” of various media of information is desirable.
3. Newspaper ownership would be considered an element, among others, in all future applications for stations, whether standard broadcasting, FM, television or facsimile.
4. The proposed action will be based on the hearings on newspaper ownership held from July 1941 until Feb. 1942, and recessed without

THE FCC on March 19, 1941 adopted Order No. 79 calling for an immediate investigation to determine policy on newspaper ownership of broadcast stations. On July 1, it adopted a supplemental order (79-A) broadening the scope of the inquiry, which got underway July 23, 1941.

El Paso Ruling

The controversy, however, had developed prior to that time. Government records show that newspapers were among the pioneers in broadcasting and that many newspaper business practices and policies played an important part in radio development. At the time of the order it appeared some 290 stations were identified with newspapers, through ownership, affiliation or working relationships. The number tapered off, however, through sales and consolidations.

The U.S. Court of Appeals for the District of Columbia in deciding the Tri-State Broadcasting Co. Inc. case against the FCC, on March 16, 1938, involving the application of the El Paso Times for a non-commercial station in that city, said: “We know of no provision of statute or rule of law and are cited to none, which forbids broadcasting by the owners of a newspaper.”

On Jan. 25, 1937, in response to an inquiry from Chairman Wheelier (D-Mont.), former General Counsel Hampson Gary of the FCC ruled in part:

“In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy.” Mr. Gary, in response to a further inquiry whether legislation by Congress to divest newspapers from station ownership would be constitutional, declared this “is not free from doubt” and stated the inquiry does not permit of a categorical answer. He expressed the opinion, however, that such legislation would be Constitutional.

In Suspense File

Coincident with the promulgation of the initial newspaper order practically all applications involving newspapers for both standard broadcast and FM stations were dispatched to the suspense file, though there were a number of exceptions which provoked allegations of favoritism.

In March 1941, upwards of 100 newspaper owned stations formed the Newspaper Radio Committee to combat proposed divestiture. Harold V. Hough of WBAP-KGK Ft. Worth was elected chairman.

The FCC on Dec. 31, 1941 rejected a proposal of the Newspaper-Radio Committee that the investigation be suspended for the war’s duration.

The U.S. Court of Appeals for the District of Columbia in Jan. 26, 1942 sustained the right of the FCC to subpoena witnesses and conduct its newspaper ownership inquiry, but served notice it knew of nothing in the statute which would allow the Commission to discriminate against newspaper ownership.

Newspaper ownership hearing recessed Feb. 12, 1942 after seven months of intermittent hearings. Following was a proposal by the FCC did nothing about closing the record.

The question of delay repeatedly was raised in Congress, however, with the result that the Commission concluded, during the Senate Interstate Commerce Committee’s hearings in December, to decide the vexatious issue before the end of 1943.

NEWSPAPER OWNERSHIP CONTROL HIGHLIGHTS

List of stations owned by or affiliated with newspapers begins on Page 53.

BROADCASTING • Broadcast Advertising

January 3, 1944 • Page 9
An Editorial

CORNED by Congress, the FCC tenta-
vatively has decided "policy" on newspaper own-
ership in radio, though it hadn't formally an-
nounced it as this issue closed.

The ruling, as we understand it, spells "ap-
peasement" in capital letters. But it neverthe-
less discriminates against a class of Ameri-
cans who, by heritage, tradition and public
service, are well qualified to participate in the
development of radio—a projection of jour-
nalism.

A majority of the Commission apparently
wanted to go all the way—a positive ban on
newspaper ownership, not only in the standard
field, but in FM, television, facsimile and other
services destined to develop after the war.

But the sentiment in Congress, and public
opinion, was too strong for that, whatever the
administration wish.

Tantamount to a Ban

So by a preliminary vote last Wednesday
(subject to whatever changes the pressures
may bring) the Commission held that diversi-
fication of ownership is desirable. Only Com-
missioner Craven stuck to his guns against
such discrimination and defiance of Congress.

The ruling is designed to placate present
newspaper licensees, because they won't be
affected immediately. But when it frowns upon
newspaper ownership in the future, ever so
slightly, it is tantamount ultimately to a ban.

The radio law explicitly states that renewal
applications must be considered on equal foot-
ing with applications for new facilities. What
will the competition norms come up? Every
newspaper licensee would be vulnerable to loss of
his facilities to a Johnny-Come-Lately non-
newspaper applicant.

And what does such a policy mean as to
those new services? If newspaper ownership
(or diversification of control) is to be con-
sidered "an element" in the qualifications for
license, then the competing applicant always
has an advantage, perhaps just enough to win
out when the decision is left to a majority
which wanted to go beyond that point anyway.

It was about three years ago that the FCC
declared against multiple ownership of sta-
tions in the same area. It didn't issue an or-
der—just a proposed rule. Remember a few
weeks ago, when the FCC revived that be-
whiskered order and banned multiple owner-
ship, without assigning a single reason? The
order becomes effective June 1—unless things
happen.

The same pattern fits into newspaper own-
ership. The pattern is founded on the thesis
that there is inherent in such ownership, con-
tral of public opinion. The record shows that
practically everywhere keen competition pre-
vails among newspapers and stations and
among newspaper-owned stations and others.

The record shows also that stations, however
owned, don't editorialize or use their facilities
as personal mouthpieces.

Broadcasters, whatever their ownership,
shouldn't be deluded by the conciliatory atti-
dute of the majority. They would do well to mark
well the view of Commissioner Craven. If the
newspaper business is stigmatized, even only
to the extent of being "an element", then why
not any other kind of business?

Legislation Pending

Congress is considering new legislation, af-
after having heard and witnessed actions that
brand the FCC as perhaps the most ardent
power-graber in Government. There is noth-
ing in the law that permits the FCC to dis-
criminate among classes. The Senate Inter-
state Commerce Committee is familiar with the
newspaper issue. The majority ruling in effect
would cut off a group almost ideally
equipped to participate in broadening radio's
horizons for the public benefit.

This majority "policy" should be resisted
just as vigorously as if it stated: "Newspaper
ownership is outlawed at high noon next month.

There is but one answer. Congress must
write into the law a specific injunction against
adoption of any policy or procedure that per-
mits the FCC, directly or indirectly, to create
a class distinction among otherwise qualified
broadcasters.

Caldwell Reports Record High
In Radio Homes, Despite War

THE LARGEST NUMBER of ra-
dio homes in history, despite tube
and parts shortages which have re-
duced the total number of sets in
operation, is reported in the annual
statistical review prepared by O. H.
Caldwell, editor of Radio Retail-
ing Today, whose figures have for
many years been accepted as the
travelling trints.

In reporting an estimate of 32,-
500 radio homes, Mr. Caldwell
rounds off the 32,529,500 figure
which the WPB Office of Civilian
Requirements arrived at after a
survey was made by the Bureau
of the Census, U. S. Dept. of Com-
merce [BROADCASTING, Dec. 20,
1943].

That past estimates of the num-
ber of radio homes may have been
ultra-conservative is suggested by the
large numbers of sets manu-
factured in the period from 1939 to
1942. In the three years 1940-42,
nearly 30 million sets were made,
according to the Caldwell figures.

Yet the estimated number of radio
homes increased only 1,600,000 in
the period between the Oc-
TWO Texas stations, KEYS Corpus
Christi, and KGBS Harlingen, both
who operated affiliation contracts
with CBS some months ago, were
scheduled to start operations as
special supplementary outlets to
CBS Station KTBX Galveston on
Jan. 1. Lines have not been avail-
able for either station. KEYS is
operated by Harbenito Broadcasting
Co. on 1490 kc, with 250 w, while
KGBS is operated with 250 w on
1240 kc by Harbenito Broadcasting
Co. Both operate fulltime.

Page 10 • January 3, 1944

BROADCASTING • Broadcast Advertising
Carrying Out Plan
Noble Sells To Woods, Kobak

FOLLOWING through "according to plan," Edward J. Noble, owner of the BLUE, last week announced the sale of equal blocks of stock of the network to Time, Inc. and Chester J. LaRoche, pioneer advertising agency executive, along with undisclosed blocks to Mark Woods and Edgar Kobak, BLUE president and executive vice president, respectively. Time and Mr. LaRoche each acquired 12 1/4% of Mr. Noble's interest, for a figure understood to be approximately $500,000 cash each.

Since only minority blocks have been disposed of and control of the stations owned by the network is in no wise affected, FCC approval of the transfers is not required. The FCC, however, must be notified.

Carries Out Plan

While Mr. Noble simultaneously announced that Messrs. Woods and Kobak, who are credited with the BLUE's meteoric development, have acquired interests as stockholders, he did not disclose the amounts. It was presumed, however, that the operating officials purchased equal amounts, probably in the 100,000 shares of treasury stock of the American Broadcasting System Inc., Mr. Noble's holding company. Their combined acquisition, it was thought, would be in a neighborhood of 5%. The broadcast-industrialist stated he had sold directly from his own holdings of 400,000 shares of ABS 500,000 shares, the blocks purchased by Time and Mr. LaRoche.

When Mr. Noble acquired the BLUE last October from RCA for $8,000,000 cash, with FCC approval, he announced his intention of inviting management and possibly other interests to participate. He retains substantial control of ABS, which he said he intended to hold for "an indefinite period." Later, he declared, he intends to invite participation of other management officials of the network, affiliated stations and ultimately, the public.

Time and its sister publications, Life and Fortune, have long been interested in acquiring ownership in radio. With its farflung repertory organization, domestic and abroad, it is expected to contribute substantially to BLUE's spot news and documentary coverage. Roy E. Larsen, president of Time Inc. and Mr. LaRoche have been elected to the BLUE board of nine.

Mr. LaRoche, an outstanding figure in advertising and now serving as chairman of the War Advertising Council, has sold his interests in Young & Rubicam, of which he has been chairman of the board.

He becomes chairman of the BLUE's executive committee, but his duties "will be adjusted for the duration," Mr. Noble said, to accommodate his Washington war work. Mr. LaRoche has been ill for several weeks, having suffered a severe influenza attack.

ABS Borrowed Funds

While no statement was forthcoming from any of the participants, it was logically deduced that Mr. Noble disposed of 25% of his own holdings to Time Inc. and Mr. LaRoche, or 100,000 shares at $1,000 per share, or a total of $1,000,000. Last August, when Mr. Noble filed with the FCC his application for purchase of the network, he brought out that he personally would acquire 400,000 shares of the holding company's stock for $4,000,000, and that the remaining $4,000,000 of the cash purchase price would be borrowed from syndicate of New York banks for four years at 2% interest per annum.

Mr. Noble did not disclose his plans as to the ultimate disposition of the 100,000 shares in the ABS treasury. It was expected, however, that this was being held in reserve for the purpose of the FCC approval of the holding company's stock to the several programs developed by Time's network, or the BLUE's, to the WAR Advertising Council, or in the event that theFCC will be so disposed of the stock to serve as a member of the board, or to serve as a member of the board of directors.

Testing on WQXR

A Time, Inc. executive said the acquisition of interest in the BLUE should not affect the WQXR interest, since in neither case will the publication hold control. BLUE owns WJZ, New York Key. The multiple - ownership regulation, slated to become effective June 1, is broadly written, and has not yet been interpreted.

Well known in the advertising field, particularly radio advertising, Mr. LaRoche was with Young & Rubicam, from 1926 until 1942, when he resigned as chairman of the board of the agency to join the War Advertising Council. In August, 1943, he resigned all interest in Y & R to devote full time to his work at the Council.

In discussing the BLUE interest purchased by Time, Mr. Noble mentioned the March of Time series sponsored by Time on NBO, as well as the "several programs now on the air" developed by Time's own radio department. He pointed out that newspaper coverage of campaigns in principal theatres by war correspondents of Time and Life, and expressed the opinion that in the post-war period "Time's staffs will be enlarged and new offices opened so as to cover all key listening posts during our world campaign for winning the peace.

War Coverage

From this observation it is thought probable that war coverage by the foreign correspondents will be made available to the BLUE.

Mr. LaRoche takes over the newly created position of chairman of the executive committee, which will shortly be organized. Mr. Noble remains as chairman of the board, and all other operating positions remain as they have been. Mr. LaRoche will serve as a member of the board and presumably as an advisor.

With the election of Messrs. Larsen and LaRoche to the BLUE board, it now has a total of nine members. Others are Messrs. Noble, Woods and Kobak, Earl E. Anderson, BLUE vice-president, C. Nichols, BLUE treasurer, Franklin S. M. Wood, Mr. Noble's attorney, and Harold V. Hough.

Text of Noble Statement on Sale of Blue Stock

FOLLOWING is the full text of the statement by Edward J. Noble, owner of the Blue Network Co., issued last Tuesday on sale of 25% of its stock to Time Inc. and Chester J. LaRoche, along with undisclosed amounts to Mark Woods and Edgar Kobak, BLUE president and executive vice-president, respectively:

"The publishers of Time, Life and Fortune have purchased directly from me 12 1/4% of the outstanding shares of American Broadcasting System Inc., which company owns all the stock of Blue Network Co. Inc. I am happy to bring into association with me this public service enterprise, Time Inc., whose progressive executives have won such outstanding success. Mr. Roy E. Larsen, president of Time Inc., has been elected a member of the board of directors of the Blue Network Co. Inc."

"The publishers of Time and Life originated the radio feature, March of Time, and have developed in their own radio department several programs now on the air. I am confident they will make a major contribution to the BLUE'S programs. News - action news from the battle fronts - is today of paramount importance. Tomorrow we will be equally concerned with what people in many countries are thinking and saying. War correspondents of Time and Life have given noteworthy coverage to campaigns in all principal theatres. Looking to the postwar period, Time's staffs will be enlarged and new offices opened so as to cover all key listening posts during our world campaign for winning the peace."

LaRoche Part Owner

"I also take pleasure in announcing that Mr. Chester J. LaRoche will join me in ownership of the BLUE Network through the purchase of 12 1/4% of the shares of American Broadcasting System Inc. and in the management by becoming a director and

January 3, 1944 Page 11
**Revised Version of Radio Act May Reach Senate in Fortnight**

**White, Wheeler in Conferences to Revamp Bill; Executive Session Slated for Next Week**

By BILL BAILEY

REMEDIAL legislation defining the scope of the FCC’s jurisdiction over broadcasting is expected to be ready for Senate debate within a fortnight. That word came last week as Senators Burton K. Wheeler (D-Mont.) and Wallace H. White (R-Me.) began a series of conferences to whip together a revised version of their bill (S-814) to revamp the Communications Act.

Those conferences were being held to permit the co-authors to get together on any differences and come up with a revised bill, ready for Committee consideration when the second session of the 78th Congress convenes next Monday (Jan. 10). It became evident as hearings progressed that the Senate Interstate Commerce Committee, of which Sen. Wheeler is chairman and Sen. White is ranking minority member, that the co-authors held diverging views on certain provisions of the measure.

To Call Committee

Sen. Wheeler indicated that he wanted to delve into all phases of the proposed legislation, some of which has been recommended by the Federal Communications Bar Association, and the NAB, with his colleague before the second session begins. In a statement last week Chairman Wheeler indicated he hoped to have a new bill whipped into shape by mid-January. He plans to call the Committee into executive session early next week to begin consideration of the legislation. The conference was formally closed last week.

When committee men sit down to sift the evidence presented by 36 witnesses during the 28 days of hearings, they will have before them in addition to the hearing record supplemental statements from the FCC, NIA, CBS and NAB. Suggestions offered by broadcasters during the hearings, as well as some of those tendered by FCC Chairman James Lawrence Fly, were certain to be given consideration.

One of the chief remedial measures likely to be written into the proposed law will embrace interpretation by Congress itself on the intent of the phrase “public interest, convenience and necessity.” It was brought out during the hearings by Senator White that when the radio portion of the present Communications Act was written in 1927 the lawmakers knew “a little about radio but there was an awful lot we didn’t know.”

The May 15 Supreme Court decision by Mr. Justice Felix Frankfurter has been interpreted by broadcasters as a whole as giving the FCC supervision over programs. The best legal minds in radio have seen in the Frankfurter decision which gave the FCC supervision over “the composition of that traffic” a new era of Government control of broadcasting through the Commission. Chairman Fly has spent nine pages of written statement plus verbal interpolations to convince the Senate Committee that those “five little words” were “lifted from context” by the “big networks and the NAB.” Mr. Fly interpreted the decision as giving the FCC supervision only over frequency allocations and not programs.

That the Committee as a whole was not greatly impressed by Mr. Fly’s interpretation was indicated by direct questioning during his last-hour testimony. Senator McFarland (D-Ariz.) took issue with Chairman Wheeler when the Montanan agreed with Mr. Fly that the NAB interpretation was wrong, in view of the present Communications Act which specifically forbids censorship over programs.

Sen. White said last week that he was “not much impressed by the Commission’s interpretation” of the decision. His feelings were shared by several other Committee members.

“Equal” Opportunity

Another question to be ironed out between the co-authors before the White-Wheeler Bill reaches Committee for consideration is the “equal opportunity” clause. Throughout the hearings Sen. Wheeler insisted that he planned to write into the law a proviso making it mandatory on the part of a sponsor, commentator or network to give equal time to any individual “attacked” by a commentator.

FAVORITE NUMBER of Johnny Gillin, president and general manager of WOW Omaha, is carried on his auto license plate for 1944. Because WOW is 590 on the dial, Gillin is issued that number for his car every year.

Sen. White last week expressed the view that broadcasters themselves could work out a far more feasible solution than such a proviso in the law would provide. He said he saw compulsory legislation “an endless cycle of political speeches.”

“That is a tough subject,” he asserted. “I think the solution lies in the plan of identification. If a man goes on the air as a commentator and expresses his opinions or those of his sponsor he should be so identified. I do not believe that comments, reflecting the views of the commentator or his sponsor, should be broadcast under the title of news reporting.”

“If I do feel, however, that the question of equal opportunity is charged with complexities and I can see where it would lead to discrimination if we attempted to write a flat provision into the law. That is a question which needs careful consideration.”

Since the hearings concluded Dec. 16, Sen. Wheeler also has expressed himself as to how a law might be written without creating confusion although he is steadily in his assertion that “we’ve got to do something” about equal opportunity and give the public officials who might be “attacked” by commentators.

President Neville Miller of the NAB said last Wednesday that when the Senate Committee meets in executive session next week the NAB’s suggestions, supplementing testimony before the Committee, will be ready for consideration. Mr. Miller will be ready to submit certain suggestions for legislation in writing in addition to Mr. Miller’s prepared statement.

CBS already has filed a supplemental statement with the Committee [Broadcasting Dec. 27] and NBC is expected to have its follow-up suggestions in the Committee’s hands in time for consideration in executive session. The FCC is understood to have filed several supplemental statements since Mr. Fly concluded his testimony three weeks ago.

Joseph Pierson, president, and general manager of Press Wireless Inc., also filed a supplementary statement with the Committee protesting Chairman Fly’s final testimony regarding his organization.

**Hunt on Coast**

HUNT PACKING Co., San Francisco (canned food products), new to radio, on Jan. 2 started a weekly half-hour program on 34 D De Lee Pacific stations, Sunday, 8-8:30 p.m. (PWT). Contract is for 13 weeks. Agency is Garfield & Guild Adv., San Francisco.

**Bethlehem on Blue**

BETHLEHEM STEEL Co., Bethlehem, Pa., which has been reported interested in a half-hour institutional network show for some time, last Friday sponsored a one-time program on the full BLUE network 1:30-2 p.m. as a yearend dedication ceremony to the war effort. More than 200,000 Bethlehem Steel workers heard a speech by E. G. Grace, president of the company, as he summed up 1943 and commented on the coming year. Music was by Paul Whiteman’s orchestra with Richard Crooks and Lucy Monroe. Bethlehem agency is Jones & Brakely, New York.
OVER-SUBSCRIBED!

There's a profit-moral in the way Baltimore over-subscribed its quota to the National War Fund. The more than 1,300,000 people who live here have both the heart and the pocketbook to make any worthwhile drive a big success. If you want action, consider W-I-T-H, the station that does a great sales job in Baltimore!

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
Net Daytime Audience Up 6% Since Sept., Hooper Reports

Non-Serial Shows Jump From 6½ Hours in January To 22½ Hours in December; Sets-in-Use Higher

THE AVERAGE daytime audience for network programs, whether of the serial or non-serial type, reached an all-time high during 1943 according to a year-end review of daytime radio listening by C. E. Hooper Inc. This average daytime audience is over 6% larger since September, 1943, than for the same period in 1942 when listeners attracted chiefly by the large increase in miscellaneous daytime programming.

Although the volume of daytime serial dramas has held constant at about 50 hours per week for 16 months, the TV audience in the United States in the volume of non-serial programs from 6½ hours broadcast during weekdays in January to the December figure of 22½ hours weekly. As a result the current proportion of sponsored network non-serial programs to total programs is 9 out of 10, a proportion “not previously approached in our records,” the Hooper survey points out.

Serial Audience

The share of the audience to daytime serial dramas was the highest in four years, according to the serial programs of the months of 1943, although it has been below the high levels of 1942 in the past five months. Other high points in the review are: average ratings in 1943 have been consistently higher than 1941, equal to or higher than 1942 since May of that year; sets-in-use during daytime weekday hours has above 1942 levels in each 1943 month from July on, this additional listening being absorbed by programs other than daytime serial dramas; and the average rating for daytime serial dramas for October, November and December, 1943, is practically the same as in 1942.

Following up this last fact the review stresses the effect of mass rationing from May 1942 on, as substantially increasing the number of people at home during daytime hours, consequently the available audience for daytime programs of all types. The effect of other factors became apparent by 1943 when the armed services and employment in war industries was draining persons from the home, resulting in new audience “lowes” for a four-year period being established in 10 out of the 12 months of 1943.

New Listeners

Answering the query “How efficient is current daytime programming in ‘recruiting’ listeners?” and basing the reply on measurements from 125,000 nationally scattered homes, the Hooper review says that in November, 1941, the percentage of daytime listeners in homes where someone was at home was 20.9. In November, 1942, the figure was 21.4. In November, 1943, it was 22.0, and in December, 1943, radio’s daytime “recruiting” of listeners reached the highest figure on record, 22.1.


Produced by Paramount Pictures for Westinghouse Radio Stations Inc., the 28-minute film-history of radio includes a short explanation of the technical side of station operation.

Walter Evans, Westinghouse vice-president, will address the gathering. In charge of all Westinghouse radio manufacturing and broadcasting activities, Mr. Evans’ background and achievements in radio make him one of the industry’s outstanding figures. He will be introduced by Lee B. Wailes, general manager of Westinghouse Radio Stations Inc. The film with narration and musical background for the 160 separate scenes has been primarily prepared for exhibition in the nation’s schools and other public relations uses. School distribution is estimated to ultimately total 75,000 showings to generate further goodwill for the American system of broadcasting.

Some educators who have viewed the trial prints remarked at the great amount of entertainment packed into an educational film but agreed that radio as a subject provides enlightening entertainment. One light touch in the film is provided in a sound effects scene. Due to the wealth of photos and historical information found in the Westinghouse files and archives the recreated scenes of the early days more than the establishment of KDKA, and including Dr. Conradi’s laboratory, reach high degrees of authenticity.

PROBE MAY CALL J. EDGAR HOOVER

J. EDGAR HOOVER, FBI director, may be the first witness when hearings are resumed about Jan. 17, by the House Select Committee to investigate the FCC, according to Eugene L. Garey, General Counsel of the Committee.

In Washington last week from his New York home after a brief holiday, Mr. Garey indicated the committee probably would seek to develop testimony in connection with purported refusal of the FCC to turn over to the FBI fingerprints of amateur and commercial radio operators procured by the Commission beginning in 1940. Testimony before the Committee last month [Broadcasting, Dec. 20] was to the effect that after the fingerprints finally were turned over to the FBI, it was discovered that several thousand had criminal records, mostly for misdemeanors.

Read into the record was correspondence between the FCC and several labor organizations regarding transfer of the fingerprint files of union members to the FBI. The unions, it was contended, protested, but, at the instance of the Department of Justice, the fingerprints were turned over to the FBI in June 1942.

Upon resumption of the hearings, it is expected that the FCC will begin its rebuttal. Testimony produced since the hearings began before the House Committee last summer.

Clapper on Tour

RAYMOND CLAPPER, Mutual commentator, left for Honolulu after a broadcast from his Dec. 27 broadcast from San Francisco. After several broadcasts from Honolulu, his regular Monday and Thursday spot for White Owl Cigars will probably be taken over by Royal Arch Gunnison, who started a sustaining series on Mutual in December.

Feed Spots Pending

DR. SALSBURY’S LABS, Charles City, la. (livestock and poultry feeds, etc.) plans one minute electrical transcriptions on 75 stations during February, March, and continuing through the Spring months. Agency is N. A. Winter Adv. Agency, Des Moines.

Page 14 • January 3, 1944
WELL, speakin' as an old-time KOA Advertiser, I'd jest like to advise you young fellers what yer missin'! Why, the very first time I staked my claim I git five bags of solid gold right out of KOA's coverage area. Yessir... glittering bags of seven state Coverage, 50,000 Watt Power, top NBC Programs, '69% Listener Loyalty, and '68.8% Dealer Preference. I knew then that I'd found myself a gold mine... that always produces big results.

Yessir, an even bigger strike than Gregory's, back in '58 when the second Colorado gold rush started.

Now, it's a fact that once the magic word "gold" gits 'round, there's a heap of people eager to get at it, so you'd better git goin'. There's still plenty of pay-dirt in this KOA gold mine.

Hop on the KOA 'covered wagon' and join these '44ers now! Their motto: "Time on KOA or Bust!"

* NBC Tale of 412 Cities
* Ross Federal Survey

Few Stations In the Nation Can Equal KOA's Dominance
You say that 21 guns is the tops in artillery salutes?
Sure, we know that, but even the top salute is not big enough to express the way we feel about everybody on the program end of radio.
So, with our usual exuberance, we are topping the top with a 26-gun salute. Here goes—

A—To all Announcers, Actors, Actresses, Advertisers and Agencies on all four national networks and independent stations

B—To all Ballad singers and all the Boys and Babes on the "Breakfast" programs

C—To all Comedians and Comediennes and Commentators and Composers

D—To all Directors and Daytime Drama heroines

E—To all Editors of Radio Columns and all Executives in Program Departments throughout the land. Engineers too

F—To all Flute players (Gee, if only "Flat Foot Floogee with a Floy-Floy" were still in vogue!)

G—To all Gag writers and all Guest stars appearing in all programs

H—To all Hep-cat musicians and singers

I—To all Independent program producers

J—To all Jazz musicians (sweet and hot) and all Juvenile lead players

K—To all Kids in "Kid Shows" and to the Kibitzers and the Korn Kobblers and all others who spell it with a "K"

L—To all Leading men and Leading ladies in the serious dramas

M—To all Masters and Mistresses of Ceremony

N—To all Narrators and all the Names of the Name Bands
Out a 26-Gun Salute

THE PROGRAM END OF RADIO

O—To all Organ players and all "Off-stage" voices. Also the OWI

P—To all Production men and Assistant Production men

Q—To all Quiz shows and all Quiz masters and all Quiz Kids and Quartets and Quintets (and all people in a Quandary)

R—To all Radio dramatists and Radio Review writers

S—To all Sponsors, Symphony Orchestras, Sound Effects Men and Sports Commentators

T—To all Trombone players

U—To U and U and U and U—all of U (also to the Unions)

V—To all Vocalists and all "Voice 1—Voice 2" players

W—To all Writers of program presentations who help salesmen sell programs that entertain the listeners

X—To all Xylophone players

Y—To all Yodelers

Z—To all Zither players (we are not sure that there are Zither players on the air—but we don't want to miss anybody)

To all You People on the Program Side of Radio, we of The Blue Network want to pay this sincere tribute. Yours are the hearts and the hands—the work and the voices—the devotion and the integrity—which go to make all the programs on all the networks and stations—the programs which are doing so much to entertain and instruct America—and which have contributed so much to what America is and to the fight to keep America that way.

We salute you.

The Blue Network
Hassenstein Places
HALLENSTEIN, N.J.—Hassenstein Co., Los Angeles (Movie Wave, home entertainment wave kit) on Jan. 3 starts for 13 weeks, a schedule of one to four days in the five-minute program on stations nationally. With others to be added, list includes WTOP, KFRC, KDFK, KVOO, KXSK, KSRO, and Intermezzo Network (KLO KVOO KUEB). Daily spot announcements will be utilized on KPRO KFVD with two participations per night on KNX. Firm starts a total of 3½ hours of recorded music, with Dr. Brown, with 2 hours weekly on XEMO, Tia Juana, Mex.

NEW HIRE SERIES TO START ON BLUE
CHARLES E. HINES Co., Philadelphia, producers of Hines R-J Root Beer, Household extracts, and Detroiters, has appointed N. W. Ayer & Son, New York, to handle its advertising, and will make its network debut as sponsor of the Horace Hidt orchestra on the BLUE Jan. 24. Hires will continue to place newspaper and magazine advertising through Sheldon, Quick & McElroy, New York, formerly O’Dea, Sheldon, & Canadian, which handled a spot radio campaign back in 1939, and another in the late summer of 1940 for Root Beer.

The Horace Hidt show, which moves over the BLUE from NBC where it has been sponsored by Hires and Ten-Now radio, will be heard on 134 BLUE stations, 7:30 p.m., with a repeat at 10:30 (EAST). The Ayer radio department, will head sharply for the West Coast to set up the show, which will be there. Wassilla La Hay, publicity director, will also leave the New York office early this month to handle the Hidt campaign. Upon his return, Howe is replacing the dance music program with A Date With Judy on NBC.

Freed - Eisenmam Drive To Include Broadcasting
RADIO and other media will be used early this year by Freed-Eisenmam Co., in association with a manufacturer, in a campaign to urge builders and architects to make adequate provision at the time of construction for radio, television and FM installations in post-war homes.

According to Arthur Freed, vice-president and general manager of the company, modern apartment buildings and newly-constructed houses have no provisions for the complicated antenna requirements of post-war developments in the radio industry. Lawrence Fertig & Co., New York, is agency.

Avid Listener
WHEN John Watkins, announcer of WCKY Cincinnati, starts his Soldier’s Serenade program at 5:30 each morning he can be sure that a faithful listener in Young’s Point, S. C., is hearing him. In 1935, when Watkins left WCSC Charleston, S. C., for his present position, Mrs. E. J. Jankowski, of that city, bought herself a radio that would bring him in his program. She has never missed one of his broadcasts. Watkins has received an average of five letters a week from Mrs. Jenkins during the last five years and at Christmas as well as other holidays he is sure to find a gift from his loyal Carolina listener.

Mr. Heath, Mr. Hammond and Mr. Dunlap
Mr. Heath
Mr. Hammond
Mr. Dunlap
Heath, Dunlap, and Hammond Assume New Executive Positions With RCA, NBC
THREE executives named by NBC and RCA over Christmas weekend to take over new positions, one administrative and two in the promotion-publicity line, are Horton Heath, who has been named assistant to Frank E. Mullen, vice-president and general manager of NBC; Orrin E. Dunlap Jr., who will succeed Mr. Heath as director of advertising and publicity of RCA, and Charles P. Hammond, named successor to Charles B. Brown, former director of advertising and promotion of NBC [Broadcasting, Dec. 27].

Mr. Heath, a native Chicagoan and a graduate of Harvard, served in World War I as a first lieutenant in the Field Artillery. After a short time with the Larkin Co., Buffalo mail order house, Mr. Heath came to New York in 1922 with the Harry C. Michaels Adv. Agency, later reorganized as Michaels and Heath, and subsequently merged with United Adv. Agency. In 1935, he joined the editorial staff of The New Yorker magazine, and in 1936 he came to RCA as assistant manager of the department of information. Three years later, Mr. Heath became manager of that department, and in 1940 was named director of advertising and publicity. The father of a daughter and a son in the Army Air Force, Mr. Heath lives in Scarsdale, N. Y.

Dunlap With Marconi Co.
Orrin Dunlap’s association with radio dates from 1912 when he built an amateur wireless station at Niagara Falls, N. Y. In 1917, he was chief operator of the Marconi Wireless Telegraph Co. aboard the S.S. Octovora, and during the war served as a Naval radio operator at the Naval radio station NBD Otter Cliffs, Me.

Graduating from Colgate U. in 1920, Mr. Dunlap specialized in advertising and marketing at the Harvard Graduate School of Business, later joining the Hanf-Metzger Adv. Agency. In 1922 he was invited by Cariill Van Anda, managing editor of The New York Times, to organize a radio section, a position Mr. Dunlap took as radio editor and held for 18 years. Author of nine books on radio, including two on advertising, Mr. Dunlap’s last work is a collective biography “Radio’s 100 Men of Science,” to be published in 1944 by Harper & Brothers. One of the early members of the American Radio Relay League, Mr. Dunlap has also been a member of the Veteran Wireless Operators’ Assn. and of the Institute of Radio Engineers.

Before joining NBC on Jan. 1, 1943 as administrative assistant to Mr. Brown, Charles Hammond was assistant to the research and promotion director of the Bureau of Advertising of the American Newspaper Publishers’ Assn., and prior to that had been promotion manager for the Bureau. A graduate of Cornell, Mr. Hammond was associated successively with the editorial staffs of the New York Times, New York Post, and Literary Digest, before going to the Bureau of Advertising.

Luft Co. Expands So. America Drive
Extensive Radio Schedule Is Placed in Several Nations
LARGEST export advertising campaign in its history is being released by the American Tel. & Tel. Co., New York, for Tango Lipstick and other beauty products, according to Export Adv., New York, agency in charge. Radio schedule is more extensive than before and involves a change in program format bearing out the statement that advertising ties in closely with the policies of the Coordinator of Inter-American Affairs.

Native Talent
Original program sponsored by Luft and titled Habla Hollywood, featuring news of America’s film capital and its personalities, has been revised to cover the Argentinian and Mexican film industries as well, in recognition of the growing importance of productions made in these countries. Highlighting the film world in a program of news, drama and music, the Luft programs will be live and will feature such well-known stars as Agustin Lara, Mexican singer of popular tunes, and Adolfo Aviles, movie reporter, of Argentina.

The program, giving listeners from a quarter-hour to a half-hour will be heard thrice weekly on a total of 38 stations, including network hook-ups in Argentina (radio El Mundo) and in Chile.

Initial radio campaign in southern countries for Tangle started in the spring of 1942, and expanded a year ago to 10 stations for the thrice weekly quarter-hour program Habla Hollywood. The 1944 campaign will include the use of over 140 daily newspapers, weekly newspapers sections and magazines.

Old Golds Shift
BROADENING and shifting format of its weekly half-hour CBS musical-variety program, Old Gold’s Inn, to comedy format, P. Lorillard Co. (Old Gold cigarettes), with Jan. 16 broadcast adds Monty Woolley, radio-film comedian, as star of series. Maury Holland and Ed Ettinger, producer and writer, respectively, of Old Gold’s Inn, and Ed Cooper, of Cooper & Co., continue. Film-stars will be used in guest spots during program’s Hollywood originations throughout January.

Cooper Plans
COOPER & COOPER Inc., Brooklyn, manufacturers of Cooper Razor or Bladea, is now handled by Casa- newa, New York. Firm is now using WQXR New York, but may expand, depending in part on available supplies of steel.

CBS has reprinted in booklet form the text of a talk—“Free Speech Means Responsibility”—given by Paul W. Kesten, executive vice-president, before the Radio Executives Club, New York, Nov. 4.
Vital Metals

From the rich mineral veins of Colorado is pouring a record flow of vital metals into the fighting heart of America.

Steel - toughening molybdenum, tungsten, and vanadium ... zinc, lead, and copper ... iron and a dozen other war-vital metals are some of the strategic materials being produced in what was once the nation's summer playground.

The manifold increase of employment and production in Colorado's mining industry, along with similar increases in manufacturing and agriculture, has made money plentiful and upped retail buying to all-time high levels.

LARGEST MOLYBDENUM MINE IN THE WORLD is located at Climax, Colorado. This state ranks first in the U. S. and the U. S. ranks first in the world in the production of this rare metal essential in the manufacture of armor plate.

Denver Delivers Sales

Denver business ended the best year in its history with a burst of activity with sales far ahead of 1942, according to the Dun & Bradstreet review of trade. Denver delivered sales in 1943 ... Denver will deliver in '44.
WBS means

DUKE ELLINGTON

DOROTHY KIRSTEN

WOODY HERMAN

JIMMY DORSEY

GLEN GRAY

ANDREWS SISTERS

KENNY BAKER

HARRY HORLICK

WBS

WITH 300 OTHERS

INCLUDING

SIMON BARER
RAY BLOCH
RAY BLOCH SWING FOURTEEN
MISCHA BORR
LES BROWN
BOB CHESTER
COULDGE STRING QUARTET
DON COSSACKS CHOIR
JESSE CRAWFORD
BOB CROSBY

DELTA RHYTHM BOYS
ART DICKSON
JOAN EDWARDS
FRAY & BRAGGIOTTI
RALPH GINSBURGH
VICENTE GOMEZ
BOB HANNON
HARRY JAMES
JOHN KIRBY
CAPTAIN EUGENE LA BARRE

JOHNNY LONG
FRANK LUTHER
MACHITO AND HIS AFRO CUBANS
FRANKIE MASTERS
HAL McINTYRE
LANI McINTYRE
MORLEY & GEARHART
HELEN O'CONNELL
RAY SINATRA

ETHEL SMITH TRIO
THE SONG SPINNERS
CHARLIE SPIVAK
THE SPORTSMEN GLEE CLUB
CLAUDE THORNHILL
THE THREE SUNS
JIMMY WAKELEY
JERRY WALD
LAWRENCE WELK
VICTOR YOUNG
The key to radio success is Talent... and World Program Service now has access to the greatest array of quality talent available today... Artists whose appeal is accepted and applauded by everyone everywhere... Artists in all fields of popular entertainment whose names are world-wide synonyms for the very best in music.

World Program Service proudly presents these artists, in the widest variety and types of recordings in any library... with over 3800 selections that meet every possible program requirement—from 1 minute announcements, fanfares or mood music to completely balanced musical presentations. At least 50 new numbers are added every month, together with the addition of "Tomorrow's Stars..." to give World subscribers the top hits, while the hits are news.

And to make the best of music sound just a little bit better—the Quality Recordings of the World reproduces this artistry with a life-like clarity that is only possible with the Vertical Cut Wide Range Method of Transcription... pressed in pure Vinylite... and recorded in perfectly equipped sound studios under the personal direction of master showmen.

"World's Biggest Stars" make this the "Quality Library of the World." Transcribed on Wide Range Vertical Recordings—backed by World Quality Service—this Library solves your production, time and sales problems.

Make WBS the Transcription Headquarters for your radio station and your advertisers.
25 Outlets on Trans-Canada, 24 on Basic Dominion Hookup

Two Commercial National Networks Operating; Supplementary Stations May Be Added

By JAMES MONTAGNES

WITH operations of the two commercial national networks in Canada started on Jan. 2, the Canadian Broadcasting Corp. announced that 25 stations would make up the Trans-Canada net and 24 stations the basic Dominion net. In addition any Canadian stations not on the list of basic stations for either network may be used as supplementary stations to either network, or may be added from time to time for outstanding network features.

The line-up of the two networks basic stations follows:

Trans-Canada Networks—CJBC Sydney; CHNS Halifax; CJOY Victoria; CHEC Back evolving; CJKW Moncton; CHSH Saint John; CFFB Fredericton; CBW Montreal; CKBO Ottawa; CKWS Kingston; CBRB Ter- ritory; CBON North Bay; CJHL Kirkland Lake; CKGB Timmins; CKFR Fort Frances; CKWJ Watrous; CJCA Edmonton; CFAC Calgary; CK LO Lethbridge; CFAM Kamloops; CKYK Kelowna; CKSO Sudbury; CFCH Chatham; CKLL London; CFCF Montreal; CKYK Sherbrooke; CFCF Montreal; CBFR Brandon; CJBC Trail; CFBR Vancouver; CKYK Kelowna; CKWJ Watrous; CKSO Sudbury; CFCH Chatham; CKLL London; CFCF Montreal; CKYK Sherbrooke; CFCF Montreal; CBFR Brandon; CJBC Trail; CFBR Vancouver; CKYK Kelowna; CKWJ Watrous; CKSO Sudbury; CFCH.

Basic Dominion Networks—CBRQ Brandon; CKYK Kelowna; CKWJ Watrous; CKSO Sudbury; CFCH Chatham; CKLL London; CFCF Montreal; CKYK Sherbrooke; CFCF Montreal; CBFR Brandon; CJBC Trail; CFBR Vancouver; CKYK Kelowna; CKWJ Watrous; CKSO Sudbury; CFCH.

CB networks, nor on the same network. Some which will carry national programs during the day will switch to the Dominion net at night, and at other times carry their own features. The main idea of the two networks is to give the listener a wider variety of programs, eliminate program duplication in the same city, and provide a wider area for the listener to be used alone in a CBC station.

The Dominion network will operate on a temporary basis until next autumn when most of the program contracts expire. From then on the network will operate on a permanent basis. It is expected that the CBC will spend over $1,000,000 on artisans fees alone in 1944, an increase of $100,000 over 1943, in view of the extra programs which must be provided for the new network. The CBC will encourage Dominion broadcasters to develop local talent in place of network used, Dr. Frigon said.

TROPHY WAS GIVEN belatedly to A. J. Schroeder (I), assistant engineer at the WMAQ Chicago transmitter, winner of the golf tournament at NBC's annual outing held in August, by William Weddell (r), NBC assistant sales manager who was golf chairman, while Leonard Anderson, assistant manager of the NBC Central Division and NBC athletic association president, explains the delay caused by a shortage of engravers.

WITH increase to 10 kw, KFAR Fairbanks, Alaska, is now operating on a new schedule from 7 a.m. to 12 midnight, daily, and from 2 p.m. to 12 midnight on Sundays.

Advertising's Part in Conduct of War

Is Praised by Hoyt Before Sales Group

ADVERTISING'S role in the war and the activities of the War Advertising Council were praised last week by Palmer Hoyt, OWI Domestic Director, in his address before the Sales Executives Club at the Hotel Roosevelt, New York.

"Advertising has done a great job in this war," Mr. Hoyt said, "and the fact that business is operating increasingly with Government in this time of national peril is an index to our certain and ultimate victory and economic and foreign peace. It is important to business, from business' own standpoint, and important to advertising that business use this great weapon on the civil front to the service of a country in peril."

Praises WAC Work

Mr. Hoyt paid tribute to the "outstanding and important job" performed by the WAC, headed by Chief. La Rochelle in channeling OWI campaigns to advertising media. The WAC convinced many of America's largest advertisers "that continued hoarse-front presenta-
tions of superiority of product, particularly those concerned with the physical winning of the war, is not particularly constructive," he declared. "By the simple and direct use of a few lines of advertising are now being devoted weekly to constructive service to the war."

Mr. Hoyt said that "as a business man, I still insist upon being told about to leave Government for civil life" it was his conviction that the Domestic Branch of OWI was the "pivotal necessity" of the wartime agencies. Cit-
ing the channeling activities of the Branch, handled through the Office of Program Coordination, Mr. Hoyt estimated that the OCP clears for Government policy, and distributes through the WAC, material for ad-
vertisers which during 1944 may total, including radio time, $500 million.

Without the OCP, which was set up at the request of the WAC, there would be chaos, Mr. Hoyt said. Newspapers and radio stations would have to deal direct with every one of the alphabetical war agencies and find it difficult to determine which Government messages should have precedence.

"In these many war drives," he concluded, "it is vital that all the accustomed channels be put to use and kept in use. To have the news in the papers and on the radio is vitally necessary but is not enough. There must be magazine stories, billboards, radio announcements and display advertising, because America is used to getting its information through these well-known and familiar channels."

In another address during the week before a luncheon meeting of Advertising Men's Post 209 of the American Legion at the Hotel Lex-
ington, New York, Mr. Hoyt urged fuller information about the war, more realism in reporting battle-front actions, and release of im-
portant military and naval news as speedily as possible.

He declared that "more realism in reporting on the day-to-day grimness of life and death" on the battlefront would be far more effective than in preparing the public for future developments than predic-
tions and prophecies of losses."

Army Opens New Long Wave Link

Six-Station Network Aids N. Atlantic Plane Ferry

SIX LONG-WAVE stations under the command of the AAF Air Communications Systems have already begun operation, and will soon be operating in the North Atlantic, the War Dept. has announced. The stations were recently installed by the Signal Corps Engineers, in co-operation with Newfoundland, Labrador, Greenland, Iceland and Great Brit-

The new network is now in op-

eration with 24-hour radiotele-
graph and radiotelephone service uninterrupted by magnetic storms or atmospheric disturbances which were to be expected, as a result of reporting battle-

An unusually difficult construction job was undertaken and completed in emergency speed. Much of the equipment was flown to the sites selected, along with personnel from South Africa, South America, Australia and both coasts of the United States. In Greenland and Iceland, antennae had to be set up on islands and in mountains, while 180-ft. towers were erected in the face of intense winds, and at another station the tower had to be built to withstand 60-80 miles per hour velocities. Selection of frequencies was another difficult task, and in several instances changes had to be made after equipment had been installed and disturbances and interference discovered.

Brig. Gen. Frank E. Stoner, of the Signal Corps, and Brig. Gen. H. H. McClelland, AAF Communi-

In charge of the project, with Lt. Col. H. H. Wagner, will be in charge of construction. Dr. H. H. Beveridge was expert consultant on the job.

War Role Praised

"WHEN the full story of the Second World War is written there will be amazing revelations of radio's participation through every phase of its activity," according to Maj. Gen. J. G. Harford, chairman of the board of RCA, in a review of radio for 1943 issued last week. Pointing out that the nations making use of the radio spectrum" in this war have the greatest advantage, Lt. Gen. Harford said that after the war new develop-
ments in radio-electronics will come to light. New uses will be disclosed in the field of radio communications, in averting collisions, in blind flying, and in development of many devices such as MM electron tubes, metal structures, all of which will be converted to peacetime pursuits."

BELMONT RADIO Corp., Chicago, business construction last week on an addition to the plant at an estimated cost of $70,000.
Years are what we make them

...a chain of days

...a challenge

...a victory

1944

NATIONAL REPRESENTATIVES: EDWARD PETRY & COMPANY, INC.
Radio Highlights and Headlines: 1943
(Major Events of Year as Chronicled in BROADCASTING)
(See issues of BROADCASTING nearest each date given for full details.)

Jan. 4—Spot business in 1942 shows 10% gain, according to industry-wide survey.
Jan. 8—Lt. Thomas E. Knode, Washington news editor of NBC, awarded Distinguished Service Cross by President Roosevelt for extraordinary heroism in New Guinea campaign. Subsequently promoted to captain and retired because of wounds. Rejoined NBC as full-time executive, Director, Washington, in October.
Jan. 12—Senate Interstate Commerce Subcommittee opened hearings on Clark resolution to end AFM recording strike. Hearings recessed pending arbitration efforts.
Jan. 19—House passes Cox resolution (HRES. 21) authorizing sweeping investigation of the FCC after Rep. Cox (D-Ga.) described Commission as "the nastiest nest of rats in this entire country."
Jan. 21—Out in radio program transmission costs totalling approximately $2,145,000 effected by FCC, following new tariff ordered by FCC.
Jan. 27—Dr. Edwin H. Armstrong, radio inventor and FM pioneer, awarded Edwin H. Armstrong Foundation for "distinguished contributions to the art of electronic communication, notably the regenerative circuit, the superheterodyne and frequency modulation."
Jan. 29—National Selective Service headquarters' revised manpower list designed to provide relief for certain radio positions as critical occupations.
Feb. 8—Broadcast advertising gross time sales reach $324,800,000 in 1942, an increase of 7.2% ahead of preceding year. Net time sales average $189,100,000 or 6.1% ahead of 1941 peak.
Feb. 9—Irvin R. Baker, 39, radio engineer, pioneer and former head of RCA transmitter sales, died at Camden, N. J., of a cerebral hemorrhage.
Feb. 25—AFM proposes fixed fee royalty basis for all records and transcriptions as condition precedent to lifting of recording ban.
Feb. 11—U. S. Supreme Court sustains findings of Federal Judge John P. Barnes of Chicago, dismissing Government's anti-trust suit against John Hay and American Federation of Musicians, provoked by ban on recordings, on ground that it was labor dispute.
Feb. 19—Eugene L. Garey, New York, attending counsel for General Counsel of House Select Committee to investigate FCC.
Feb. 22—Amos 'n' Andy leave air after 15 years of unbroken success. Returned in fall of 1943 in half-hour feature instead of six-a-week.
Feb. 26—Transcription and phonograph recording companies advise AFM of rejection of Petrillo "fixed fee" proposal as condition precedent to lifting of recording ban.
March 2—White- Wheeler bill (S- 814) to reorganize FCC into two separate entities, one for policy and rewrite Communications Act of 1943 introduced in Senate.
March 6—Alfred I. DuPont Radio Awards presented to two of each given to KGEI, shortwave station in San Francisco, and Fulton Lewis Jr., Washington radio commentator. Mark Baker, of登)--Channel 7, New York, and RCA, with annual donation of time and talent for war effort programs estimated by Elmer Davis, director of OWI. March 9—George Foster Peabody Awards for 1942 go to: Charles Collingwood, CBS foreign correspondent; "The Man Behind the Gun," (Corrigan Corry) and "The Unknown" for "outstanding entertainment in music"; Afield with Enaree Mac, weekly series on WHA Madison, Wis., for "the outstanding education and cultural program"; Our Hidden Enemy—Venerable Diseases, transcribed series on KOAC Corvallis, Ore., for "outstanding public service program by a local station"; and The Home Front, weekly program on WCHS Charleston, for "outstanding music program by a regional station."
March 31—WPIT Petersburg, Va., local, becomes first station to leave in WPIT series after FCC ordered its refusal opting for inspections for duration of the war.
April 26—E. K. Jett, FCC chief engineer, urges all interested in radio to plan for post-war allocations and poses questions about movement of FM, television, and other bands. Article part of symposium in special issue of BROADCASTING devoted to post-war planning.
May 6—Home radios are reported by 91.9% of the nation's families, although 4.2% reported sets out of order, and 4.1% of sets not used, according to a survey made by Life Magazine.
May 10—Supreme Court upholds right of FCC to regulate practically everything that is radio in 5-2 opinion declaring FCC network monopoly regulations as proper and within FCC's jurisdiction. June 14 effective date set by FCC.
May 14—Palmer Hoyt, editor and publisher of Portland Oregonian (KOPN), named executive editor of OWI in charge of domestic operations, succeeding Gardner Cowles jr., president of Iowa Broadcast ing, to an unpaid position in Motion Picture Bulletin and Tribune. He remained until Jan. 8, 1944.
May 17—Supreme Court in a 4-2 ruling upholds FCC order that WHDH clear channel case holds FCC cannot modify coverage or service of stations without prior hearing. Court left open applicant.
May 26—Naval releases first information on Radar, miracle war weapon development, useful for radio ranging and detecting through fog, mist and distance. Statement revealed electronic weapon was first conceived by scientists of U. S. Naval Aircraft Laboratory.
June 21—Fred Weber resigns as general manager of Mutual to become part owner and manager of WDSU New Orleans.
June 25—UP and PA simultaneous new high-speed new wire service for radio, stepping up circuits 50% as soon as facilities are available.
July 2—House Select Committee to investigate FCC at opening hearing alleges that Commission thwarted "out of battle" to interfere with war effort. List of 24 "accusations" made against Commission.
July 5—President Roosevelt withdraws nomination of George H. Payne as member of the FCC after having sent nomination to Senate last February. No explanation given for sudden action.
July 2—New bill (HR-3109) to rewrite Communications Act, closely models White-Wheeler bill (S-814), pending in Senate, introduced in House by Rep. Pehr G. Holmes (R-Mass).
July 8—Deca Records Inc. acquires World Broadcasting System and retains existing management under P. L. Deutsch, president.
July 9—President Roosevelt intercedes in House inquiry of the FCC to prevent military services from testifying or supplying data. Wheat—FCC rejects Baylor U. and Carr P. Collins, head of Crazy Crystals Co., construction permit for new 50,000 watt day- time station to be built at Tex. Viewed as violation of April 27, 1942 Freeze Order. Station is use of equipment of XEAX Reynosa, Mexico.
July 23—Federal Trade Commission drops year-long inquiry into major radio stations and discloses actions after finding no violation of law.
July 30—Edward J. Noble, owner of WMCA New York, purchases BLUE Network from RCA for eight million dollars cash. FCC, following hearing going into program policies, approved transfer Oct. 12.
Aug. 4—Edward Klauber resigns as director and chairman of Executive Committee of CBS, after 13 years' service, due to ill health. Joins OWI Sept. 1 as assistant director.
Aug. 24—Standard four-letter calls authorized for FM stations in lieu of current letter-number combinations in ruling by FCC. Standard stations also permitted to use "FM" with call sign with suffix "FM" if desired.
Aug. 31—W. D. Terrell, 72, first U. S. radio head, retires as chief of FCC's Field Division.
Sept. 6—Transition of British System of Government-owned broad- casting to variation of the "American Plan" program sponsorship in the post-war era discussed in England.
Sept. 8—Italy's unconditional surrender gives radio its biggest new assignment of the war, when Gen. Dwight D. Eisenhower, Commander-in-Chief of Allied Forces, announces radio. Sept. 13—Sale of WMCA by Edward J. Noble, purchaser of the BLUE Network, to a company headed by Nathan Straus Jr., former Administrator of U. S. Housing Authority, for $1,255,000 is announced.
Sept. 16—CBS announces elimination of "hitch-hike" and "cow-catcher" announcements effective Oct. 1, 1944, in conformity with demands of affiliated stations.
Sept. 20—Dissolution of the firm of Blackett-Sample-Hummitt, top agency in radio business places, effective with immediate effect. Dancer-Fitzgerald-Sample established to succeed one segment of firm, with Hill Blackett announcing plans to establish own firm later.
Sept. 24—Deca Records Inc. and World Broadcasting System agree to pay station demands for payment of royalties to union for right to record, breaking recording strike in force since Aug. 31.
Oct. 7—Dr. R. E. Baker, vice-president of General Electric Co., elected chairman of Radio Technical Planning Board to probe post-war all-sound radio and communication services in cooperation with FCC.
Oct. 7—William S. Faley, CBS president, accepts special war area assignment for OWI.
Oct. 14—Edward J. Noble formally takes over BLUE Network and becomes chairman of its board. Mark Woods and Edgar Kobak retained as president and executive vice-president respectively, along with ABM.
Nov. 3—Hearings begin before Senate Interstate Commerce Committee on White-Wheeler bill to seek relief from "life and death" war limitations under Supreme Court decision of May 10. Fly first witness. Hearings end Dec. 16. FCC report Dec. 17.
Nov. 4—R. Morris Pierce, chief engineer of WGBA Cleveland, on leave with OWI, credited with part

(Continued on page 26)
If you are interested in selling cough remedies to Eskimos or sun tan lotion to South Sea Islanders or spaghetti to the Sioux then we suggest you broadcast over some other station. But, if it's Philadelphians you want to reach—and to sell—WFIL is the station for you to use.

In all this talk about buying radio advertising one thought stands out like Mars at perihelion: A broadcasting station must have something better to offer than ancient history. Fancy phrases like "Bonus Coverage", "Plus Values", "Classic Figures", "All Directions" may have been good years ago but they don't offer a theme for making sales today. If the old ways are the best there would be no betterment. It is said that the only permanent thing in the world is change. Certainly the Philadelphia radio situation has changed. Something has happened. Are you informed? In Philadelphia today the station which is the most progressive... the station which is winning more local favor... is WFIL. Don't take our word for it. Look at the Crossleys. Month after month they show consistent gains in listeners for WFIL. Yes, more Philadelphians are tuning more and more to WFIL for their listening pleasure.

If you have something to sell to PHILADELPHIANS—and please remember as a group they are the third largest buyers in America—then by all means sell it on a station which covers PHILADELPHIA—and not Buna, New Guinea.

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WFIL
A BLUE NET WORK STATION
Post-War Radio Previewed by RCA

Sarnoff Urges Social Progress
Keep Pace With Science

NEW PRODUCTS and services which America's industrial scientists see on the post-war horizon have been listed by the department of Information of Radio Corp. of America, in a booklet, "Industrial Science Looks Ahead."

In a foreword, David Sarnoff, RCA president, points out that better gadgets and discoveries do not make for better living, but that "we shall have a better world only to the extent that our social thinking and social progress keep pace with the advance of physical sciences."

On Farm, Ship and Home
Taking various categories—homes, farming, ships, automobiles, highways—RCA lists such developments as all-wave radio sets for cars, with built-in waterproof broadcast receivers; new baton tuners and a screen-like dial registering red and green traffic lights by radio; also television which is automatically cut off from the driver's view when the vehicle is in motion, continuing for back-seat passengers. Included in the list of developments in the railroad field are: Radio telephone service for passengers on moving trains; radio-electronic devices to prevent accidents; and individual receivers at every seat, inaudible to other passengers.

Highlights in the section devoted to radio and television are: International radio telegraph at high speeds, more than 650 words a minute on open circuits; radio use of electrically distributed music and radio broadcasts in industrial plants; development of the war-time walkie-talkie into two-way wide area broadcasting, transmission and reception; television in theatres; television communication of letters and documents, to be photographed at a distance from the sender; and numerous industrial uses for electronic devices.

Radio Highlights of 1943
(Continued from page 24)

in surrender of Italian Navy to American forces. As chief engineer of Psychological Warfare Branch Allied Forces Headquarters in Algiers, he rigged up transmitter which broadcast surrender terms subsequently accepted by Italy.

Nov. 4—Year-round cooperation given by broadcasting industry to War Information campaigns exceeded $158,000,000, according to OWI estimates.

Nov. 23—RCA resumes order (No. 84A) banning multiple ownership of standard broadcast stations in the same area, effective June 1, 1944 and affecting some 40 existing multiple ownership or overlap stations.

Nov. 26—Threat of a musicians' strike against nationwide networks in February looms as War Labor Board panel concludes hearings on AFM transcription strike with little hope of ruling until following summer.

Nov. 26—Niles Trammell, NBC president, and John F. Royal, vice-president, return following six-week war tour to England, Northern Africa, Italy and Italy. Predict international audiences for U. S. programs in post-war era.

Nov. 28—U. S. McClelland, spokesman for the shipyard workers in the award by the Fair Employment Practices Committee, launched an attack on the San Pedro, Calif., in memory of radio's first casualty in World War II,

Ena. Thomas A. McClelland, former chief engineer of KLZ Denver.

Dec. 10—Revised Code of Wartime Practices for Broadcasters, permiiting wider sales of gift sets, was announced by Byron Price, Director of Censorship.

Dec. 15—FCC extends broadcast station licenses for full statutory term of three years, superseding two-year tenures.

Dec. 16—Fines of $500 per day for violation of FCC regulations would be imposed under amendment to radio law proposed by FCC Chairman James Lawrence Fly at Senate Investigative Committee hearings for new radio legislation. Testimony concluded six weeks of hearings on White-Wheeler bill (S-814) to reorganize FCC and curb its powers.


Dec. 17—Wartime census of radio receivers by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets, or 89% of all families in country.

Dec. 22—Analysis of radio employment and compensation prepared by FCC for week of Oct. 17, 1943 shows average weekly compensation to 24,616 full-time employees of $52.32, a gain of 0.8% over preceding year. Report, covering 815 standard broadcast stations and 10 networks showed total weekly payroll of $1,927,000, up from $1,926,737 for the week ending Oct. 3, 1943. Part-time employees, mainly talent, totaled 4,862.

Dec. 24—Christmas Eve address by Mr. Sarnoff broadcast coast to coast, was greatest worldwide hookup in history, rebroadcast by transcription over four major networks, breaking highest program record. Program, originally broadcast in afternoon, included pickups from battlefield, aircrew and submarine, all on high seas.

Dec. 27—Radio enjoys record-breaking year from business standpoint in 1943, with all networks reaching new all-time highs, according to yearend survey by Broadcasting.

STORM VIDEO TEST MADE FOR CLIENTS

ANOTHER agency to start new activity in the television field with a view to exploring its commercial possibilities is Charles M. Sherman Co., New York, which last week started a series of half-hour tests on W2KTV, New York, experimental station operated by Allen B. DuMont Labs. Agency has taken the 3:00-10 p.m. period Wednesday to try out various presentation formulas and sales presentations for its accounts, starting Wednesday, Dec. 29. A specialty-type show for Tintex Co., New York, manufacturers of dyes and dyes. Program featured a magician, tying in with the series affected by the dyeing process. Another program will be devoted to Millman periodicals, New York, publishers of magazines of romantic interest. Park & Tilford, New York, will test the medium at a later date for its various products: perfumes and cosmetics. Agency's television activities are under the direction of Robert R. Green, recently named Storm's radio director.

Servicemen's Greetings Programmed on WMCA

THE 5½-hour Christmas Day program during which WMCA New York brought greetings from servicemen in far-off points to their family and friends in the New York area. [Broadcasting, Dec. 27], disclosed that 70% of the telephone calls from grateful parents, many of whom had received the first news of the use of their Loyal sons. Burnett Hersey, president of the Overseas Press Club, got the surprise of his life when he heard his wife, a Red Cross nurse in Australia, during the repeat of the entire broadcast. A car turned up an upper section of the city via the procession turn-around. Whenever the name of a local boy was announced, the car sped to the boy's home, to tell his family to be sure to listen to the rebroadcast. Within a short time, the station received 300 requests from overseas troops for rebroadcasts of their voices. All but three of the overseas pickups came through.

Gibson Vitamin Plans

DOUBLE promotion of a song and a dance, and a tie-in between talent and products, is the keynote of the just-completed radio campaign planned by Gibson Vitamin Co., Harlan, la., to introduce Gibson Vitamin Formula. Starting Jan. 3, Gibson plans to run five-minute transmission in three major cities, the four times weekly on some 60 stations, a number of them in the Midwest. The transcription was produced by S. W. Brigham, New York, and by Rockhill Radio Recording and the campaign handled by W. L. Vomacka, New York, advertising consultants.

Carnation's 12th

TWELFTH anniversary broadcast of Carnation Contended Hour heard on NBC, will be celebrated Monday, Jan. 3. Program is sponsored by Carnation Co. Agency is Erwin Wasey & Co., Chicago.
Monday evenings at eight, music goes to war!

Ten weeks ago, WNEW had an idea for a program, discussed it with the Music War Committee, who discussed it with the OWI.

Out of the idea came Music Goes to War. Conceived by WNEW, written, produced, directed, cast, aired by WNEW. Recorded, at cost, by WNEW for other American radio stations, coast to coast.

The program tells, in words and music, what America's songwriters are doing to build morale. Through the program, new war songs are introduced; established favorites aired again by America's favorite artists.

Thanks—midway in our course—to those who have contributed so generously with such contagious enthusiasm... stars like Barry Wood, Ralph Edwards, Wilbur Evans, Lucy Monroe, Bea Wain, Lyn Murray, Josef Stopak, Benay Venuta, Jerry Cooper, Jerry Waine, Vaughn Monroe.

Thanks, too, to the cumulative audience of 805,000 New York families who, these Monday evenings at eight, have tuned to WNEW to hear how Music Goes to War.

WNEW
NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY
G.E TELEVISION RELAY ANTENNA. This relay type of television antenna, developed exclusively by G.E., is in use at General Electric's television "workshop" station WRGB at Schenectady. It has had a remarkable record of performance and reliability since its installation.

This antenna is completely enclosed and contains four horizontal bays. It is highly directional and is especially designed to permit the wide band operation which is so necessary to successful television transmitting. This G-E antenna is so efficient that no relay link should be built without it!

G.E FM CIRCULAR ANTENNA. Measurements to date on this horizontally polarized circular antenna show such decisive electrical and mechanical advantages that it has clearly outmoded the conventional types.

Simple, rugged, compact, and pleasing in appearance, the design of this antenna makes it easy to mount on a pole of any diameter. It is grounded to the pole for lightning protection... easily adapted for sleet-melting... and easy to tune. Its wide frequency range and its lower coupling between bays are two of its strongest features. The latter permits optimum power gain per bay, compared to existing designs as evidenced by these figures:

<table>
<thead>
<tr>
<th>Bay Type</th>
<th>One-bay</th>
<th>Two-bay</th>
<th>Four-bay</th>
</tr>
</thead>
<tbody>
<tr>
<td>POWER GAIN</td>
<td>4.02</td>
<td>7.64</td>
<td>3.47</td>
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G-E FM circular antennas are being operated with surpassing success in six of the nation's important stations.
TO RULE THE WAVES

G-E S-T FM RELAY ANTENNA. A multiple-dipole antenna easily mounted on a single pole. Its housings (appearing as dipole tubes in the photograph) are completely sealed and pressurized to keep out moisture. One bank of enclosed dipoles is the antenna while the other acts as a reflector, and permits extremely sharp-focus directional beaming in a powerful, narrow, horizontal pattern. This gives a power gain of 10 at the studio transmitter and, if also used at the receiver, it provides an additional and second power gain of ten.

AM, FM, and TELEVISION

Among the important recent G-E contributions to broadcasting, broadcast and relay antennas are especially outstanding. Illustrated are four types of G-E antennas, for four distinct uses. All four are proving their high efficiency in present broadcast use... all four are unique in their performance... all four are rugged in construction and easy to install. G-E can supply all these types of antenna with the station equipment.

The operating characteristics of these antennas enable the broadcaster to put out more radio frequency power, and to radiate that increased power with more effective coverage. G-E antennas, properly co-ordinated with their transmitters, give greatly improved performance... profitably... by more efficient and economical distribution or radiation over broader areas.

G-E electronic engineers can provide the antenna best suited to your needs whether AM, FM or TELEVISION, or, indeed, can help you equip your station with any equipment you may need from microphone to antenna.

A PLAN THAT WILL SECURE YOUR PLACE IN RADIO BROADCASTING POST-WAR

General Electric offers you "The G-E Equipment Reservation Plan"... a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on your broadcast equipment. It will enable you to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan today and assume your place in radio broadcasting post-war. Electronic Department, General Electric, Schenectady, New York.

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

BACK THE ATTACK—BUY WAR BONDS!

Complete Station Equipment • Studio Equipment • Transmitters • Antennas • Electronic Tubes • Receivers

GENERAL ELECTRIC

FM • TELEVISION • AM

See G.E. for all three!
Newscasts in War Plants Successful

Navy Incentive Division Reports Increased Plant Output

ALREADY recognized by Government officials as a potent weapon in psychological warfare and in keeping the war industries and plants in production, radio is playing an important part in production, the Navy disclosed last week with announcement that hundreds of Naval shore establishments, shipyards and transmitting Warcasts to their workers over public address systems. As explained by Comdr. S. J. Singer, Executive Officer of the Industrial Incentive Division, a Warcast consists of daily war bulletins coupled with an incentive message from the Navy.

Experience in plants producing for the Navy shows that where war news is broadcast over p.a. systems, production is up. Working on the theory that “an informed worker is a more efficient worker,” the Industrial Incentive Division, of which Rear Adm. C. H. Woodward, USN, is chief, was given the job of developing radio programs. Under-secretary of the Navy, Lt. William J. Bailey, Chief of the Division’s radio section, was assigned the project.

Warcasts to Navy Yard

Himself a practical radio man, he has been with WRAI and KYW Philadelphia and NBC before entering the service, Lt. Bailey visited several cities where large plants are located. He met with manufacturers, local Naval officials and broadcasters. His biggest problem was reaching the maximum number of workers at a minimum cost and at opportune times which wouldn’t interfere with work.

WZB Boston cooperated to provide special Warcasts for 56,000 employees of the Boston Navy Yard during lunch periods. In addition to current war developments, each Warcast carried an “incentive message” directed to the workers themselves. The plan was a success.

In rapid succession broadcasters in other areas offered their facilities to help keep war workers informed, according to Adm. Woodward. As a result, Warcasts and organization work by Lt. Bailey warcasts are provided through the following stations; in addition to WZB: WCAU Philadelphia, KDKA Pittsburgh, Rochester, WKST New Castle, WTAR Norfolk, WCPO Cincinnati [BROADCASTING, Dec. 29], KGW Portland, KFRC San Francisco.

Some Kaiser-operated yards in Portland, Ore., recently installed Warcasts through KGW, and other Kaiser-operated projects are making warcasts provided them as they had been. Warcasts will be in operation shortly in Cleveland, Detroit, New York, Chicago, Los Angeles, Atlanta, Columbus, Elmlre, N. Y., and Hartford.

Public Service Feature

Although Adm. Woodward, in outlining the warcast plan to district Incentive officers, said “it is expected that radio stations will make a charge for the installation of the incentive programs . . . based on actual cost,” many stations have absorbed that cost as a public service feature and goodwill gesture to the Navy, Lt. Bailey said. In some areas, however, where stations were obliged to incur added expense the establishments have paid all costs.

Adm. Woodward pointed out that some of the plants “may, under terms of their contract, pay for the installation of newscast lines and nominal service charge to radio stations.” Such expenses may, “in certain instances, be charged to production costs,” he informed Naval Incentive officers.

The effectiveness of Warcasts is illustrated by their use at Federal Labs., Pittsburgh, according to a Navy announcement. “Recently a department of that company was not producing enough employees of the company were called in to help.” The company reopened and produced the item for a week, the announcement said.

Radio was asked to cooperate in providing Warcasts because of its ability as a news disseminating medium. Navy explained, and because most stations are set up to turn out 5-minute bulletin-newscasts in line with the Navy’s suggestions and plans, stations have added music to the Warcasts as contributions to war production.

While the stations supply the newscasts for the Warcasts, the Navy’s Industrial Incentive Division prepares a variety of incen-

SWORN INTO MARITIME Service on the Jan. 20 Rhythm Matinee was WJR Detroit’s Gordon Shaw (r), newscaster and m.e. on Know Your America. Warrant Officer Van R. Rogers does the honors.

FOREIGN TONGUE SERVICE STARTED

COMMON Council For American Unity, organization aiding foreigners to become assimilated in the nation, has started sending a radio bulletin to foreign language stations throughout the country. The bulletin has been requested by 110 such stations in 24 states. It is now issued in five languages in the States and Latin America, and translated into 20 different tongues.

Material consists of brief informative items and human interest stories highlighting achievements of foreigners, immigration, culture, and foreign history, in their solution, and excerpts from American history interpreted in terms of the world situation. Broadcasting time is indicated for each item.

Council has been serving the foreign language press for over 20 years, and only expanded into the foreign language radio field a month or so ago. The plan is to institute a similar service for English-language stations at a later date, to further an understanding and appreciation of foreignborn among the nativeborn of this country.

FEDERAL RADIO Education Committee has just issued a pamphlet on selected radio programs for school listening during January, 1944. The list includes 29 programs selected from recommendations of the four major networks.

SCRAP Calling!

SCRAP from German planes, has been transformed into a transatlantic signal by a North African radio station named SCRAP which the American Red Cross entertainment unit is using for putting on shows for soldiers. The station has a range of 200 miles and broadcasts featuring recordings played on request. Sgt. Merrill Galloway, of Baltimore, who is chief engineer. Sgt. Harrold Emory of Minneapolis is announcer and assistant engineer. Pvt. Clarence W. Wilkins of St. Petersburg, Florida, and Lt. William A. Curry assists by operating the public address system.

CJC REVIEWS 1943

SERVICE EXPANSION

OUTSTANDING in the 1943 work of the CJC News Bureau is the development of overseas service carrying on-the-spot reports about the Mediterranean, Pacific and China areas. The News Service is under the direction of D. C. McArthur, Toronto. The main office in London is headed by A. E. Powley. They have brought special overseas programs to Canadian listeners from The Mediterranean and Britain.

A notable scoop was Marcel Quimet’s description of a Canadian artillery barrage against a German-held town. Another scoop was the reporting on the Canadian - built London “Rhur Express” on a bombing raid over Berlin. Preparing for the campaign in Norway, against Germany, Herbert has now obtained recognition by the military authorities as a war correspondent in the Pacific coast area.

WHB on Mutual

WHB Portland, N. H., became an affiliate of Yankee-Mutual networks Jan. 1. Application for transfer of stock control is now before the FCC. WHB serves coastal New England with 1,000 w on 765 kc.

BETTER MOUSETRAP DEPT.

WHBQ Devises One-Sponsor News Schedule

UNIQUE SYSTEM of news presentation has won for WHBQ Memphis a 52-week renewal by the sponsor. Manager Bob Albury decided that the long way he had come into the network stations’ news coverage was to spread the news in headlines, summaries and 15-minute editions, with one sponsor for the entire schedule.

He mapped 15 daily shows, an evening edition and 11 3-minute headline spots. He then presented the set-up to Pantase Drug Stores, which gave the Scottano Agency, Memphis, and the firm grabbed it. Last week after a year of planning, Pantase re-

BROADCASTING • Broadcast Advertising
A bulb? The Fort Wayne market? Together, they sound incongruous... but they're really not!

The American people know that a bulb is essential... or back we might go to candlesticks.

And American businessmen know that advertising in the right markets is essential... particularly today... or back they might go to the Gaslight Era.

Fort Wayne is one of these right markets... and WOWO is the essential station... in that market. There, employment is at an all-time high, with $200,000,000 worth of war goods produced annually. A balanced market, it is evenly divided between rural and urban homes. And WOWO covers not Fort Wayne alone— but 64 counties surrounding the thriving Midwest community—an area of over two million typical Americans.

WOWO...FORT WAYNE
One of Eleven Essential Stations
in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, essential things come first. Here's why these eleven stations are essential to you—essential to your coverage of the most prosperous markets in the U. S.:

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

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

WOWO-WGL—FORT WAYNE
WEAF—New York
KYW—Philadelphia
WRC—Washington
KOA—Denver
WMAQ—Chicago

1. NBC Spot Sales

BROADCASTING • Broadcast Advertising

January 3, 1944 • Page 31
GEORGE GOW, chief WSAI newscaster, observes results of free-map offer on Time-Clocked News broadcast
Mail from Cincinnati listeners... proves that WSAI's exclusive "Time-Clocked News" has captured the air-audience of Cincinnati

HERE'S THE STORY -
On April 5th, 1943, WSAI began an exclusively different form of news presentation using a new technical device whereby the exact hour and minute of time-receipt is announced for each important news item—the technique was labelled "Time-Clocked News".

Public Recognition was immediate—"Time-Clocked News" became a subject of daily public conversation in Cincinnati.

HERE'S THE PROOF -
A set of War Maps was recently offered on "Time-Clocked News", announcement being made once daily the first week, three times daily the next two weeks... 45 announcements in all, spread over a period of 3 weeks.

Within four weeks of the time of the first announcement—11,610 requests for maps were received—proof positive of WSAI's news dominance in Cincinnati.

It all adds up to the fact that in NEWS—greatest common denominator of audience interest—WSAI leads in Cincinnati.
Radio Today & Tomorrow

RECONVERSION, labor strikes, politics, planning—are those the topics that ring in our ears. Of course, there's the war too.

We are in the third year of war. The end isn't in sight. Far from it. No less than other important entities, thinks in terms of what's ahead—after the war is done with. But the job now is to keep punching fulltime to get it done swiftly. Think about the future and plan for it—but consider the future as secondary.

Radio did things in 1943. Forget for a moment the men you saw go to war and the hardships you endure because of lack of manpower, shortages of equipment and the high cost of things. Forget too the labor troubles, the reform crusades and the "regulation as usual" hardships.

Instead think of the job you have done and are doing for 152,000,000 Americans. You have provided them with information, enlightenment, news about their fighting sons and dear ones, relaxation, entertainment, faith, hope and confidence. You have been editor, reporter, preacher, educator, entertainer, comedian, historian. You have been salesman, victory farmer and salvager. You have been on the alert, in your master controls, performing in a way that nobody doesn't know about, and won't until later.

All these things you must continue to do as well and as diligently as you have performed them since that fateful day in December, 1941, when you went to war. It was swift, grim and terrible. You are at war on the home front.

So think ahead, if you will, of FM and television and the new services the radio's war achievements will bring. They are your rightful heritage. You are earning that right every day, every hour. Don't waste time cussing those who would hit below the belt by crusading for destruction of free enterprise—that endowment of our Founding Fathers which made it possible for this nation to go into action overnight. Let those assigned to the job hit back hard. You're right and those crusaders are wrong, so they can't win.

On your log, there's only one job ahead—win this war. You don't wear blinkers. You know what's going on. You're in this war right up to your antenna tops. Keep doing the job today, every day. Tomorrow takes care of itself.

Radio's Payroll

ALTHOUGH comparable figures haven't been available for several years, it has been generally accepted that radio pays higher average wages than any other major industrial group. Compilations of the FCC just released [Broadcasting, Dec. 27] show that radio's 25,000 fulltime employees receive an average weekly compensation of $105.75, or 6% higher than last year. Thus radio, based on best available information, maintained its position as the pace-setter. In other years the motion picture industry headed the semi-official lists.

The statistics are significant in several particulars. For example, operating technicians on stations and networks combined, earned average weekly pay of $51.93, while announcers averaged $47.13. Staff musicians (about whom Jim Petrillo raises so much future), earned an average of $70.05.

Radio has maintained its payroll level (and improved it) despite the heavy wartime drain on manpower and the necessity for constant replacements. There is every reason to believe that, with the return of radio men as the military services begin to muster out personnel, they can be absorbed without dislocations. And with the war's ultimate termination (realizing of course that this is no time for complacency), the new vistas of radio to be thrown open should accommodate all those who left their posts to fight in what still should be the best paying business for the employe.

Railroad Time

RAILROADS have been something of an enigma for radio over the years. There was a time when the passenger lines, by agreement, used no radio at all. In the 30's, the Chesapeake & Ohio broke that agreement and other roads came in for moderate use of the medium.

Afterward, however, business tapered off and, except for scattered spot use here and there, the railroads have confined their advertising to the printed media. With the New Year, Union Pacific, headed by the energetic Bill Jeffers, former rubber administrator, leads the parade with a network program. Southern Pacific used radio spots to hold down cancellation. This seems to augur for a rebirth of radio transportation advertising.

There was a discouraging note the other day, however, OWI, trying to do the right thing, went to the Assn. of American Railroads about complaints over the "Don't Travel" announcements placed gratis, while the railroads buy advertising for the same purpose in other media. The association reported [Broadcasting, Dec. 27] that the purchase of time is a matter to be handled by each road.

The question obviously arises: why should railroads buy time if they can get it for nothing? The Government, through OWI, has requested donation or time, which radio readily has given. But stations don't like discrimination. OWI used a period for its "Don't 'Roune" war messages, and pays for the time. Using the "sauce for the goose" approach, it seems only equitable for each station to decide for itself whether it will donate free time for the kind of advertising that is paid for elsewhere.

We are not unmindful of the plight precipitated by the statute of bizarre, which resulted in the government takeover. It is significant that Secretary of War Stimson went to the nation via the combined networks last Tuesday to tell the story of the switch—most direct and most intimate avenue available. He said the takeover by the army was temporary, and would last only as long as is necessary to remove any untrue caret.

The railroads have done a remarkably effective job—and remarkably ecumenical under the circumstances—in meeting the greatest tractive load in history. Their public relations and promotion, however, except for a few evident exceptions, have been of the turn-of-the-century vintage.

Our Respects To—

THOMAS DAVID LUCKENBILL

THE AMERICAN TRADITION—the opportunity for a young man to start at the bottom of the ladder and work his way up—is exemplified by Thomas David Luckenbill. In the advertising business 16 years, he has risen from his first job in a small New York agency, where he answered the phone, swept the floors and ran errands, to the position of Vice-President and Radio Director for William Esty & Co.

After six months in his first job he discovered that one of the best ways to get ahead in an agency was to go out after new business. His boss let him have his head and, working on commission, he brought in some 20 small accounts and with them a comfortable personal income.

Tom Luckenbill was born in Virginia, Va., 18 miles from Reading. He was graduated from high school at 16, entered Swarthmore College with no special career in mind.

Three years of college study satisfied his need for scholastic regimentation, and he used the last of his tuition money to satisfy a wanderlust. With an astonishingly small amount of luggage and 17 text books he headed for Europe. He finished his education with his nose in the text books whenever he had a free moment—on ships and trains, in pensions and inns, in Europe, Africa and Asia.

For more than a year he put the "travel-broadening-one" theory to the test. Even in those days he showed the independence and willingness to depart from precedent which characterizes his radio operations today.

Once he and an American friend decided to cross the Sahara Desert on foot. They traversed much of the territory in North Africa over which the victorious allied campaign was waged. Before they departed on the trek the French Colonial Government made them sign a release absolving the French of all responsibility. There were too many savage tribes loose to take any chances, but the two young men made it from oasis to oasis, living with native tribes and depending upon their own wits and initiative to get along.

That experience helped young Luckenbill decide that a business career wouldn't be too tough. He returned to the States and got his first job in a small advertising agency. Twenty small accounts gave him invaluable experience and by 1929 he felt himself ready for a job with a big agency. He applied at J. Walter Thompson Co. and was engaged in the traffic department. A year later he shifted to the new radio

(Continued on page 56)
Consumers' Liberty of Choice makes merchandising and selling an exciting business. Your sound claims on value, quality, and other factors relating to your product reach the pinnacle of consumer influence via radio.

In the super-metropolitan area centering on Philadelphia, KYW serves listener-consumers with the programs most people listen to most! Most excellent company for your program.

The simple follow-through is to schedule your series on 50,000-watt KYW, Philadelphia. Details delivered to your office by NBC Spot Sales.

A new KYW Coverage and Market Map will be sent to you, quickly and cheerfully, upon request.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES
Our Respects to  
(Continued from page 34)  

department where he delved into  
every possible phase of operation,  
from buying time and talent to di-
rection and production. For three  
years he was in the Chicago office.  

He traveled for the agency, set-
ting up the first itinerant  
radio shows like those which fea-
tured Guy Lombardo for White  
Owl and Rudy Vallee for Fleish-
man's Yeast. In fact, for several years  
was radio account executive on Luc  
Radio Theatre. In the last of his  
12 years at the Thompson agency,  
he supervised talent buying for  
their entire radio department.  

In October 1942 he moved over  
to Esty. Mr. Luckenbill is a busy  
man, supervising eight live network  
shows in addition to several spot  
campaigns and recorded programs.  

Clients include Camel Cigarettes,  
Princess Albert Tobacco, Teen-a-
Mint, Colgate-Palmolive Peet, Leah  
& Fink and Piel's Beer. Among the  
Esty programs are Blondie, Blind  
Date, Jimmie Durante-Garry  
Moore, Abbott & Costello, Double  
or Nothing, Thanks to the Yanks,  
Grand Ole Opry and It Pays to  
Be Ignorant.  

Before accepting the position  
with Esty he went to Washington  
at the request of the OWI to draw  
a plan for the distribution of  
posters and pamphlets. He handled  
the advertising and publicity for  
the Navy Relief Campaign which  
raised around $10,000.  

Like all good executives he knows  
how to delegate duties and retains  
an efficient staff which has the same  
progressive slant that he has. In  
is organization are such well es-

tablished directors and producers  
as Harry Holcombe, Phil Cohan,  
Helen Phillips, Tom Wallace, Don  
Bernard, George Faulkner, Marty  
Gosch, Kendall Foster and Kenneth  
Gregg.  

Tom Luckenbill's showmanship  
and fast thinking have been demon-
strated in the past six months  
when Lou Costello of Abbott &  
Costello became ill last year and  
that he had to quit the Camel Show  
on Thursday nights. This left open  
one of the best time spots on the  
air. There then occurred some of  
the fastest and most successful  
talent juggling ever witnessed.  

With a Hollywood cast broad-
casting on one network on Thurs-
days and a New York cast broad-
casting on another network on  
Fridays, the director switched the  
days and the networks on the two  
shows and sent his New York principal  
to Hollywood to pick up where  
Abbott & Costello had left off.  

Mr. Luckenbill signed Garry  
Moore and Jimmy Durante and  
with the remainder of his New  
York cast put the two casts into  
the daytime night spot—thereby  
creating one of the most successful  
new comedy teams on the air.  

Again this fall Abbott & Costello  
were expected to return to the air  
Oct. 7, with Moore and Durante  
moving into the Friday night time.  

At the moment the doctor ordered  

Costello to postpone work for  
another month. Director Luckenbill  
solved that one by breaking another  
precedent. He put Moore and Dur-
ante on two networks for succeed-
ing nights with two completely dif-
ferent half-hour variety shows—  
and kept it running for more than  
a month with constantly increased  
ratings.  

Mr. Luckenbill is married to the  
former Junia Cubertson of Wash-
ington. They have one child, Mary  
Louise. Tom recently bought a  
house on East 74th Street. The  
Luckenbills get from the radio  
and building decorators and con-
tractors in New York City by going  
down to a farm on a mountain  
top in the Cumbertlands near  
Gettysburg (where the radio is  
always tuned to an Esty program).  

**TELEVISION ADDED TO INTERIOR TITLE**  
RECOGNIZING television as a  
coming medium of expression and  
programming with two completely  
different medium of distribution,  
the Television Section, Shannon Al-
len, director of the Section,  
expressed the belief last week that  
Interior is the first Government  
agency to institute a policy of  
television and also to begin studies  
and tests of the medium.  

The Radio Section's activities during  
1943 reflected the increased use of  
radio by Government in connection  
with the war, according to the annual  
report of the Section. Twenty agencies  
called upon the Section for use of  
its broadcast and recording facili-
ty and received assistance in the  
preparation or production of pro-
grams.  

**‘Truth’ to Tour**  
RALPH EDWARDS will take his  
Truth or Consequences program  
on another bond-selling tour, start-
ing with a broadcast in Phoenix  
Jan. 15. Itinerary laid out by  
The Treasury as part of its Fourth  
War Loan Drive, is confined to the  
Southwestern states, Dallas, Jan.  
22; Montgomery, Jan. 29; Atlanta,  
Feb. 5 and Richmond, Feb. 12.  
Program, sponsored on NBC by Pro-
ester & Gamble for Duz, resumes  
from New York Feb. 19. Edwards'  
last tour which ended in California  
last June netted $188,481,082 in  
Bond sales.
Looking Ahead...

KMPC announces the purchase of the modern radio studio and office building at 5935 Sunset Boulevard, Hollywood.

On or about March 1, 1944, by authority of the Federal Communications Commission, KMPC's address will be Los Angeles.

KMPC

10,000 watts. 710 K C's

THE MOST POWERFUL INDEPENDENT IN THE WEST


Represented Nationally by Paul H. Raymer Company
Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there’s no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area’s normal 57.5% of Kentucky’s buying power to record proportions!

To cover this market without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

STEVE ROBERTSON, KOA Denver announcer on leave, now an apprentice seaman in the Merchant Marine, is currently announcing and producing the Maritime Service program We Deliver the Goods, heard Saturdays on CBS.

THEOLA MORRIS, women’s program director of KGVO Missoula, Mont., left the station Dec. 26 to be married.

RAY STREETER, formerly with WGN Chicago, and Neil Serrall, previously with WCHC Cleveland, joined the announcing staff of WIND Gary, Ind.

JAFF FORDS, Toronto free lance announcer, recently became father of a boy.

BENOIT LaFLURIS, member of the Overseas Unit, Canadian Broadcasting Corp., is serving with the French National Committee of Liberation at Algiers.

JACK McEILLAN, former announcer of WFFG Atlantic City, has joined the announcing staff of WPT Paterson, N. J.

MARTHA DAVIS COE, formerly with the National Security Women’s Corps, executive secretary of America’s Women’s Assn., and Wone Unit with Crosley Inc., has joined the promotion department of WOR New York as research assistant.

2ND LT. J. PAUL LANGFORD, assistant public relations officer, Army Air Forces, Salt Lake City, Utah, has been promoted to a 1st lieutenant. He is a native of Fredericksburg, Va., and has been associated with KMPC Beverly Hills and heard over other Southern California stations.

DONALD NAIRN, Toronto, has joined the announcing staff of CKGB Timmins, Ont.

IRA GOFF, formerly of the Bureau of Census, has joined the Mutual research department.

HARRY MAGILL has joined the continuity staff of KFH Wichita, Kan.

SANFORD M. REECE, formerly professor of English and director of dramatics at Armstrong College, has been named program production manager of WSS Savannah, Ga.

HARRY W. FLANNERY, CBS Hollywood news analyst, is making a study of Mexican-American relations and war activities during a four-week tour of Mexico.

TONY PARRISH, formerly of WIBU Madison, Wis., and Clyde Moser, formerly of WKIB Harrisburg, Pa., have joined the announcing staff of WTAR Norfolk, Va.

JEFF BAKER, chief announcer of WTAR Norfolk, Va., is the father of a boy.

SYBIL ENGLAND, continuity editor of KLZ Denver, was recently married to La. Nathaniel Crawford, Indianapolis.

PAULINE HOPKINS, author of That Breathe Boy, is the mother of a baby Christmas Eve. She is the wife of Owen Vinson, Chicago producer.

ALICE HILL, Chicago writer of Prewar Days and a radio actress, recently moved to Florida to be with her husband, a lieutenant in the Navy.

KEN PETTUS, radio writer and vice-president in Chicago of the Radio Writer's Guild, on Jan. 12 will be inducted into the army.

ROBERT A. SMITH, 26, aviation radioman second class, U.S.N., formerly of KRBK Bozeman, Mont., is another of radio's sons who has gone off to the war—and who has died in the service of his country, according to word just received by KRBK.

A Naval reserve since 1938, he joined the station several years ago as an announcer and a member of the engineering staff, leaving active service in Naval aviation in 1941. Receiving training in Los Angeles, Bob was assigned for a time to coastal patrol duty on a Catalina PBY bomber. He was then transferred to San Francisco and subsequently to Tongue Point, Ore.

The last word from him was received June 8, 1942. He was at Kodiak Base in the Aleutians. There were no further things heard at Dutch Harbor then, establishing a base at Kiska, and Bob was sent up from Tongue Point, where he had to have stood until 12/22 to take exams for his first class rating. On July 1 he was reported missing in action.

His Navy Air Medal citation begins the story. “With a low ceiling prevailing and his plane forced to descend, he successfully maneuvered his plane to carry out its attack missions against Japanese ships in Kiska Harbor. Smith skillfully assisted in the duration, dive-bombing and strafing attacks and in the null into the clear at a very low altitude. Subjected to heavy anti-aircraft fire from shore batteries during these low altitude attacks, his plane was pierced by shrapnel and lighter caliber projectiles. On June 14, 1942, his plane made its usual attack on the enemy forces at Kiska Harbor but failed to return.”

The ensuing intermission in this heroic life drama was long, more than a whole year. During that year the boy in grade school, and high school, remembered how back in 1932 as catcher and captain of the American Legion’s Junior Baseball Club of Fargo he had helped win the district and regional championship, how he loved hockey—and swimming. Classmates from the U. of Montana, and Port Arthur, Tex., where he graduated in 1939, had time to wonder about Bob’s fate and to wish his safe delivery.

Last July 12, 1943, this notice was sent to Bob’s mother by the Navy Dept.: “Since the reoccupation of Kiska, the badly damaged wreckage of an airplane bearing the number of the airplane in which your son was last reported has been discovered on the West—Northwest slope of Kiska Volcano. There was evidence that several men died in the crash. Burial was made at the scene of the crash.”

PLANE CRASH FATAL TO BRYDON TAYES

THIRD United Press correspondent to lose his life in the war, Brydon Taves, Southwest Pacific manager, died in New Guinea Dec. 27 from injuries sustained in the crash of a combat plane the previous day. The 28-year-old war correspondent was taking off on a reconnaissance flight to observe Marine landings at Cape Gloucester when the plane crashed. Severely burned and his skull fractured, Mr. Taves was one of four fatally hurt in the accident.

At the time of his death, Mr. Taves was directing UP coverage of Gen. MacArthur’s New Britain offensive. He had arrived in Australia early in 1942 to assume management of UP news in Australia and New Zealand. In May of last year he married Diana Parnham, an Australian actress.

Mr. Taves was associated with UP since 1933, when he joined the Rio de Janeiro staff. Transferred to New York, he returned to the Brazilian capital to serve as assistant manager of the UP bureau. After an unsuccessful attempt to join British armed forces in London, he joined the UP staff there. In 1941 he went to the Union of South Africa to reorganize UP coverage and from there proceeded to Australia.

Ronald Sedgwick
PILOT OFFICER Ronald Sedgwick, 21, Royal Canadian Air Force, son of Harry Sedgwick, CFRB Toronto, chairman of the board of the Canadian Assn. of Broadcasters and director of the New York office of the Canadian Wartime Information Board, was killed Dec. 21 in an airplane accident when his plane struck a ferry cable across the Skeena River at Prince Rupert. He joined the RCAF early in 1942.

FIRST RADIO station in U. S. to say "Merry Christmas" to our boys in the Southwest Pacific was WCKY Cincinnati. Announcer John Watkins figured that Christmas arrived in the Gilbert and Fiji Islands at 7 a.m., Friday, Dec. 27, so he opened his 7 o'clock newscast with a Yuletide greeting to the boys in that area.
The time is coming when lighting of all school rooms, shops and even homes will be regulated by radio. Scientific tests have successfully utilized photo-cells to produce uniform high intensity illumination regardless of outside lighting conditions... and further developments are assured.

Postwar radio horizons make scientists wary of calling anything impossible. And when the war is won and the great peacetime task of rebuilding the world to a new pattern must be undertaken — WCAU will maintain a front line position in radio then as now.

This promise is based on nearly a quarter century of experience and continuous research in perfecting WCAU broadcasting standards. Philadelphia’s first ultra high frequency experimental station and first FM station, the first Philadelphia station to build a studio building exclusively for broadcasting purposes, the only station in Philadelphia licensed for television, Philadelphia’s first 50,000 watt station and the city’s only non-directional clear channel radio station... these are forerunners of WCAU achievements of Tomorrow.

WCAU

Philadelphia’s Pre-eminent Radio Station
KDKA Pittsburgh

Pure Foods, Mamaroneck, N. Y. (Herb. 9), 6 weeks, thru J. M. Mathes Inc., N. Y.
Solvent Oil, Detroit, 6 weeks, thru Holmes Assoc., Detroit.
International Salt Co., Scranton, 2 weeks, thru Buchanan & Co., N. Y.

Twentieth Century-Fox Corp., "Cleopatra," thru Raytones, Spero Agency, N. Y.
Paramount Pictures, 6 weeks, thru Buchanan & Co., N. Y.
Pure Pint Bedding Co., Mattresses, 6 weeks, thru Smith, Taylor & Jenkin.
Atlantic Refining Co., Philadelphia, 10 ap, thru N. W. Ayer & Son, N. Y.
United Allied ("Johnny Come Lately"), as weekly, thru Donohue & Co., N. Y.
KRO Pictures ("Behind the Rising Sun"), 74 ap, direct.
Scholl Mfg. Co., Chicago 6 weekly, 28 weeks, thru Donohue & Co., N. Y.
Codudis, Brooklyn (cough drops), as weekly, 13 weeks, thru Al Paul Leffon, N. Y.

New Seafords Corp., Boston, 2 to 6 weeks, thru Alip & Richards, Boston.
C. A. P. Briggs Co., Cambridge (cough drops), 4 weeks, 26 weeks, thru Horizon Agency, New Brunswick, N. J.
Robbinsboro Thermostats Co., Youngwood, Pa. 6 weeks, thru 15 weeks, thru Nixon, O'Donnell, N. Y.
Cleland Textile Co., Clearfield, Pa. (furs), 2 weeks, thru Walker & Dowling, Pittsburgh.
Firestone Tire & Rubber Co., Akron, 6 weeks, thru Sweeney & James, Cleveland.

KFWC San Francisco
Myron Co., Chicago (eyebrows), 5 to 6 weeks, thru Alip & Richards, Boston.
Exquire, Chicago, 5 to 6 weeks, 4 weeks, thru Schwimmer & Scott, Chicago.

WNEW New York

Wright Aeronautical Corp., Paterson, N. J. (help wanted), 80 to 13 weeks, thru Dr. H. L. Montgomery, Paterson, N. J.
Kerr's Bottling Bott Co., Jamstack, N. J., 2 ap weekly, 26 weeks, thru Stacy's, 26 weeks, thru Thompson Bros., N. Y.
Marcus & Co., New York (jeweler), 9 weeks, thru Marcus.
UGO Food Corp., food (coffee), 6 weeks, thru Scheck Adv., Newark.
International Salt Co., Scranton (Sterling Table Salt), 6 weeks, thru 2 weeks, thru J. M. Mathes Inc., N. Y.
Alinee Co., New Brunswick, N. J. (Flemory), 16 ap weekly, 20 weeks, thru Jackson Adv., New Brunswick, N. J.
Bloomington's Dept. Store, New York (jewelry), 4 weeks, thru 2 weeks, thru 2 weeks, thru Fonte, Chicago & Elding, N. Y.

KHI Hollywood

Pierce's Proprietaries, Buffalo (Golden Medical discovery), 16 ap weekly, 10 weeks, thru Duane Jones Co., N. Y.
Sparklets Drinking Water Corp., Los Angeles (Sparklets), weekly ap, 39 weeks, thru Raymond M. Morgan Co., Hollywood.
Petrol Corp., Los Angeles, 6 ap weekly, 26 weeks, thru Raytones, Raymond R. Morgan Co., Hollywood.
S. Cal. Telephone Co. Los Angeles (help wanted), 19 weeks, thru The Mayers Co., Los Angeles.
Miles Labs, Chicago (Nervine), 5 weeks, thru Wade Adv., Chicago.
Neib Corp., Columbus, Ga. (Par-T-Pack), 7 weeks, thru 26 weeks, thru BBDO, Los Angeles.

KFI Los Angeles

Pure Food Co., Mamaroneck, N. Y. (chocolate bits), 4 weeks, thru J. M. Mathes Inc., N. Y.

WGY Schenectady

Arvey Corp., Chicago (R-V Life), 26 ap thru First United Broadcasters, Chicago.
Finish Line Gambling, Cincinnati, Ohio (Ov- oly), thru 26 weeks, thru Blackette- Craig & Co., Chicago.
Republican State Committee, N. Y. (politi- cal), thru 26 weeks, thru Duane Jones Co., N. Y.
Industial Tape Corp., New Brunswick, N. J. (Tape), thru 16 ap thru M. H. Hackett Inc., N. Y.
N. Y. State Savings Bank Assn., N. Y., 5 1 week, thru 18 weeks, thru Ruthrauff & Ryan, N. Y.
Schenectady County Republican Committee, Schenectady (political), ap thru Delaware Development Commission, Augusta (potatom), 2 ap weekly, 13 weeks, thru Bruno, Smith, French & Dorrance, N. Y.
Lever Bros., Cambridge, Mass. (Riso- other products), 16 ap, thru Ruthrauff & Ryan, N. Y.
The Studebaker Corp., South Bend, Ind. (automobiles), 46 weeks, thru Judd & Williams & Conyngham, Chicago.

WFIL Philadelphia

Lichtey's Philadelphia (jeweler), 3 ap weekly, 12 weeks, thru Stewart-Jordan, Philadelphia.

WHO Des Moines
Monticello Drug Co., Jacksonville, Fla. (commercial), 6 weeks, thru 26 weeks, thru 26 weeks, thru Kenyon & Eckhardt, N. Y.
Smith's Mfg. Co., St. Louis (Smith Mother Nature Brooder), 3 ap weekly, thru Swaffer-Irmane Markle, St. Louis.

WLIB Limits Plugs

With Set of Rules Based on Listener Survey.

FOLLOWING through on its pledge to listeners to suit their tastes in the handling of commercials [BROADCASTING, Dec. 13], WLIB Brooklyn has laid down a new set of rules governing the acceptance of spot announcements. The station is basing the new restrictions on the results of a questions- naire submitted to listeners, who requested improvements in the frequency length and placement of commercials.

The plan limits all new advertisers to 35 announcements a week, while allowing old advertisers a maximum of 42 per week.

The time signal is an exception. Transients are not accepted for placement next to certain types of programs when it is felt there would be a violation of good taste, as in the instance of a certain type of recorded musical jingle for a classical music program. Station will not accept announcements of more than 100 words. In a further at- tempt to control the large dose of commercial plugs and double-spotting the station is en- couraging all announcements to quarter-hour programs.

Brecker Subs for Joy

GARY BRECKER, program production chief, War Dept. Radio Branch, Bureau of Public Relations, has been shifted temporarily to Hollywood as supervisor of the West Coast office while Joy conviveses from two operations.

Brecker replaced Capt. Mel William, in the West Coast supervisory capacity when latter returned to Washington, D. C. be- cause there would be a violation of good taste, as in the instance of a certain type of recorded musical jingle for a classical music program. Station will not accept announcements of more than 100 words. In a further attempt to control the large dose of commercial plugs and double-spotting the station is en- couraging all announcements to quarter-hour programs.

ASCAP Melon
TOTAL AMOUNT distributed to its members by ASCAP during the fourth quarter of 1943 was $1,420,000, the society has revealed although it did not make any statement as to the total gross income for 1943. It is estimated, however, that the amount derived from radio in ASCAP's gross in- come figure, when revealed, will be somewhat in excess of $3,000,000.

Xmas Sustaining
GOOD-WILL was beamed over the airwaves Christmas Day from WABJ Columbus, Ga., by W. C. Harrington, ex- ecutive manager and Weldon Herrin, manager, decided to cancel its Christmas commitments on Dec. 25 to de- vote the entire schedule to programs originating at Ft. Jefferson, Chicago, in the public relations department, in co- operation with the WRBL special promotion department built the programs, designed "to make Christmas more enjoyable for these men and women in the service."
NOW look at WMPS

Blue and Mutual Station
for Memphis

C. E. HOOPER • Memphis Audience Measurements • Oct.-Nov. 1943

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<th>Station 'B'</th>
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WMPS is under the same management policy as WCPO, Cincinnati, Ohio and WNOX, Knoxville, Tenn.

THE MEMPHIS NEWS STATION

Affiliated with
THE MEMPHIS PRESS-SCIMITAR
REPRESENTED BY SPOT SALES
Dancer-Fitzgerald-Sample Inaugurated With New York, Chicago, L. A. Offices

IN THE OFFICES formerly occupied by Blackett-Sample-Hummert, LaSalle-Wacker Bldg., 221 N. LaSalle St., Chicago; 247 Park Ave., New York; Taft Bldg., Houston, the Dancer-Fitzgerald-Sample organization got under way officially Jan. 1.

Among the personnel of Dancer-Fitzgerald-Sample are 206 persons formerly in the employ of Blackett-Sample-Hummert, Chicago, New York and Hollywood; H. Metcalfe; C. P. Draper; C. C. Fitzgerald, vice-presidents of Blackett-Sample-Hummert, are now partners operating the Dancer - Fitzgerald - Sample agency.

Some of the key personnel handling specific accounts are: Paul Keenan, former assistant to the president, who becomes treasurer of Dancer-Fitzgerald-Sample; David Brown, Robert F. Hussey and James S. Lind, who handle the Procter & Gamble Co. Oxydol account; and Harry F. Dreff, Procter & Gamble account; and the rich

ARIZONA NETWORK

BROADCASTING CO.

The radio billing, long a

Seaboard Schedules

SEABOARD FINANCE Co., Los Angeles, now with increased appropriation and a reshuffling of schedule, is sponsoring a varied series of newcasts, spot announcements, live and transcribed programs on 15 stations nationally, as well as a Pacific Coast network news period. Quarter-hour and five-minute newcasts are utilized on KSPO KFI KMPG KPFG with time signals on KPHO KWJJ KXLL KRSC KEYV. Firm’s spot announcements include KROY WGEV WMBG with musical programs on WSLS WLVA. Seaboard sponsors a five-week, 60-minute variety show on WLVA and the transcribed Roy Rogers on WMDR. Finance company also recently started a five-week five-minute newscast featuring George Irwin on 8 BLUE Pacific, Smith & Bull Adv., Los Angeles, has the account.

Store Expands

RIPLEY CLOTHES, New York, which spent $1,000 a week on radio last year, will double its appropriation in 1944, according to Boley Co., New York, agency in charge. Now operating six men’s clothing stores in the New York metropolitan area, the firm is increasing radio advertising in conjunction with the projected addition of three new branches, and to take advantage of the good market conditions. A local schedule, which will include a news commentary, announcements, and a studio program on three New York stations, will get underway around the middle of January.

Caverly’s Primer

DON P. CAYER, commercial engineer of Sylvania Electric Products, has written Primer of Electronics [McGraw-Hill Book Co., 1943 $2]. Mr. Caverly gives an explanation of the basic principles of electric current magnetism, and electro magnetic radiation, with a concluding section on basic electronics.
FOR ACTION IN ANY LANGUAGE

MICHIGAN is the only state of major industrial importance in which you can cover 70 per cent of all the people over a 250-watt station.

Using WJBK, you can do just that. In fact, many national advertisers are doing it effectively*, right now. Some of them have been doing it for over a period of years.

By scheduling WJBK, in foreign language or English, they extend and * clinch * their coverage of the teeming Michigan market, nearly three-quarters of which is concentrated in and around Detroit. Wage-earners in this area today are dividing payrolls that account for war production valued at ten billions a year.

You get action in any language—high-power-station coverage at low-power-station cost—when you use

DETROIT'S LEADING INDEPENDENT STATION

WJBK

JAMES F. HOPKINS, INC.

1490 Kilocycles • 250 Watts • 24 Hours a Day

*AMONG THEM:

Cadillac
General Motors
Grove Laboratories
Pillsbury Mills
Palmolive
Griffin Shoe Polish
Quaker Oats
True Story Magazine
Musterole    Super Suds
Tastyeast    Rinso
Virginia Dare    Wildroot
R.C.A.    Ward Baking
Marvel Cigarettes

WJBK carries more National Advertising than any other 250-Watt station in the country—greater total volume, too.
NATIONAL SELECTIVE SERVICE, Toronto (government bureau) has started Sunday afternoon quarterly program The People Ask on CBS Toronto with questions and answers on labor and allied problems. Account was placed by John Adaskin Productions, Toronto.

Radio will be used in advertising for WAGS on the Pacific Coast. McCann-Erickson, San Francisco, has been appointed agency.

FLEETWOOD COFFEE Co., Chattanooga, Tenn., has placed an order with Nelson Chenow Co., Chattanooga, as agency. Radio plans are said to be included.

SERVICE LIFE INSURANCE Co., Omaha, Nebr., has placed its account with St. Paul & Montreal, as agency. Radio plans are said to be included.

FURS BY ROBERT, Detroit, has placed its account with Simon's-Michelson, Detroit. Plans for radio are said to be included.

GREN Watch Co., Cincinnati, on Jan. 1 started 15 transcribed time signal announcements daily, utilizing every hour on the hour time on KFRC Beverly Hills. Contract for 32 weeks was placed through McCam-Elbridge, New York.

G. BARR & Co., Chicago (Balm-Barr), has placed its account with Fosgate-Peaches, Chicago, as agency. Plans are said to be included.

CUETTT, PEABODY & Co. of Canada, Toronto (furnishings) has placed its account with Young & Rubicam, Toronto.

GEORGE WESTON Lttd., Toronto (biscuits) has named Stevenson & Scott, Toronto, as agency.

STANFIELDS, Toronto, has named Stevenson & Scott, Toronto, as agency. No radio plans are ready.

Frank S. Reitzel
FRANK STRAYER REITZEL, 70, comptroller, a director, and assistant to the president of Sun Oil Co., died at his home in Swarthmore, Pa., Dec. 25. Mr. Reitzel became associated with the company after the First World War. He was active in the American Petroleum Institute.

FORD-HOPKINS Co., Chicago. (Eight-in-One Cold Tablets) quarterly program, Music for Fun, Tuesdays, Thursdays, and Saturdays on WMAQ Chicago, will assume a new format. For the best answers received in a letter-writing contest, Ford-Hopkins will award six pairs of Nylon hose. Also, Ford-Hopkins A Band For A Boy, featuring letters of service, has been replaced by Names Behind the News. Participation is aimed Tuesdays, Thursdays, and Saturdays. Contract is for 26 weeks. Agency is H. W. Rector and Sons Adv. Co., Chicago.

KNIT PRODUCTS Corp. of North Carolina, Belmont, N. C., has named Charles W. Hoyt Co., New York, to handle advertising of vision care, effective Jan. No radio plans are in the future, depending upon distribution.

New WHN Policy
IN LINE with a policy of presenting more and better programs in the sports, music and news categories, WHN New York, is discontinuing its mail order business, with present contracts to run only until their expiration dates, according to Herbert L. Petey, director of WHN. Available time opened by the elimination of mail order business will be filled with live and recorded programs, and more emphasis will be placed on special events, current affairs and persons of note in the news. Typical examples of mail order business on WHN are Charm Kurl Co., for its wave set, and Vita Power Products Co., for Vita Plus gasoline tablets, both of which are advertised nationally.

WDAY Fargo, N. D., War Bond Caravan of 15 entertainers on Jan. 19 starts a Fourth War Loan campaign tour of six Minnesota towns and one in North Dakota, returning to Fargo Jan. 27.

Sincere Wishes for a Victorious 1944
FROM THE MAKERS OF LEHIGH VERTICAL RADIATORS

Stovin and Wright
RADIO STATION REPRESENTATIVES
MONTREAL WINNIPEG TORONTO
W&D Names McCoy

HAROLD A. MCCOY has been named production manager for general advertising at the Walker & Downing agency, Pittsburgh. The announcement by William S. Walker, states that Mr. McCoy succeeds the late David C. Evans, who held the post for many years, and who died suddenly Dec. 9. Mr. McCoy had been advertising manager of American Fruit Growers Inc. and joined Walker & Downing when AFG moved to Chicago. For the past three years he has been active in the production and radio departments of Walker & Downing.

Mr. McCoy

Mr. McCoy

Pollack Opens Agency

J. JOSEPH POLLACK, account executive of J. R. Kupick Adv., New York, for the last three years, on the first of the year opened his own agency at 122 East 42nd St., New York, under the name Crompton Adv. Agency Inc. Firm will handle radio business and will set up a special department for this purpose, according to Mr. Pollack, who will be in charge of radio activities in the interim. Announcement of personnel and accounts will be made at a later date. Before joining Kupick, Mr. Pollack was for 11 years with Equity Adv., New York, in an executive capacity.

Colgate Renews

COLGATE - PALMOLIVE - PEET Co., Jersey City, which last year sponsored a combination spot campaign for Supersuds and Palmolive soap, using an average of some 30 announcements weekly on 75-100 stations throughout the country, is understood to have renewed the drive on a 60-week basis. Agency for Supersuds is Wm. Exy & Co., New York, while Ted Bates Inc., New York, handles Palmolive products.

Geyer in 'Liberty'

WHILE military leaders must base their strategy on the probability of a long war, businessmen must prepare for the sudden ending of hostilities, B. B. Geyer, president of Geyer, Arnold & Newell, says in an article in the Jan. 8 issue of Liberty magazine.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. Spartanburg, S. C. CBS Represented by Hollingsworth

BIG in '43... BIGGER in '44!

1943 was a big year for WPAT... but '44 will be even bigger. That's because we're not satisfied to sit back and rest on our laurels. No sir... we're good enough business men to know that our greatly increased audiences must be pleased... continually.

NEW PROGRAMS AND FEATURES WILL KEEP THEM LISTENING!

Sell your clients WPAT... the fastest growing station in the Metropolitan area.

RADIO STATION WPAT • PATerson, N. J. • PARMOUNT BLDG. • NEW YORK

BUFFALO BROADCASTING CORPORATION•Free & Peters, Inc.

January 3, 1944 • Page 45
PUBLIC SERVICE program heard over WGST Atlanta, Plaza Hotel, designed to inform Atlantans of the great service rendered in donating to the blood drive. Cross, originating from the local Red Cross Blood Donor Center. Broadcast on an alternate schedule for a short time after, as many as five times weekly, program consists of interviews and special features encouraging donations and convincing listeners how simple and painless is this method of keeping your blood to war. Half-hour Pearl Harbor anniversary program helped raise 3,000 pt. quota for that day.

A 'Howler' Pays $10
AMATEUR comedians who think they can tell good jokes are given a chance to do so on Can You Tell a Joke?, Friday evening show on WMCA New York. The pay offers $10 for a "howler"; $5 for a "smile"; and $3 for an "age," while a $25 war bond is awarded the contestant called back to the program by the votes of the radio audience.

Child Actors
BELIEVING that boys and girls most enjoy stories dramatized by children of their own age, CKMEX Peterburn, Ont., has organized Story Book Train, Saturday evening show, featuring child actors playing roles in stream-lined versions of old favorite fairy tales. Don Inley scripts and manages the program.

Ware Recruiting
WAVES, prospective Waves, naval heroines, and outstanding personalities in the national spotlight are featured on a new show which started on WABT Newark, N. J., Dec. 22, to recruit WAVES in northern New Jersey. Titled, Your Date With the Waves, program is heard weekly 10:15-10:30.

Drama Series
HOW PROBLEMS of a psychological nature created by character or environment are overcome is dramatized on a weekly half-hour program heard on NBC under the title Story of Escape. First broadcast Dec. 27 dramatized the struggle of a young man to overcome a heritage of dishonesty.

On Pacific Blue
BUILT around plots suggested by listeners and with dialogue ad-libbed on the spot, weekly half-hour series, Deadline Dramas, started on BLUE Pacific stations on Dec. 26, Sunday, 9-9:30 p.m. (PDT). Pilot contributor is awarded $25 War Bond weekly.

THE Town Hall Music Committee, through the Layman's Music Course on WQXR New York will conduct a contest for suggestions on radio musical projects, and for best musical questions. Prizes total $350.

SUSTAINING group of programs just concluded on WORC Cincinnati titled Plans for Peace will subsequently be replaced by a new Sunday evening sustaining series Peace Table Plans, which is now being planned by an advisory committee on informal education. Committee is composed of Cincinnati's top education and religious figures.

Open Letters
WMCA New York, has started a weekly Saturday evening program featuring "open letters" to public figures. Titled Very Truly Yours, the program is conducted by Jay Norman, formerly with Philadelphia and Washington stations, who addresses prominent leaders on subjects of public interest.

WINX Washington, D. C., early morning program conducted by Jerry Strong originated on Christmas Day from Walter Reed Hospital, Washington, as a special 3½ hour holiday show for the wounded war veterans. Entertainment included WINX talent and soldier interviews.

KMYR Denver inaugurated its basketball season sports coverage with a direct wire remote of the College All-Star game at the Chicago stadium last month. Station also announces it will exclusively cover Denver's big charity games in February and it will also cover the national AAU tournament.

TALENT staff of WKY Oklahoma City entertained wounded Oklahoma boys at the 45th Palomar division Christmas Day in Temple, Tex., on Christmas Day.

KMTR Hollywood recently added AP service to its lineup.

WAYV Vinneance, Ind., is assisting in the promotion of funds for a loud speaker system for the new USA Vinesence.

ENTERPRISE and staff members of WPGT Middletown, N. Y., staged a special Christmas entertainment for the patients of the New York Municipal Sanitarium at Otisville, N. Y.

WHIO Dayton recently broadcast a special "War Manpower Forum" on which issues of the current manpower problem were presented by representatives of management, labor, and the WMC.

A second announcement on WPAT Paterson, N. J., calling for a volunteer with a blood type 1 blood for an urgent transfusion in nearby Clifton, brought 150 offers to the local police station during the following ten minutes. A half-hour later, transfusion completed and the patient recovering WPAT listeners had to be asked to desist from making further calls.

WHEN wartime building restrictions permit, WHBF Rock Island, Moline and Davenport, Ill, will have the new quarters in the former Rock Island Bank Bldg. Presently located in the Safety Bldg., Rock Island, WHBF has acquired the bank building and an adjacent lot.

A PENSION plan for the employees of the Canadian Broadcasting Corp. has been approved by the Canadian government and goes into effect at once retroactive to April 1, 1943.

SIXTEEN SPECIAL Christmas series and Christmas morning programs, totaling approximately 6½ hours, were sponsored on KLX Oakland, Cal., by one of Oklahoma's leading department stores, Capwell, Sullivan & Furth. Discussing plans for the party are (1 to r) By Western advertising director of Capwell, Sullivan & Furth; Santa Claus; Adriel Fried, KLX general manager, and Barney Schnitzer, retailer merchandising director of Garfield & Guild, agency handling the account.

Grelva Planning
GRELVA Inc., New York, through its newly-appointed agency, Blackstone Co., New York, is planning a spot campaign for Crashe, an all-purpose skin lotion. Marking the first use of radio for the product, new on the market two years, Grelva will concentrate in the South for the initial campaign, starting spot programs in Texas and Louisiana Jan. 10. Drive will extend to the East in the next four to six months. Newspapers are being used. National "slick paper" magazines may be added at a later date.

Firestone Tour
DURING January and February, the Voice of Firestone program, sponsored on NBC by Firestone Tire & Rubber Co., Akron, will go on tour, originating from Chicago, Houston, Los Angeles, San Francisco and New York. Itinerary for a continued tour in March has not been announced. Agency is Sweeney & James Co., Cleveland.

Treasurer Star Returns
LITTLE Jack Little, just returned with Ray Boiger from a 5,000-mile armed service entertainment tour of Pacific war theatres, resumes his war bond promotion Treasury Program Jan. 3 on the BLUE, Monday through Friday, 3:35-4 p.m. Show was previously heard 11:45-12 noon.

Page 46 • January 3, 1944
TIDINGS...

This Christmas WMCA came forth with a present, a precedent and a promise...

The present gave New York an astounding five-hour round-the-world broadcast of special greetings from local servicemen in action overseas...

The precedent created a distinguished new standard for independent broadcasting, proved what an aggressive station can accomplish alone...

The promise assured New Yorkers that this is merely the beginning of a great era in WMCA showmanship...

Watch the pacemaker. WMCA is on its way!

WMCA to Bring Yule Greetings From City's Soldiers to Far Flung Places

Christmas greetings from New York servicemen stationed in all parts of the world will be featured on a five-hour broadcast by WMCA in co-operation with the American Red Cross, the United Service Organizations and the War Department.

For the benefit of friends who fail to catch the broadcast, a transcription at midnight is being sent to family files.

WMCA 5-Hour Show To Air

New Yorkers Now Overseas

WMCA’s Five-Hour Show
Radio Homes
(Continued from page 10)

more in ....

WHEB

Newest YANKEE-MUTUAL Station
RAMBEAU-BANNAN, Representatives

PORTSMOUTH, NEW HAMPSHIRE

The Listening Habit of Coastal New England

Radio, out of a total of 34,854,532 occupied dwelling units.

The OCR survey [Broadcasting, Dec. 20] indicated that approximately one per cent of the new more than 36,000,000 U.S. families purchased a new radio set during 1943, while another one per cent bought a used set. This would add approximately 700,000 sets to the total in use, which the OCR study places at 46,150,000 home type receivers, not including auto or portable sets. Mr. Caldwell's estimate of sets in use including auto radios and portables, is 57,000,000, of which 46,000,000 are listed as home sets, a figure corresponding closely to the one reported by OCR. It represents a reduction from 59,540,000 reported last year.

Retail Trade Hit

The increase in radio homes, together with a decrease in total of sets in use, are both accountable on the basis of wartime conditions and developments. It would appear that the large number of sets made in recent years, taken into consideration with the normal growth in number of families since the 1940 census, and the breaking up and moving of households due to the war, would have the effect of distributing the supply of receivers among more families. It would also appear that the age of the average set in use is younger than might have been concluded on the basis of last year's figures.

Retail radio business is shown by the figures to have been hard hit by war restrictions dating from the April, 1942 WPB order to manufacturers to convert their operations to 100% war production. Total retail sales of reception equipment are given as $60,000,000, in 1942. Civilian tubes accounted for $19,000,000 in sales, for a total of $641,000,000. None reported for 1943.

Radio Sets in Use

| Total Sets in U. S. | 57,000,000 |

CIVILIAN RADIO SALES, 1943

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<th>Value</th>
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</thead>
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</tr>
<tr>
<td>50,000,000</td>
<td>$50,000,000</td>
</tr>
</tbody>
</table>

Annual U. S. Radio Bill

Sales of Time by Broadcasters, 1943

| Talent Costs | $25,000,000 |
| Electricity, batteries, etc. to operate receivers | $45,000,000 |
| Radio parts, supplies, etc. | $60,000,000 |
| Phonograph Records | $60,000,000 |
| Servicing radio sets | $50,000,000 |

TOTAL

| $541,000,000 |

Miles News on WGN

MILES LABORATORIES, Elkhart, Ind. (Nervine), on Jan. 3 began sponsorship of a quarter-hour news program Mondays through Saturday, on WGN Chicago. Contract is for 26 weeks. Agency is Wade Adv., Chicago.

Cribb Manages WHBL

WAYNE W. CRIBB, formerly manager of WHBL Sheboygan, Wis. for several years, has joined KHMO Hannibal, Mo. as general manager.

Lewis to WJR

HOWARD LEWIS has joined WJR Detroit, from the central news division staff of CBS to handle newscasts for Sweetheart Soap and the Penn Tobacco Co. Lewis, whose real name is Howard L. Emich, was formerly with the UP radio dept. in Chicago and Indianapolis. He was assistant to Bert Wilson this fall on the Chicago Bear pro football broadcasts. News period for Penn Tobacco is 7 a.m. daily; 8 a.m. daily for Sweetheart Soap.

WCKY Cincinnati

AP UP NEWS

with

REX DAVIS

4 TIMES DAILY
Fourth Loan and Rubber Conservation Feature OWI Plans, Week of Jan. 24

MESSAGES on the Fourth War Loan continue to lead the campaigns on the OWI Domestic Radio Bureau schedule for the week beginning Jan. 24, with announcements to be carried under the National Spot plan in addition to those allocations listed the previous week. As announced earlier, all transcriptions on the Station Allocation Plan are now 50 seconds in length and available for sponsorship.

Every allocation plan of the OWI is to be called into action as the Fourth Loan enters its second week. Network programs, Special Assignments, allocations, Special Events and Special Transcriptions will back up the announcements to be broadcast for the campaign.

One new subject is scheduled for the week of Jan. 24—Rubber Conservation. Messages carried on the Network Allocation plan will stress the fact that military needs for tires and other rubber products are far heavier than could be anticipated while the manpower shortage holds back full production. Listeners will be urged to conserve their tires by careful driving, regular inspection and recapping when necessary.

Station Announcements for the week, besides those for War Bonds, are devoted to the Womanpower, Wartime Nutrition, and Conserve Gasoline campaigns. Spots for Womanpower are designed to urge women not employed to take jobs in war plants or in essential war-supporting industries to meet ever-increasing demands for workers.

Wartime Nutrition spots accent the Food Fights for Freedom theme by urging sound nutrition practices in the interest of meeting the problem of wartime shortages of certain foods in many sections of the country.

Playing square with gasoline rationing is the theme of spot announcements prepared for the Conserve Gasoline campaign.

John Johnson Succeeds Beatty
As WFA Ad Director
J. SYDNEY JOHNSON, on leave as merchandising director of National Biscuit Co., has been appointed advertising director for the War Food Administration's educational programs, succeeding Vernon D. Beatty, who returns to his post as advertising manager of Swift & Co.

The announcement, from Marvin Jones, WFA Administrator, credited Mr. Beatty with setting up and carrying through the advertising campaign for the initial Food Fights for Freedom drive in November.

Mr. Johnson has directed the promotion of the 1943 FFF program through wholesale and retail trade channels, with trade meetings throughout the country. Working with Charles G. Mortimer of General Foods, who is War Advertising Council coordinator of food programs, Mr. Johnson is now readying a March drive on behalf of low-point and no-point foods to relieve pressure on foods in short supply.

KOME Tulsa has appointed Joseph Hensley McRill, Jr., as exclusive national representative, effective Jan. 1.

FM in KANSAS CITY
KOZY

EVERETT L. DILLARD General Manager
PORTER BLDG. KANSAS CITY

OWI PACKET, WEEK JAN. 24

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 24. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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</thead>
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<td></td>
<td>NET. WORK PLAN</td>
<td>STATION ANNOUNCEMENTS</td>
<td>NAT. SPOT PLAN</td>
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<td>AF.</td>
<td>Ind.</td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Womanpower</td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Conserve Gasoline</td>
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</tr>
<tr>
<td>Wartime Nutrition</td>
<td>FFFF</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Rubber Conservation</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 02 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

15,174 telephone calls were recently made in the Red River Valley, covering all periods of the day and night. 59.5% of all radio sets were tuned to WDAY — 6.8% to the next "competitor"! . . . When you consider that this Valley furnishes most of the business in North Dakota, you begin to get the picture!

May we send you all of it?

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

BROADCASTING • Broadcast Advertising January 3, 1944 • Page 49
LaRoche, 'Time' Buy in Blue
(Continued from page 11)

general manager of KGKO Fort Worth, BLUE affiliate, recently as representative of the network's affiliated stations. Messrs. Anderson, Priaulx and Wood were associated with Mr. Noble prior to his BLUE purchase.

Larsen's Statement
"This acquisition is a culmination of almost 20 years of Time Inc.'s interest in radio in one form or another—an interest that goes back to within a year and a half of the original founding of Time, the weekly magazine," Mr. Larsen said. "The precise nature and extent of the association between Time and the BLUE will, of course, evolve gradually," he added. "Looking to the period after the war, it is the hope of both organizations that Time's news bureau will be able to make the services of its worldwide staff of foreign correspondents available on the BLUE network to supplement the network's own new services.

"Thus it can be said that we do not view our BLUE network stock merely as an investment. Yet, at the same time, it should be made clear that Time Inc. will have no authority over or responsibility for any BLUE Network programs or policies—except for those programs, such as the present Time Views the News, which Time Inc. itself presents over the BLUE."

Carlton Brickett
CARLTON BRICKETT, 35, radio and stage actor, died in New York, Dec. 23, shortly after returning from a rehearsal for Abe's Irish Rose, the Frother & Gamble NBC program in which he played the part of "Father Whalen." Mr. Brickett had also been heard in Story of Mary Martin, CBS, and Portia Faces Lyle, NBC, and served as announcer and actor on Treasure-Star Parade programs. He had also done announcing on Lumi 'n Abner on BLUE.

'Esquire' on Blue
ESQUIRE Inc., Chicago (Coronet) begins approximately Jan. 24 with five minute programs—Monday through Friday on 72 BLUE stations. Program format has not been decided. Contract is for 52 weeks. Agency is Schimmel & Scott, Chicago.

EDWIN C. HILL, news commentator, has joined the BLUE's Fight for Coast Guard show. He will speak from New York each Thursday, 7-30 p.m. on some activity of the Coast Guard.

Top teams receive "Bowl" invitations. When it comes to "Bowl" selections of markets, WTAG draws the assignment in Central New England. Advertisers know this station as one of the surest way to score in the Worcester market of over 500 different industries.

Strong in every position? Yes, WTAG both demands and commands the audience—with news, the only Central N. E. station with complete local news coverage—with stronger field intensity and therefore greater coverage—with the CBS array of entertainment, and with the audience dependency for all special events in the area.
Plotkin Is Named David's Successor

Shuebruk Is Promoted To Be Assistant to Gen. Counsel

APPOINTMENT of Harry M. Plotkin, FCC attorney for three years, as assistant general counsel to fill the vacancy created last month with enlistment of Nathan H. David in the Navy, was announced last Tuesday by FCC. Mr. Plotkin will continue in charge of the litigation and administration division, a post he has held since last fall.

The Commission promoted Peter Shuebruk to be assistant to the general counsel, Charles R. Denny, Jr., filling the David vacancy. Mr. Shuebruk was assistant general counsel without portfolio.

Mr. Plotkin, a resident of Chicago, graduated magna cum laude from Harvard Law School in 1937. From 1937 to 1940 he was with the Chicago law firm of Topliff & Horwitz. He became chief of the litigation and administration division in October 1942. A native of Athol, Mass., he is married and has two children.

Mr. Shuebruk was graduated magna cum laude from Harvard where he was an editor of the Law Review. After graduation he served with the Boston law firm of Ropes, Gray, Best, Coolidge & Dluskey.

Tracy-Locke-Dawson NY
Geyer, Cornell & Newell Merge Accounts Jan. 1

GEYER, CORNELL & NEWELL, New York, and the New York office of Tracy-Locke-Dawson on Jan. 1 will become affiliated, with the principal accounts of the latter agency to be handled by Geyer, Cornell, which continues its headquarters offices at 745 Fifth Ave.

Joseph M. Dawson, president, and Manfred Darmstadter, vice-president of Tracy-Locke, will join the staff of Geyer, Cornell as executive committee chairman and associate copy director, respectively. According to the announcement, officers and other personnel from Tracy-Locke will be shifted under the merger, but no details about Tracy-Locke's radio department, whose director is William Rose, could be obtained.

The Tracy-Locke accounts to be handled by Geyer, Cornell & Newell after Jan. 1 include Continental Oil Co. for Conoco Products, and the Super Pyro Anti-Freeze Division of U. S. Industrial Chemicals. The Dallas office is unchanged.

Godwin Protests

A PROTEST that the Office of War Information was discriminating against radio reporters was made last Thursday night by Earl Godwin, BLUE Network commentator. Mr. Godwin specifically complained against a 9 p.m. release date set by OWI on a story issued by the War Food Administration announcing that the Government was taking over all chickens in cold storage. Mr. Godwin said that he had protested in vain to OWI that the large rural audience was being denied news.

Burke Leaves State Dept.
Communication Position

THOMAS BURKE, chief of international communications for the State Department, resigned Jan. 1, and is understood to be returning to a private business career. He had been head of the division since 1938, assuming the post when the division was created.

Mr. Burke handled international radio circuits and the uncovering of clandestine Nazi radio operations in Latin America. He is credited with establishing close relations with the Army and Navy, and concentrated on building up the aviation activities of his division, related to the present world-wide network of U. S. air transport.

Possibility of a separation of the International Communications Division into three divisions—for shipping, aviation and communications, is involved in the naming of a successor to Mr. Burke. The present head of the communications branch is Assistant Chief Francis C. deWolf.

Miller Views 1943

"1943 SHOWED radio what it is fighting for," Neville Miller, president of NAB, said in a year-end statement last week. "A powerful instrument of free speech, operated in the interests of the people and waging a valiant battle to win the war, found itself threatened with the loss of the very freedom it was championing." Pointing to the May 10 decision of the Supreme Court, he said the industry had lost no time in seeking new legislation from Congress.

KFWL Suit Ends

A SUPREME COURT decision may determine whether a newspaper is obligated to publish radio program listings, it became evident last week when attorneys for both sides in the KFWL vs. Denver Post case announced they were prepared to carry the case to the highest tribunal, if necessary. District Judge George A. Lutx last Tuesday took under advisement motions by the Post to dismiss suit brought by KFWL.
WJZ Now at Lodi
AT 6 p.m. Jan. 2, WJZ New York outlet of the BLUE, began official operation with its reconstructed transmitter at Lodi, N. J., new location chosen to replace the Bound Brook, N. J., site, acquired by the OWI last fall for a Government shortwave station. Since the start of construction at Lodi last August, WJZ has been transmitting from Kearney, N. J. The 640-foot transmitter is expected to give better reception, particularly in the Manhattan area. In a half-hour pre-dedication broadcast from 4:45 p.m. on Sunday, WJZ reviewed its history since the first days of broadcasting back in October 1921.

In Kansas City

the Swing is to WHB

SKI YOUR EYE to the Hooper Index below. Observe WHB in strong second place all day... only 4.3 below Station "C" in the morning; only 4.4 below Station "D" in the afternoon. At WHB's low rates, and with some highly desirable availabilities open, "Your Mutual Friend" is certainly the best buy in Kansas City! Available February 7, 1944: "The World's Front Page", five quarter-hours weekly at 6:15 p.m., following Fulton Lewis, Jr. Ask Don Davis for details.

Key Station for the Kansas State Network
Kansas City - Wichita - Salina - Great Bend - Emporia
Missouri Kansas Kansas Kansas Kansas

NEW RIPLEY SHOW TO START ON MBS

GRACIE FIELDS, English comedienne, who goes off the air after the Jan. 14 broadcast of her Mutual program for American Cigarette & Cigar Co. And the Monday-through Friday 9:15-9:30 p.m. period on that network will be filled by AC&C with Bob Ripley's Believe It or Not program. Miss Fields, who shifted to Mutual from the BLUE for a new show upon returning from an overseas tour last fall, is said to be giving up the network program so she can devote herself more fully to war work.

Bob Ripley's show, continuing in the 9:15 spot on more than 200 MBS stations starting Jan. 17, will originate at WOR, Mutual's New York affiliate. Each day the cartoon creator and collector of oddities of information will match the news headlines with a story relating to the point where the news occurred. Twice a week the program will present actual participants in some real-life incident described by Mr. Ripley, who will also answer questions sent by U. S. fighting men through V-mail.

Thomas' New Post

C. L. (Chet) THOMAS, who became manager of KXOK St. Louis Dec. 1, took over a newly-created post. He did not succeed Clarence G. Cosby, who was sales manager of the station and who left to become general manager of WINS New York [BROADCASTING Dec. 20]. General manager of KXOK is John C. Roberts, now on active duty as a lieutenant commander in the Navy who has held that post since KXOK went on the air in 1938. BROADCASTING regrets the error.

Sun Oil to NBC

SUN OIL Co., Philadelphia, on Jan. 24 shifts Lowell Thomas from 24 BLUE stations to 29 NBC stations, Monday through Friday, 6:45-7 p.m. Agency is Roche, Williams & Conyngham, Phila.

New Post for Biggar

GEORGE C. BIGGAR, former program director of WLW Cincinnati, has been named assistant to the vice-president and general manager in charge of employee relations. Mr. Biggar went to England in 1939 to report for the British Information Service.

Lent Resigns RCA Post, Will Engage in Practice

WORTHINGTON C. LENT, assistant engineer-in-charge of RCA Frequency Bureau, headquartered in Washington, has resigned his post effective Feb. 1, 1944, to engage in a consulting practice in Washington. For several months he will be occupied in fulfilling prior commitments when announced after which he will announce his future plans.

Mr. Lent joined RCA in 1935 after having been engaged in his own radio manufacturing business in Richfield, N. J. He was promoted to the Frequency Bureau position after having served as allocations engineer for NBC for several years.

Hackathorn Named VP

K. K. HACKATHORN, sales manager of WHK-WCLE Cleveland, has been appointed to be a vice-president of the United Broadcasting Co. He assumes charge of Cleveland sales, it was announced last week. Mr. Hackathorn, who formerly was classified advertising manager of the Cleveland Plain Dealer, has been associated with WHK-WCLE since 1938, it was stated.

Joe Miller in Navy

JOSEPH L MILLER, Labor Relations Director of the NAB was to leave the association Dec. 31 to be inducted as an apprentice seaman, third class, in the U. S. Navy. Mr. Miller, 36, is the father of two children, age 4 and 3. Before joining the NAB, he was labor correspondent of the Associated Press in Washington.

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

McClatchy Broadcasting Company
Sacramento, California

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

Page 52 • January 3, 1944
The following tabulation, showing newspaper ownership or affiliation of standard broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).


KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as Fresno Bee, Sacramento Bee, Modesto Bee (McClatchy Newspapers).

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50% of stock owned by Allen Griffin, publisher of Monterey Peninsula Herald; 49% by Salinas Newspapers, Inc., publishers of Salinas Californian. (Speidel Newspapers; see also WGY, Newburgh, N.Y., and KFYC, Cheyenne, Wyo.)

KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with Oakland Tribune.

KFXK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).

KTM, Santa Barbara—Licensed to News Publishing Co., publisher of Santa Barbara News and Press (T. M. Sorensen, publisher, owns 100% of common stock).

KSB, Santa Rosa—Ownership affiliated with Santa Rosa Republican and Santa Rosa Press Democrat.

KWC, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as Fresno Bee, Sacramento Bee, Modesto Bee (McClatchy Newspapers).

KTEC, Visalia—Licensed to Tulare-Kings County Associates: Ownership affiliated with Visalia Times-Delta; Portugal Re- cover; Future Advance-Record; Times; Hanford Sentinel and Journal.

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; majority stock owned by T. H. Barton, chief owner of Arkansas Farmer, Little Rock.

KGLI, Little Rock—Licensed to Arkansas Broadcasting Co.; 15% of stock owned by Gazette Publishing Co., Little Rock; 15% by R. E. Kinder, Little Rock; 10% by A. L. Chilton; 5% by S. C. Vinson, Little Rock.

KLLA, Little Rock—(See KGHL.)

KCMC, Texarkana—Licensed to KCMC Inc.; 99% owned by Texarkana Newspapers Inc., publisher of Texarkana Gazette and Texarkana News and 1% owned equally by board of five directors.

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; majority stock owned by T. H. Barton, chief owner of Arkansas Farmer, Little Rock.

KGLI, Little Rock—Licensed to Arkansas Broadcasting Co.; 15% of stock owned by Gazette Publishing Co., Little Rock; 15% by R. E. Kinder, Little Rock; 10% by A. L. Chilton; 5% by S. C. Vinson, Little Rock.

KLLA, Little Rock—(See KGHL.)

KCMC, Texarkana—Licensed to KCMC Inc.; 99% owned by Texarkana Newspapers Inc., publisher of Texarkana Gazette and Texarkana News and 1% owned equally by board of five directors.

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 11% stockholders each are E. K. Gaylord, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co., publisher of The Daily Oklahoman, Oklahoma City Times and The Farmer Stockman.

KLZ, Denver—Licensed to KLZ Broadcasting Co.; E. K. Gayford, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co., publisher of The Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman.

KFGA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (R. E. Green) as The Record Stockman, Denver, weekly.

Bumper Crop

Down in "de land ob cotton" a bumper crop means additional wealth. Last season's ginnings in many localities were up more than 300 per cent. This is only one reason why the rich market served by KWHK should be a "must" on your schedule.

'CBS 50,000 WATTS KWHK SHREVEPORT TIMES STATION SHREVEPORT, LOUISIANA

Recently published. Write for your free copy of KWHK net circulations day and night maps

"She's so dumb she thinks Raymond Gram Swing on WDFD Flint is a dance band."
ONE OF AMERICA'S SIX
FASTEST-GROWING CITIES

CORPUS CHRISTI ALSO IS A NATURAL
FOR GREAT POST-WAR GROWTH

In the recent survey made by Philip M. Hauser, of the Census Bureau,
Corpus Christi, with its city-zone population of 101,400, is listed as a
class A-1 city—one of America's fastest-growing metropolitan centers
with best prospects of retaining wartime growth. Ask your Branhman
man for facts regarding KRIS's Hooper-authenticated dominance of
this important market.
KENTUCKY

WIAS, Louisville—Licensed to Courier-Journal and Louisville Times.


LOUISIANA

WATF, Baton Rouge—Licensed to Baton Rouge Broadcasting Co.; same ownership as Baton Rouge Advocate and Baton Rouge Times; Charles P. Manship, president.

KVOJ, Lafayette—Licensed to Evangeline Broadcasting Co., Inc.; 50% of stock owned by H. H. Thomas, Lafayette; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the Lafayette Daily Advertiser. Morgan Murphy, president of newspaper corporation, also owns controlling interest in Super-Telegram, Chippewa Fall Herald, Moni- ton Times and Two Rivers Reporter, all in Wisconsin.

KTHB, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 90.84% of stock owned by Times Publishing Co. Ltd., publisher of Shreveport Times; same ownership as Monroe (La.) World and News-Star.

KWRH, Shreveport—Licensed to Internat- ional Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of Shreveport Times; same ownership as Monroe (La.) World and News-Star.

MAINE

WCOU, Lewiston—Licensed to Twin City Broadcasting Co., Inc. Stockholders are: Pasteur Couture, owner; E. Larry VanDyke, publisher of the Lewiston Daily Globe and Nor- ton (Ran.) Telegram.


KGNO, Dodge City—Licensed to Dodge City Broadcasting Co., Inc.; 44% of stock owned by J. C. Dennis, publisher of the Dodge City Daily Globe and Norton (Ran.) Telegram.


WIBW, Topeka—Licensed to Topeka Broadcasting Co., Inc. owned and controlled by Capital Publications Inc., publisher of Topeka Daily Capital (see KKKN, Kansas City).

KFW, Wichita—Licensed to Radio Station KFW Co.; 60% of stock owned by Vicky Durey, publisher of the Wichita Eagle; 15% of stock owned by John Rigby, Beverly Hills, Calif.; 25% by Mrs. Anna Booth Grus, Piedmont, Calif.

"Good Engineering is Good Business"

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineers


M. W. Woodward, Ch. Eng., Office of Chief Engineer, 7134 Main St., Kansas City, Mo.

Robert F. Wulsick, Mgr., Plant No. 1, 321 East Gregory Blvd., Kansas City 5, Mo.

George Yaffeau, Mgr., 1584 Cross Roads of the World, Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY

BROADCASTING • Broadcast Advertising

January 3, 1944 • Page 55
“Now I’ll tell ya what I’m gonna do...” said KSTPete several months ago when he first outlined our aggressive promotion plans for increasing audiences in rural Minnesota.

And what a pitch he’s been making ever since! Not the old-time, hit-and-run street corner pitch with tripe and keister, but a continuous ‘state-wide pitch with country newspapers and magazines circulating in more than 200,000 rural Minnesota homes to carry his spiel. That’s why we proudly say, “Pipe the pitch!”

Principal features of this continuous campaign are:

1. Personal appearances of KSTP’s Barn Dance group in Minnesota towns.
2. Audience-building ads in 344 rural newspapers.
3. Big ads in “The Farmer” (Minnesota farm circulation 147,000).
5. “On the Minnesota Farm Front” (column by KSTP’s Farm Service Director, Harry Aspel), published weekly by 81 country newspapers.
6. “Around Radio Row” (radio news-gossip column) published weekly by 70 country newspapers.

KSTPete is really turning the tip when it comes to increasing our large listenership among the 1,400,000 prosperous farmers and small-town folks in rural Minnesota. So it’s a paying pitch for you—a no-cost plus to the resultful selling job KSTP does in the vital Twin City area, Minnesota’s primary market.
PETITE ASSISTANT timekeeper of Russell M. Seeds Co., Chicago, is Merle Myers (left) as Arthur J. (Dutch) Bergman, coach of the Washington Redskins pro football team, signs a contract as sports commentator on WRC Washington, under Grove Labs. sponsorship. At right is Rudi Neubauer, NBC national sport salesman in Chicago. Redskins play-play last season was sponsored on WMAL Washington.

NEW MAIL STUDY SHOWS HOW OFTEN PEOPLE WILL WRITE

- "How many people write once, or more than once, within a three-month period?"
- "When their writing inertia has been overcome by one commercial appeal, how many people will write about another radio offer too?"

These important questions were suggested to KMA by two prominent advertising men for the “Complete Mail Study” just issued—a study of the 49,479 pieces of commercial mail received by the station from April, 1942, through March, 1943. When these returns were tabulated by a firm of certified public accountants, it was found that 82.6% of the writers wrote once within any three-month period; 12.8% wrote twice; 4.6% wrote three or more times. When they wrote in about one offer, 12.91% ordered, or inquired about 2.3 other items too.

"If you haven’t got your copy yet of this valuable MAIL STUDY,” says KMA president Earl May, "you had better request it now—from the KMA Research Director. Only a few copies are left.

"If you aren’t using KMA to reach No. 1 Farm Market, Mr. May continued, “you’d better inquire about your schedule now too. Only a few choice availabilities are left."
Kenway Joins Blue
As Aide to Kobak

To Work on Special Studies
On Expansion of Network
IVOR KENWAY, former ad-
vertising and sales promotion
manager of Deove & Raynold's Co.,
New York, paint manufacturer, on Jan.
1 joined the BLUE Network as as-
sist Edgar Kobak, executive vice-
President of the BLUE, in "special
studies in connection with the expan-
sion of the network.

These studies will deal especially
with the markets, the merchandising
of products of BLUE advertisers, and
BLUE sales, Mr. Kobak said.

Yandel Resigns

The BLUE also announced last
week the resignation of Lunsford
F. Yandel, vice-president who will
take over management of the Tanning
Products Export Corp., whose headquar-
ters are in Buenos Aires.

No replacement has been named for Mr. Yandel, according to Mr. Robert
Woods, president of the BLUE.

Mr. Yandel was formerly an ex-
ductive of RCA, joining the BLUE as
vice-president, treasurer, and a
director when the network became
a separate entity in January, 1942.

Six months later, Mr. Yandel left on
a 10-month leave of absence with the
"Red Cross," returning as vice-
President in June, 1943.

Influencing Sales

FAR Beyond Pontiac

in cities...villages...farms...

...for miles and miles around
Pontiac...the messages of na-
tional, regional and local adver-
tisers are heard over WCAR's
1000 stream-lined waves.

GET THE FACTS

FROM

PONTIAC, MICHIGAN

or the Foreman Co. Chicago N.York

A NEW VOICE IN GEORGIA

Headley-Reed, National Representative

Pointing the Way to

A BIG MARKET

Finger tip facts

ON RICH PEOUREA

Peoria—rich, responsi-
ble nucleus of...you need,
Above-average incomes in
war or peace. Get the facts.
Send for Brochure.

FREE & PETERS

Exclusive National Representatives

KWBP, Peoria—Licensed to

KWBP, Peoria—Licensed to

KBPI, P-adonia—Licensed to

Kansas City—Licensed to

KOBM, Honolulu—Licensed to

KOBM, Honolulu—Licensed to

KOPB, Bremerton—Licensed to

KPBQ, Dallas—Licensed to

KPMG, Kansas City—Licensed to

KPPB, Fort Lauderdale—Licensed to

KPRC, Houston—Licensed to

KPTV, Portland—Licensed to

KQOS, Oakland—Licensed to

KQOZ, Omaha—Licensed to

KQPR, Kansas City—Licensed to

KQV, Davenport—Licensed to

KBBI, Des Moines—Licensed to

KBIA, Columbia—Licensed to

KBIA, Columbia—Licensed to

KBID, Lethbridge—Licensed to

KBIP, Blackfoot—Licensed to

KBIP, Blackfoot—Licensed to

KYI, Tokyo—Licensed to

KZTV, Long Beach—Licensed to

KZTV, Long Beach—Licensed to

KZTV, Long Beach—Licensed to

KAFF, Salt Lake City—Licensed to

KBSC, Miami—Licensed to

KBCF, Corpus Christi—Licensed to

KBCF, Corpus Christi—Licensed to

KBBF, San Antonio—Licensed to

KBBF, San Antonio—Licensed to

KBBF, San Antonio—Licensed to

KBBF, San Antonio—Licensed to

KBBF, San Antonio—Licensed to

KABC, Los Angeles—Licensed to

KABC, Los Angeles—Licensed to

KABC, Los Angeles—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to

WBBM, Chicago—Licensed to
**Sports**

**WHN**

**Music**

**News**

**WNH**

**DIAL 1050-50,000 WATTS**

**Sells the 7th. State**

**Cut Yourself 1/2 of New England**

**24 Hours a Day!**

**WOL**

**Washington's Only 24 Hour Station 1000 WATTS 1260 KC**

**Affiliated with Mutual Broadcasting System**

**WIBW**

**The Voice of Kansas in Topeka**

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**Network Accounts**

All Time Eastern Wartime unless indicated

**New Business**

**Electric Auto-Lite Co., Toledo (in promotion of Everyone's Favorite for the Boys on over 100 NBC stations, Dec. 7-10:30 p.m. m. Agency: Ritharta & Ryan, N. Y.**

**Benefit Casualty Insurance Co., Los Angeles, on Dec. 2 started Captain Harlock Pacific Stations, Sun. 10:15-10:30 a.m. (FPTW), Agency: HSB-Manhattan-Brex, Los Angeles.**

**Hunt Packing Co., San Francisco (canned food products), on Jan. 2 started 12 weeks half hour program on 34 Don Lee Pacific stations, Sun. 8-8:30 p.m. ( Sen., Agency: Garfield & Guild, San Francisco.**

**Charles E. Hires Co., Philadelphia (Beer), on Jan. 24 started announce Heidi's Orchestra on 134 BLUE stations, Mon., 7-7:30 p.m. (repeat, 10-10:30 p.m.) Agency: N. W. Ayer & Son, New York.**

**Renewal Accounts**

**Sinclair Refining Co., New York, on station WFIL, home of Arthur Hale's Confidentially Yours, at the same time shifting from Tues., Thurs., and Sat., 7-7:45 p.m. to Tues., Thurs., and Sat., 8-8:15 p.m. on 125 MBS stations, while Richfield Oil Corp. (Petroleum), on Jan. 4, renewed for 82 Arthur Hale on 25 MBS stations, pending new p. m. Agency: Hixon-Donnell Adv., N. Y.**


**Carnation Co., Ltd., Toronto (canned milk), on Court D'Eluere de Detente on 4 French CBC stations, Tues. and Thurs., 7-7:15 p.m. Agency: Baker Adv. Agency Ltd., Toronto.**

**Kellogg Co., Battle Creek, Mich. (Pep.), on Jan. 8 renewed Breakfast at Sorde on 13 BLUE stations, Mon. thru Fri., 9-9:15 a.m. (FPTW), and for Geo-Pep (Pep), on 165 BLUE stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Kenyon & Eckhardt, N. Y.**

**B. T. Babitt Inc., New York, (Ansen Polly's Soup Mix, Bab-O), on Jan. 17 renewed for 52 weeks Lore Leaton on 87 NBC stations, Mon. thru Fri., 10-10:15 a.m. and David Harrow on 58 NBC stations, Mon. thru Fri., 11-11:15 a.m. Noon Agency: Dunn Jones Co., N. Y.**

**Standard Brands, New York, on PWT, (in promotion of Edwin Edgar Berg In The Night), on Jan. 17 renewed for 52 weeks Charlie McCarthy (Chase & Sanborn Coffee), on 144 stations, Mon. thru Fri., 8:45-9:15 p.m. (J. Walter Thompson Co., New York agency) and Charlie McCarthy (Pillsbury's Yeast), on 181 NBC stations Mon., 10-10:15 p.m. and (Kenyon & Eckhardt, New York agency.**

**Studebaker Sales Corp., South Bend, Ind. (institutional), on Jan. 1 renewed for 26 weeks Norman Niedzielski-News on 54 Don Lee Pacific stations, Mon. thru Sat., 5:45-6 p.m. (FPTW), Agency: Roche, Williams & Cumming, Chicago.**

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**Actions of the Federal Communications Commission**

*December 24 to December 30 Inclusive*

**Decisions...**

**December 24**

KPAC Fort Worth, Tex.—Granted license to cover CP authorizing increase to 1 kw. changes in DA. Conditions: Broadcasting Advertising Co., Spartanburg, S. C.—Placed in pending file application for FM station, 49,600 kc, 20 kw, unlimited.

WXTM New York.—Granted mod. CP for experimental television station, extended completion date to June 30, 1944.

**December 28**


KWTO Springfield, Mo.—Granted mod. CP, as modified, for changes in DA. Granted authority for program tests under SEC. 249, condition 30. Dismissed application for temporary modification of license.

**December 29**


**December 30**

Colombia Broadcasting System, Hollywood.—Placed in pending file application for CP new FM station, 1480 kc, 4 kw, unlimited.

**Applications...**

**December 27**

WRUF Gainesville.—Extension special service authorization to operate unlimited time, with 100 w after Denver, Colo., subject for period Feb. 1, 1944 to Nov. 1, 1946.

Valley Broadcasting Co., West Point, Ga.—CP new standard station, 1490 kc, 250 w, unlimited. Amended to change transmitter site to Lanett, Ala.

**December 29**

WINS New York.—Licens to cover CP, as mod. for change frequency, increase power, change hours of operation, install new transmitter and 5-station, and move transmitter.

WDQK Kansas City, Kan.—License to cover CP or increase in power, changes in transmission facilities.

WDAX Columbus, Ga.—CP move transmitter 0.75 mi. to Phenia City, Ala.

**Tentative Calendar...**

WGPC Albany, Ga.—CP move transmitter and studio to West Point, Ga.

Valley Broadcasting Co., West Point, Ga.—CP new standard station, 1490 kc, 250 w, unlimited.

WPT Paterson, N. J.—Transfer control from Fred T. Waldon and Ray Schepp to Donald Flamm.

WMAG Quincy, Mass.—CP to move auxiliary transmitter.

KCMO Kansas City, Mo.—Mod. license operate 1490 kc, 5 kw, unlimited, DA.

PFC, BILL HUNTER, engineer, formerly with WPAT Paterson, N. J., who was home on furlough recently, is now attached to the Army's Moral Service Division in Hollywood where he acts as chief engineer for an Army shortwave radio station.

ROBERT CORY, formerly engineer at WUKY Cincinnati, has joined the transmitter staff of WENR Chicago, replacing John Felthouse, who has resigned because of illness.

FRANK A. AHLGRIN JR., formerly a member of the WENR-WLS Chicago transmitter staff, and now serving with the U. S. Army Signal Corps in England, was promoted recently from captain to major.

ELCUP WILAMS and Art Miller have been assigned assistant engineers of CKWX Vancouver, with Jack H. Hughes as chief engineer.

WILLIAM LUDUS is the newest addition to the engineering staff of WGN Chicago.

ACE OCHS, formerly of the sound effects division of WOR New York and prior to that in the motion picture field, sound effects has joined the music division of CBS.

LT. RALPH S. STEVENSON, formerly of KBL Salt Lake City engineer, has received a citation from the Navy for outstanding service.

JOHN ESTRIDGE has joined the engineering staff of WOWO-WGL, Ft. Wayne, Ind.

HARRY ESSMAN, sound engineer, has joined Calvert Communications staff after a short interval during which he worked on several RKO pictures.

EDWARD F. DOWEN has returned to the WSIX Nashville engineering staff following discharge from the Signal Corps.

TED POCKRANDY, formerly precision assembly instructor of North American Aviation Corp., has joined Universal Microphone Co., Englewood, Fl., as supervisor of the Signal Corps lip microphone production department.

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**In the Control Room**

EDGAR T. DARLINGTON has resigned as master control engineer of WFLI Philadelphia to accept engineering assignment from the OWI.

RICHARD MARSHALL, James Stewart and Philip Horton are the latest additions to the engineering staff of WFLI Philadelphia.

ADRIAN PENNER has joined the sound effects division of WOR New York.

MYRON SCHRADERMEIER, formerly engineer of KFAC Los Angeles, has joined KVPB Hollywood, directing Calvert Applegate, resigned. Latter has joined the engineering staff of Wills Electric Co., New York.

JOE STONE, former radio engineer in government service, has joined KFAC Los Angeles.

HUGENTHORPE KILMANN has joined the engineering department of WOR New York replacing William Stahl, who was to resign Dec. 30.
Continuity Editor—Small independent station desires two new on-the-air training and experience in many phases: writing, editing, directing, dramatics, production work. Six months experience in metropolitan area. Young, draft deferred, excellent references. Write experience in broadcasting.}

WANTED—PRODUCTION MANAGER.

BROADCASTING.

Good pay, excellent working conditions. If interested write, for long distance, telephone operator for experience. Radio Station WMC Memphis, Tennessee.

WANTED—Announcer—record jockey.

BROADCASTING.

Excellent references. State salary. Send complete details to KSEI, Pocatello, Idaho.


JANSKY & BAILEY

An Organization of Qualified Radio Engineers

WASHINGTON, D. C.

For Sale

FOR SALE—170 ft. Blaw-Knox tower in excellent condition. Price, $2,500 each. KFC, Los Angeles, Calif.

WANTED TO BUY—Turntables, microphones and all types of transmitting equipment. Box 660, Mail 933.

DRAVERS.

連續的編號

想要了解更多...

童話

Payable in advance

情况：所需，10页每页。想要使用和排序分类，15页每页。共有三个分类，每个分类的三页。

想要了解更多...

FIRMAGE'S RENewing AS usual

写Walt Masden—Kovo

THE SHADOW

可用本地拍摄，见C. Michelon 67 W 44 St, N.Y.C.

McNARY & WRAITHAL

CONSULTING RADIO ENGINEERS

National Press Bldg., D.C.

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SOUTH SANTA ROSA, MINNESOTA

欲知详情，请咨询...

WGE Assignment

CONSENT was granted by the FCC last week for the voluntary assignment of the license of WGES Chicago from the Oak Leaves Broadcasting Station Inc. to its stockholders as partners the same as Radio Station WGES, a partnership. Interest in the partnership is relative to the individual holdings in the corporation, which are: Gene T. Dyer, president, 25%; Virgil L. Christof, 20%; Gene T. Dyer Jr., 24%; F. A. Ringwald, 10%; Louis E. Moulds, vice-president, 10%; Grace W. McNeil, 5%; William F. Moss, secretary-treasurer, 4%. No monetary consideration was involved in this transaction which is in aid of and WBSC Chicago are also held by several of these parties.

EMIL COOPER, Russian-born conductor, is serving as guest conductor for a series of six performances of the Sinfonietta orchestra on WOR New York.

TIDEWATER Associated Oil Co. now sponsors the 1944 Conference Basketball in Northern California, broadcast exclusively by KLX Oakland, Cal. Announcer Bill Tobitt does the play-by-play descriptions every Saturday, 8:30 p.m. Buchanan & Co., San Francisco, is the agency, with Hal Deal, Tidewater advertising director, handling the business.

THREE PHILIPS companies, the North American Philips Co., Philips Metalux Corp., Philips Export Corp., are the playing companies for the basketball games. William H. Milton, manager of the divisions, announced.

FRANK W. WARNER, in charge of all engineering development of General Electric Co., has been named successor to Henry M. Richardson as chief engineer of the plastics divisions, William H. Milton, manager of the divisions announced.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Bldg. 2347

BROADCASTING • Broadcast Advertising
New York Raid Alert Muddle Raises Questions Over Authority for Alarms

REFUSING to recognize Mayor F. H. LaGuardia as the proper authority on the matter, some New York radio stations either ignored his request to broadcast the "public announcement of a parade's presence" immediately before the public Christmas Day, or delayed action until the request was substantiated by information from sources acceptable to them.

The implied danger of an enemy attack never materialized, and there has been no full explanation of the Eastern Defense Command's action in alerting the Atlantic seaboard on Christmas Eve. Whether or not real danger existed, there was evidence of misunderstanding, and in some cases sharp disagreement on the part of some New York broadcasters as to how a message of this kind should be handled.

Through WNYC Radio came into the picture Saturday morning when Mr. Novik, vice-president, and Cowcatchers Bump into Each Other'

Radio came into the picture Saturday morning when Mr. Novik, WOR's radio coordinator for the city, acting on the Mayor's orders based on a notice from one of the military services, telephoned New York City stations asking them to broadcast an announcement telling listeners to act calmly in the event of an emergency and pointing out that "the enemy observed Christmas" in the New York area. The authority for the statement was given but that of the Mayor, but stations were told in confidence there was good reason for cautioning listeners. WNYC, however, felt it must take action on the basis of a report that a "sneak attack" might be attempted by the enemy that day. At 7:50 p.m. the Mayor was asked by his military source to tell stations to stop making the announcement, and at 9:08 the EDC announced that the alert had been cancelled.

Conflicting Authority

Stations ignoring the Mayor's request acted in the belief that such a statement should come direct from military authorities. According to Mr. Novik, however, Radio Central, military communication system, is used only for Army communiques and in three eventualities—an air raid drill, an actual raid, or an order to stop broadcasting, none of which applied to the situation at hand.

Recognizing Mr. LaGuardia as head of civilian defense, WMCA broadcast the announcement at 11:59 a.m. at 3:30 p.m. and in the 4:30 p.m. news bulletin period. Both WHN and WLIB ignored the request for reasons given above, and WOR did not carry it until 5:45 p.m., and then only after checking with Army authorities.

Dave Driscoll, WOR news and special events director, said that he felt the Army should make use of Radio Central to tip stations off to an alert so that when a civilian agency comes through with such a request, the station can accept it as important. WQXR, which had no record of having received the notice, carried nothing until the "all-clear" EDC announcement in the evening.

Handled as News

WEAF said that the announcement was handled as a straight news item, in the first regular new period, which did not occur till 6 p.m. WJZ inserted a bulletin at 2 p.m. just before the Metropolitan Opera went on the air, between programs at 6:45 p.m., and at 8:30 reported cancellation of the alert.

WABC gave no reason for withholding the announcement until Quincy Howe's early evening program, when it was handled as a regular news piece which went out on the network around 6:11 p.m. with the qualification that there was no word from the Army on the matter. The EDC's announcement was reported on WABC and CBS at 6:45 p.m. and at 8:30, and the cancellation of the alert announced later in the evening.

NBC-BBC Series

DETAILS for the new series of international exchange series produced jointly by NBC and the BBC have been announced by NBC. Titled Atlantic Spotlight, the programs, to start Jan. 1 in the Saturday 12:30 p.m. period on CBS, will bring together well known theatrical and motion picture stars of both England and America to spotlight their characteristic types of entertainment.

RCA Reception Offices

RCA VICTOR Division of RCA has opened a reception room and offices on the 14th floor of the RCA Bldg., as a meeting place for recording artists, their agents and company officials. RCA Victor's New York recording studios and "workshops" continue at 155 East 24th St.

EVERETT C. PARKER, who has been studying religion and radio at NBC, and was formerly assistant chief of radio for the WPA in Washington, has been appointed temporarily to the post of assistant to William Hurke Miller, manager of NBC's public service department. Mr. Parker was at one time manager of WJIB New Orleans, later moving to WIPF Chicago as production and program manager.

COWLES, TULSA FM NET PACTS SIGNED

STOCK agreements with the American Network (FM) have been signed by Gardner Cowles Jr., of Owosso, Mich. and John Cowles, president of Minneapolis Star Journal & Tribune Co., and R. L. Jones Jr., vice-president of the Tulsa Tribune Co., according to John Shepard 3d, president of the network.

The stations are filing applications with the FCC for FM construction permits, according to Mr. Shepard.

Executive vice-president and general manager of American Network will be William B. Lewis, former OWI official, conducting nation-wide program for CBS (Broadcasting, Dec. 20). After Jan. 1 he will tour the western and southwestern areas, and will assume his American Network duties about April 1.

Mrs. Lewis Active

DURING her annual fall tour during the country, Mrs. Dorothy Lewis, chairman of listener activities for the NAB, reports visits to 31 cities in 14 western states, during which she addressed various clubs and organizations, arranged shows, publicized broadcasts and speeches by radio executives, and attended formal meetings of more than ten Radio Councils.

U. of Cal. Scholarship

SCHOLARSHIPS enabling a boy and girl who have finished their freshman year with high scholastic records to prepare for a phase of professional radio, have been presented by NBC to U. of California. Accepted by university officials at their monthly meeting, scholarships follow the Joint NBC-UCCLA Radio Institute staged last summer.

MARGUERITE M. ORMAN of KMOX St. Louis has been named first prize winner of $100 in a slogan contest for the radio station and radio commentator by Producers Corp. of AmeriCan, in connection with the picture "The Waterboy Holiday," whose winning line was "It's a Grand Slam From Amsterdam!"

HISTORY of radio since its primitive beginning in 1920, and the relation of this growth to the contributions made by NBC are presented in a 24 page booklet, "What Goes on Behind Your Dial," released by the network.

SERVICE SALUTE

KXL Plays Patriotic Airs After Newscasts

SALUTE to servicemen now swinging out over KXL Oakland each hour after the closing commercial of the newscast. Instead of hitch-hikers and cowcatchers bumping into each other, "After the show, achoras Agnew's "Marine Hymn," "Californias Go Rolling Along" and others for easy listening.

The tunes are alternated, and a full chorus is played before another commercial goes on the air. KXL manager Adriel Fried, who inaugurated the policy, says that he has found that listeners enjoy them, and servicemen especially stop to listen when they hear the song of their service.
It Is A Wise Father That Knows His Own Child

It is a wise station, too, that knows its own market. In the "Heart of America" 51% of the population is urban—49% rural. There's no half-hearted selling on KMBC, for this is the one station that takes both sides of the story into consideration. This plus long established personalities reap rich dividends for KMBC with increased listening tune-in—thereby, with greater returns for KMBC advertisers.

KMBC
of
KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
Radio today has the gigantic task of keeping America and her 32 Allies closely bound in political unity, in military strength, in human understanding.

The achievement of this goal is an outstanding tribute to the radio manufacturers of America—who have served the cause of freedom faithfully and skillfully—giving our fighting forces the best radio equipment human ingenuity can make.

Today all out for Allied Victory, RCA looks forward to the privilege of once again serving America’s radio industry in the development of finer radio-electronic products for civilian use when Peace comes.

RADIO CORPORATION OF AMERICA
Pioneer in radio, television, and electronics—RCA Building, New York, N. Y.