how to buy 7 news periods for the price of one

Would you, sir, like to maybe make one dollar equal seven? Or eight, perhaps? Or maybe more? Would you like to be able to write a letter like the one written to us the other day by a famous lady time-buyer? Listen...

"On November 8, as part of a national radio campaign, we started to offer a free sample of Mentholatum on WOR's 7 A.M. news. So far, we are pleased to inform you, WOR HAS PULLED APPROXIMATELY SEVEN TIMES BETTER THAN THE NEXT HIGHEST RANKING STATION!"

Remarkable? NOT when you consider that WOR jabs its potent news-programs into an area that includes 16 war-wealthy cities of more than 100,000 people each.

Can you buy that particular 7 A.M. news-program? Sorry, it's sponsored. But between 10:00 and 10:15 A.M. — and between those two audience-attracters, Alfred McCann and Bessie Beatty — there's another powerful WOR news-strip (with Henry Gladstone) which is available. We urge you to put your bid in early.

* Based on the WOR-Crosley continuing study of radio listening in Greater New York.

that power-full station **WOR**

at 1440 Broadway, in New York

---------------------------------------
2,048 REQUESTS

Received by a Hybrid Seed Corn Advertiser FROM ONE FIVE-MINUTE PROGRAM!

A hybrid seed corn company advertising on WLS offered a farm account book to listeners and received 2,048 requests from one, single program! They use a five-minute farm program three days a week, 11:40 to 11:45 a.m., but the offer of the account book was made on only one Friday program. The result: 2,048 requests! Here again is a specific example to show that radio listeners in Midwest America are loyal to WLS and act on our suggestions — in short, the reason why WLS Gets Results!
THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on WPEN 5000 WATTS 950 ON THE DIAL IN PHILADELPHIA
Omahans Have Fat Purses and Big Hearts, too

While the fame of Father Flanagan's "Boys Town" has now spread to the far corners of the world—it is well to remember that this kindly, and inspired, priest received his early encouragement and financial support largely from socially-conscious Omahans. And, Omahans are still generous in their support of this worthy institution.

Whether it is a social endeavor—a product, or a service—Omahans are responsive—with a purse to match their "bigness of heart."

The most direct, lowest-cost medium for reaching and selling the Omaha market—is very definitely KOIL. Write us for availabilities.

Represented Nationally by Edward Petry Co., Inc.

KOIL in Omaha
CBS
5,000 Watts...1290 Kilocycles

BROADCASTING - Broadcast Advertising
How to Get More From Your Advertising Dollar!

America's 4th Largest Market

Here Are The Facts... Not Claims!

Now ready for you—the first complete study of listening habits in America's 4th Largest Market—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Advertisers and agency executives who have already seen this presentation say it's a real contribution to scientific time buying.

You owe it to your clients and yourself to review it. Write or phone today! WAAT, NEWARK 1, NEW JERSEY

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

"Dollar for Dollar New Jersey's Best Radio Buy"

*Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
Scriptless,
screwloose, sure-fire... SOLD?

MEET the two zany anchormen who eventually won the “tug-o-war” for undisputed breakfast time popularity in New England—Carl Moore and Ray Girardin... originators and perpetrators of WEEI’s *Top O’ The Morning.*

Three months after they entered the race back in March, 1939, they had an audience twice as big as Boston’s second station.

Today, *Top O’ The Morning* boasts a 7.9 rating (*CBS Listener Diary*) at 7:00 A.M., Monday-through-Saturday—more than the combined audiences of the second and third competing stations.

Just why, no one knows for sure. Their gags are corny... their tunes are loony. They know it. So does all New England.

Moore paces *Top O’ The Morning* with his irrepressible Irish wit and catchy piano ramblings. He sings a little. His gags, frankly, are terrible. So are Girardin’s. And his trumpet tooting is even worse!

Yet, the two stir up 15 minutes a day of the most unorthodox, most impromptu, most successful showmanship that ever animated a transmitter.

It’s the kind of breakfast entertainment that listeners have described as “out of this world... or ought to be.”

They’re screwy, it’s true. But they sell and sell and sell.

Available for the first time in a long while, *Top O’ The Morning* is New England’s best radio buy.

Scriptless, screwloose and “sure-fire”... and it’s 7.9 at breakfast time rates! SOLD?

*Represented by Radio Sales, the SPOT Broadcasting Division of CBS*
R. W. Hersey

President, Badger, Browning and Hersey, Inc., New York

Says—"Complete flexibility of time, place and intensity is one of spot radio's great assets"

*Thanks especially for that word "intensity", Mr. Hersey. Great intensity of impressions at extremely low relative cost is certainly not only one of spot radio's great assets—it is practically an exclusive asset. Especially now, with some of the new techniques that make a mere announcement virtually a program.

*But intensity of impressions is a product of intensity of listening, too. We of Free & Peters know the stations we serve—know their competition, their audiences, their real places in their territories. We know these facts, first because we have served our stations an average of seven years each—second, because we earnestly believe that you must have the truth and nothing but the truth in order to plan better spot broadcasting.

*Representation—not misrepresentation—is our business. We invite you to discover that for yourself.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Lea Plans Prompt Hearings on Radio Bill

Revised Measure Being Prepared For Senate

PLANS FOR prompt hearings on new radio legislation in the Senate were disclosed last week by Chairman Clarence F. Lea (D-Cal.) of the Interstate & Foreign Commerce Committee as the Senate Interstate Commerce Committee whipped into shape a revised draft of the White-Wheeler Bill (S-814) on which hearings already have been held.

With the temper of Congress, on both sides, clearly in favor of a trimming down of the FCC through direct legislative mandate, Chairman Lea told Broadcasting that the newly created standing subcommittee on communications, of his committee will begin hearings as soon as the Senate completes consideration of the White-Wheeler measure. Chairman of the subcommittee is Rep. Alfred L. Bulwinkle (D-N.C.). The Republican membership, however, has not been completed but, according to Mr. Lea, will be this week. Pending before the House Committee is the Holmes Bill, which follows generally S-814.

Condor With Leaders

On the Senate side, Chairman Burton K. Wheeler (D-Mont.) and Senator Wallace H. White Jr. (R-Me.), acting minority leader, last week spent considerable time in drafting their bill. With Congress convening this week, it was expected a full committee meeting would be held shortly to consider in detail the amendments drafted by the co-authors, based on the hearings held from Nov. 3 to Dec. 18.

During the holiday fortnight, the two Senators conferred with a number of the groups and with the FCC regarding recommended provisions.

Although the final draft of the measure, in the form it will be submitted to the full Committee, has not been completed, it appeared evident the co-authors were disposed to place in the bill rigid safeguards against any degree of program regulation by the FCC.

Some measures of regulation of business aspects, such as contractual relations of networks with their affiliates, appeared to be slated for inclusion in the bill. The original White-Wheeler bill carried a strict prohibition against regulation of business activities by the FCC and was designed to restrict its functions to those of licensing authority or "traffic cop".

Whereas the bill carried a provision splitting the Commission into separate autonomous divisions of three members each, one dealing with broadcasting and related services and the other with common carriers, there was no assurance this provision would be retained. Under this provision, one member would become the executive officer, with no vote on either division.

Thought is being given to a five-man Commission, with a rotating chairmanship. It was reported. It was understood that the question of a three-man Commission, originally proposed in 1939, with implied Administration endorsement, is being discussed. Senator White last week was understood to adhere to the original provision of his bill for a split Commission.

On the question of equal time for the discussion of controversial issues, great difficulty has been experienced in drafting language to cover such a requirement. Chairman Wheeler has been insistent from the start that provision be made to assure equivalent time, networks and facilities for opposing speakers.

Temporaries Out?

It was thought possible the Committee might decide to forego writing such a provision in the law and resort to the adoption of a resolution by Congress expressing it as the sense of the legislature that "fairness" be observed through the voluntary allocation of equivalent facilities for such public discussions. Presumably such a resolution also would cover attacks by radio commentators whose time would be made available for answers by those aggrieved.

Press Ownership May Go to Congress

Tentative FCC Action Withdrawn as Too Hot to Handle

ULTIMATE fate of the FCC's newspaper-ownership order remained in doubt last week, but with indications that the ball will be passed to Congress as a policy question too hot for the FCC to handle.

A fortnight ago the FCC tentatively had decided to compromise its position by pronouncement of a policy "in 1943" which would permit existing ownership of stations by newspapers to continue un molested, but with newspaper identity considered an "element" in all other circumstances. When this information "leaked" on Capitol Hill, the FCC majority reversed its field and the matter was to be reconsidered at a subsequent meeting.

Not Considered

Last week there was no full Commission consideration of the case because of the illness with influenza of Commissioner C. J. Durr, who favored the "class" distinction proposal. Chairman James Lawrence Fly left town Thursday for the balance of the week. It had been expected the matter would be taken up at the White House, because of the known interest of the President in the whole question. Mr. Roosevelt's indisposition, however, evidently prevented such a conference.

As things stood last week, the Commission had before it the views of its subcommittee of Commissioners Ray C. Wakefield, Norman S. Case and C. J. Durr—in essence proposing that a categorical rule against newspaper ownership be eliminated but that it be considered an "element, among others" in all future considerations of applications along with the dissenting view of Commissioner T. A. M. Craven. The latter proposed that there be no distinction whatever, and that the Commission so report to Congress.

The FCC majority, it was thought, concluded that it had better make haste slowly because of the broad implications a ruling on newspaper ownership might have upon other ownership situations and services, present and prospec tive. Television, FM and facsimile inevitably would be drawn in, it was pointed out. And entirely outside the newspaper field, there ultimately would arise the question whether a standard broadcaster would be permitted to own an FM station, since the policy would be directed against operation of more than one medium ultimately would have to be applied in such fashion as to force dual AM and FM station operators to elect between the two, it was concluded.

At the Senate Interstate Commerce Committee, which now is drafting a revised White-Wheeler Bill to amend the Communications Act, it was thought the FCC would be disposed to leave the regulations with respect to ownership status quo, and let Congress decide the issue. The view was that the Commission would decide to consider (Continued on page 64)
Better Rural Service Sought by Panel

Easing of Interference
At Night Object of Planning Group

INCREASED rural coverage and the alleviation of existing interference conditions with AM broadcasting are the ultimate goals in an intensive study of radio undertaken last Wednesday at the first meeting of Panel 4 on Standard Broadcast standards of the Radio Technical Planning Board.

Attended by 40 members, the all-day session at the Pennsylvania Hotel in New York included a luncheon discussion of problems to be studied by the engineer-members. Chairman Howard S. Frazier, NAB Director of Engineering, named three committees to conduct the studies. They will report their findings to Panel 4 and the Panel in turn will make recommendations to the RTPB.

"We bear much talk about a period of dual AM and FM operation after the war, to be followed by abandonment of regional and local AM channels," said Mr. Frazier in his opening address. "Your chairman does not share this view, but believes that dual operation will be the general practice for many years. Both types of service are broadcasting and in time each service will find its permanent place and function in serving the public."

Night Problem

Declaring that AM broadcasting has not yet been utilized to its fullest extent, Chairman Frazier called upon the Panel to delve thoroughly into the possibilities of eliminating much of the present interference. He also pointed out that many areas of the country are without primary service, both day and night, but that further development of AM should help solve that problem.

"Newer methods of broadcasting and television are not expected to contribute materially to the improvement of rural service," he said. "Obviously then, the responsibility for the solution of this problem rests with this Panel. It is hoped that while exploring methods of improving the areas of rural coverage, much can also be done to alleviate existing interference conditions and increase present signal intensities of many stations."

The three committees set up within Panel 4 and the studies assigned to each include:

Allocation (P4a) - FCC rules governing standard broadcast stations and standards of good engineering practice. Coverage and interference are the main points of study. The committee will conduct a constructive analysis of methods to improve and extend rural coverage, including low-frequency broadcasting on the 200-400 kc band.

Transmitter (P4b) - Transmitter design standards, including studio equipment.

Receiver (P4c) - Receiver design standards.

Attending last week's meeting were:


HOLDING THE BAG for Arthur B. Choral, president of KMBK Kansas City, and Joe Carrigan, owner of KWIT Wichita Falls, Texas, when Mr. Choral broke camp at Chippewa Park, Colo. Mrs. Choral's laundry situation in Chippewa is still so bad that KMBK's president is "hustling sheets" himself.

Net Executives Plan Meeting
With Petrillo in Near Future

Top Industry Men to Discuss Renewal Terms
Of Union Locals in Key Network Cities

TOP EXECUTIVES of the four nationwide networks met recently in New York City with James C. Petrillo, president of the American Federation of Musicians, in the near future, probably this week, to discuss over-all terms for a renewal of the network contracts with the union locals in the key cities where most network programs originate. Contracts in New York and Chicago expire the end of this month and those on the West Coast later in the year.

When and if the union and network presidents reach an agreement on basic terms for the new contracts, Mr. Petrillo will lift his order of last summer restraining the locals from negotiating new network contracts and the details of such agreements will be worked out locally in each city.

Order was issued at the time the tripartite panel of the National War Labor Board began its New Year session. The directors of the union and the recording indus-
try, a dispute which was ended by voluntary settlement between the union and all major recording com-
panies except NBC radio recording and RCA Victor in the transcriptions field and Columbia Recording Corp. and RCA Victor in the phonograph record field.

Panel Report Soon

Hearings on the continuing disagreement between the AFM and those companies which have refused to accept the principle of royalty payments into a union re-

cord fund, a union goal, are held several times a year. A major premise in the new recording contracts were concluded in the late fall and the report of the panel to the NWWB is expected to be completed before the end of the month.

Next meeting between the network and union heads will be a discussion of a preliminary session held in New York Christmas week. In accordance with an agree-

ement made at this meeting, no de-

tails of the discussion were re-

disclosed. But it is understood that no specific discussions were held at this De-

cember session, but following its conclusion with the decision to meet

P & G Gives Time
To Aid War Effort

Werner Addresses 'Ma Perkins' Staff on 10th Anniversary

DURING the past year Procter & Gamble Co. broadcast 386 messages for over 70 Government and quasi-
government causes under OWI, as part of its regular programs. In addition, the company has broadcast messages urging fat salvage, as well as numerous appeals to the public urging more careful use of alcohol and tobacco. These, and other statistics on number of stations and size of audience in P & G's radio support of the war effort were cited by Will-

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agin, industry fears of a general strike against all network musical programs have lightened.

Block Drug Renews

BLOCK DRUG Co., Jersey City, during January is renewing its spot announcement campaign for Headache Pills for the first quarter of 1944 on 200 stations throughout the country. Agency is the Alter Thompson Co., New York.

Again, industry fears of a general strike against all network musical programs have lightened.

Practice of conferences between the top executive team, excluding the contingent of aides and attor-

neys formerly in attendance at all such meetings, was originated last spring when held several times a year. Meetings with David Sarnoff, RCA president, and William S. Paley, president of CBS, in an effort to come to an agreement on the recording dispute.

Paul Kesten, executive vice-

president of CBS, who is repre-

senting that network in the near future, an absence of conferences at the top level were held several times a year. Meetings with David Sarnoff, RCA president, and William S. Paley, in an effort to come to an agreement on the recording dispute.
Evening Listening Steady, Day Gain Seen

Slight Dip in Evening Audience Held Possible, However, This Year

By MATTHEW N. CHAPPELL Ph. D.
Consultant to C. E. Hooper Inc.

NATIONAL gasoline rationing, greater employment and increase in size of the armed forces are all clearly reflected in the radio audience trends for 1943. They seem to have borne out the predictions concerning audience conditions made in this space last year.

Generally speaking, evening "Sets-in-Use" in 1943 have been at about the same high levels reached in 1942 but the year-end conditions suggest slightly lower "Sets-in-Use" for the coming year. The average daytime "Sets-in-Use" for 1943 was also about equal to that for 1942 but here the indications are that 1944 will be equal to or slightly higher than 1943.

Basic Factors

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) "Sets-in-Use"—the percent of the population at home and awake at a given time.
(b) "Sets-in-Use"—the percent of homes listening to the radio at a given time.
(c) "Ratings"—the percent of homes listening to specific programs.
(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-in-Use" and "Available Audience"—have reached new highs in interest as a result of the operation of important and compensating groups of influences. Greater employment, increased size of the armed forces, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the "at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers, in 32 large cities geographically well distributed, call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?
2. To what programs were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?
4a. How many men, women and children are listening?

Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second week in the third week.

Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1941-December 1943 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years 1941, 1942, 1943. The outstanding characteristic of both sets of curves is their seasonal variations. Both the "Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper evening "Sets-in-Use" index from January 1941 to December 1943. It will be seen that in 1943 "Sets-in-Use" started the year below January 1942 which was the month following Pearl Harbor. By the first week in March, the 1943 level was above that for 1942 and remained above through the first week in May. In 1942 a major drop occurred between March and April which in previous years had not occurred until a month later. Daylight Saving Time was initiated late in April in years prior to 1942, but War Time was inaugurated in February 1942.

It was concluded that the added hour of daylight together with the mild weather accounted for the sharp decline in April "Sets-in-Use"; that War Time had advanced the seasonal decline about a month; and that a similar influence should be expected for the duration. This was found again in 1943.

From May through July, evening "Sets-in-Use" in 1943 were lower than in 1942, and from August through October somewhat higher. After the first week in November 1943 "Sets-in-Use" fell below the 1942 level.

The "Available Audience" trend for the evening is shown in Chart II. It will be noted that in 1942 the available audience showed a major gain in May which reversed the usual seasonal trend. Gas ra-

(Continued on page 50)
J. Edgar Hoover Appearance Slated Before House Probe

Fly to Be Queried on Charge That He Instigated Hoover Retirement; Redman Named by Lea

RESUMPTION next week of public hearings before the House Select Committee to Investigate the FCC will bring to a close the first portion of the inquiry with the scheduled appearance of J. Edgar Hoover, FBI chief.

Chairman Clarence F. Lea (D-Ca., who is pending mended the disclosing Press, but Fly insists that the first phase of the investigation will be completed and the FCC will begin its defense of charges so far leveled before the Committee.

Fly to Be Questioned

When FCC Chairman James Lawrence Fly appears to answer the charges, the Committee will question him about allegations that he was instrumental in forcing the retirement of Rear Adm. Stanford C. Hooper, former chief of Naval Communications, and was attempting to bring about the removal of Rear Adm. Joseph Redman, director of Naval Communications, Chairman Lea said: “We don’t plan to subpena Mr. Fly but when he appears to defend himself we will question him about charges already made,” said Mr. Lea, referring to testimony by Commissioner T. A. M. Craven [BROADCASTING, Dec. 6] that “one of the leading men in radio in the Navy was practically cashiered and placed on the retired list” at the “instigation and insistence of the chairman of the FCC.” Commissioner Craven refused to disclose names in open hearing, declaring he feared Mr. Fly would cause "reprisals to be visited" on the officers in question, but he did testify further in executive session.

“I didn’t know that Adm. Redman was one of the officers but I think it was generally understood that he was one of those named,” Craven told the Broadcasting after the United Press last Friday quoted him as disclosing the names of both Adm. Hooper and Adm. Redman. Rep. Anderson (D-Calif.) has been quoted by bad and announced that Adm. Hooper was the man referred to by Commissioner Craven as having been retired at Mr. Fly’s instigation.

During testimony last Nov. 30, by Commissioner Craven, General Counsel Eugene L. Carey told the Committee that he had testimony from one of the officials involved but that “we are not permitted to use it” in public hearing.

Commenting on published reports that the Committee would investigate the Blue Network, last October, Chairman Lea said if there is evidence that Edward J. Noble, BLUE president, had been forced to file a statement of program policy with the FCC before the transfer was approved, the Committee would investigate.

“I was misquoted by the Associated Press, said Chairman Lea, referring to a story published last Wednesday in the Washington Star, which attributed to him a statement that the inquiry into the BLUE network was “aimed primarily at certain management adhering to regulations for an equitable distribution of radio time for political speakers.”

Bulova Interests Seek FCC Permission To Sell WOV; Other Negotiations Pending

APPLICATION for the sale of WOV New York by the Arde Bulova interests to Mester Bro., Brooklyn, food manufacturers and distributors, filed within 60 days of the FCC last week. The application was a reinstatement of one filed March 30, 1942 but subsequently dismissed largely at the insistence of Federal authorities interested in the continuity of ownership of the station because of its Italian language broadcasts.

The transaction was in no sense a repetition to reported negotiations for sale of other Bulova stations at a figure understood to be in excess of $2,000,000. For several weeks reports have been current of conversations looking toward disposition of the stations, including WNEW New York, WCOP Boston, WENP Philadelphia, WNBC Hartford, WELI New Haven.

The transaction has a relationship to the FCC’s regulation against multiple ownership in the same community which becomes effective June 1. Since Mr. Bulova is principal owner of WNEW, he would be forced to relinquish one or the other of the stations. WOR Boston is owned by Harold B. Laffont, former radio commissioner and general manager of the Bulova stations, also is affected by virtue of WCP’s ownership by Mr. Bulova. Consequent eventual sale of WORL is foreseen should Mr. Bulova retain ownership of WCP along with his other stations.

RATIONING WORRIES were solved by Bob Pendergast, of Campbell - Mithun, Minneapolis, when he brought down this big buck while on a recent hunting trip with Dalvon LeMasurier and Odin Ramland of KDAL Duluth. Mr. Pendergast is in charge of radio time and research for the agency.

KAREN HOLDT of CBS Hollywood division, department, and photograpgher, currently is gnashing national billboards for the Navy nurse recruiting drive.

KOIL, KFOR Sold To Stuart Brothers

$350,000 is Price Specified In Applications to FCC

APPLICATIONS were sent to the FCC last week for approval of the transfer of all of the capital stock of KOIL Lincoln and KFOR Omaha to Charles T. Stuart and James Stuart of Lincoln, for $350,000. Both stations are now operated by the Sidles Co. and the Lincoln newspapers, the Journal and the Star, jointly.

Sidles Co. and the Lincoln newspapers retain their ownership and operation of KFAB Lincoln. The Stuarts were associated, until Oct. 12, 1945, with the Sidles Co., which was founded in 1903 by H. E. Sidles and Charles Stuart.

The transfers are in keeping with the FCC’s regulation which, effective June 1, bars multiple ownership of stations in the same or overlapping areas.

Back in Radio

The Stuart brothers, it was stated, after this matter had been out of radio since last October, will return to the industry with which the family name has been associated in Nebraska since the earliest days of radio, dating back to Dec. 4, 1924.

KFOR, a local with 250 watts power on 1290 kc is owned by the Cornel broadcast Corporation. It is the only station in the Lincoln area for the BLUE and Mutual, Studies are in the Lincoln Hotel. KOIL, licensed to Central States Broadcast Co., operates with 6,000 watts on 1290 kc and is the Omaha outlet for CBS. Studies are in the Lincoln National Bank Bldg.

KFOR is a CBS outlet and operates on 780 in the 10,000 watt area, has a 20,000 watt power. Each of the three stations has been owned on an even split basis by the Sidles Co., of which Charles Stuart is head, and by the Lincoln newspapers.

WJR Industry Program

INCREASED interest in industrial effort throughout the country has caused WJR Detroit to resume its Saturday afternoon series, Victory, F. O. B. Program originates from Shrine Temple, Detroit and is carried on over 100 CBS stations at 3:30 p.m. (EWT). Guest speaker on the first program, Jan. 8 was N. T. Sidells, president of the D. S. Chamber of Commerce, Geraldine Elliott, of the WJR script department, was the guest of the series. This series is an outgrowth of the other series of F. O. B. Detroit and is designed to acquaint the listeners with the industry’s present and post-war problems.

Telex to K&K

INDUSTRIAL TAPE CORP., New Brunswick, N. J., subsidiary of Johnson & Jenison. New Brunswick, has named Kenyon & Eckhard, New York, to handle advertising for Tecxel cellophane tape. Spot radio was used last November. No radio contemplated for the present.
RESULTS . . .
the very next day!

When Remington Book Stores—the Brentanos of Baltimore—assumed sponsorship of W-I-T-H's "Symphony Hall," they were pleased with the prestige-plaudits that arrived.

But when directly traceable sales come in the next day, this fine old Maryland firm got a first-hand look at the pulling power of W-I-T-H in Baltimore.

If you want a real sales lift in '44, try W-I-T-H in Baltimore. On a cost-per-sale basis, this station does a great job. Try it, and find out for yourself!

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

TOM TINSLEY, President
Represented Nationally by Headley-Reed
**Evans Traces Air Advances to War**

**Answers Available to Video Problems, He Tells Club**

RESEARCH and development in radio during the present war is "perhaps a thousand times that of the last war after which broadcasting is it is known today came into being," Walter Evans, vice-president in charge of the Westinghouse Radio Division, told members of the Radio Executives' Club of New York, at the regular bi-monthly meeting Jan. 6 at the Hotel Shelton.

The club also saw the first public showing of "On the Air—The Story of Radio Broadcasting," a motion picture produced by Westinghouse to show the development of broadcasting from its beginning at KDKA Pittsburgh, to its present-day status.

**Increased Output**

In his talk, Mr. Evans described how Westinghouse has increased its output of radio equipment for war needs to 51 times the volume produced at the declaration of the national emergency. He discussed Westinghouse's belief that "all of the technical answers are on hand for a usable and acceptable television system, including the probability of a reasonably priced receiver," and noted that manufacturers may find FM a "must" in all line-up, in addition to high-priced sets after the war.

In the absence of Murray Grabhorn, of BLUE Spot Sales, president of the club, Beth Black of Joseph Katz Co., presided, introducing Lee Wallest, general manager of Westinghouse Radio Stations, who in turn presented Mr. Evans. Seated at the speakers' table in addition to Miss Black, Mr. Wallest, and Evans McDonald, Westinghouse; Mark Woods, president of the BLUE; James McConnell, William Ridges and Roy C. Witmer, all NEW executives.


**Revolon Changes**

**REVLO NPRODUCTS Corp., New York, has changed the name of its BLUE Sunday half-hour show starring Gertrude Lawrence from Revlon Revue to Revlon Theatre, and is presenting a straight dramatic program instead of a variety show. Program is heard on 59 BLUE stations in the 10-10:30 p.m. spot.**

**WEE WAC IS BACK**

Tiny Corpoal Now Stationed

At Fr. George Meade

**RADIO BUILDING PLANNED BY WGN CONSTRUCTION PLANS for a new postwar WGN Chicago building were announced last week by Frank Schreiber, WGN manager. On land purchased recently by the Chicago Tribune, just south of Tribune Tower, fronting on Michigan Avenue and overlooking the river, the several-million-dollar structure will be built to harmonize architecturally with both the Tribune Tower and the present WGN building.**

**Concentrated in the modern building will be the complete dramatic, musical, mechanical, and business activities of WGN and midwestern offices of MBS.**

**Accommodation for expected expansion in postwar developments of television, FM and AM is anticipated in plans for the six or seven-story WGN project. A 2,000-seat radio theatre will be provided for television. Small studio theater seating 600, a 350-seat capacity studio, ten additional studios for smaller productions, rehearsal halls, audition rooms, music library, and offices for the entire production staff are planned.**

**Post-War Buying Study Shows 7% Want Radios**

A SIZEABLE percentage of American families will immediately purchase radios when they are again available, according to a report on post-war buying prospects issued last week by the U. S. Chamber of Commerce.

In the survey, which is based on a sample of the nation's 35 million families, the Chamber found that 64% would begin buying currently needed radios at the close of the war, and that 7.3% of these families intend to buy radios. The survey, based on questionings through personal interviews with urban and rural families having incomes not in excess of $4,000 annually which make up the mass market of America. It reveals that more than half of the families will spend at least on radios for each domestic purpose, with 51% indicating savings accumulations of one or more of their annual incomes.

**Helfer Dramatized**

**HEROIC EXPLOITS of Lt. Al Helfer, USNR, formerly sports announcer of WOR New York, were dramatized last week on Cavalcade of the Air, NBC. Program told the story of a journalist under the command of Lt. Helfer.**

**INTERNATIONAL FLAVOR was given a recent round table program on KOIN Portland which included Lord and Lady Halifax, the mayor of the city and the governor of Oregon. The British Ambassador was on a tour of Oregon shipyards and other war industries when arrangements were made for a broadcast on British and American war production from the mayor's office. Around the table (1 to r): Gov. Earl Snell; Lady Halifax, Johnny Carpenter, KODI Director of Special Events; Mayor Earl Riley; Lord Halifax.**

**Martha's Double**

LISTENERS to Martha Dean on WOR, New York, had a New Year's surprise last week—and so did Miss Dean. On New Year's Eve she gave birth to twins, a boy and a girl—and what's more she conducted her regular 2-2:30 p.m. program until the very day she went to the hospital, without telling her listeners the news. In private life, she is the wife of William Bolling Taylor, former advertising executive of E. W. Scripps Inc., and now a captain in the Army Air Forces Amphibious Com- man. Eddy's Food & Home Forum on WOR New York for Menea Chili Powder Seasoning. Walker agency is A. A. Crook, Dallas.

**TRIO LEAVE ESTY FOR GRANT AGENCY**

THREE executives of the William Esty & Co., New York—President P. Wesley Combs, Timebuyer Tom Russell and Radio Producer Harry Holcomb, have joined the New York offices of Grant Adv., the latter two assuming the agency on Jan. 10, while Mr. Combs joined the agency last week as vice-president and account executive.

Mr. Lynch, who started in the advertising business with Esty nine years ago and has gained wide experience in the agency's postwar production, research, and media departments, has been appointed Grant's New York media director. Mr. Holcomb, a former producer of WLW Cincinnati, and eight years Esty radio producer, most recently in charge of the R. J. Reynolds Moore-Durante show on CBS, will be the Grant radio director and producer.

The former advertising manager of General Motors Corp., Mr. Combs has been with Wm. Esty since the agency was founded. In his new capacity he succeeds John Morrow, who resigned from Grant last November.

**Ford Uncertain**

PLANS by the Ford Motor Co., Detroit, to replace Earl Godwin's quarter-hour daily newscasts on the BLUE with a musical series featuring Tommy Dorsey's orchestra, did not materialize last week [BROADCASTING, Dec. 13]. For the past several weeks Ford has been undecided on the Saturday and Sunday shows, and when the contract fills on the BLUE, with rumors ranging from a consolidation of that time into a single half-hour to two programs featuring talent taken from the Ford staff of employees. According to J. Walter Thompson, Ford's new advertising agency, Ford has made no definite decision for the show last week and will not announce plans until later this month.

WALKER'S Austex Chili Co., Austin, Tex., on Jan. 5 began participating in cable TV's new cable head office on WOR New York for Menea Chili Powder Seasoning. Walker agency is A. A. Crook, Dallas.
the move is to Mutual

by listeners, too*

HIGHEST RATING
Monday, 8:30 p.m

Sherlock Holmes
for Petri Wine
through Young & Rubicam

HIGHEST RATING
Friday, 9:00 p.m

Gabriel Heatter
for Kreml
through Erwin, Wasey

HIGHEST RATING
Sunday, 5:30 p.m

The Shadow
for 'blue coal'
through Ruthrauff & Ryan

Source: C. E. Hooper, Dec. 1943
Advertising Gave $300 Million for War
In 1943, Says WAC; Bigger Job Ahead

ADVERTISING contributions for the promotion of official war themes totaled more than $300,000,000 during 1943, according to a year-end review of the War Advertising Council. This figure compares with a total of between two and three million dollars contributed for the same purpose during all of World War I. Total advertising contribution since Pearl Harbor (Dec. 7, 1941) was placed at $500,000,000.

In its review, the Council reported the establishment of ever greater facilities and the more complete effectuation of ancient principles to achieve on a national and international scale the greatest degree of freedom and diffusion of information and ideas.

The following statement from FCC-BWC Chairman James Lawrence Fly on 1944 aims was obtained by the United Press.

GIFT GOAT, “Miss BLUE,” dines on some scripts at Merchandise Mart, Chicago, studios of the Blue Network, which was sent as a Christmas present to Gene Rouse (man without goat), who is supervisor of announcement services for the network’s central division. Gene’s secretary, Marie Patterson, helps feed the glutinous gift.

Republic Pictures Plans ‘Fighting Seabees’ Spots

RePUBLIC PICTURES, New York, has scheduled spot announcements on seven Chicago stations in connection with the first pre-release opening of “The Fighting Seabees” in that city Jan. 19. The stations are: WMAQ WBBM WGN WEAR WIND WWJD WAI. Republic’s Chicago campaign calls for 1,500 lines of newspaper advertising in five newspapers in addition to the regular theatre budget. Interest in the Memphis opening Jan. 20 is being primed by spot announcements on WREC and WMC. The Philadelphia engagement starting Jan. 22 will be promoted on KYW and WCAU and in the Pittsburgh Press Jan. 20. WTOP and WRC. A total of 1,500 lines of supplementary news advertising is being used in each market in addition to its outdoor spots. Republic Pictures agency handling the campaign is Donahue & Co., New York.

Continental Plans

THE 1944 advertising plans of Continental Oil Co., New York, call for a continuation of a limited spot radio schedule, supplementing space in 1,400 newspapers, a national periodical, 15 farm papers and outdoor billboards. Business is being handled by Geyer, Cornell & Newell, which recently became affiliated with Tracy-Locke-Dawson, agency originally handling the account.

Monogram Drive

MONOGRAM PICTURES Corp., Hollywood, has lined up more than 60 theatres nationally to buy radio time this season, “sheer mass,” says Harry Nagao, of the firm’s general manager, Joseph Ream, Frank White and Herbert Akerberg meeting with the representatives of the CBS affiliates.

MURRAY B. GRABHORN, manager of BLUET spot sales, is on the West Coast on business, returning to New York the end of January.
national figures presented LOCALLY... make WXYZ a great station!

By direct private wire from the nation's capitol, this eminent syndicated columnist and chief of the Washington Bureau of NEWSWEEK broadcasts over WXYZ exclusively for the Pfeiffer Brewing Company.
Radio Newsmen Draft Preliminary Plan
For Coverage of Political Conventions

PRELIMINARY plans for radio news galleries at the Republican and Democratic National conventions have been completed by the Radio Correspondents' Assn. of Washington, again designated by the national committees of the two parties to supervise sections for commentators and reporters for the radio chains and stations at big political gatherings. This follows the custom set up four years ago shortly after the association was organized.

Requests for working seats and privileges must be made through this association. Applications should be forwarded to the Radio Correspondents' Assn., care of D. Harold McGrath, superintendent of the Senate Radio Correspondents' gallery, U. S. Capitol, Washington.

The organization is the officially recognized representative of the radio news reporting world by the Congress, the President and the executive departments of the Government. It has full charge of the operation of the two Radio Correspondents' galleries of the U. S. Senate and U. S. House of Representatives.

Godwin Acting Chairman

Eric Sevareid, CBS commentator, is chairman of the executive committee, but since he has been on foreign assignment, Earl Godwin is acting as chairman. Other members of the committee are Richard L. Harkness of NBC, Rex Goad of Transradio Press and Fred W. Morrison of MBS. Mr. McGrath is superintendent of the Senate radio gallery; William Vaughan is acting superintendent of the House gallery. Robert M. Menagh, regular House superintendent, has been granted leave. He is now a captain in the Army.

Active membership in the organization on behalf of Washington radio commentators and reporters whose principal income is obtained from gatherings of news for radio stations, systems or networks is now registered with the group, the approved active membership has increased from 20 to 60.

Pacific Ad Session

ADVERTISING in wartime, and many vital matters pertaining to the organization will be discussed at the annual mid-winter conference of the Pacific Advertising Assn. to be held Jan. 28-29 at the Fairmont Hotel, San Francisco. Maurice Heaton, president, will preside. Col. Alexander Beron, California State Director of Reconstruction & Reemployment, will be principal speaker at the opening day luncheon.

NAB Sales Meeting

SALES MANAGERS Executive Committee of the NAB will meet Jan. 19-20 in New York. Meeting was called by the chairman, Dietrich Dirks, of KTRI Sioux City, Ia. Review of the Retail Promotion Plan and ideas for follow-up procedure will be discussed, as well as participation in the Advertising Clinic of the Proprietary Assn. to be held May 16 in New York.

Avery at NRDGA

LEWIS H. AVERY, NAB director of merchandising, will address a luncheon meeting Jan. 11 during the week-long convention of the National Retail Dry Goods Assn. in Washington, D.C. The meeting will be held at the Hotel Pennsylvania in New York.

Tuesday, Feb. 1: 8th District Meeting (Muncie, Ind.)—Daly Hotel, Indianapolis, Indiana.

President Miller, Lewis H. Avery, director of broadcast advertising, and Willard Egold, assistant to the president, will attend all the district meetings. The selection of district directors will be for the two-year term beginning at the 1944 annual convention. All broadcasters planning to attend meetings will be urged to take immediate steps to reserve hotel accommodations.

Board to Meet

Following the district meetings and the committee sessions, the NAB board will meet in Washington March 15. It is presumed, among other things, that the board will confirm the convention time and site.

Further details regarding the district meetings will be given as soon as agenda is available from district directors. Following is the schedule of committees and district meetings:

NAB Publicity Meeting Mulls Proposed Manual

PLANS to prepare a manual of public relations practices for broadcasters were discussed by a sub-committee of the NAB Public Relations Committee, appointed to prepare such an industry handbook, at a meeting held in New York last Wednesday and Thursday. Sub-committee headed by Frank Stanton, CBS vice-president, will report to the public relations committee at its next meeting, scheduled for Jan. 20-21 in New York, at which time the sub-committee will probably set the date of its next meeting.

Sub-committee attended the two-day sessions, as follows: Dr. Stanton, chairman; Charles P. Hamilton, executive director of advertising and promotion; NBC; Edward E. Hill, director, WTAC Worcester; Vernon J. Pribble, manager WMJ Cleveland; Irvin G. Abelloff, program service manager, WJAM Richland, Ohio; and Frank Abelloff are public relations chairmen for NAB districts 1, 7 and 4, respectively. Meeting was attended by William A. Erdgo, assistant to the president, NAB, and Louis Hausman, supervisor of presentations, CBS.

FRANK SINATRA is the recently appointed chairman of the American Youth Defense Fund's Dimes campaign. He will make several recordings to be heard on 000 or more stations.

Radio News

WOMEN IN SERVICE were saluted New Year's Day in special one-hour broadcast originating WAVE chair at Houston, Tex. The district meetings, with directors in attendance, were held in various women's services (1 to r): Col. Oveta Culp Hobby, WAC director; Capt. Mildred McAfee, WAVE director; Lt. Col. Ruth Cherry Streeter, director of the Marine Corps Women's Reserve; Lt. Comdr. Dorothy Stratten, head of the SPARS. The broadcast originated in the studios of WOL, in the nation's capital.
I'm a business man, too

Of course, most of a farmer's hours are spent outdoors, but there's also a good deal of bookwork to do. In order to make my business pay, I've got to know when to buy and when to sell. That's why I listen every day to the KFAB market reports. I have to keep informed about government regulations, ceiling prices, and all that, too—and the KFAB news programs seem to be gotten up by somebody who keeps the farmer in mind.

I have to use modern equipment and modern methods in my business just like you do in yours—and somehow, I've come to look upon KFAB as a friendly neighbor I can depend upon for advice about such things. I guess my case is typical of thousands of others in these central states. We farmers have come to look upon KFAB as "our station". We consider it essential to our business...and we're inclined to give it some of the credit for the prosperity we're enjoying these days.

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
780 KC-10,000 WATTS
BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY
Canadian Government Is Timebuyer

Stations Estimate Paid Campaigns at 7% Of Revenue

Canada's Government has been using paid advertising since shortly after the Dominion went to war in September 1939. Broadcasting has shared in this advertising of war bonds, recruiting drives and wartime consumer restrictions, with all stations in the Dominion being used for many campaigns to reach as wide an audience as possible. Glenn Bannerman, president and general manager of the Canadian Assn. of Broadcasters, Toronto, tells the part Canadian stations took in 1942 Government campaigns.

By Glenn Bannerman
President and General Manager, Canadian Assn. of Broadcasters

THROUGHOUT 1943 the Canadian Government has been a consistent purchaser of radio time on Canadian stations. Most of this time was purchased through the Advertising Agencies of Canada War Finance Group.

The plans and programs for such advertising were prepared under the direction of the National Radio Committee, consisting of representatives from the Canadian Assn. of Advertising Agencies, the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters. This committee acts as an advisor to the Government on its radio campaigns. Both the Advertising Agencies of Canada War Finance Group and the National Radio Committee were subsequently established in 1941 to assist the Government in its wartime activities.

Committees Advise Government

In 1941 the work of these groups was confined almost entirely to exchanging ideas and planning advertising methods. By the end of 1942, the Government had issued a request for proposals to all private radio stations throughout the country. Many responses were received and a decision made to give contracts to the radio stations that would participate in the advertising campaigns.

By 1943 the Government had expanded its radio advertising efforts to include the use of paid advertising. This paid advertising represents on the average 7% of their total volume of revenue. Since it is estimated that the total revenue of all private radio stations in Canada amounted to six million dollars, it would appear that the Canadian Government has spent for radio advertising, apart from broadcasting costs, approximately $420,000 with these stations.

Supplementing the Government-paid time, it is estimated that the privately owned broadcasting stations donated in free time the equivalent of 16% of their total volume of revenue or, in other words, time which, if sold, would represent an additional revenue of approximately $600,000.

In order to complete the picture, it would have to be added free time donated by the 10 stations owned by the Canadian Broadcasting Co. for the purchase of free time donated on the CBC network.

The story of the use of radio broadcasting for war activities would not be complete without relating the whole-hearted support which the Government has enjoyed from the retail radio advertising. This is particularly true in the Victory Loan drives when the contribution of time made by individual sponsors would more than double the combined paid time by the Government and time donated by the broadcasting stations.

While this story deals with radio advertising, the Canadian Government has made extensive use of paid advertising in all other media. Through the combined use of all media it has been possible to bring its messages to the complete Canadian market and by regular schedules has covered fully every section of the country. At the same time, through the Government advertising a lead has been given to all advertisers in their contributions to specific campaigns.

It is perhaps significant that the Fifth Victory Loan, with the fully rounded-out advertising campaign plans and the well organized sales force to cash in on the publicity, resulted in over 3,000,000 separate applications for bonds averaging $200 each. This, of course, is separate from government special and special name investments in the Loan. Government officials estimate that three and a half million individual subscriptions to any Victory Loan is the peak number possible from the Canadian people.

GLEN BANNERMAN

New Local Station Is Granted by FCC

Second CP Under New Policy Given to Clarksdale, Miss.

SECOND CP to be granted by the FCC under the Commission's supplement to policy of Aug. 11, 1943, was granted last Tuesday to Robin Weaver Sr., Philadelphia, Miss., attorney and former newspaper publisher, for a new local station in Clarksdale, Miss. Station will operate on 1450 kc with 250 w power. Call letters are WARW.

For more than 13 years Mr. Weaver was half-owner with Birney Imes Sr., of a newspaper in Philadelphia, Miss., but disposed of his interests last May 1, he advised the Commission, to an individual applicant for a station at Murfreesboro, Tenn., filed by Messrs. Imes and Weaver as the Imes-Weaver Broadcasting Co., was withdrawn last Oct. 29. Mr. Imes formerly operated WCBE, Columbus, Miss., but sold his interests to his son, Birney Jr., FCC records show.

Plainview Grant

First CP granted under the Aug. 11 supplementary statement of policy was issued Nov. 9 to W. J. Harmon and J. C. Rothwell, a partnership, for KVOP, Plainview, Tex. The Commission last Tuesday denied the Granite District Radio Broadcasting Co., Murray, Utah, petition for reinstatement and grant of a CP for a new station on the grounds that Murray is served adequately by Salt Lake City stations.

The Aug. 11 supplementary statement provides that CP's may be granted for new stations where no service is available and where all materials, except tubes, may be obtained without priorities.

KCVO Is Granted Boost

In Night Power to 5 kw

INDICATING further relaxation of the 27,1942 freeze order, the FCC last Wednesday granted KCVO Kansas City a construction permit to increase its night power from 500 to 1,000 watts on the 1490 kc regional channel. The grant was subject to specific conditions which require KCVO to relocate when materials and personnel are available and to conform with the standards of good engineering practice.

The specification authorizes all reasonable complaints growing out of interference attributable to "blanketing", or stations in the Kansas City area will be adjusted; that when materials and personnel are available, KCVO will change its location; that the directional antenna installed will protect KTBS Shreveport in the same way it is now protected; that the 1943,000 watt nighttime power in Kansas City and that the directional will to the same restriction in the direction of Sidney Mont. (KGCX) to the same restriction in the direction of Sidney Mont. (KGCX) to the same power.
WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Amperex "key" men have been associated with the vacuum tube art ever since its inception. Working against a background unique in the field, our engineers and production people are given free rein to conduct independent research and experimentation. Unhampered by mass production limitations, their high standards have resulted in advanced designs, greater efficiency, lower cost and longer life. Such “Amperextras” have carried our tubes to a commanding position in communications, ultra high frequency transmission, electro medical apparatus, high voltage rectification and many industrial applications.

START THE NEW YEAR WITH EXTRA PURCHASES OF WAR BONDS

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET
BROOKLYN 1, N.Y.
Post-War Markets Are Analyzed by Hauser

Census Executive Sees Population Movements

WARTIME population shifts point to geographic changes in the American market and suggest the need for modification of advertising practices, according to a survey of post-war population prospects of metropolitan areas by Dr. Philip M. Hauser, special director of the Bureau of the Census, Dept. of Commerce.

Observing changes in civilian population between April 1, 1940 and March 1, 1943 varying from a gain of 278,000 in the San Francisco-Oakland area to a loss of 533,000 in the New York City-Northeastern New Jersey area, Dr. Hauser commented that these changes to pre-war trends to determine the probability of individual areas retaining shifts in population.

Four Types of Counties

His analysis resulted in the identification of some metropolitan counties as follows:

**Class A Areas**—which those which have grown at a relatively rapid rate since the beginning of the war and which in light of previously observed rates were adjudged likely to retain their population increments.

**Class B Areas**—which those which have grown very rapidly and whose increased, in view of previous rather than expected, growth may be regarded as transient unless special effort is made to hold wartime gains.

**Class C Areas**—which those which have lost or gained very little population since the war, in which a given low rate of growth or decline, cannot be expected to lead to significant wartime losses in the post-war period.

**Class D Areas**—which those which have experienced the most rapid wartime growth are probably areas in which employment is disproportionately concentrated in war production, as compared with civilian output, and in manufacturing, as compared with service industries. Expanding civilian enterprises after the war will absorb many warworkers and thus insure against loss of wartime population increments.

"To the extent that areas with rapid wartime growth are more likely to become home for proportionately few persons engaged in service industries and in the production of civilian supplies," he declared, "the plan may result in automatic promotion against complete loss of their wartime population increments in the period of post-war adjustments."

Pointing out that the shifts in population since the war may well influence determinations of sales quotas, advertising allocations and related operations, Dr. Hauser suggested that changes in marketing practices which now are a result of these shifts "should be made first, with some attention to the post-war prospects of rapidly changing areas, and second, with the utilization of the general geographic population shifts are not the only, or even the dominant, consideration in the evaluation of a market."

Pre-War Patterns

Commenting on the geographical shifts disclosed by the survey, Dr. Hauser found that wartime population growth generally has been more rapid in the South and in the West than in the North and that this growth has apparently followed pre-war patterns of regional development.

"It would be unwise, however," Dr. Hauser cautioned, "to interpret the failure of northern areas to achieve rapid wartime growth or the prediction that these areas will experience post-war population stability or decline as meaning that northern markets will no longer be important. On the contrary, it is safe to assume that northern markets will continue to have great purchasing power, the full potentialities of which will merit careful cultivation, even though at the same time it is recognized that market expansion is more likely to occur in the South and in the West."

"Furthemore," Dr. Hauser concluded, "since it seems safe to predict that the rate of population growth for the nation as a whole will continue to decline it would be well, from a marketing point of view, to use relatively stable or declining areas as laboratories for more intensive marketing practices."

"Experience gained therefrom may be of value in approaching more quickly and more readily, and may lead to a better understanding of the fact that a stable or declining population, in industry or in the nation as a whole, need not necessarily result in a decline in either production or distribution."

Hereewith is presented Dr. Hauser's classification of 137 metropolitan counties, showing prospects for post-war population:

**Class A Metropolitan Counties**

Class A-1 areas: Those which have grown most rapidly during and in the preceding period and which are, therefore, on the basis of past growth alone, adjudged to have superior prospects of retaining wartime growth.

- Atlanta metropolitan counties (DeKalb and Fulton Co., Ga.)
- Charlotte metropolitan county (Charleston Co., S.C.)
- Columbus, Ga., metropolitan counties (Muscogee Co., Ga.; Russell Co., Ala.)
- Corpus Christi metropolitan county (Nueces Co., Tex.)
- Dallas metropolitan county (Dallas Co., Tex.)
- Galveston, metropolitan county (Galveston Co., Tex.)
- Harris metropolitan county (Harris Co., Tex.)
- Jacksonville metropolitan county (Duval Co., Fla.)
- Miami metropolitan county (Dade Co., Fla.)
- Mobile metropolitan county (Mobile Co., Ala.)
- Phoenix metropolitan county (Maricopa Ariz.)
- San Antonio metropolitan county (San Antonio met. Co.)
- San Diego metropolitan county (San Diego Co., Calif.)
- Tampa-St. Petersburg metropolitan counties (Hillsborough and Pinellas Co., Fla.)
- Washington, D.C., metropolitan counties (District of Columbia; Montgomery and Prince George's counties, Md.; Alexandria City and Arlington Co., Va.)

Class A-2 areas: Those which grew at above average rates during the course of the war and in the preceding period and which are adjudged, therefore, to have excellent prospects of retaining wartime population growth.

- Annapolis metropolitan county (Potter Co., Tex.)
- Baltimore metropolitan county (Richmond Co., Ga.)
- Boston metropolitan counties (Balti more city, Anne Arundel, and Baltimore counties, Md.)
- Beaumont-Port Arthur metropolitan counties (Jefferson Co., Tex.)
- Charleston metropolitan county (Charleston Co., S.C.)
- Kansas City metropolitan county (Kansas Co., W. Va.)
- Denver metropolitan counties (Arapahoe, Denver, and Jefferson Co., Colo.)
- Detroit metropolitan counties (Wayne, Macomb, Oakland, and Wayne Co., Mich.)
- Hartford metropolitan county (Hartford Co., Conn.)
- Indianapoliss metropolitan counties (Fayette Co., Ind.; Henderson Co., Ky.)
- Fort Worth metropolitan county (Tarrant Co., Tex.)
- Indianapolis metropolitan county (Marion Co.)
- Jackson metropolitan county (Hinds Co., Miss.)

**Class B Metropolitan Counties**

These are the metropolitan areas which have grown most rapidly since the onset of the war but at a substantially lower relative rate in the preceding decade; and whose wartime growth is expected, therefore, to be transient unless special effort is made after the war to convert their wartime facilities to peaceful use.

- Akron metropolitan county (Summit Co., Ohio)
- Augusta metropolitan county (Montgomery Co., Ohio)
- El Paso metropolitan county (El Paso Co., Tex.)
- Erie metropolitan county (Erie Co., Pa.)
- Kansas City metropolitan county (Kansas Co., Mo.)
- Rockford metropolitan county (Rockford Co., Ill.),
- Los Angeles metropolitan county (Los Angeles Co., Calif.)
- Macon metropolitan county (Bibb Co., Ga.)
- Madison metropolitan county (Dane Co., Wisc.)
- Muncie metropolitan county (Shelby Co., Ind.)
- Montgomery metropolitan county (Montgomery Co., Ala.)
- New Bedford metropolitan county (Davidson Co., Tenn.)
- New Orleans metropolitan counties (Jefferson and Orleans Parish, La.)
- Norfolk-Portsmouth-Newport News metropolitan area (Nottoway and Hampton counties, Newport News, Norfolk, Portsmouth, and South Norfolk, City, Va., and Princess Anne, Warwick Co., Va.)
- Oklahoma City metropolitan county (Oklahoma Co., Okla.)
- Portland, Oreg., metropolitan county (Columbia Co., Ore.)
- Richmond metropolitan counties (Richmond city, Henrico Co., Va.)
- Sacramento metropolitan county (Sacramento Co., Calif.)
- Salt Lake City metropolitan county (Salt Lake Co., Utah)
- Savannah metropolitan counties (Chatham Co., Ga.; Telfair Co., Ga.; Screven Co., Ga.)
- Seattle metropolitan county (King Co., Wash.)
- Spokane metropolitan county (Spokane Co., Wash.)
- Stockton metropolitan county (San Joaquin Co., Calif.)
- Taoma metropolitan county (Pierce Co., Wash.)
- Wilmingtom metropolitan county (New Castle Co., Del.)

Class A-3 areas: Those which grew at average rates during the course of the war, with moderate increase in the preceding period and which are believed to have good prospects for retaining wartime population growth.

- Birmingham metropolitan county (Jefferson Co., Ala.)
- Bridgeport metropolitan county (Fairfield Co., Conn.)
- Canton metropolitan county (Stark Co., Ohio)
- Cincinnati metropolitan counties (Hamilton Co., Cincinnati; Campbell and Kenton Co., Ky.)
- Columbus metropolitan county (Franklin Co., Ohio)
- Hagerstown metropolitan county (Butler Co., Ohio)
- Jefferson metropolitan counties (Hartford and Middlesex Conn.)
- Pueblo metropolitan county (Pueblo Co., Colo.)
- St. Louis metropolitan counties (St. Louis city, St. Charles, and St. Louis Co., Mo.)
- Springfield, Oreg., metropolitan county (Clark Co.)

NASHVILLE STORES INCREASE TIME

WLAC Reports Increased Schedules by Four Large Department Stores This Year—

SUCCESSFUL USE of radio by department stores has been demonstrated in Nashville, according to F. C. Sowell, general manager of WLAC. First Nashville store to make consistent use of radio was Loveman's. Their "Beyond the Looking Glass" show has been running daily for two years, and the schedule is being expanded with special Saturday and Sunday evening programs.

H. J. Grimes' department store has sponsored two 15-minute newscasts daily as well as numerous off-schedule programs. Harvey's new department store, recently acquired by Fred Harvey, formerly of Marshall Field, Chicago, started with a half-hour, early morning "Morning Call" containing store news and calls for an hour per day for 52 weeks.

Sears, Roebuck's local store sponsors programs by the Texas Rangers twice daily on WLAC. The four stores' combined schedules total 48 programs per week.
Neat little rhyme that—"Two out of three choose WMT". To state the case more completely, approximately two out of three listeners in the "one-station" Cedar Rapids area had their radios tuned to WMT, according to the midsummer-1943 Hooper survey. Six other stations fought among themselves for the attention of the one remaining listener.

These figures should erase any doubts from the minds of you radio-wise time buyers on how to reach the listening audience in "one-station" towns as far as Cedar Rapids is concerned.

Mr. Hooper's figures prove, too, that WMT's concentrated and continued efforts to give Cedar Rapids radio listeners what they want in radio entertainment have been modestly successful. Not that we're satisfied, of course; we won't be until we've made it three out of three . . . but we're confident we're on the right track.

In radio, it follows without saying—if you want to sell 'em, you have to tell 'em. And telling 'em in Cedar Rapids brings us right back to our starting rhyme . . . "Two out of three choose WMT." That's nearly double the listener total of the six competing stations from neighboring cities and states . . . and you still can buy at the lowest rate per radio family in Iowa.
Pulled to Piggly

LISTENERS who flocked to the Macon, Ga., Piggly-Wig- lly Store caught the local manager, Holland Brown, by surprise. He wondered at the terrific demand for groceries on New Year’s Eve until he learned that WBML’s Betty Gray had erroneously announced on her Listen Lady program that Piggly-Wiggy Stores would be closed New Year’s Day.

No Rabbits! No Silk Hats!

There is nothing mysterious about WWVA’s productive 50,000-Watts service to listeners and advertisers. We take a down-to-earth viewpoint of what’s to be done and then go about doing it in a methodical but highly intensified manner. Experience is the thing that has made us uncompromisingly practical.

Many of our successes may appear magician-like, but they’re not—just sound fundamental broadcasting practice is the answer.

123 PRIMARY AREA COUNTIES
in Ohio, Pennsylvania, West Virginia, Maryland and Virginia
POPULATION—7,534,006 RADIO HOMES—1,747,955

ASK A JOHN BLAIR MAN
When you advertise over KEX you are betting on a sure thing. Industrial payrolls in this market are 5 times as large as they were before the war. And things are shaping up mighty well for after the war, too. Keeping constant step with developments is KEX which is going places with the BLUE network. KEX is a good buy for the spot advertiser NOW, and it will still be good by-and-by when peace comes!

KEX
PORTLAND, OREGON
5000 Watts • BLUE NETWORK
Represented Nationally by PAUL H. RAYMER CO.
The Service Area of WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.
gives you MORE
RADIO HOMES
than
LOUISVILLE (127,000 against 79,000)
or ATLANTA (127,000 against 63,000)
or MEMPHIS (127,000 against 61,000)
or BIRMINGHAM (127,000 against 58,000)
or RICHMOND (127,000 against 45,000)
or NEW ORLEANS (127,000 against 103,000)
or than Rochester (88,000)
or Denver (91,000)
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives

Peacetime Will Bring Better Sets, Says Fay
RETTER and more reliable receiving
sets by the war's end, was fore-
cast by William A. Fay, vice-presi-
dent in charge of broadcasting of
the Stromberg Carlisle Co., Rochester,
Jan. 2 when he was guest speaker
on the Detroit Symphony Hour of WWJ Detroit.

Mr. Fay reminded his hearers that the radio industry has not manufactured sets for civilian use
since early 1942. He further fore-
cast radio progress by stating that
engineers are now devising plans to
transmit programs through relay
stations, instead of the prev-
vailing method of using telephone
lines for remote broadcasts.

"The first sets that will become
available after the war ends," Mr. Fay said, "will contain only those
improvements already available
from one average radio year to
another, but give us about a
year, take off restrictions now necessary, but
definitely undesirable in a
peacetime economy, . . . then I
think we shall be able to sell you
a lot of radios."

Auto-Lite on NBC

ELECTRIC AUTO-LITE Co., To-
ledo (auto equipment), new to radio
since Jan. 15 that's weekly half-hour variety show, Everything for the Boys, on NBC, Tuesday,
7:30-8 p.m. (EWT), with trans-
scribed repeat on 22 Western sta-
tions, 9:30-10 p.m. (PWT) (Broad-
casting, Dec. 15). Written and di-
rected by Arch Oboler, series will
star Ronald Colman, film actor, as
m.c. Line-up will include guest per-
sonalities. Don Clark has been ap-
signed production supervisor of Rutherfaun & Ryan, agency servic-
ing the account. In addition to
dramatizations of hit plays, movies
and novels, program will feature two-way shortwave conversations with overseas servicemen. During shortwave pickups, soldiers will
tell guest stars what they want from home, and the sponsor will
try to give it to them.

Books for Industry

JOHN WILEY & Sons. New York, has just published two books of
interest to the radio industry. The
Technique of Radio Design, writ-
ten by E. E. Zepler, of the Uni-
versity College, Southampton, and
research engineer for Marconi's
Wireless Telegraph Co., deals with
engineering problems, in the de-
velopment and testing of radio re-
ceiving apparatus. The price is
$3.50. O. S. Puckle, of the Research
Dept. of A. C. Cossor Ltd., Lon-
don, and a member of the Council
of the Television Society, is the
author of Time Bases, concerning
their construction, testing and uses.
$2.75 is the price.

Norwich Abroad

NORWICH PHARMACAL Co., Norwich, N. Y., has appointed Ir-
win Vladimir & Co., New York, to
handle export advertising for Ano-
line Cream and Powder. Radio, will
be used along with newspapers and
magazines, but no specific broad-
casting plans have been announced.
Export Adv., New York, continues
to handle export advertising for
Norwich's Pepto-Bismol and Un-
guentine.

FLEISCHMANN CITED FOR FALSE CLAIMS

STANDARD BRANDS Inc., New York, was charged by the Federal
Trade Commission last week with
making false claims through ad-
vertisements by means of new media
regarding therapeutic proper-
ties of Fleischmann's Compressed Yeast and its effectiveness in treat-
ing purported vitamin deficiencies.

The Commission challenges state-
ments made in the company's ad-
vertising that persons having colds
which "hang on" are deficient in
vitamin A; that those suffering from nervousness and poor digestion are lacking in vita-
in B; and those who tire easily or age prematurely are deficient in vitamin G. The company's claim
that the use of its yeast can pre-
vent or correct these conditions is
branded false in the Commission's
complaint.

Other claims having to do with the
alleged difficulty in obtaining vitamins in the vitamin B complex,
statements regarding diet deficien-
cies of city workers, and low
cost of adding the vitamin B com-
plex through use of its product
are taken to task by the Commis-
sion.

Vitamin Claims Denied

"Fleischmann's Compressed Yeast is
not an effective treatment for the ailments or conditions enumerated in the respondent's advertise-
tments," the complaint alleges.

"The vitamins in the vitamin B com-
plex are not difficult to obtain,
as represented, but are readily
available in whole grain cereals,
enriched bread, lean meats, leafy
vegetables, beans, nuts, cooked liver,
milk, and other customary items in the ordinary diet," the
F.T.C. asserts.

Regarding the company's claims
that persons exhibiting nervous-
ness, lack of buoyancy, etc., reflect
manifestations of vitamin deficien-
cy, the Commission charges that
these advertisements are false be-
cause they fail to disclose that the
causes of such conditions are so
numerous that their mere existence is
such an uncertain indication of
vitamin deficiency that there is no
reasonable likelihood that they
will be benefited by the respondent's
product."

The company is given 20 days to
answer the Commission's
complaint.

Mrs. Slatter Named

EDNA SLATTER, first woman
appointed to an executive post by
Canadian Broad-
casting Corp., has been named
office manager at CBC's Toronto
station, its first woman
manager, October 1, 1943. She has
been with CBC since its start
and was associ-
ated with Peter Aylen, CBC Ot-
tawa line officer;
Jack Rad-
ford, Ottawa line
supervisor; and Dick C. Or-
ingbull, Ontario regional represen-
tative.

Mrs. Slatter for Rela-

tions supervisor, and Dick Clar-
ingbull, Ontario regional represen-
tative. Mrs. Slatter, wife of Jack
Slatter, manager of Radio Repre-
sentatives Ltd., will be charged
with the training of the clerical
and editorial staff at CBC's largest personal-
center, Toronto. The Slatters have
a 20-year-old son in the RCAF.
"...a pattern of radio service"

Every Monday evening at 7:30, listeners in WHN's nine-state, 84-county primary area tune to the Congressional Record...wherein Senators and Congressmen give their views on important topics of the day.

Recently, Hon. Karl E. Mundt, representative from South Dakota, used the Congressional Record (the book) to pay tribute to the Congressional Record (the program) in the following words:

"Mr. Speaker, I believe that both the country and the Congress owe a debt of gratitude to Radio Station WHN for its enterprise in arranging these weekly programs.

"So far as I know, WHN is the only independent radio station in America which affords its listeners this type of regular weekly discussion by Members of Congress...It is a pattern of radio service which may very well some day be extended to the network field."

WHN is grateful to Representative Mundt for his meed of praise for this outstanding program. Yet the Congressional Record is just one of the many news and public service programs broadcast over WHN. In all, more than 130 broadcasts a week are devoted to news and public affairs.

It is this regard for the public interest that forms "a pattern of radio service" that WHN will humbly continue to maintain.
Want Returns Now—and Tomorrow?

Whether you want to increase sales today or build for the future, both are yours for the price of one when you cover the Nashville market via WSIX.

Right now, returns to WSIX advertisers are the greatest in the station’s history.

And tomorrow — because Nashville’s prosperity is founded on permanent agriculture and permanent industries — there’s another big dividend for those investing their advertising dollars in this area.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

LT. GRAY FORMS ARMY RADIO UNIT

USING his peacetime talents, Lt. Gordon Gray, public relations officer at the Ft. Benning, Ga., Infantry School, has organized a radio section of former professionals now in uniform to produce a 13-week series of transcribed quarter-hours, *Thirteen Weapons of War*. Experiences of returned combat heroes now instructors or students at the Infantry School will form the basis for the series.

WSB Atlanta, whose facilities are being used in cutting the transcriptions, will air the series. Later it will be circulated by the Special Information Office of Army Ground Forces at the Army War College, Washington.


NBC Hollywood Changes

IN REALIGNMENT of NBC Hollywood production department personnel, Marvin Goodson, producer, has been elevated to supervisor of scripts, succeeding Caryl Coleman, resigned. Coleman will freelance as writer-producer. Howard Wiley, of the network’s Chicago staff, has been shifted to Hollywood as successor, succeeding Vance Graham, resigned. Ezra McIntosh, formerly program director of WNMC Asheville, N.C., has joined the network’s staff as producer. Doug Gourlay, San Francisco announcer, has been shifted to Hollywood as replacement for Ken Carpenter, who recently resigned to freelance.

Norman Named by WPB

APPOINTMENT of Allen E. Norman as chief of WPB’s Magazine & Periodical Section effective Jan. 1 was announced last week by Arthur Treanor, director of the Printing & Publishing Division. Mr. Norman, who has been a consultant in the Magazine & Periodical Section for five months, is secretary of Faywett Publications Inc., New York. He succeeds Walter J. Riesley Jr., who returns to Curtis Publishing Company.

NBC Meeting Jan. 10-11

NBC STATIONS Planning & Advisory Committee members will meet in New York Jan. 10-11 to elect a chairman for the coming year and to discuss mutual problems with network executives. Postponed from Jan. 5-6, the meeting will be the first of the new committee elected in December to serve through 1944 [Broadcasting, Dec. 20].

TAKE A GANDER at the Christmas goose presented by employees of KXKO Aberdeen, Wash. to Harry Spence, president, and Fred Goddard, general manager. Mr. Spence is trying to claim his share of the unrationed fowl. A special proclamation prepared by the staff accompanied the gift of goose.

Hunt on Don Lee

HUNT PACKING Co., San Francisco, new to radio, on Jan. 2 started for 13 weeks sponsoring a half-hour variety program, *Vaudeville Hotel*, on 34 Don Lee Pacific stations, Sunday, 8-9 p.m. (PWT). With Henry Grant as singing m.c., series features guest vaudeville stars each week. Initial broadcast included Maxie Rosenblum and Joe Oakle, comedians, Buck and Bubbles, microphone dancers, and Yacht Club Boys, singing group. Cy Trobme, musical director of KFRC San Francisco, has that assignment on the program. Garfield & Guild Adv., San Francisco, is agency.

Electronic Needs Up

INDICATED 1944 demands for communications equipment for the armed forces will be approximately 30% greater than during 1943, Maj. Gen. William H. Harrison, Chief of the Army Signal Corps, Procurement & Distribution Service, estimated last week. He pointed out that an annual supply of electronic radio equipment for training purposes as well as combat use is essential if troops are to be well prepared in operating techniques before going into battle. Gen. Harrison praised the communications industry for the "splendid job" it has done so far but warned that increased output is necessary to avoid unnecessary casualties.

Goldstein Now V-P

APPOINTMENT of Leon Goldstein, news and special features director of WMAA, New York, as second vice-president effective Jan. 1 has been announced by Nathan L. Straus, president. A former newspaperman, Mr. Goldstein joined WMCA in 1937 to direct publicity. He had served as director of public relations of WBNX New York 1935-37. Other officers appointed by Mr. Straus since he returned two years ago: Herman Stein, secretary treasurer, and Charles Stark, first vice-president and general manager.
"STAND BY FOR Adventure"

A NEW NBC RECORDED FEATURE . . . WITH SLEEVES ROLLED UP FOR WORK!

Good tales well told have always been one of the surest forms of entertainment. And here's a real hard-working program which makes use of the art of story-telling to the nth degree—26 quarter-hour programs (for one or two a week broadcast) carefully designed for wide appeal and mass attention.

"Stand by for Adventure" is a series of stories of exciting happenings in far places among strange people . . . in wild lands and strange cities . . . tales of mysticism, dangerous deeds, the unusual, as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Created by a "panel" of prominent radio writers—carefully cast and expertly produced by NBC—each program is complete and all are woven into a series sure to make friends for sponsors.

Effective supporting promotional material furnished for use on the air, in newspapers and for direct mail and point-of-sale—plus distinctive plan for local participation.

Pick your own time, choose your own stations, tack on your commercials and sit back and relax. That's all there is to it! Ask for audition records and detailed information about this and other NBC "package" recorded shows. Write, wire or phone.
Important, yes...but only one!

Cotton is an important crop down in KWKH-land — and especially this year. Many localities report ginnings up more than 300 per cent. But it's only one of the rich and varied industries that spell opportunity to sell new and build sales for the future. Only KWKH covers this rich market completely...effectively!

Tag Scrap

CAMPAIGN to salvage for war purposes all out-of-date metal auto license tags has been initiated by Jack O'Connor of WRBL Columbus, Ga. Idea came to him the morning of Jan. 3 as he was conducting an impromptu program. Response to the proposed campaign was immediate, promising close cooperation and even suggesting that "scrap your tag" go national. Collection points have been designated and money obtained from the sale of salvaged tags will be donated to the Columbus Boys' Clubs. Jack's slogan for the campaign is: "Join in this great occasion, scrap your tag for the big invasion."

Superman Contest

SUPERMAN Inc., New York, is lining up a nationwide contest for high-school students, tying in with its production Superman, sponsored by Mutual of New York. Plan is to get radio classes and workshops to stage an amateur production, based on a specially-written 30-minute sample Superman script. Radio editors and a member of the local Board of Education will be asked to select the best performances. The winning school in each regional area will be named, and the participants awarded war bonds. Contest is expected to get under way sometime in January.

Maryland Mystery

"THE MYSTERY of the Missing Maryland Market"—or "How the FCC and NBC Collaborated to Find a Solution" is the folder WTBO Cumberland has just released. Dealing with the recent tie-in of NBC and WTBO, the piece lists a cast of characters as Cumberland, the Heroine, WTBO, the Hero, various advertisers, agencies, and others; and under "plot," tells the story of how NBC came to Cumberland via WTBO. Moral is that Cumberland now offers a new nighttime audience to WTBO representative Spot Sales Inc. Rate card is included with folder.

KECA-KFI Promotion

KECA (BLUE) and KFI (NBC) Los Angeles, owned and operated by Earl C. Anthony Inc., are now running a promotion campaign especially designed to build an audience among the greatly increased population of the area. KECA has taken on many new network programs. Advertising for both stations is concentrated on two media—newspapers and outdoor posters, promoting both high-spot shows and groups of programs. Agency is the Dan B. Miner Co. of Los Angeles.

Year's Review

PETTICOAT Partyline, the Ruth Taylor Institute's WBAI Cincinnati, has issued its 1943 yearbook, "Rings & Ruffles", all about the people on the partyline, both listeners and broadcasters. Proceeds go to the Crippled Children's Hospital in Cincinnati. The book is arranged like a loose-leaf scrapbook and contains innumerable pictures with short, cryptic commentary in explanation. It records a year's review of the audience participation show Petticoat Partyline.
Tremendous!

Thousands and thousands of new people . . . Countless thousands of new dollars . . . something big . . . Something remarkable is taking place in Knoxville, right now! We'll be able to tell you all about it, after the war. Meanwhile, watch the Knoxville Market!
CARROLL D. ALCOTT.

Japs for years and a
man... who is known
as a fighting journalist
written "MY WAR WI

* "When he opened his mouth Tokio clenc

* "I consider Alcott America's greatest rac
Randall Gould, Editor Shanghai Ev

* "Am advising everybody to listen to A
East makes his news comment the mos
J. B. Powell, Editor of China Weekly R

* "Here's to your station and to Alcott. I
carried the ball for Americans in Far East
America's authority on Chinese Law.

* "In presenting Carroll Alcott, long time
to American listeners, you are doing a
Judge U. S. Court for China.

*— and hundreds of other similar comme

UNITED PRESS... ASSOCIATED PRESS
T... who defied the tutwitted their guns around the world... who has just IH JAPAN"

ed its fist" — Time Magazine.

 interpreter of Far Eastern affairs"-
ng Post and Mercury.

cott whose familiarity with the Far valuable in these critical times"—
new.

e was outstanding broadcaster and or years" — Judge Norwood Allman,

umber one broadcaster of all Asia, useful service" — Milton J. Helmick,

ts from experts and lay listeners.

S...CBS WORLD NEWS
Those Freedoms

TO MOST folks talk about "freedom of the press" and "freedom of radio" is ethereal, law book stuff.

The FCC's deliberations concerning newspaper ownership of stations have been disquieting primarily to those publishers interested in radio. The government anti-trust suit against the Associated Press already has caused concern in isolated quarters. Now Postmaster General Walker's summary action in revoking second-class mailing privileges of Esquire brings into focus a new approach.

All these taken in combination cut across the whole fabric of the nation's press—newspapers, press associations and magazines. In each case some generalized phrase, such as "public interest, convenience and necessity" or "public welfare" or "public service" is the vehicle for action.

Certainly the threat to these freedoms no longer can be regarded as idle, high-sounding talk. The first attack was on radio, not alone with respect to newspaper ownership, but as to tightened regulation down the line.

It should be clear now that radio is the first line of defense for the nation's press.

Along State Lines

LEGISLATION is and nearly always has been radio's No. 1 problem. That's because, fundamentally, we have always had a licensed radio. For the last decade, the licensing authority (FCC) doggedly has sought increasingly greater powers as a regulatory authority.

The FCC, being on the scene in Washington, is in constant contact with those committee men of Congress in which radio legislation is developed. It works at the job practically full-time. Members and officials of the Commission appear before committees of Congress on appropriations and on other matters. They testify, in many instances, behind closed doors. They have the manpower to prepare special studies and impart to Congress their own views and ideologies about radio.

Thus, Congress day in and day out, gets only one side of the story. It is only when we have hearings such as those on the White-Wheeler Bill that the other side is told. Then the picture changes somewhat. But after the close of the hearings, what? The Government agency still maintains its liaison with the Committees of Congress and broadcasters go back home.

This brings us to our point. The spokesman for radio in Washington is the NAB. Its policies are determined by a board of directors of 26. Of these, 17 are from the radio districts into which the country is divided. Then there are directors at large representing particular classes of stations. And those networks which are members automatically have board representation.

The NAB board wasn't organized with legislation as the primary consideration. We think it should be. That would mean organization along state lines. Why shouldn't there be a board made up of one director from each of the 48 states? He would be the spokesman for the stations in his state. He would maintain the liaison with the Congressional delegations from his state.

Senators and Representatives think in terms of the country at large. But they also think in terms of their constituencies. They go home every so often to feel the local pulse. They know best the radio operations in their own states. They listen to those stations and they are interested in the welfare of their broadcasters.

There has been lots lacking in radio's legislative approach. Broadcasters get all het up when a crisis arises. Then they go home and decide to "Let George do it." The assignment is a continuing one. The contacts should be automatic.

The NAB holds a convention this spring—between April 1 and May 15. Legislation now is pending in Congress to amend the Communications Act to retrieve for radio its freedom. These new amendments may be enacted by that time, but whether or not they are, equally important legislation must be considered to cope with post-war radio and communications developments.

Board members of the NAB board along state lines should go a long way toward building a harder-hitting trade organization that can be effective the year around—not merely when crises arise. We trust the NAB membership will consider this suggestion and that it be scheduled for discussion and action at the forthcoming convention.

Sold Scientifically

UP IN CANADA, where the war is an old story—4½ years old—the recurring hubbub in the States over paid and unpaid governmental advertising campaigns is hard to understand. For the Dominion realized back in 1939 that war messages to its people should be sold scientifically.

Those who have taken part in the subsidy and anti-subsidy battles will find a refreshing account of this scientific manner of war wagging in an article on page 20 of this issue. The story is told by Glenn Bannerman, president of the Canadian Assn. of Broadcasters.

The scientific approach to governmental contact with the citizenry is built around recognition that business' most potent sales weapon—advertising—is wielded by advertising experts, and that advertising media should be used intelligently and impartially.

Those premises established, Canada decided that the men who know advertising best are best fitted to buy advertising. Therefore the job of buying media facilities, after a shaky start, was vested in a cooperative group of advertising men formed to assist the governmental campaigns.

All media have been used—and extensively, too—by the Dominion.

In the process, everybody has been happy—Government, advertisers, agencies, media. In fact, the industry groups have been trying to out-perform each other in their joint job of winning the war as quickly as possible. For example, privately-owned stations are estimated to have donated about 16% of their total volume of revenue in free time.

It's time for some scientific selling this side of the border.

Our Respects To

THOMAS HENRY LANE

A T A DESK offering a view out past the White House and down Pennsylvania Avenue sits a smiling, 30-year-old executive charged with one of the most gigantic sales promotion jobs in history—the Fourth War Loan Drive for $14,000,000,000. The open door, for all to enter, and the friendly atmosphere dispel any hint of pretentiousness about the occupant, his surroundings, or his task.

The second consecutive radio man to direct the advertising, press and radio activities for the War Finance Division of the Treasury Dept., Tom Lane succeeds Vincent F. Callahan, who resigned Dec. 10 to re-enter private business, and who was formerly with NBC Washington and ex-manager of WWL New Orleans and WBZ-WBZA Boston. Already forwarding War Bond promotion for the Treasury during the past year-and-a-half as chief of the War Finance Division's Advertising Section, Tom previously had been with Young & Rubicam and WOR New York.

As chief of the WFD advertising section Tom was in direct charge of all publication, outdoor and poster advertising for War Bond promotion. Coordinating promotion activities with the plans of the sales staff and other divisions of the Treasury, in Washington and in the various offices throughout the country, he also consulted with the War Advertising Council and its various agencies to secure advertisements. Included on the list of activities were a great number of personal contacts and correspondence with editors, publishers, national advertisers and advertising agencies about the country.

The Treasury ads prepared under his direction appear regularly in 1400 daily newspapers, 4,500 weekly newspapers, 59 general magazines, 96 farm papers, 550 trade publications, and 10,000 billboards—all at no expense to the taxpayer.

Five years work with Young & Rubicam, association with WOR New York and the New York Herald-Tribune preceded Tom's affiliation with the Treasury. Joining the advertising agency in 1937 his first assignment was to handle publicity work on various radio shows, including We the People, Fred Allen, Kate Smith, Jack Benny, Phil Baker and Hobby Lobby. His first promotion soon followed and he began writing and directing the Eddie Duchin Show, sponsored by American Tobacco, and Hobby Lobby, sponsored by Fels-Naptha. Copy work next came his way (Continued on page 46)
This is No. 5 in a series of stories of KOIN PUBLIC SERVICE

The subject of No. 1 was a summer series of City Park Concerts... of No. 2 "Wartime Women", KOIN's award-winning nightly broadcast of women's war activities. No. 3 told about "Million Dollar Club"—the big weekly half-hour, year-round War Bond promotion program. No. 4 about special educational and farm service activities.

Johnny Carpenter has been in radio 15 years, including three as advertising manager and sportscaster for a large oil company. He has been with KOIN for the past three years in his present capacity.

Planning launching broadcast for world record 10-day Liberty Ship, "Joseph N. Teal". Left to right... Carpenter, Henry J. Kaiser, Albert Bauer, Manager of Oregon Shipbuilding Corporation, and Edgar F. Kaiser.

Johnny interviews Portland's world-famous traveling Mayor, Earl Riley, on his recent return from England.

Introducing... JOHNNY CARPENTER

Director of Special Events and Sports

... When Henry Kaiser sets a new record
... When community emergencies develop
... When celebrities come to town
... When wounded soldiers come home
... When history-making events take place
... When home front war effort needs stimulus—

... No matter what the occasion, if it's in the public interest, Johnny's there with a KOIN mike helping this station serve the community.

SPORTS are soft-pedaled for the duration, but afterwards Johnny will again be on the job to serve listeners in this department.

Helping the Red Cross get blood donors Johnny broadcasts impressions of Miss Patsy Neal while she donates her pint.

Col. Stratton presents Carpenter with aircraft warning service medal on first anniversary of weekly program "Stop, Look and Listen" beamed at aircraft watchers.

With Johnny's help, charming Shirley Howard tells listeners how it feels to be 1943 Rose Festival Queen.

FREE & PETERS, INC.
National Representatives

KOIN PORTLAND OREGON
MACK

17.

PHILLIPS

HENRY

succeeding the late Prof. William

Hall

appointed director

DR.

charge

The

been

Family

program executives

ARNETTE

Fame for Great Americans,

M.

Chicago

of

returns

Jr.,

NEW

N.

DEC.

BASEBALL FANS

SOME GOOD

ON THE

NF

THAT

BROADCAST.

ANNOUNCED

OF

RICH,

ENSIGN BERNARD

Scouts

been

ager

Fort

in

Jane

Cox

supervisory duties over the

nity,

was

LEONARD REINSCH,

in

Athens.

Mr. Reinsch was

organized WINX Washington, D. C.,

has left the station. No future plans

were announced. Lawrence Heller

has resumed active management.

ROGER W. CLIFF, executive vice-

president and general manager of

WFIL, Philadelphia, has been named

vice chairman, public relations,

of the

Philadelphia War Finance Com-

mittee for the Fourth War Loan Cam-

paign. Jack Steck, public relations

director of WFIL, will act as director

of promotional activities.

CAPT. E. P. H. JAMES of the

Army Air Forces, formerly director

of advertising, research and publicity

of the BLUE, is the father of a boy.

Capt. James is at Harrisburg, Pa.

WARD INGRAM, formerly sales

manager of KFRC San Francisco,

now in the Army and stationed at

Santa Ana, Cal., has been promoted

to a captain.

Capt. J. E. Doherty

CAPT. JOHN E. DOHERTY, 24,

son of Frank P. Doherty, owner of

KRKD Los Angeles, and president

of the Los Angeles Chamber of

Commerce, was killed in action

in Italy on Dec. 10 according to a War

Department communiqué. No de-

tails were given.

Jaspert to WLAW

APPOINTMENT of George H.

Jaspert, veteran broadcaster, as

station manager of WLAW Law-

rence, Mass., was announced last

week by Irving E. Rogers, presi-

dent and general manager of the

Hill &amp; Rogers Co., owners and

operators of the station.

Mr. Jaspert comes to WLAW from

WPRO Providence, where he was

commercial manager, to accept

the new position. Mr. Rogers will

continue to serve as general manager

of the station. Mr. Jaspert has had

23 years of experience in broad-

casting, most of it in the New En-

gland area. He is married and has

three children.

BEHIND

the MIKE

HAROLD McGEE, freelance produc-

er-director, has taken over direction

of Cadena de America, sponsored

on NBC by E. I. duPont de Nemours &

Co., Wilmington. Homer Pickett, of

the production staff of BBDO,

New York, duPont agency, will con-

tinue to supervise Cadena de America, as well as special-

ize in building new shows.

WILLIAM WILGUS, producer, has

resigned from the Office of the

Coordinator of Inter-American Affairs to join J. Walter Thompson Co.,

New York, where he will head the

new Ford program on the BLUE featuring

Tommy Dorsey's orchestra. Cyril

Armbruster, previously a director at

the BLUE, takes over Mr. Wilgus' duties on the CIAA's Latin American

shortwave version of Counterespionage, heard domestically on the BLUE.

ROBERT R. RAY, former superinten-

dent of the assignment division of CBS

network operations and with CBS since

1929, has been appointed assistant

to the director of CBS operations, James

M. Seward. Mr. Ray replaces Leroy

Passman, who is joining the Overseas

Branch of the OWI and will probably

go to London.

RD STEVENS, announcer of WAAT

Newark, N. J., has been inducted into

the Army.

ROBERT E. SHORT, announcer-engi-

neer of WHCU Ithaca, N. Y., on

Dec. 26 married Madeleine Lois King

of Ithaca.

FRANCES DILL, new to radio, has

joined the announcing staff of WOCI

Columbus, Mass.

EDWARD MELLINGER, of the CBS

department of education, has entered

the Maritime Service as apprentice

seaman.

DAVID H. HARRIS, WTAG

Worcester program-production man-

ager, has been loaned to the Massa-

chussets War Finance Committee of

the Treasury to help promote the

Fourth War Loan Drive. He is as-

signed to special events and radio in the

publicity department, with head-

quarters in Boston.

JIM HARVEY, KYW Philadelphia

newscaster, is leaving for the Army.

EDWARD H. CARPENTER, for-

merly on the staff of the Daily Enter-

prise, Adirondack, N. Y., has been

added to the production staff of KYW

Philadelphia.
North Carolina is the South's Greatest State

In Agriculture

Cash Income and Govt. Payments

<table>
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<tr>
<th>NORTH CAROLINA</th>
<th>AVERAGE OF NINE OTHER SOUTHERN STATES</th>
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<td>$221.8 (Millions)</td>
<td>$133.3 (Millions)</td>
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Value of Manufactured Products

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<tr>
<th>NORTH CAROLINA</th>
<th>AVERAGE OF NINE OTHER SOUTHERN STATES</th>
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<tr>
<td>$1,420.6 (Millions)</td>
<td>$536.5 (Millions)</td>
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WPTF with 50,000 Watts in Raleigh is North Carolina's No.1 Salesman

NBC 680 KC

Free & Peters, Inc. National Representatives
an ensign, has joined the announcing staff of WWHL, Niagara Falls.

BILL STEWART, announcer of CKWX, Vancouver, recently married Betty Levis at Kelowna, B. C.

VERNOL COLINS, new to radio, has joined the announcing department of CKWX, Vancouver.

VICTOR BEST, former announcer, has joined the announcing staff of WLDW, Milwaukee.

PEL ALLEN has been commissioned an ensign in the Navy and leaves for his announcing post with WINS, Milwaukee.

EDDIE FRECH, former WMAN, Manfield, Ohio, announcer, has joined the announcing staff of WALK Mobile, Ala. He is replaced at WMAN by Buddy Cram.

BILL DUNN, formerly program director of WIBM, Jackson, Mich., and Jim Flenske, formerly commercial manager of WBLK, Clarkstown, W. Va., have joined the announcing staff of WKEW, Youngstown, Ohio.

ED HALLORAN, formerly with the Cincinnati Post, has joined the news staff of WLW, WSAI, Cincinnati.

ROBERT MILTON, announcer of KFJ, Los Angeles, has been recalled for active service with the Merchant Marine. Lou Place, announcer, has returned to the station after an interval at KFJ, Glendale, Cal.

ERNST H. MITCHELL, formerly with the Denver Post, and Adolph (Butz) Mayer, formerly with the Rocky Mountain News, have joined the news staff of KLZ, Denver.

DON GILLIS, former program manager of WBAP, Fort Worth, Texas, recently joined the NBC Central Division as a musical production director.

HARRY RUBIN, dramatic producer, of the NBC Central Division, is the father of a boy.

JIM STOVIN, son of Horace Stovin, Toronto station rep., has joined the announcing staff of CJOB, Vancouver.

DOUGHE MCEVY, former announcer of CJOH, Vancouver, is now broadcasting.

ROBERT REID, announcer of KCPX, Kansas City, has been appointed program director of Associated Recorded Programs Service, according to Ben Selvin, vice-president of the company. Mr. Reid originated Between the Lines, heard on the BLUE. Recognizing the acute manpower shortage at stations, Associated will concentrate on continuities, thus enabling subscribers to get maximum commercial use of their own libraries.

KENNEDY, former announcer of CKGB, London, is now in the control tower at a Royal Canadian Air Force operational training unit in eastern Canada.

GEOFF HAVEN, formerly announcer of CDL, Toronto, is now broadcasting.

AIRCRAFTSMEN BART HART, formerly announcer of CKGB, is now in the control tower at a Royal Canadian Air Force operational training unit in eastern Canada.

JACK RUSSELL, pilot officer, formerly program director and announcer of CKGB, Timmins, is now in the control tower at a Royal Canadian Air Force operational training unit in eastern Canada.

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Hooper Ratings like this are Scarce as Hen’s Teeth!

Johnson City, Tenn. - Hooper Listening Index - Fall, 1943

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<td>96.4</td>
<td>1.6</td>
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<td>2.3</td>
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<td>2.2</td>
<td>0.5</td>
<td>0</td>
<td>2.0</td>
<td>1023</td>
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<tr>
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<td>2.9</td>
<td>1.5</td>
<td>2.1</td>
<td>1.2</td>
<td>0</td>
<td>1.0</td>
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<td>6:00 PM-8:00 PM Mon. thru Sat.</td>
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<td>2.7</td>
<td>1.6</td>
<td>0</td>
<td>2.2</td>
<td>1.1</td>
<td>4.8</td>
<td>930</td>
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<tr>
<td>8:00 PM-10:00 PM Mon. thru Sat.</td>
<td>74.1</td>
<td>5.7</td>
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<td>0</td>
<td>4.2</td>
<td>2.8</td>
<td>4.3</td>
<td>891</td>
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</table>
| 6:00 PM-10:00 PM Mon. thru Sat. | 80.4 | 4.3    | 1.7    | 0      | 3.3    | 2.0    | 4.5    | 1821         

More than a million people live, work, play and spend their money within WJHL's primary area, which includes the six cities of Bristol, Kingsport, Greenville, Elizabethon and Johnson City, and the important trading centers of Abingdon, Va., and Boone, N. C.

Like many others, the Appalachian area is enjoying unusual war-time prosperity because of its hardwood, silk, rayon and knitting mills, its iron foundries, potteries and other factories. But this section is not newly rich. Its prosperity is founded upon a large and sound pre-war industrial development which includes North American Rayon, American Bemberg, Tennessee Eastman and many others—plus a Burley tobacco crop which runs into millions of dollars yearly, along with a great volume of dairy products, poultry and other foodstuffs.

For thorough coverage of this fine market, buy WJHL!

**WJHL**

**JOHNSON CITY, TENNESSEE**

W. H. Lancaster, President

Ken Marsh, Manager

1000 Watts

910 KC.

Represented Nationally by Howard Wilson Co.
THE BUSINESS OF BROADCASTING

WHEB Portsmouth, N. H.
M & B Baking Co., Dover, N. H., 6 sp weekly.
Crawford Furniture, Boston, 12 as weekly.
Gillette Razor Blade Co., Boston, thru Yankee Network, Boston.
Hotel Roosevelt, N. Y., 6 as, thru Kelly Nation Inc., N. Y.
Johnstone Drug Sales Corp., Rochester, N. Y. (Klinefelter), 6 as weekly, thru Armand S. Well, Buffalo.
J. Morris, 26th St., New York, 6 as, thru Central Office, New York.
Quaker Oats Co., Pennsylvania, Ont. (oreals) 6 ap weekly, thru Spitzer & Mils, Minneapolis.

CHML Hamilton
Vick Chemical Co., New York, 8 ap weekly, thru Morse International New York.
Chernish's Ltd., Hamilton (department store), thru Ionson.
ida Stores, Toronto (chain drug stores), 6 ap weekly, thru A. McKinnon Ltd., Toronto.
Pepuloid Co. of Canada, Toronto (toothpaste), thru Elliott & Son, Toronto.
Quaker Oats Co., Canadian, Toronto, 6 ap weekly, thru Spence & Russel, Toronto.

WHCU Ithaca
Bang Bros. Co. of New York (Surge milling machines), 6 as ap weekly, 13 weeks, thru Fogarty-Jordan-Phelps, Chicago.
W. R. Buckley, Rochester (Cash and Carry), 3 weekly thru Armand S. Well, Buffalo.
Monticello Drug Co., Jacksonvile, Fla. (600 cold tablets), 6 as weekly, direct.
Park & Pollard Milling Co., Buffalo, 5 sp ap weekly, thru Bowman & Block, Buffalo.

STATION ACCOUNTS

Standard Brands, New York (Fleischmann's Yeast), 6 to 10 weeks, thru Renyon & Richards, New York.

WTBO Cumberland
Maurice's Department Store, Cumberland, Bedford & Everett, 6 as weekly, thru D. Kennedy Co., Baltimore.
Personal Finance Co. (local), 10 weekly, thru Al Paul Lathis, N. Y.
B. Benneker & Sons, Cumberland (retail furniture), 6 as, 5 to 12 weeks.

Wolf Furniture Co., Cumberland (retail furniture), 10 as weekly, thru Russel M. Seeds Co., Chicago.

Orsi's Bakery, Cumberland (Soft-Spun bread), 2 f weekly, direct.

KHJ Hollywood
Chapman's Ice Cream Co., Los Angeles (ice cream), 11 as weekly, thru Huxson-O'Donnell Adv., Los Angeles.
Avison Inc., Vernon, Cal. (help wanted), 1 sp weekly, thru Knoll & Co., Los Angeles.

Swinnerton Pacific Co., San Francisco (help wanted), 3 sp weekly, thru Buonocore, San Francisco.

WIZ New York
Ward Baking Co., New York (Tip Top bread), 5 as weekly, thru J. Walter Thompson Co., N. Y.

WEBH Portsmouth, N. H.

Vick Chemical Co., New York, 8 ap weekly, thru Morse International New York.
Chernish's Ltd., Hamilton (department store), thru Ionson.
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Pepuloid Co. of Canada, Toronto (toothpaste), thru Elliott & Son, Toronto.
Quaker Oats Co., Canadian, Toronto, 6 ap weekly, thru Spence & Russel, Toronto.

WQXR New York
Dannon Milk Products. Long Island City, N. Y. (Yogurt), 3 as weekly, thru Forbess, N. Y.
American Express Co., New York (Travelers Checks), 6 as weekly, thru Capels Co., N. Y.
Metropolitan Certified Milk Asso, weekly, thru Celtics Co., Philadelphia.
S. A. Schonbrunn & Co., New York (Bread & Coffee), 6 as, thru Rothweil & Ryan, N. Y.
Mills Co., New York (Beer), 6 as weekly, thru R. O'Connell Co., N. Y.
Switzerland Cheese Assn., New York (institutional), weekly, thru 13 weeks.

KECA Los Angeles
Goodyear Service Co., Los Angeles (auto supplies), 6 as weekly, thru Smith & Bull Adv., Los Angeles.
National Hollywood, Los Angeles (instruction), 6 as weekly, thru bakne Weiland, Los Angeles.
Murine Co., Chicago (Murine), 5 as weekly, thru Russel M. Seeds Co., Chicago.
KMPC Beverly Hills, Calif.
Garrigana Products, San Francisco (spaghettii sauce), 6 as weekly, thru Smith & Bull Adv., Los Angeles.

Renee's Bakery, Los Angeles (bakery goods), 12 to 14 weeks, thru Dana Jones, 2 as weekly, thru Russel M. Seeds Co., Chicago.

WLH Brooklyn

BATTLE PHARMACEUTICAL Co., Toronto, has started spot announcements on a number of Canadian stations. Account was placed by Tandy Adv. Agency, Toronto.

NEW SCHOOL for Social Research has announced that its five-day symposiums on WQXR New York to promote its adult education courses. No additional stations were planned. Business is placed through Green-Brodie, New York.

MCCRAY REFRIGERATOR Co., Kendallville, Ind., has appointed Evans Associates, Chicago, to handle its advertising. Radio is contemplated as present. Pinaud now promotes various products on French hour. WBNX New York.

RAADIO & ELECTRONICS Institute, Philadelphia, has added a sports news show on WIP Philadelphia to its network list. The program is produced in Portland area.


MURRIS PLAN Co. of Rhode Island on Jan. 3 began a sponsored spot on WEAN Providence The Memory Song Man, heard Monday, Wednesday and Friday. Account was handled through the Arthur Bratisch agency.

NEW WATCHES, New York, has tuned St. Georges & Keyes, New York, to handle its advertising. No radio spots are being used.

NARCISO Musso Soc. de Resp. Ltda., Buenos Aires, Argentina, has appointed Macorino Co. Buenos Aires, to handle advertising for its textile products. Firm, which specializes in the manufacture of stockings, will launch its initial campaign for Carlos children's stockings, and more than 1,000 newspapers. Plans for radio campaign have not been completed. Product is primarily for summer use.

LEWIS CIGAR Co., Newark, will start John B. Kennedy, commentator, for a weekly spot on WBNX New York Jan. 11 on behalf of La Coronada cigars. Kennedy, who has sponsored Mr. Kennedy in New York for several years, is Agency is Lewis 

EARL A. MEANS, vice-president of Bristol-Meyers Co., New York, extensive radio user, is retiring March 1 from the direction of the advertising department, for a full-time post in the research department. Means will succeed Mr. Means in charge of all research projects.

PILAD SHEEN Wineries Inc., Garfield, N. J., has signed for Mac & Le Mag Finest, a half-hour program on Sundays for full hour on WFAT Paterson, N. J.

BROADCASTING - Broadcast Advertising
FOSTER DACK Co., Toronto (Mecca ointment), has announced announcements on a number of Canadian stations. Account was placed by A. J. Deuen & Co., Toronto.

ADAM HATS (Canada), Toronto, has started "Star of the Night," half-hour program featuring stars of stage and screen as well as entertainers picked from the studio audience, on CJOY Toronto. Account was placed by MacLaren Adv. Co., Toronto.

VENO DRUG Co., Toronto, has started "Larry Cross Sings" transferred from ALCO & Co., Toronto, to 12 Canadian stations. Account was placed by Atherton & Currie, Inc., Toronto.

DANNON MILK PRODUCTS, Long Island City, on Feb. 14 starts participation on Alfred J. McCall's "Pure Food Hour" on WOR New York. Because of various shortages company has abandoned for the present its original plan for a more extensive radio schedule. Agency is Close Co., New York.

EDWARD G. BUDD MFG. Co., Philadelphia, is the latest war plant in the Philadelphia area scheduling a series of "classified spot" announcements on WFTL to recruit new war workers. Weekly schedule is varied and for an indefinite period, placed thru Lewis & Gilman Agency, Philadelphia.

STANDARD BRANDS, New York, has acquired stock of Shieff Cheese Co., Greenfield, Wis., subsidiary of Kingan & Co., and Strong Cobb & Co., Cleveland pharmaceutical manufacturer. Shieff will have as its president, Frank T. Lewis, former vice-president of Kingan & Co., and Charles L. Nye, general manager, who will continue in that capacity, has been elected vice-president.

MILES LABS, Toronto, has renewed for 1944 the four-weekly transferred quarter-hour "Laws & Lumber" program. Account was placed by Cockfield Brown & Co., Toronto.

LAURA SECORD CANDY SHOPS, Toronto (chain stores), renewed Dec. 21 Real Breakfast Hour on CFRB CCFJ CKCO CKWS CHML CFPL, Mon. and Fri. 7:45-8 p.m. Agency: Cockfield-Brown & Co., Toronto.

J. W. BROOKS, general manager of Harris Lube, Tuckahoe, N. Y., has been elected president of Bristol-Myers Co., New York, in charge of the Harris Lube division. Paul W. Leonard, director of personnel for the B-M Hillside plant, will assume new responsibilities as assistant to William M. Bristol Jr., vice-president in charge of production.


Schoff to New York

JAMES S. SCHOFF, present general manager and president of The Fair, Chicago department store, will become, Jan. 51 to become president of Bloomingdale's, New York department store. Hector Suyker, who has been first vice-president of The Fair for two years, becomes general manager.

GEORGE T. WRUCK, has been appointed director of advertising at Consolidated Royal Chemical Corp., Chicago.

BELL MERCHANDISING Co., has placed its account with the Standard Adv. Agency, Radio (mail pull) will be used.

INTERNATIONAL CECILTON PRODUCTS Co., Chicago (Kotex and Kleenex), has placed a large number of radio and newspaper contracts in various Latin American countries through Export Adv. Agency.

JAMES CO., Chicago, on Jan. 4 began sponsorship of "Crimes of the Past," half-hour mystery drama, on WGN Chicago. Series is presented each Tuesday night.

Contract is for 22 weeks. Agency is Mitchell-Faust Adv., Chicago.

CRAWFORD CLOTHES, Philadelphia (men's clothing store), has added its radio schedule on WPEN Philadelphia, taking over the sponsorship of "Joe Dillon's Gems of Ego," a program which immediately prior to a quarter-hour mystery program. Contract is for 22 weeks. Agency is Al Paul Lepton Agency, Philadelphia.


WILSON & Co., Chicago (meat packers), has appointed Davis & Heaven Adv., Los Angeles, to handle Pacific Coast advertising for Wilson Ideal Dog Food and other products.


TIDEWATER ASSOCIATED OIL Co., San Francisco, on Jan. 1, started sponsoring play-by-play broadcasts of the 1944 Northern California basketball conference on KLX Oakland. Bill Tobitt, sportscaster, will handle the commentary. Buchanan & Co., San Francisco, has the account.

ABOTT'S DAIRIES, Inc., Philadelphia, renewed for 1944 its present half-hour schedule on WFTL and KYW Philadelphia. The WFIL account covers local sponsorship of Bethlehem's network news broadcasts; participation in five times weekly on Anice Ives' "Everywoman's Club of the Air," and daily spot announcements. Renewal on KYW for 22 weeks is the schedule of five station breaks a week for ice cream, and twice a week participations for milk on Ruth Wells' women's program. Agency is Richard A. Foley, Philadelphia.

FINDER'S MFG. Co., Hollywood (brokers), is sponsoring a quarter-hour three-weekly program "Matinee Melodies" on WALT Chicago. Program format is "tomorrow's brightest world!"

BLUM'S VOGUE, Chicago (women's specialty shops), has contracted for sponsorship last week of a half-hour program "Piano Classics, Sundays, on WAIT Chicago. Contract, placed direct, is for 18 weeks.

BREYER Ice Cream Co., Philadelphia, has renewed a 22-week contract for participation in "Moonlight Serenade," a memorable music program on WOR New York, effective Jan. 10. Agency is McTigue & Albright, Philadelphia.

Simon Ackerman Charged

SIMON ACKERMAN CLOTHES Co., New York (women's clothing), has been charged by the Federal Trade Commission with false representations in radio advertising that the officers of the firm are manufacturers and in the event of the company going out of business, that its merchandise is being sold at wholesale prices, and other claims in connection with the sale of the clothing. The firm is given 20 days to answer the FTC complaint.
Fourth War Loan Leads OWI Schedule; More Spots Available for Sponsorship

With Fourth War Loan messages receiving major emphasis under the OWI allocation schedule for the week beginning Jan. 31, radio stations and networks will send out a variety of appeals as the campaign to sell $14 billion of War Bonds enters its third week.

As in the previous week, station announcements available for sponsorship have been assigned to both the KW and OWI groups of stations. With audience interest intensified through coverage obtained under the Network, National Spot, Special Events, and Special Assignment plans, the War Bond announcements, now 50 seconds in length, should prove attractive to advertisers.

Paper Salvage

Three additional subjects scheduled for the week also carry station announcements. Paper Salvage messages, carrying on from an earlier drive to conserve paper, will urge listeners to sell or donate their accumulations to dealers on local organizations to alleviate shortages at the mills.

Possible sponsors for the Paper Salvage transcriptions include food and drug chains, department stores, waste paper dealers, newspapers, laundries, dry cleaners, local industries requiring paper for packing, and general advertisers.

Car Sharing messages will urge motorists to make their cars serve the maximum number of persons as gasoline supplies during 1944 may be less than in 1943 because of military demands. Stations may find sponsors for these announcements among automobile dealers, garages, service stations, department stores, grocery chains, street car and bus companies, and cooperative markets.

Messages on the Women Marines campaign are designed to appeal to eligible women over 20 and under 36 years of age and not now working in war plants. Thousands of women are urgently needed in this branch of the women's military services. Establishments having former employees now serving in the Women Marines and institutions of higher education are regarded as suitable sponsors for this series.

Also scheduled for the week are messages on the Network Allocation Plan for Rubber Conservation, continuing this campaign for a second week, and live messages on the National Spot Plan on the Home Front Pledge drive. The former emphasizes heavy military demands for tires and manpower problems in production as factors necessitating measures to protect the life of tires.

New Vinms Show


OWI PACKET, WEEK JAN. 31

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 31. All station announcements are 60 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>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td></td>
<td>Group KW</td>
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<td>Fourth War Loan</td>
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<td>Paper Salvage</td>
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<td>Car Sharing</td>
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<td>Rubber Conservation</td>
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<tr>
<td>Home Front Pledge</td>
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</table>

See OWI Schedule of War Messages 93 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

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. STARR
National Sales Manager

FRED RAYMER CO.
National Representatives

THE BElINE

BROADCASTING • Broadcast Advertising
COMMUNICATIONS BY ROMAN POST RIDERS

In the early days of the Romans and Phoenicians the fastest means of communication was the post riders, who carried news and War dispatches from the battle front. As fleet as their horses might have been, their speed does not begin to compare with electronic voice communication. The twist of a dial and the pressing of a button—in the flash of a second the message comes through. Clear cut speech transmission with Universal microphones reduces error and expedites the delivery of the message.

Today Universal microphones and voice communication components are being used throughout the world on every battle front filling a vital need and "getting the message through."

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA
JOHN D. FITZGERALD, former radio director of the National Assn. of Manufacturers, has joined Compton Adv., New York, as account executive on the Allia-Chalmers account. Latter company on Dec. 25 began sponsorship of the Boston Symphony Orchestra on the BLDE. Prior to his position with the NAM, Mr. Fitzgerald was sales promotion manager of Pittsburgh Glass Co.

SAMUEL B. HARRISON, account executive and plan man for Frederick Clinton Co. Adv., New York, last week joined Emil Mogul Co., New York. He will become radio director Jan. 15, when Alfred Paul Berger's resignation from this post at the agency goes into effect.

BOB PREIS, formerly advertising manager of Orange Crush Co., Chicago, who joined Blackett-Sample-Hum- mert, Chicago, as publicity director in November, is promotion and merchandising publicity director with the new Dancer-Fitzgerald-Sample.

THE MARTIN ADV. Agency is now located at 15 East 40th St., New York 16, New York.


WILDER BRECKENRIDGE, account executive of Kenyon & Eckhardt, New York, has been elected a vice-president.

NEIL MCDONALD, formerly assistant publicity director of CBS Hollywood, has joined Earle Ferris Associates.

M. J. JACOBS Inc., New York, has moved from 1839 Broadway to 303 W. 42nd st.

Join BBDO, Minneapolis BBDO, Minneapolis, has announced the addition of two account men and two copywriters. O. Jay Blake, formerly vice-president and director of the business extension division of Cramer-Krassell Co., Milwaukee, will be account representatives. The copywriters are John E. Martin, who has been on the copy staffs of various agencies handling General Mills products, and Carl M. Pease, former director of the copy department of the Bureau of Engraving, Minneapolis.

LOVELL MICKLES Jr. has joined Radio Programme Producers, Montreal. He was formerly manager of the Montreal office of Stovin & Wright, station representatives.

THOMAS J. LABRUM, who resigned as assistant to the publisher of the Philadelphia Record, and R. Kent Hanson, former art director of the Philadelphia Evening Ledger and business manager of the Pittsburgh Pa... Post-Gazette, have organized a new advertising agency to be known as the Hanson-Labrum Advertising Agency, with offices at the Bonbright Building in Philadelphia. Mr. La- Brum, before joining the newspaper, was identified with the advertising agency and publicity field. operating his own agency.

DOUGLAS C. MANSON has joined the copy department of Benton & Bowles. For the past four years he has been copy chief of Paris & Peart, New York.

PETINGELL & PENTON, New York, last week moved from 673 Fifth Ave. to 245 Park Ave. New telephone number is Eldorado 6-2085.

H. ALLEN SMITH has been appointed publicity director for Henri Hurst & McDonald, Chicago.

WILLIAM F. LITTELL, with Ruth- raufl & Ryan, Chicago, since 1922 has been named a director, and will continue as vice-president and Chi- cago manager.

ELLIOTT J. FARRELL, formerly in the sales promotion department of McCann-Briden, New York, has joined Erwin, Wasey & Co., New York, as account executive.

EDWARD H. PEARSON, former creative executive in the New York and Chicago offices of Lord & Thomas, now Fowe. Cone & Belding, has joined J. M. Hickerson Inc., New York, as vice-president and director of creative work.

ALAN SAVAGE has joined the radio department of Cockfield Brown & Co., Toronto. He was formerly with Ruth- raufl & Ryan, Toronto.

CARROLL C'MEARA, Hollywood producer of Young & Rubicam, on CBS Burns & Allen Show, has been shifted from radio department to be- come assistant to William Blees, agency vice-president in charge of West Coast general advertising.

WILLIAM MATHEWS recently was made production manager of Philip J. Menzy Co., Los Angeles. He succeeds Ray Clinton, now in the armed forces.

W. L. EYRE has joined Logan & Arnold, Los Angeles, as copywriter.

CLIFF BOLGARD, who is now associated with the media department of the Gardner Adv. Co., St. Louis, on Jan. 15 joins Young & Rubicam, Chi- cago, in the same capacity.

HARRY ACKERMAN, director of radio production of Young & Rubi- cam, New York, has been elected a stockholder in the agency. Recently joining Mr. Ackerman's staff in New York is Wesley McKee, former theatrical producer, while Ted Bliss has joined the Y & R production staff of the West Coast.

MARTIN REYNOLDS, previously with the media department of Footes, Cone & Belding Inc., has joined the Buchanan Co., Chicago.

WILLIAM R. WILGUS, former freelance producer, has joined the radio department of J. Walter Thompson Co.

Agency Expands

ANDERSON, DAVIS & PLATTE, New York and Washington, has added four new members to its executive staff to give special ser- vice to clients in their post-war planning. Among the newcomers is Karl Knipe, one-time sales man-ager of CBS and previously direc- tor of the Paris office of J. Walter Thompson Co. Recently he was sales director and publicity di- rector of John Wanamaker, depart- ment store. Other additions in- clude: Harold H. Thurlby, former- ly economist of the General Motors overseas operation, chief of plans and procedures and most recently research consultant with the War P roduction Board; John E. Devine, formerly advertising man-ager W & L Sloane, selling agent, and Robert McCallum, art director of several Detroit agencies.

LOYAL ORDER of Moose, Moose- heart, Ill., on Jan. 9 discontinued its Mutual program Moose P risedale Party, after a 13-week run as the result of insur- ance and other benefits derived from membership in the fraternity. Business was placed by L. W. Ramsey Co., Davenport, la.
LUSK NAME ADDED TO PEDLAR & RYAN

PEDLAR & RYAN, with the election of Robert E. Lusk as executive vice-president, will change its name to Pedlar, Ryan & Lusk, Thomas L. Ryan, president, has just announced.

Previously, Mr. Lusk was vice-president in charge of merchandising, advertising and new product development for Colgate-Palmolive-Peet Co. After graduation from Yale in 1925, he entered advertising and became advertising manager for R. H. Macy & Co. Later he joined Benton & Bowles as vice-president and director, handling the General Foods accounts until 1941 when he went to the Colgate organization.

The agency, located at 250 Park Ave., New York, was founded in 1895, and the addition of Mr. Lusk’s name marks the first change in the company’s title. Among others, the firm handles certain accounts for the Procter & Gamble Co., Bristol-Myers Co., Sterling Products, The Borden Co., and several large stores throughout the country.

McSweeney to Pearson

JOHN McSWEENY, timebuyer of Compton Adv., New York, on Jan. 3 joined the sales staff of the New York office of John E. Pearson Co. Before joining Compton where he bought all Procter & Gamble time on Canadian stations and placed spot campaigns domestically for P&G and various other products, Mr. McSweeney was space and timebuyer of Paris & Peart, New York.

Our Respects to

(Continued from page 34)

and he began planning campaigns and writing advertisements for such accounts as American Can, Metropolitan Life Insurance Co., Birds Eye Frosted Foods, American Tobacco, Quetti & Peabody, and Borden’s. Upon becoming an account executive Tom was able to gain valuable administrative experience. In this capacity he was responsible for the direction and administration of all work done by Young & Rubicam on the accounts of the Gulf Oil Corp., Celaneese Corp., of America, Time Magazine and General Foods.

While at WOR Tom managed public relations for the station and also publicity on various programs. This work had been preceded by two years of reporting for the New York Herald-Tribune.

Born Nov. 13, 1913 in Hartford, Tom attended grade school in Hartford. In 1927 he entered Loon- is prep school in Windsor, Canada, and in 1931 he entered Dartmouth college, majoring in economics and graduating in 1935. While at Dartmouth he was active in sports, on the student government board, editor-in-chief of the Daily Dartmouth, a member of the Alpha Delta Phi fraternity, and other organizations.

In 1937 he married Virginia Chalmers of New York, who also had been a reporter for the Herald-Tribune and who then worked with him on We the People. They have one son, Christopher Thomas. Tom’s hobbies include photography, tennis, and carpentry.

Mason on Pacific Tour

FRANK E. MASON, vice-president of NBC in charge of public relations, on leave as special assistant to Secretary of the Navy Knox, arrived in Honolulu last week on a tour of the Pacific war theatre. He will be gone six to eight weeks. Mr. Mason flew to Hawaii aboard a Navy freight plane, accompanied by Ray Clapper, Scripps-Howard columnist and Mutual commentator, who is on his third transoceanic tour since the war began.

WOR Video Party

WOR NEW YORK is converting its experimental television series on W2XWV New York into an informal party type of program, and at the same time is setting up a WOR Stock Co., made up of amateur television talent. New series, which starts Jan. 11, 8:30-9:30 p.m. on the DuMont station, is under the direction of Keith Thompson, script editor of WOR. Ed Brainard, ex-actor now on the station’s continuity staff, will serve as host at the “Television Party,” introducing guest personalities, and conducting games for the guests. Products made by WOR sponsors will be offered as prizes, as an experiment in television advertising.

WE Incentives

WESTERN ELECTRIC Co., New York, has amended its long-standing employees suggestion system to provide cash awards ranging from $5 to $1,000 for ideas that stimulate war production in any phase of the company’s operations. Where the application of a suggestion will result in measurable savings, the award will be 10% of the savings in material and labor estimated to result during the first year’s application of the suggestion. W-E employs about 80,000 communications workers in its various plants, and recently leased space in two industrial buildings in Lincoln, Neb., for war production manufacturing.

FM in KANSAS CITY

KOZY

PORTER BLDG. KANSAS CITY

Everett L. Dillard, General Manager

It took 147 years to build this market, but you can capture it in a matter of minutes.

BASIC BLUE NETWORK WJW 5000 WATTS DAY AND NIGHT

Represented Nationally by HEADLEY-REED COMPANY

L. Dillard, General Manager

BROADCASTING - Broadcast Advertising

January 10, 1944 - Page 45
What's Ahead?

Victory in '44 and ensuing postwar activity? Or continuance of our nation's all-out war effort? Whatever's ahead, 1944 will be a year of tremendous impetus in every field of endeavor.

The favored section of Central and South Texas is thelivest market in America. Aggressive advertisers will continue to cultivate this market in 1944 by using WOAI, which sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS CLEAR CHANNEL
AFFILIATE NBC MEMBER TQN

The Powerful Advertising Influence of the Southwest

**WOAI**

San Antonio

**WDR**

Connecticut's Pioneer Broadcaster

**WDRC**

$18,050,000 for February

Sales Management's estimate of April sales for Feb

uary shows that Hartford is the leader in Connec

ticut. With WDRC's Major Market, Connect, and W

DRC's coverage, programs, results are

BASIC CBS, HARTFORD 4

**SPONSORS**

**SPEAK LOUDER THAN WORDS**

**WOW**

NEW YORK
GIVE YOUR TIME TO THE MARCH OF DIMES!

O UR heartfelt thanks to the many name personalities who are giving their time and talent to the 1944 March of Dimes!

And thanks to you too for the grand job we know you'll do in spotting our transcriptions and live spots to the best possible advantage during the current campaign—January 14 to 31.

Time is of the essence—and it's your time that'll do the trick! Celebrate President Roosevelt's birthday by helping the fight against infantile paralysis!

BELIEVE IT OR NOT—
We're able to offer you FRANK SINATRA singing six current favorites with Axel Stordahl's Orchestra!

A 15-minute platter of HARRY JAMES AND HIS MUSIC MAKERS with DINAH SHORE and "yours truly", DON WILSON!

On reverse side—INGRID BERGMAN and BASIL O'CONNOR!
Also minute spots by top-flight names in the field of radio, stage and sports.

BASIL O'CONNOR
President

HOWARD LONDON
Radio Director

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
ANNUAL FUND-RAISING APPEAL

120 Broadway New York City
Flamm WPAT 50% Heard Before FCC

Question of Control Basis of Hearing on Stock Holding

QUESTION as to whether 50% interest in a station constitutes control highlighted hearings before the FCC last week on the application for the transfer of 50% of the stock of WPAT Paterson, N. J., from Frank B. Falknor and Mr. Schepp to Donald Flamm, former owner of WMCA New York, now in the overseas branch of the OWI.

The $50,000 sale was consummated in September 1942. Mr. Flamm and Col. Ives, his personal attorney, agreed to take over the half interest of Mr. Falknor (25%), former CBS chief engineer in Chicago, now an Army Captain on duty in North Africa, and Mr. Schepp (25%), manager of WIRE Indianapolis, with Mr. Flamm holding 186 shares (49%), and Mr. Ives 4 shares (1%).

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

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

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

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building . . . . Pittsburgh, Penna.
FM NET RESUMES
NEW YORK OFFICE
AMERICAN NETWORK Inc., organization proposing to establish an FM network as soon as war restrictions are lifted, decided last week to reopen New York headquarters in the Lincoln Bldg., as the first step in pursuing full organization plans.

At a meeting in Chicago last Tuesday and Wednesday, presided over by John Shepard Sr., president, and attended by members of the organization's board and prospective participants in the project, plans were completed for reestablishing FM stations to be operated by the network in New York and Chicago. Headquarters in the Lincoln Bldg. will be reopened as soon as space becomes available, probably late this month.

William B. Lewis, former OWI executive and former vice-president in charge of programs of CBS, will become executive vice-president and general manager of American Network about April 1. He is now completing a nationwide program study for CBS.

Williams at 3 Million
OTIS WILLIAMS, Jr., member of the sales staff of WOR, New York, for eight years, is the second account executive at the station to go over the $3,000,000 mark in total sales. George Schmidt has heretofore been the only WOR salesman to attain that goal.

EDGAR KOBAK, executive vice-president of the BLUE, on Jan. 31 will address the Advertising Club of Boston.

HOYT AND HEALY
AT WAC MEETING
PALMER HOYT, publisher of the Portland Oregonian and retiring domestic director of OWI, and George W. Healy Jr., managing editor of the New Orleans Times-Picayune and Mr. Hoyt's successor at OWI, were off-the-record speakers at a meeting of the War Advertising Council in New York last Friday.

Harold Thomas, president, Cen-
taur Co., and acting chairman of the Council in the absence of Chester LaRoche, chairman, who is ill on the West Coast, presided. Cam-
paigns on the Fourth War Loan drive and the campaign against venereal disease were outlined.

Questioned about Mr. LaRoche's future position with the Council, in view of his recent acquisition of BLUE Network stock and his ap-
pointment as director and chairman of the executive committee of the BLUE [BROADCASTING, Jan. 3], Council spokesmen said Mr. La-
Roche is decided to continue as chairman. They pointed to the statement in the BLUE's announcement that "Mr. LaRoche's duties at the BLUE will be ad-
justed for the duration to enable him to meet his continuing responsibilities to the WAC" and said there had been no change from this position.

Time of Mr. LaRoche's return depends upon his recovery. It is understood officers are being prepared for him at the BLUE and that he will assume an active part in the network's management im-
mediately upon his return to New York.

Trevor Evans Named
TREVOR EVANS, radio director of Washington State Defense Coun-
cil, has been appointed to a similar post with Pacific National Adv.
agency, Seattle, according to William H. Horsley, president. Mr. Evans simultaneously took over management of Pacific Radio Productions, an affiliated organi-
ization of the agency, which produces radio programs, transcriptions and commercial motion pictures.

FREDDIE NAMED
APPOINTMENT of David Fred-
e rick as chief of the Office of Pro-
gram Coordination of the OWI Domestic Branch was announced last week. Mr. Frederick succeeds Robert Ferry who resigned to be-
come assistant director of the Branch, in charge of operations. The new OPC chief came to the OWI from the War Finance Divi-
sion of the Treasury Dept. He had been editor and publisher of Tide.

WGAU to CBS
WGAU Athens, Ga., about Feb. 15 becomes a CBS affiliate, bringing the total number of CBS stations in United States and Territories to 139. Contract was signed some months ago, but lines were not available at the time.

FACTS ABOUT RADIO IN CUBA

Survey Just Released Proves
Dominance of RHC Cadena Azul*

Advertisers can now reach Cuba's 4,250,000 people at amazingly low rates:

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<th>C</th>
<th>H</th>
<th>M</th>
<th>Q</th>
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<td>11</td>
<td>65%</td>
<td>15%</td>
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More information on this recently completed survey may be had on request.

HUMBERTO D. GONZALEZ—U. S. Representative of RHC CADENA AZUL
220 West 42nd St. Wisconsin 7-1166 New York 18, N. Y.
Evening Listening Steady
(Continued from page 11)

tioning on the Eastern Seaboard was inaugurated at that time. It took another major jump in December 1942, when gasoline rationing was made nationwide. As a result, 1943 started the year with "Available Audiences" appreciably higher than in 1942. They remained higher until May. From May through October the trends for the two years resembled each other closely but after October the "Available Audience" fell below the 1943 level for the remaining two months of the year. These evening trends indicate for 1944 slightly lower trends in both "Available Audience" and "Sets-in-Use".

Daytime
The daytime conditions are represented in Charts III and IV. These charts are based on Monday through Friday data only.

Chart III shows the daytime "Sets-in-Use Index" trends. Daytime "Sets-in-Use" in 1943 started the year well below the 1942 level and, with the exception of April, remained below until July. From July through December, daytime "Sets-in-Use" were above the 1942 level.

This finding is of particular significance in view of the "Available Audience" trend shown in Chart IV, which started the year at the 1942 level but since March has been well below. That is to say daytime radio in the latter half of 1943 attracted larger audiences than in 1942 despite the fact the "Available Audiences" were appreciably lower in 1943.

It seems probable that employment in 1944 will not greatly increase above the 1943 level. Therefore, if gasoline rationing should continue throughout 1944, it seems probable that daytime "Available Audiences" during the coming year will remain at about the 1943 levels and that daytime "Sets-in-Use" will be at about the 1943 levels or slightly higher.

Top Ranking Evening Programs
The top ranking evening programs as of Dec. 16, 1943 and 1942 are shown in List 1 and List 2.
but five appear on the 1943 year-end list which were not on that for 1942: Joan Davis with Jack Haley, Mr. District Attorney, Screen Guild Players, Take It Or Leave It and Fred Allen.

Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1943 and December 1942 are shown in List 3 and List 4 respectively.

**List 3**

<table>
<thead>
<tr>
<th>December 1943 Weekly Daytime Ratings</th>
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<tbody>
<tr>
<td>1. Stella Dallas</td>
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<tr>
<td>2. Portia Faces Life</td>
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<tr>
<td>3. Ma Perkins (CBS)</td>
</tr>
<tr>
<td>4. When A Girl Marries</td>
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<tr>
<td>5. Young Widder Brown</td>
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<tr>
<td>6. Big Sister</td>
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<tr>
<td>7. Pepper Young's Family</td>
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<tr>
<td>8. Our Gal. Sunday</td>
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<tr>
<td>9. Right to Happiness</td>
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<tr>
<td>10. Kate Smith Speaks</td>
</tr>
<tr>
<td>11. Back Stage Wife</td>
</tr>
<tr>
<td>12. Ma Perkins (NBC)</td>
</tr>
<tr>
<td>13. Helen Trent</td>
</tr>
<tr>
<td>14. Breakfast at Sardi's</td>
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<tr>
<td>15. Lorenzo Jones</td>
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</tbody>
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**List 4**

<table>
<thead>
<tr>
<th>December 1942 Weekday Daytime Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Portia Faces Life</td>
</tr>
<tr>
<td>2. Kate Smith Speaks</td>
</tr>
<tr>
<td>3. Stella Dallas</td>
</tr>
<tr>
<td>4. Life Can Be Beautiful</td>
</tr>
<tr>
<td>5. Big Sister</td>
</tr>
<tr>
<td>6. Our Gal. Sunday</td>
</tr>
<tr>
<td>7. When A Girl Marries</td>
</tr>
<tr>
<td>8. Young Widder Brown</td>
</tr>
<tr>
<td>9. Romance of Helen Trent</td>
</tr>
<tr>
<td>10. Pepper Young's (NBC)</td>
</tr>
<tr>
<td>11. Ma Perkins (NBC)</td>
</tr>
<tr>
<td>12. Road of Life</td>
</tr>
</tbody>
</table>

List 3 contains 16 instead of 15 programs because Lorenzo Jones and Life Can Be Beautiful were tied for 15th place. Of the 16 programs, 13 were among the year-end list which were not on that for 1942: Joan Davis with Jack Haley, Mr. District Attorney, Screen Guild Players, Take It Or Leave It and Fred Allen.

**Fibber McGee Program**

Tops New Hooper Poll

First on the list of the "First Fifteen" in the Hooper National program ratings report dated Dec. 30, 1943, is Fibber McGee & Molly, while Bob Hope has dropped to third place. Charley McCarthy is second and the SealsTest Show with Joan Davis and Jack Haley is fourth. Others in order are the Aldrich Family, Walter Winchell, Jack Benny, Lux Radio Theatre, Abbott & Costello, Frank Morgan, Fanny Brice, Mr. District Attorney, Bing Crosby, Take It Or Leave It, and Fred Allen.

Red Skelton leads those programs which, being broadcast after 10:30 p.m., are not measured in the eastern time zone. The report also shows the program rating average to be the highest level it has reached since March 30, 1945. The set-in-use average, however, is down 2 1/4%.

**Dairy Renewal**

AMERICAN DAIRY Assn., Chicago (dairy products), on Jan. 30 will renew its sponsorship of "The Voice of the Dairy Farmer," quarter-hour weekly program heard Sundays at 1:45 p.m. on 39 NBC stations. It is also heard by transcription on 20 other Midwest and Pacific Coast stations. Format remains the same. Contract is for 13 weeks. Agency is Campbell-Mithun, Chicago.

Music for Workers

BELMONT RADIO Corp., Chicago, provides 2 hours and 45 minutes of music at intervals throughout the day for its employees. Varying in length, programs of music ranging from "hot and low down" to Viennese waltzes are presented on the plant's PA system.

"KRNT convinced our bank that radio spots pay"

reports L. Nevin Lee

"We are doubling the radio-allocation in our advertising budget for 1944," reports L. Nevin Lee, who directs advertising for the Bankers Trust Company of Des Moines. The report also states:

"Your records will show that our bank has been on the air every day with at least one spot on KRNT for the past four years."

"We realize that advertising effectiveness isn't entirely measurable with a slide rule—but we have seen traceable response from featuring certain of our departments on KRNT."

"That is one of the major reasons for increasing our KRNT expenditure this year—and adding KSO."
1944's BIG NEW SHOWS are on WAGA
Building a larger audience and more results for WAGA advertisers

WAGA ATLANTA
5000 WATTS DAY AND NIGHT
590 KC.
Radio Men Named To Key War Posts
Col. Macy and Lt. Col. Warner Are Given Promotions

WITH the return to the air a fortnight ago of Lt. Col. Albert L. Warner who is better known to millions of radio news followers, it was disclosed that three prominent radio men have been named to key posts in the War Dept. Bureau of Public Relations.

Col. Warner, former chief of the CBS Washington news bureau, has succeeded Col. R. Ernest Dupuy as voice of the War Dept. on the official Army Review of the Week on the War Dept. Army Hour over NBC (3:30-4:30 p.m. Sundays). At the same time it was revealed that Col. Warner has been appointed chief of the Bureau's Press Branch, succeeding Col. J. Noel Macy, president of the Westchester Broadcasting Corp., licensee of WFAS White Plains, N. Y.

Macy Succeeds Dupuy

Col. Macy moved up to the post of chief of the Bureau's News Division, succeeding Col. Dupuy, who is on overseas assignment. Previously to his Press Branch post Col. Macy was executive officer to Col. Dupuy. On his appointment as chief of the News Division, which embraces the Press, Radio, Pictorial and Analysis Branches, Col. Macy named as his executive officer Capt. Frank W. Mayborn, president of Bell Broadcasting Co., licensee of KTEM Temple, Tex. Both Col. Macy and Capt. Mayborn are also newspaper publishers.

Prior to joining CBS Washington, Col. Warner was chief of the New York Herald-Tribune Washington bureau. As head of the CBS Washington news bureau for three years he was heard daily in newscasts from the nation's capitol. Taking a leave of absence in 1942, Col. Warner entered the Army as a major on July 2 that year and was appointed to the War Intelligence Branch, which issued communiques. Prior to his Press Branch appointment Col. Warner was chief of the War Branch, War Intelligence Division. At the moment Capt. Robert Menaugh, former superintendent of the House Radio Gallery, is acting chief of the War Branch.

Col. Macy went to the War Dept. with the rank of captain early in 1941 to become executive officer of the old Planning and Liaison Branch, of which Col. Dupuy was chief. When the Women's Aux-

Semper Paratus

SERVICE with a song is the style of M. D. (Doc) Morris of the sales staff of WAAT Newark. While visiting a Staten Island night club, whose account he services, Doc found the vocalist hadn't arrived. It was 15 minutes before air time, and the sponsor was about to have a stroke. So Doc went into a huddle with the band leader and came out with an arrangement of "White Christmas"—with Doc doing the vocals. The day was saved.

Blue Arranges Poll

THE BLUE has arranged with Opinion Research Corp., Princeton, N. J., to conduct special polls of public opinion on post-war policies. The findings will be broadcast in a new half-hour series starting Jan. 17. Announcement of the results will be followed by analyses by commentators and political leaders. Subject of the first of the series, which is titled America Looks Ahead, will be "Attitudes Toward Participation in an Organization of Nations and the Amount of Power which America Should Have in Such an Organization".

In early 1942 Col. Macy was temporary executive officer to Col. Oteta Culp Hobby. Maj. Frank Pellegrin of the Radio Branch has arrived in Algiers, relieving Capt. Albert Wharf
c

Roth Returns to WJR

EXPANDING its personnel for development of local programming, WJR Detroit has added three members to its staff. Honorably discharged from the Army Air Corps, Herschell Roth has returned to the Detroit station. Prior to his enlistment, he had been in the sales department. In the news department, Howard Lewis, from the CBS central news staff in Chicago has taken over two morning newscasts. He previously did news and sports programs on WMAM Marinette, Wis., WBY Appleton, Wis., WMA Madison, and WHBF Rock Island, I11. In 1941 he joined the radio division of UP in Chicago and later became radio news editor for Indiana and Kentucky. Wallace Lancton has joined the production department, coming from BLUE in New York.

Fiji-Oil Spots

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil shampoo), with addition Jan. 2 of sponsorship on WJR Chicago of 14 spot announcements carried on WCFL WAIT WGN Chicago, and WIBC Indianapolis. WENR contract is for 32 weeks. Agency is Malcolm-Howard Adv., Chicago.

On the time-buyer's slate

W-H-I-O spells Dayton

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

5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingbery

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

THE DAYTON MARKET

January 10, 1944 • Page 53
Press Ownership
(Continued from page 9)

each case on its individual merits, except in cities where there may be only one newspaper and one station. In such situations, we thought a policy eventually barring these so-called "local monopolies" might be desirable.

The FCC majority originally had drafted a ponderous report on the newspaper situation whereby the principle of diversification of control would have been established. This, however, was whittled down to a proposed finding of several pages. Then, it is understood, it was tentatively agreed to issue a simple press release setting forth the proposed new policy wherein newspaper ownership would be considered "an element." Evidently because of the potency of the CRAIN arguments, and the Congressional reaction, it was finally decided on Dec. 30 to postpone action indefinitely.

If the FCC should decide to establish a policy viewed as discriminating against newspaper ownership, it is expected the White-Wheeler Bill will be written to enjoin the FCC from enforcing it, by specific provision against discrimination among classes of licensees. Such a view has been expressed by Senator White (R-Me.) acting minority leader and co-author of the White-Wheeler Bill. Chairman Wheeler (D-Mont.) is believed to be similarly disposed.

KSTP Will Inaugurate
Minneapolis' Radio City
OPENING OF a new entertainment project in Minneapolis, to be known as "Radio City," was announced last week by Stanley E. Hubbard, president of KSTP St. Paul, and John J. Fried, head of the Minnesota Amusement Co. The new center, to be opened March 2, will embrace the old Minnesota Theatre and the Minneapolis facilities of KSTP.

Plans include remodeling of space to provide three studios. One 57-foot studio will seat 350, and will be equipped to show motion pictures. Arrangements are being made for broadcasts at regular intervals, according to Mr. Hubbard, who says the theatre will operate on a straight motion picture policy, but with a sufficiently elastic schedule to take care of any extra attractions which might become available.

ACA Renewals

BROADCAST division of American Communications Assn., has renewed collective bargaining agreements with WBNX New York, these contracts to be submitted for approval to the War Labor Board. Calling for substantial increases and new top scales, the contract with WBNX provides for a maximum $60 per week salary, while at WNEW the scale reaches $80 for supervisors with a semi-annual increase of $250 for engineers and $3 for supervisors.

NEWS POLICY was discussed by this group of officials and newscasters following signing by the San Francisco Chronicle for eight 10-minute Time Clock newscasts daily on KYA San Francisco. Huddling are: (1 to r): William H. Brown, station editor-in-chief; Albert Clive, Lewis Jackson, newscasters; Don Fedderson, KYA general manager; John T. Smith, newscaster; Jack William, program director; H. B. Rossen, writer.

TRAMMELL LAUDS RADIO'S WAR ROLE

"NO WRITING of the history of this war will be complete without some recognition of the part played by the press and radio," Niles Trammell, president of NBC, stated in a year-end statement issued last week.

In praise of "these two great mediums of free speech," Mr. Trammell said: "Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselally to the job facing us at the home front.

"Television taxes the imagination and challenges our ingenuity as nothing else has since the days of Marconi. Today broadcasting is in its swaddling clothes; tomorrow will see the nation devoted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment."

Flyer Missing

PILOT OFFICER Norman Alexander Allen, 23, Toronto, is presumed dead in the latest Royal Canadian Air Force casualty list. He was an observer in the ferry command. Prior to enlistment two years ago he was announcer of CFCO Chatham, Ont. He was first reported missing in November, 1942.
COMMISSION SALES POLICY IS ADOPTED

A UNIFORM policy governing earnings of commission salesman under the stabilization program during 1944 was authorized last week by Judge Fred M. Vinson, Director of Economic Stabilization. Judge Vinson's action directs the Commissioner of Internal Revenue to apply the same stabilization rule to commission earnings which is now applied by the National War Labor Board.

Under the WLB rule applicable to commission sales men earning less than $5,000 a year, no approval for any increase or decrease in annual earnings is required so long as the commission rate on the individual transaction is not changed. Any change in rate or shift from salary to commission basis requires approval of the CIR or WLB, depending on which agency has jurisdiction.

The OES explained that its action involves no change in the stabilization policy on sales men's own sales but "unifies the principles to be administered in 1944 not only for direct commissions, but as well for compensation based on a percentage of the sales of others, a percentage of profits and other like arrangements." The OES recalled that although regulations were issued by the CIR on Sept. 4, 1943 to limit total commission earnings to those of the previous year, the regulation respecting commissions on the sales men's own sales was suspended. That suspension harmonized the rule with respect to direct commissions, it was declared.

On Loan Committee

FOUR well known radio and advertising people have been added to the publicity staff of the Massachusetts War Finance committee, for the Fourth War Loan Drive, it has been announced by Marjorie L. Spriggs, director of publicity for that state. Lawrence Flynn, public relations director of WMEX Boston, and John C. Dowd, president of the Boston Adv. Agency, will work on retail promotion. David H. Harris, program manager of WTAG Worcester, will handle radio and special events. Hugh R. MacLennan, of the advertising department of the Jordan Marsh Co., Boston department store, will work with Miss Spriggs on the overall program.

Rainier Renews

RAINIER BREWING Co., San Francisco, for the second consecutive year on Jan. 1 renewed for 52 weeks its daily spot announce ment schedule on 25 West Coast stations. List includes KGO KFRC KHJ KNX KFBK KJMY KFRE KGB KERN KPMC KWG KDFM KOH KVEC KVQOE KFEM KFDM KBDB KFHM KDNS KHL KYY KFMY. Agency is Buchanan & Co., Los Angeles.

Post War Radio Changes Previewed in G-E Book

GENERAL ELECTRIC describes the three changes in broadcasting—FM, AM, and television—to follow the war in a booklet "Radio Broadcasting Post-War." Complete with photographic montages and a double-spread map on FM, the book begins with the story of FM in a short resume of its past, and its present, and future plans. G-E gives reasons "why every broadcaster should seriously con sider FM now" and tells how to obtain it.

The second section deals with AM broadcasting post-war, previewing its expansion, especially in connection with the use of G-E equipment. A television booklet is also included.

On Loan Committee

For the Double or Nothing weekly quiz program, Wm. Esty & Co., New York, resigned the account of the firm's part in it. Attached to the booklet is a pamphlet and reservation form for the G-E equipment reservation plan through the use of War Bonds for post-war equipment.

Pharmaco to R. & R.

PHARMA CO Inc., Newark, has appointed Ruthrauff & Ryan, New York, to handle all advertising for its Feen-a-mint, promoted on Mutual on the Double or Nothing weekly quiz program. Wm. Esty & Co., New York, resigned the account of the Navy along with the Army and Air Force, the G-E equipment. No changes in the radio advertising are contemplated for the present.

Charles E. Greenfield

CHARLES E. GREENFIELD, 69, of San Francisco, manager of the Pacific Coast Division of O'Mara & Ormsbee, died December 31 of a heart ailment. Mr. Greenfield had been with the firm 25 years.

Gennett-Speedy-Q

Sound Effect Records

LARGEST LIBRARY IN THE WORLD

All $2.00 Each

Including Latest Actual Warfare Effects

Immediate Deliveries

Order From Nearest Office

Charles Michelson

New York, N. Y.
67 W. 45th St.

Starr Piano Co.

Richmond, Ind.

Starr Piano Co.

Los Angeles, Cal.

So. 1st and B Sts.

1344 So. Flower St.

"Just like WDFD Flint said—It sure is fun to be a Junior Cadet!"

"Direct Line to Berlin!"

No wonder the Fuehrer is furious! The big squeeze is on, and from North . . . South . . . East . . . and West come the sound of airplane motors and marching feet. Yes, Radio communications have established a direct line to Berlin. From the white cliffs of Dover to the white beaches of the Mediterranean . . . wartime radio unites the Allied forces into a single striking force that spells disaster for Adolph and all he represents.

Producing transmitters, tuning and control units, amplifiers and remote equipment for the Army and Navy is Gates' present responsibility to the war effort. Victory comes, our expanded facilities and engineering experience will be applied to your communications needs . . . in the form of equipment produced at lower cost, with greater performance and lower maintenance expense . . .

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.
Hoyt, Retiring From OWI, Urges Plans For Invasion Include Full News Reports

URGING that plans for the forthcoming invasion of the European continent include arrangements for speedy and accurate news reports of the operation, Palmer Hoyt relinquished his post last week as OWI Domestic Director after six months in Government service. Hoyt, who is the son of Maj. Gen. Hoyt, who was awarded the Medal of Honor during World War I, took over his duties as editor and publisher of the Portland Oregonian (KGW-KEX) which had granted him leave to assume the OWI office.

In a farewell press conference, Mr. Hoyt told reporters that he was more convinced than ever of the importance of the OWI domestic operation. He reiterated the conviction he expressed the previous week before the Sales Executive Club in New York that the Domestic Branch is performing a vital wartime function (Broadcasting, Jan. 3).

Tarawa News Praised

Mr. Hoyt reported that progress had been made in getting out more news of military and naval operations. He praised the Marine Corps arrangements for news coverage of the Tarawa and New Britain landings. Tarawa had "the greatest coverage in the history of war," he said.

Mr. Hoyt advocated that provisions for giving the public the news be incorporated into invasion preparation. "Unless the arrangements are made to provide the news of battle are built into the battle plans," he said, "the people are not going to get the story."

Mr. Hoyt's contributions toward providing more complete war news brought editorial tribute Wednesday from the Washington Post. Noting "a liberalization of the Navy's news policies" in the stories from Tarawa and recognition by the Army "that the American people have a legitimate interest in casualties," the Post declares that "Mr. Hoyt can go home with the satisfaction of having started the ball rolling in an extremely useful direction."

Mr. Healy lost no time in familiarizing himself with the work of the Domestic Branch. On Thursday he visited the offices of the Radio Bureau and showed much interest in its operations. He stated that he plans to meet with OWI News & Policy Committee, formed by his predecessor, in the near future.

The new Domestic Director is completely in accord with Mr. Hoyt on the need for realistic coverage of military operations and indicated his intention of carrying on his predecessor's activities in that direction.

OWI Installs Two New Shortwave Transmitters

TWO 50 kw shortwave transmitters, WOOC and WOOW, installed by the Office of War Information as part of its American Broadcasting facilities began operations Dec. 31, as announced last week by E. K. Cohanski, director of engineering. The two transmitters comprise the first new international broadcasting plant to be operated under the expansion program of the interdepartmental planning committee of the FCC, OWI, CRIA and CIAA with construction and installation expenses to be paid for by the Government.

Work on the transmitters began last July near Wayne, N. J., site formerly occupied by the transmitter of WABC, CBS key station. CBS is operating WOOC and WOOW with Guy C. Hutcheson as the engineer in charge.

According to the OWI, hours of operation of the transmitters will be increased to 20 hours daily by Feb. 1, the current schedule consisting of 12 hours daily at 10:45 a.m. Programs are beamed to Europe in English, German, Italian, Dutch, Spanish and many tongues. One result of the new plant will be increased coverage for Algiers and the Italian area, an OWI spokesman pointed out, adding that WOOC and WOOW will also be able to send OWI programs into the Balkan States on a much better coverage basis than has heretofore been possible.

Morris Joins Agency

CLAUDE MORRIS has joined the production and radio department of the Walker & Downing Advertising Agency, Pittsburgh. He resigned his position with KDKA, Westinghouse station in Pittsburgh, to take the new post. He went with KDKA in 1929, then left in 1933 for a position with the Compton Advertising Agency. In 1941 he returned to KDKA. Everett Nell, a veteran of eight years in local stations as program manager, announcer and entertainer, succeeds Morris.

Mr. Morris of ESQUIRE Inc., Chicago (Coronet), on Jan. 24 begins sponsorship of 73 blue network stations Mondays through Fridays at 9:55-10 p.m. of Out of This World, short, short stories dramatized, and on Saturdays, 9:55-10 p.m., of Coronet Quiz, in a series of question programs. Contract is for 16 weeks. Agency is Schwimmer & Scott, Chicago.

VET JOINS WINX

Ernest Simon, Twice Wounded, Served with British

TWIN WOUNDED in action and once reported missing in North Africa, Ernest Simon, native of Washington and former vaudeville comedian, has returned to the nation's capital to join WINX as announcer. He was one of the few Americans to join the British Army, and served with Gen. Sir Bernard L. Montgomery on his sweep from El Alamein to Sicily.

In the March line Mr. Simon was wounded by shrapnel when the car in which he was riding drove over a mine. His second wound, received in Sicily, also resulted from a mine. For a time he served with the French in the Tunisian campaign under Gen. Le Clerc. He was awarded the French Colonial medal for gallantry in action.

Before entering the British service Mr. Simon was a member of a comedy team, playing night clubs and vaudeville.

WHDF to Blue

WHDF Calumet, Mich., on Jan. 3 affiliated with the BLUE as a member of the Michigan Network, owned by Upper Michigan Broadcasting Co., and operating with 250 w on 14 k, the new affiliate brings the number of BLUE station members to a total of 176. The Michigan Network now comprises 11 stations.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

Money to Burn Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

MUROY HOOI A HUR

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

MORNING INDEX
MEN, TUE THU FRI
12.9 12.6 8.1 13.1 12.6 25.5 32.8
AFTERNOON INDEX
MEN, TUE THU FRI
12.0 6.0 6.0 28.3 34.0 22.9 13.0
SAT. SUN. TUE THU FRI
VOK 1.5 6.0 6.0 12.9 32.0 29.2

... and maybe you don't think WE'RE PROUD OF IT!

WHGC

A Mutual

Louisville's Trading Area

= 47% of Kentucky's Population
= 57% of its Buying Power

Burn-Smith National Representatives

NEWSPAPER REPRINTS

January 10, 1944

Page 56 • Broadcasting • Broadcast Advertising
ALUMINUM SUPPLY
FOR DISCS SEEN

CONSIDERATION was given by
the WPB last week to early release of
enough aluminum to resume manu-
facturing of professional
recording blanks for broadcasting and
recording studios. Glass or
compressed paper is now used as a
base. The blanks are coated with
cellulose nitrate.
Approximately 100,000 such blanks
are required each month by the
sound recording business, ac-
cording to a recent survey by the
WPB. Aluminum blanks are un-
breakable, lighter than glass and
more durable than either glass or
compressed paper.
Possibility of action to relieve
the Vinylite shortage was not so
bright, however. The WPB has not
alotted any of this transcription
material to the industry for
six months. While Vinylite production
is up, almost 100% of the
supply goes to war activities.
Even then, dealers can only buy
for temporary production of con-
sumers goods, it was indicated at
the WPB, shortage of labor and
other war difficulties may prevent
manufacture of large quantities.
As one of the major spots in disc
production is that additional quan-
tities of shellac for phonograph
blanks must be allocated for the
first quarter, the Chemicals Bu-
reau of the WPB announced.
Pho-

nograph blank manufacturers will
be allocated 50% of the shellac
used in the first quarter of 1941.
In the fourth quarter of 1943 disc
manufacturers were allotted only
20% of their consumption in the
same period in 1941.

Tubes Authorized

PRODUCTION and distribution of
specific types and quantities of tubes
for household receivers was
authorized in a WPB directive to
tube manufacturers last week. Pro-
duction is limited to those tubes
most urgently wanted, as disclosed
in NAB’s tube survey of some
months ago [BROADCASTING, Dec.
27, p. 18]. Just when these tubes
would definitely reach distributors
in quantity, no one in Washington
would say. While WPB’s Radio &
Radar Division thinks out-
lets will be served by February 1,
the trade feels it will be later.

WCOU Transfer Granted

CONSENT was granted by the
FCC last week for the involun-
tary transfer of the control of
WCOU Lewiston, Me., from Jean
B. Couture, deceased, to his son,
Faust O. Couture. No money was
involved. Clara Couture, widow,
was executrix.

KWTO-KGBK Request

FCC Approval of Swap
CONSISTENT with the FCC rul-
ing against multiple ownership,
application last week was made by
KWTO Springfield, Mo., for ac-
quitation of control of Ozarks Broad-
casting Co., licensee by Lester Cox,
Ralph D. Foster, C. Arthur John-
son and L. M. Magruder. The pro-
posal involves the purchase of 500
shares of common stock for
$100,000 from the Springfield
FM station. The application for ac-
quitation of control of Springfield
Broadcasting Co., licensee by Sprin-
gard Newspapers, Inc., from the relin-
quishing party in the first application. This
deal involves the purchase of 250
shares of common stock for $25,000.

Upon approval of the transfers of
control by the FCC the interest
holdings in the two stations would
be as follows: KWTO-Mr. Cox, 472
shares (47.2%); Mr. Foster, 338
shares; Mr. Foster, 338
shares; Mr. Johnson, 162
shares; Mr. Ma-
gruder, 28
shares; KGKB-Spring-
gard Newspapers, 496
shares (99.2%); Messers. Jewell, Duvall,
Bixbee and Jeanne Bixby, 1 share.

FM Audience Study Shows Preference

Tonal Quality, Static Lack
Are Found Main Factors

OPINIONS of FM set-owners in
four key FM centers point to
a definite preference for FM over
AM because of the former’s su-
perior tonal quality and lack of
static, according to a survey con-
ducted last fall by Maxon Inc.,
New York, and released by
W47NY, the Muzak FM station in
New York.
Persons owning FM sets in New
York, Philadelphia, Milwaukee and
Detroit were questioned, with men
making up the majority of replies with
an average of 88% of the re-
turns from the four cities.

Why They Like FM

Queried as to why they had pur-
chased their FM sets, those reply-
ing gave “superior tonal quality” as
the chief reason, followed by a pro-
duction of static by FM, su-
perior programming, and a desire
for “the newest in radio”. In all
four cities, the majority of replies
stated a preference as the an-
swer to the query “if your favori-
te program should be on FM as
well as AM, which band would you
tune in?”. In

New York, 29% of those re-
plying to the questionnaire stated
they listened to FM three to four
hours daily, while in the other
three cities the majority listened
to FM programs less than two
hours daily. Most popular type of
program was the semi-classical in
both New York and Milwaukee,
symphonic in Philadelphia, and
Detroit the preference was divided
between classical, popular and
news programs. Leading the oc-
cupations of family heads answered
the FM queries were office
worker, engineer and technician, skilled
labor and professional, respectively.

HOWARD H. WILSON CO., Representatives
New York, Chicago, San Francisco,
Hollywood, Seattle

WDCZ 1000 WATTS TUSCOLA, ILLINOIS

BROADCASTING * Broadcast Advertising

January 10, 1944 * Page 57
Radio Loses Early Ham

In Death of Sam Curtis

WITH THE death of Sam Curtis last week, radio lost one of its early pioneers. Curtis, a former chief engineer of WNAC Boston, was a licensed radio operator in 1912. He joined the Yankee Network in the early days, and in 1923 was made chief engineer in the control room of WNAC. He was also radio editor of the Boston American in the days when that meant answering technical questions in addition to getting up the log of daily programs.

The story is still told of how Sam Curtis, while acting as radio's outstanding ham, used to carry a portable two-way transmitter in his derby, using an umbrella for his antenna.

A radio gunner with the Navy in World War I, Curtis was a member of Post 95, American Legion. For the past two years he had done radio work for American Airlines in Brazil.

NBC Scholarships to UCLA

UNIVERSITY of California has accepted two scholarships offered by NBC as announced last week by Sid Peters, NBC vice-president, and Jennings Pierce, manager of public service and station relations for NBC on the coast. An outgrowth of the NBC-UCLA Radio Institute held last summer, the scholarships will become available to a boy and a girl student at UCLA who shall have finished freshman year with high scholastic record and who wish to prepare for professional radio work.

Nehi Complaint Dismissed

Coca-Cola Co.'s suit against the Nehi Corp., was dismissed by the Delaware Supreme Court Jan. 3, in a unanimous decision upholding a Court of Chancery discussion handled March 20, 1942. The complaint alleged trade-mark infringement and other related acts of unfair business competition. In a 28-page opinion, Chief Justice D. J. Layton declared "cola" a free word, and found the Nehi Corp. innocent of unfair practices in the sale and advertising of Royal Crown Cola.

L & M Present Video

Liggett & Myers Tobacco Co., New York, on Jan. 19 will present an experimental television program featuring talent from Fred Warng's Orchestra on W2XW, the Allen DuMont television station in New York. To be telecast 9:30-10 p.m., the Chesterfield show will use many of the personalities found on Waring's nightly series for Chesterfield on NBC. Agency is Newell-Emmett Co., New York.

Dad's Root Beer Cited

DAD'S ROOT BEER Co., Chicago, was charged last week by the Federal Trade Commission with falsely representing in radio and other advertising that root beer made from a concentrate it sells to dealers is a draft beverage and has a "genuine draft flavor".

MRS. GRAHAM McNAMAN, widow of the announcer, has received the ABA "O-Year Club" pin awarded posthumously to her husband.

CONTRIBUTION of WMN Marion, O., this broadcasting and press box war on Board of Education, providing up-to-date facilities for covering local athletic events. Divided into three compartments, the building contains separate sections for broadcasting, local city and school papers, and school PA and score board control.

WVCX NORTH OF THE BORDER

AEF Sitka Outpost Reports on All-Service, Non-Commercial Station

QUESTIONNAIRE with personality was returned to BROADCASTING from WVCX for the 1944 Yearbook number. Under Staff Member now in McCarthy's picture is the response "ALL!!" It seems WVCX is the American Expeditionary Station in Sitka, Alaska, run completely by the American Expeditionary Forces.

According to the fully filled out record, network affiliations are "None", and no time is sold. But under What News Services Do You Buy? is typed in "War Dept. Press". Army 92 is the business telephone number. The staff is large, versatile—many double in brass—and is composed of a variety of services. The band alone has three army privates, a corporal, a marine private and a pfc. The pfc. is the director, James Venuti.


There are four on the control room staff: M/Sgt. Chester Iverson, T/Sgt. Charles Gilliam, T/Sgt. Walter Welch, T/5 Ervin Greene (who doubles on announcing). News Editor Bill Allen handles publicity and promotion.

WVCX operates on 1220 kc and—according to the letterhead—is "Your Station North of the Nation". Their transmitter is custom built, just like the programs.

UP Cheyenne Bureau

UNITED PRESS established a news bureau in Cheyenne on Jan. 16. Jacques D'Armand, Southwest division manager, announced last week from Dallas. Richard I. Hopper, former assistant UP relay editor in Denver, heads the bureau, serving Wyoming stations and newspapers.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa
N. Y. Sales Office Announced by MBS

The Bookkeeping and Controller Offices Shifting to New York.

The last week of December brought several changes to the business organization. The major new development was the creation of the post of director of sales administration, and the appointment of C. C. Barnes to the new position. Mr. Barnes, who joined the network's sales department in February 1943, will be in charge of administrative matters in the sales department and will be responsible for correlating these activities with sales service, sales promotion, commercial programming, programming, station relations and accounting. He will work with Edward Wood, general sales manager.

Before joining Mutual last year, Mr. Barnes was for 20 years vice-president of Outdoor Adv. Inc., except for a brief period with J. M. Mathes Inc., New York. He served as an advertising manager of T. A. Edison Inc., manufacturers of electrical equipment.

**Offices Shifted**

It was also announced last week that the network was shifting from Chicago to New York the bookkeeping department and the headquarters of Miles E. Lamphear, Mutual controller. The move was made in the interests of greater efficiency, according to Miller Mc Clintock, president, who announced the change. Involved in the transfer are the accounting, auditing, billing contract, commitment and affidavit departments.

About 15 members of the Chicago staff followed the department to New York and set up headquarters last Wednesday on the tenth floor of Mutual's headquarters at 1440 Broadway where additional office space has been acquired. Western division of sales, sales service, and sales promotion in program traffic remains at Mutual's Chicago offices in the Tribune Building.

**Midwest Area to Hear CBC Programs On WLW**

Midwest listeners of WLW Cincinnati will soon hear Canadian material on farm, news commentary, and women's programs which now make up their regular radio fare. Plans for sending Canadian public service programs to listeners of WLW have been completed by program officials of the Canadian Broadcasting System, and WLW.

The plan for exchange of programs was worked out between CBS officials at the national program office in Toronto, and WLW executives, James Casidy, director of special events, and Roger Baker, public relations director.

Mr. Casidy stated that a study of the WLW region had revealed a lack of knowledge and understanding among the people in that area of Canadian activities, achievements and problems.

**NBC Names Gaines as Hammond Aide**

James M. Gaines, a member of the NBC station relations department since 1942, has been appointed assistant director of advertising and promotion, reporting to Charles P. Hammond, recently named director of the NBC department. Announcement was made by Frank E. Mullen, NBC vice-president and general manager.

Prior to joining NBC, Mr. Gaines held various positions with the Automobile Merchants Assn., Hein's, New York, and Bamberger's, Newark, both department stores, and International Business Machines Corp. He also served at one time as personal representative for Major Bowers, sponsored on CBS by Chrysler Corp.

Mr. Gaines is currently in the Mary Immaculate Hospital in Jamaica, New York, recovering from an appendectomy operation which took place Jan. 3.

**William E. Ware**

William E. Ware, veteran news, sports, and special events announcer, has been named general manager of KWFPC Hot Springs, Ark., MBS affiliate. Mr. Ware has formerly been associated with WSYR WGAU WKBK KRLD.

**Heads Film Unit**

Taylor Mills has been appointed associate chief of the Bureau of Motion Pictures of the OWI, effective Jan. 17, succeeding Arch Mersey who resigned to enter the U. S. Coast Guard. Mr. Mills leaves his post as administrative analyst at the Bureau of the Budget to go with OWI. He was formerly radio director and account executive for nine years with Eamton, Barton, Durstine & Osborn Inc., Minneapolis, and was later with the agency's New York office for two years. He is a graduate of the Massachusetts State College, Amherst, Mass., and the Harvard Business School.

**Tollinger to Y&R**

J. E. D. Tollinger, production manager of NBC Hollywood, has resigned that position effective Jan. 15 to join Young & Rubicam as producer. Assigned to the CBS Burns & Allen Show, he will replace Carroll O'Mara who shifts to the agency's general advertising department as assistant to William Bliss, West Coast vice-president. Tollinger's present positions are being assumed by Howard Wiley, NBC Chicago producer, who has been shifted to Hollywood.

**Listener Mail at WOR New York**

Has passed the one-million mark for the fourth consecutive year, according to a report from the station's mail room. On Christmas Day, the count was 1,010,752. During the past eight years, the mail dropped below the million figure only once—in 1930.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
-DECEMBER 31 TO JANUARY 7 INCLUSIVE-

Decisions...

JANUARY 4

Ralph Weaver Sr., Clarksdale, Miss.—Granted CP for new local station sodium, sodium, 1.250 kc, 250 w. In
limited, subject to approval of exchange. The grant is in conformity to 47 U.S.C. 309c, and
Supplemental Statement of Policy, of August 11, 1946 regarding CPs for local sta-
tions.

METAL Tallahassee, Fla.—Granted license increase from 100 w, N. 200 w D
250 w unlimited, on 1807 kc to 1559 kc,
Due to a change in proposed station. (Clara Oli-
trix) to Faust O. Couture. No monetary penalty.
Granite District Radio Broadcasting Co.,
Nara, Utah—Adopted a formal petition
for reinstatement and grant of applica-
tion for CP for new standard station as
it appears that Murray, Utah, is a part of
a metropolitan station area.

KBCO Kansas City, Mo.—Granted CP increase of nighttime power from 1 kw to 7 kw.
Conditions.

JANUARY 5

KODY Market Platte, Neb.—Granted CP license to cover CP authorizing change in transmis-
sion equipment, sending (4) 5 kw. 1 kw to 5 kw, unlimited.

WAFW Lexington, Ky.—Granted mod-
license change corporate name of licensee to
KMSG and WDKY.

WEGO Concord, N. C.—Sane.

Network Accounts

Time All Eastern Winter unless indicated

New Business
QUAKER OATS Co., Peterborough, Ont.
(Quaker products), on Jan. 7 started that
in New York City on 24 CBS Dominion
work stations, Fri., 8:15 to 10 p.m. Agency:
Spital & McRae, Toronto.

ROSTER & GAMBLE Co., Cincinnati
(Crystal), on Jan. 7 started that
in New York City on 35 NBC Blue sta-
tions, Sat., 6:30 to 10 p.m. Agency: Lord &
Page adds 11 CBS Pacific stations to The
Adventurer, making a total of 28 CBS stations.
Mon., thru Fri., 7:00 to 10:00 a.m. Agency:
Maxon Inc., N. Y.

CORONET Magnetick, Los Angeles
(Pائه and Co., on Jan. 15 starts for 12 weeks a program
on 5 Don Lee Pacific stations Sat., 12:00-1:00

COPPER Magnetick, N. Y.

DOMINION Magnetick, N. Y.

Anita Magnetick, N. Y.

ALASKA Magnetick, N. Y.

BIO Magnetick, N. Y.

CARR Magnetick, N. Y.

DOMINION Magnetick, N. Y.

BIO Magnetick, N. Y.

CARR Magnetick, N. Y.

DOMINION Magnetick, N. Y.

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BIO Magnetick, N. Y.

CARR Magnetick, N. Y.

DOMINION Magnetick, N. Y.

BIO Magnetick, N. Y.
Help Wanted

ANNOUNCER-Record Jockey—Exposed ad lib, also able general routine. 8 kw network affiliation. Must be able to handle major network. Salary generous. Must live in New York City. Box 463, BROADCASTING.

WANTED—Operator with first class license. Must be able to handle NBC. Must live in New York City. Box 464, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska station. Will handle local and ex- cess, transportation from Seattle. Good salary. Box 465, BROADCASTING.

WANTED PRODUCTION MANAGER—With experience in whole and directing commercial and sustaining programs, also with some experience in announcing and supervising announcers. Good pay, excellent working conditions. If interested write, long distance telephone Apt., Manager, Radio Station WMU Memphis, Tennessee.

OPERATOR—Permanent position with chance of advancement. Bring references and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

WANTED—Announcer with some experience. Advise age, college education, experience and details in first letter. Write Box 466, BROADCASTING.


Wanted Salesman—For Midweek NBC Affiliate. Splendid opportunity for man who can produce and sell network affiliated program. Salary and commission. Send full details in first letter. Box 467, BROADCASTING.

Wanted Engineer—First or second class. Send full details of experience and salary expected. Box 468, BROADCASTING.

ANNOUNCER—Male—wanted at once. No Sunday hours. Send all particulars. Station WGNY, Newburgh, N. Y.

Engineer—First or second class license; Good Pay; Non-Defense area; Reasonable living costs, may be draft deferred. WSB, Portland, Oregon.


TRANSMITTER ENGINEER—First Class-draft deferred. 5 kw network station. Permanent, not succeeding draftee. Give all information and salary desired. WTGC, Savannah, Georgia.

Announcer—Must be dependable and ambitious. Good pay and permanent job for right man. Write—Wire—or telephone WDNC, Durham, N. C.

Situations Wanted

Newspaper Editor—Feature Writer—Discharged veteran, 28, now employed metropolitan daily, journalism graduate, back-ground in photo for former editor daily 800 circulation, former night editor lead network affiliate. Former editor daily 800 circulation, former night editor lead network affiliate. Experienced feature shows, looking for newspaper connection. Starting March 1st. Box 469, BROADCASTING.

Complete Equipment Wanted—For 250-watt installation, all or part, give details what you have. Box 467, BROADCASTING.

WANTED TO BUY—250 watt transmitter and other station equipment. Give full pedigree. Roberts, 2425 Green Street, Harrisburg, Pa.

WANTED TO BUY—Winchence or similar antenna. Box 468, BROADCASTING.

WANTED WINCHANGER TOWER, frequency, modulator and studio equipment. Box 469, BROADCASTING.

WANTED TO BUY—One or two self-supporting towers, 250-300 feet high. WEHK, LaCrosse, Wisconsin.

EQUIPMENT WANTED—Quarter or 1 kw, capable of powering three microphones, speech input equipment, transmission equipment. Carolin, contact at once Box 468, BROADCASTING.

Help Wanted

TRANSMITTER ENGINEER

OPERATOR—WANTED PRODUCTION MANAGER

Licensed Operator—Wanted—Announcer

Engineer BROADCASTING

Announcer

Box 667, BROADCASTING.

BROADCASTING

Box 668, BROADCASTING.

BROADCASTING

Box 669, BROADCASTING.

BROADCASTING

Box 670, BROADCASTING.

BROADCASTING

Box 671, BROADCASTING.

BROADCASTING

Box 672, BROADCASTING.

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Box 673, BROADCASTING.

BROADCASTING

Box 674, BROADCASTING.

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Box 675, BROADCASTING.

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Box 676, BROADCASTING.

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Box 677, BROADCASTING.

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Box 678, BROADCASTING.

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Box 679, BROADCASTING.

BROADCASTING

Box 680, BROADCASTING.

BROADCASTING

Box 681, BROADCASTING.

BROADCASTING

Box 682, BROADCASTING.

BROADCASTING

Box 683, BROADCASTING.
Sponsor Plan for Bond Drive Promises Intensive Air Effort

Two Series of Disc Programs, Live Announcement Packets, Other Items Prepared by Treasury

SPONSORSHIP opportunities of War Bond promotion programs for the $14,000,000,000 Fourth War Loan Drive, scheduled Jan. 18 through Feb. 15, are greater in scope than those of any previous drive. Affording radio the chance to augment its work with equal prominence with the other advertising media, stations may now receive remuneration comparable to that received by newspapers and magazines for sponsored War Bond advertising.

Suggested in numerous letters solicited from radio stations by the War Finance Division of the Treasury Dept. following the reported War Loan loss last fall, and more completely outlined by the special Fourth War Loan committee of the NAB [Broadcasting, Nov. 18], the local sponsorships plan for this period consists of two series of transcribed programs, packets of live announcements, and transcribed and live announcements leased in conjunction with the OWI through its various allocation plans.

Bond Days

Similar to previous loans, the coming drive will also be supported by a special kick-off show on Jan. 17, plans for which are still being formulated, network bond days, and extensive special feature programs, and promotion stunts conducted independently by individual stations. Although plans for the net bond days also remain tentative, first-round dates have been set: Jan. 15, Mutual; Jan. 16, NBC; Feb. 1, CBS; Feb. 13, Blue.

Activities of the individual stations, according to numerous advance reports, will be planned in conjunction with local rallies and promotion, many tying-in with the four peak-advertising days which have been named. These are: Jan. 20, Army Day; Jan. 27, Navy Day; Feb. 3, Marine Day; and Feb. 10, Schools-at-War Treasure Hunt, inaugurating a specific five-day campaign of 30,000,000 school children. The Retailers War Campaigns Committee Fourth War Loan recommendations to retailers, which was augmented by a special sales meeting broadcast over NBC on Dec. 29, suggests ideas for participation in local promotion activities, including radio.

The two series of transcribed programs [Broadcasting, Dec. 6], prepared by the WFD, are approved by the OWI, and preceded by a sample audition record and sales portfolio, have to date been requested by more than 530 stations about the country. The first series, Treasury Salutes, a half-hour program left open at each end for the message of a local sponsor, honors American men and women in their jobs, stressing the importance of their work in winning the war. The second series, each program five minutes in length and also with room for local sponsor's message, is titled Treasury Song for Today. Listings of both of these series, their numbers, contents, and stars, may be found in the NAB Broadcasting Bulletin for Dec. 30.

The Treasury WFD packet of live announcements contains a series of one-minute and a series of 35-word “Let’s All Back the Attack” messages, both prepared especially for local sponsorship. A packet of one-minute live announcements specifically for use by band leaders during the drive has also been completed.

The transcribed programs and the packet of announcements may be obtained at no cost, any or all of them, by request only from Emerson Waldman, chief of the Radio Section, War Finance Division, Treasury Dept., Washington Bldg., Washington 25, D. C. Transcription requests should be made by number, or if all can be used, such statement is sufficient.

RCA Moves ‘What’s New’

RCA on Jan. 15 is shifting What’s New, its Saturday evening show on the Blue, from Hollywood to New York, following retirement of Don Ameche as m.c. to fill previous picture commitments. For the past two broadcasts, Jan. 1 and 8, Cecil B. De Mille has served as m.c., and a permanent one will be named in the near future. Features of the Jan. 15 show will be Jim Ameche and Leonard Warren. J. Walter Thompson Co., New York, handles the program, heard 7:30 p.m. on 157 Blue stations.

Blue Tilts Figure To Earn Discounts

Weekly Minimum Is $2,000; 12 1/2% Rebate for 52 Weeks

MINIMUM weekly expenditure for Blue Network time necessary for advertisers to earn volume discount, as outlined in the Blue Rates Book, No. 31, dated Jan. 1, 1944 and issued last week in a new format “to make reference easier.” Revision brings discounts “into line with those of other networks.” Explanation of the change, the Blue explains. Discounts vary according to size of network as well as dollar volume, with full network advertisers receiving the largest discounts.

In addition to the weekly volume discounts, Blue also allows a rebate of 12 1/2% for 52 weeks of consecutive broadcasting. A combination annual discount is allowed advertisers spending $1,500,000 or more for network time, a change from the $1,000,000 formerly required. Range of discounts, from 27 1/4% for a split basic network to 45% for the full Blue, remains the same.

Alternate Discounts

Card also shows an alternate discount plan for full network advertisers with three or more day-time programs of 15 minutes or longer. Maximum is 50% for advertisers spending $1,500,000 or more, applicable only on Blue broadcasts. Maximum is for six broadcasts weekly. Maximum was formerly allowed for six- and seven-weekly advertisers only.

Except for rate changes on individual affiliates the data are the same as in Blue Rate Card No. 30, dated June 15, 1942. C. P. Jaeger, network sales manager, points out that “the biggest change of all does not appear on this new rate card. It is the growth in coverage which is now offered you by the Blue," from 122 stations with a night coverage of 22,462,000 radio families in 1942 to 171 stations with a night coverage of 22,558,000 radio families at present.

Westinghouse Names

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, has appointed McCann-Erickson, New York, to handle its institutional advertising which is now offered by Young & Rubicam, New York, which resigned the account last November. The arrangement includes the company’s Sunday half hour program featuring John Charles Thomas on NBC. C. A. Posey, president of the company, will be in charge of the Westinghouse account, while Clarence Olbersried, director of the NBC program for Young & Rubicam, has joined McCann-Erickson and will continue to supervise its production in Hollywood. The new appointment does not affect the other portions of the Westinghouse account handled by Fuller & Smith & Ross, New York and Cleveland, and Ketchum, MacLeod & Grove, Pittsburgh.
Summarizing the past year's activities KMBC of Kansas City considers 1943 extremely generous. The "pick-up" in market activity speaks well for the future of the "Heart of America." Knowing that market—that 51% of the population is urban and 49% rural—has reaped rich dividends in even greater listener acceptance for KMBC.

The purchase of a live stock farm dedicated in service to the farmers of this area received national recognition during 1943. New attendance records have been set for this, the seventh successful season of the KMBC Brush Creek Follies. Yes—all in all, the past year has been good to KMBC. No more could be asked than to make that one thing more in '44—VICTORY for this country and a LASTING PEACE for all the world.
You’ve Got to Have Listeners!

No matter how far a station throws its voice, or how loud it shouts, if no one is around to listen, it is only mumbling to itself.

If you want to shout loud and far in Oklahoma, and do your shouting before the biggest possible audience, do it over WKY.

WKY’s voice reaches farther over hill and dale in Oklahoma than any other Oklahoma City station. And the hills and dales are full of people listening to WKY most of the time. Just to give you an idea, Hooper’s October-November measurement of Oklahoma City showed 42.7% of the morning audience, 60.1% of the afternoon audience, and 52.1% of the evening radio audience listening to WKY.

If you have something to say to the Oklahoma City market—one of the brightest sales spots of 1943, with every prospect of repeating in 1944—say it to more people in Oklahoma over WKY than can possibly be reached by any other Oklahoma City station.

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