More Iowa people pay more attention to WHO than to any other combination of stations in the State! Among city, town and farm families, WHO is "listened-to-most" (daytime) by 54.3%, whereas all other Iowa commercial stations combined get 22.4%! At night the figures are: WHO, 57% — others, 13.6%!

That's popularity! It's the result of great programming, great public service, great power (the only 50,000-watt, 1A clear channel in Iowa). Write us—or Free & Peters—for proof on all three.
LUMBER

Colorado's 13,000,000 acres of National Forests produced vast quantities of timber during 1943 for innumerable military, naval, and civilian uses. These forests, created primarily for the production of timber, are one of the important resources of the state. More than 275 saw mills buzzed longer and louder than ever before to meet the almost limitless demands of war for lumber.

War has given Colorado manufacturing, mining, and agriculture a front seat. With its playground past forgotten for the moment, Colorado is working harder, making more money, and buying more things than it ever has before.

FARM PRODUCTS

Colorado had one of its best farm years in 1943, breaking records in wheat, beans, peaches, and broom-corn. Almost every crop exceeded 10-year averages and cash farm income exceeded the good year of 1942 by 37%.

WAR EQUIPMENT

Colorado industry in 1943 produced more than 65 items of equipment for war ranging from ship rudders to landing barges, from submarine parts to high explosives.

VITAL METALS

Actual figures of Colorado's production of war-vital ores in 1943 are secret, but the amount which was mined from the state's lofty peaks was in direct ratio with the rising production of tanks, ships, guns and planes. It was a year of shifting into high gear, with prospects for a bigger year in 1944.

SALES

With production and employment at record peaks, it was only natural that sales in Colorado would follow suit. Denver ended the best year in its history with a burst of activity. Sales through November were 17% ahead of 1942.
366 days in 1944!

An extra day during which the Best Music in America will be available for every program on 874 commercial radio stations in the United States.

366 days in 1944!

An extra day for the SESAC Station Relations Staff to call on 874 stations and assist broadcasting executives with their program needs, operational problems and Treasury war bond promotion.

366 days in 1944!

An extra day for advertising agencies and transcription companies to use America's finest music at a flat 2c recording fee without extra costs or "clearance" headaches, through the SESAC Program Service Department.

366 days in 1944!

An extra day in which SESAC music will continue to be performed without restriction on more stations in the United States than any other music.

366 days in 1944!

An extra day to buy an extra War Bond.
Be A Conqueror

This vast area
millions of people
can be yours

WIN IT WITH WWL, NEW ORLEANS

You dominate the air now in this territory with WWL, New Orleans—the only 50,000-watt, clear channel station for hundreds of miles.

WWL’s famous shows—and CBS talent—have built tremendous audience-loyalty that will remain your postwar competitive advantage.

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH’S GREATEST CITY
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
These firms represent big business in Nashville

All have selected

**WSIX**

for their radio advertising

They are in a position to KNOW which station to depend on for results in the capital city of Tennessee. It's

5,000 W

WSIX 980 KC

"The Voice of Nashville"

BLUE * MUTUAL

SPOT SALES, INC., NATIONAL REPRESENTATIVES
RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need...in AM, in FM, in Short Wave, and in Television.
The 10 KW FM Transmitter, shown below, looks like a
de luxe broadcast transmitter.
It should.
Like all RCA FM Transmitters, it is built to the high stand-
ards of the best AM Transmitters... RCA quality standards
which broadcast engineers know and appreciate.
It is built the way broadcast engineers want it built.
It incorporates such proven RCA features as front access
doors, vertical chassis construction, and stylized design.
One of a series featuring outstanding users of spot broadcasting

Harlow P. Roberts
Vice President, Goodkind, Joice & Morgan, Chicago

Says—“Spot broadcasting tailor-makes a campaign to fit the budget to the market potential”

• Right, Mr. Roberts! Spot broadcasting is what the well-dressed advertiser will air—to keep well-dressed!

• Joking aside, we fully appreciate the important part that many big advertisers play in providing today’s wonderful network shows. We know that somebody’s got to do that job. But in the meantime, there are ever-increasing opportunities for advertisers and agencies who can substitute ideas for the sheer weight of coast-to-coast hook-ups.

And there’s now many a national-spot campaign that is “pulling its head off” without running up costs that compete with Lend-Lease. . . We’re not Idea Men, but we can name some stations where your good ideas will find a very flattering Market Potential. How about an appointment for a trial fitting?

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WEB-WKRW . . . . BURLINGTON
WROI . . . . . . . . . . . . . . . . . . . . . CINCINNATI
KDAL . . . . . . . . . . . . . . . . . . . . DULUTH
WDAY . . . . . . . . . . . . . . . . . . . . FARGO
WISH . . . . . . . . . . . . . . . . . . . . INDIANAPOLIS
WKRD . . . . . . . . . . . . . . . . . . . . KALAMAZOO
KRMJ . . . . . . . . . . . . . . . . . . . . KANSAS CITY
WAYE . . . . . . . . . . . . . . . . . . . . LOUISVILLE
WCTN . . . . . . . . . . . . . . . . . . . . MINNEAPOLIS-ST. PAUL
WAGD . . . . . . . . . . . . . . . . . . . . PEORIA
KSL . . . . . . . . . . . . . . . . . . . . SALT LAKE CITY
WEJN . . . . . . . . . . . . . . . . . . . . SYRACUSE
KIOA . . . . . . . . . . . . . . . . . . . . IOWA
WHO . . . . . . . . . . . . . . . . . . . . DES MOINES
WOC . . . . . . . . . . . . . . . . . . . . DAVENPORT
KMA . . . . . . . . . . . . . . . . . . . . MUSKOGEE
WJBC . . . . . . . . . . . . . . . . . . . . NEWARK
KCAZ . . . . . . . . . . . . . . . . . . . . OKLAHOMA CITY
KLTU . . . . . . . . . . . . . . . . . . . . TULSA
WENCY . . . . . . . . . . . . . . . . . . . . . PHOENIX

SOUTHWEST . . .

KOAT . . . . . . . . . . . . . . . . . . . . ALBUQUERQUE
KMFA . . . . . . . . . . . . . . . . . . . . OMAHA
KTLN . . . . . . . . . . . . . . . . . . . . TULSA
PACIFIC COAST . .

KOCF . . . . . . . . . . . . . . . . . . . . LOS ANGELES
KOWH . . . . . . . . . . . . . . . . . . . . PORTLAND
KROW . . . . . . . . . . . . . . . . . . . . OAKLAND-SAN FRANCISCO
KSTO . . . . . . . . . . . . . . . . . . . . SALT LAKE CITY
KFAR . . . . . . . . . . . . . . . . . . . . FAIRBANKS, ALASKA
and Wright-Sono Vox, Inc.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

Chicago: 4800 N. Michigan Avenue
New York: 244 Madison Avenue
San Francisco: 111 Sutter Street
Los Angeles: 1917 N. Vermont Avenue
Atlanta: 525 Peachtree Street, Building

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Broadcasting • Broadcast Advertising
Press-Ownership Ban Dropped by FCC

About-Face Action Upholds Craven Principles

By SOL TAISHOFF

IN A FULL-SCALE reversal, the FCC last Thursday disimissed its newspaper-divorce project by unanimous vote, leaving the way open for newspapers to participate in all licensed radio activities, with applications to be considered on their individual merits.

Ending the uncertainty that has prevailed since March 1941, when the proceedings were begun, the Commission issued a simple "public notice" or news release stating that it had decided not to adopt "any general rule" with respect to newspaper ownership. Previously, it had tentatively decided to consider newspaper ownership as "an element," among others, in processing applications for facilities.

"Diversification" Desirable

The action promptly was hailed by the Newspaper Radio Committee's chairman, Harold V. Hough, WBAP-KGKO Fort Worth, as "a wise and just decision." It terminated a battle that has been carried to the White House and to Congress.

While concluding that there would be no special rule applicable to newspaper ownership, the Commission nevertheless stated all of its members are agreed to the general principle that "diversification of control" is desirable among the media of mass communication. The public notice stated the Commission doesn't feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business, but that it does not intend to permit "concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee".

The action is regarded as a signal victory for Commissioner T. A. M. Craven, who had steadfastly opposed any compromise or equivocation which might result in "class distinction." Commissioner Newman S. Case, it is understood, played an important role in winning over a seeming majority of the Commission to outright dismissal and pronouncement of a non-discriminatory policy.

It is an open secret that Commissioner Craven had prepared a dissenting opinion, urging dismissal on the ground that the record in the newspaper investigation supplied no evidence warranting action which would preclude newspapers from owning stations or from entering in the new fields of FM, television and facsimile.

The controversy, from its inception in the early days of this administration, has been fraught with "high politics," and most recently has been under scrutiny of the Senate Commerce Committee in its consideration of new legislation.

Press Applications Expected

Action came at a session that ran from 3:30 to 6:30 p.m., last Thursday. The Commission decided to forego a formal opinion, or a proposed finding on which arguments might be held. There was much discussion about the precise language to be employed.

The steering committee of the Newspaper Radio Committee, by coincidence, was meeting in New York at the time the FCC reached its decision. At a session held Friday morning, the Committee issued a statement wholeheartedly approving the dismissal but reiterates its position as to the need for "clarifying legislation" by Congress. Chairman Hough and other spokesmen for the Newspaper Radio Committee urged the Senate Interstate Commerce Committee to testify last month to write into the law a specific provision against any class discrimination by the FCC.

The ruling was interpreted as meaning that in competitive situations the newspaper applicant will be considered on the same footing as non-newspapers, all other factors being equal. It is expected promptly to bring a substantial number of applications for standard station transfers to newspapers, as well as an influx of FM and some television applications from publishers.

The Commission said it will submit to the Senate and House committees identified with radio a "summary of evidence" added at the hearings, held intermittently for seven months between July 1941 andFeb. 12, 1942. This will inform Congress of the facts developed "for any consideration which they may desire to give the matter," it was announced.

Three Pending

Most recent compilations [Broadcasting, Jan. 9] showed a total of 172 stations owned by or affiliated with newspapers through stock ownership, along with five in the possessions. There are pending before the Commission only three applications involving transfers of stations to newspapers. But some 30 applications, for FM as well as standard broadcasting either have been thrown in the suspense files or stymied because of the April 37 freeze on obtaining new construction. Renewed activity by newspapers

(Continued on page 10)

Sale of Four Bulova Stations Reported

All Holdings Except WNEW in O'NEIL Transaction

ACQUISITION of four of the Bulova-owned stations by W. O'Neill, president of the General Tire and Rubber Co., which owns the Yankee Network, and an associated group, for $1,175,000 was reported consummated last week subject to FCC approval.

The transaction was understood also to include an option to purchase WNEW New York at a price equal to that of any other offer—probably upwards of $1,100,000 for the 90% interest held by Arde Bulova, New York watch manufacturer, and his immediate associates.

The stations which would be acquired under the O'Neill transaction, in negotiation for several months, are: WPEN Philadelphia, WNBC Hartford, WEIL New Haven, and WCOP Boston. Also included would be WPEN-FM, adjunct of the Philadelphia outlet.

While no formal statement was forthcoming, it was reliably reported that Mr. O'Neill would retain only one or two of the stations, with the others to be sold as part of the transaction to interests identified with him. If the WNEW transaction is consummated, it is presumed Mr. O'Neill would retain it as key for the Yankee Network.

According to best available information, the transaction lined up this way: (1) Acquisition of the four-station group by Mr. O'Neill for $1,175,000; (2) Possible retention of WNBC by W. O'Neill or Yankee; (3) Likely sale of WPEN to the Philadelphia Bulletin, along with the FM adjunct. Dismissal by the FCC of the newspaper divestiture proceedings last Thursday would clear the way for this transaction; (4) Possible sale or lease of WCOP to William B. Dolph, general manager of WOL Washington, Herbert L. Petey, director of WGN New York, and Sen. D. Worth Clark (D-Idaho). This transaction might be financed by a banking institution and leased to the Petey-Dolph-Clark group for a long term; (5) Possible retention of WEIL by Mr. O'Neill for

(Continued on page 61)
Newspapers: Free, White and Eligible ... An Editorial

WHATEVER the motivating force, the FCC redeemed itself in some measure by dismissing the newspaper-ownership proceeding. The effect of the unanimous decision is to retain the status quo. Applications will be considered on their individual merits, whatever the business of the applicant, but the effort will be against concentration of control.

It has been that way for years. Some members of the Commission, possibly a majority, look askance upon newspaper ownership. The decision was an about-face for them. And the action, therefore, was the maximum that could have been expected. The Commission was on the spot, by virtue of insisted demand from Congress. The decision, while not the millennium, is an expression against discrimination among licensees.

Press Ban Dropped
(Continued from page 9)

pers in all aspects of radio now is foreseen, with ultimate "unfreezing" of certain of the pending applications.

Commissioner Craven stood alone against his five colleagues in the fight. After the Commissioner had allowed the issue to languish for nearly two years, the demand from Congress that something be done resulted in the conclusion a few weeks ago that action would be forthcoming "before the end of 1943". The original policy, tentatively agreed upon in mid-December by the Commission on a 5-1 division, would have "tolerated" existing newspaper ownership, but was so drawn as to infer that there would be no new grants to newspaper applicants, and no transfers.

Reaction from Congress was such that the FCC majority decided to make haste slowly. A meeting had been scheduled Dec. 30, but after the news about the tentative ruling had "leaked", Chairman James Lawrence Fly suddenly called off that session. Illness of Commissioner C. J. Durr prevented consideration until the meeting last Thursday.

What bearing the action might have on the FCC's order barring multiple ownership of stations in the same or overlapping areas is problematical. It was pointed out that if a similar policy of considering cases on their "individual merits" is pursued, the question would be easily resolved. There would be eliminated the necessity for forced selling of stations in areas having "too many outlets" if the competitive situations are such that there can be no "control of the media of mass communications" or "methods of the avenues of communicating fact and opinion to the public".

It is logically expected that negotiations for acquisition of stations by newspapers, held in abeyance pending the FCC's action, will be resumed forthwith. Such newspapers as the New York Times and the New York Daily News are known to be desirous of getting into radio. The Washington Post and newspapers in Philadelphia and in other large cities have marked time in their conversations about station acquisitions awaiting the ruling.

The action was construed as terminating for the foreseeable future any further conflict over newspaper ownership. The FCC, it was pointed out, after a long, exhausting and often tiresome struggle, had set a course of radio policy that both Government and newspapers, has concluded that "in the light of the record" and the "grave legal and constitutional questions involved" it will not adopt any general rule on newspaper ownership. It could not reopen the issue, according to legal observers, unless there are motivating circumstances.

NRC Applauds FCC's Action
But Reiterates Legislative Plea

"The record of the newspapers in the field of radio was subjected to the most careful scrutiny and many thousands of pages of testimony and hundreds of exhibits with respect to the activity of newspapers in radio were presented to the Commission during extended hearings. Under these circumstances it is a source of pride to the Newspaper Radio Committee that the record of newspapermen as radio operators was such as to justify the action taken by the FCC."

"The Commission has soundly refrained from making any decision adverse to newspaper ownership. However, the Newspaper Radio Committee's position as to the need for clarifying legislation by Congress with respect to the powers of the Commission is unchanged."
Republicans Challenge Jett Nomination

Roosevelt Names
Chief Engineer
To FCC

A POLITICAL issue over President Roosevelt's nomination last week of Lt. E. J. Kett, USN retired, FCC chief engineer, to fill the chairman's vacancy which has existed since last July, has been raised by several Republican Senators. Mr. Jett was nominated as a Republican.

Charging that the man who has been FCC chief engineer since 1938 was not a Republican, Sen. Moore (R-Okla.) declared he would demand an open hearing into Mr. Jett's political faith. Sen. Bridges (R-N.H.), in a letter to Sen. White (R-Me.), acting minority leader, branded the Jett nomination as an "affront to every Republican".

"The only reason Mr. Jett was named to succeed George H. Payne of New York, who was reappointed last June 30, only to see the nomination withdrawn by the President the following day without assignment of a reason. A resident of Maryland but a Navy man or Government radio official all his adult life, Mr. Jett was appointed as a Republican from Maryland.

His nomination, hailed as logical and ideal, has been referred to the Senate Interstate Commerce Committee which will consider it probably some time this week.

Sen. Moore said he would ask the Committee to withhold as a member, to inquire into the Jett nomination, inferring that it appeared to be an effort to "pack" the Commission with New Deal partisans in violation of the law. He said he would demand open hearings into Mr. Jett's eligibility for the appointment, which is for a seven-year term from June 30, 1943—the date of the Payne term expiration.

Republican members of the FCC are Norman S. Case and Ray C. Wakefield. Gov. Case has often been in the minority with Commissioner T. A. M. Craven, but Commissioner Wakefield generally has voted with the Democratic majority. Commander Craven's term expires June 30. He has been at loggerheads with Chairman Fly virtually from the beginning of the latter's tenure in 1939. Whether Commander Craven would accept reappointment if offered is doubtful. Chairman Fly, it is felt, would vigorously oppose him.

No White Opposition

Sen. White declared last Friday that any statements that he would oppose the Jett confirmation were "wholly unauthorized". Sen. White, who is understood to have supported another candidate, nevertheless has always expressed his admiration for Mr. Jett and publicly has commended him at hearings on radio matters.

The law specifies that not more than four of the Commission's seven members shall be of the same political affiliation. With four Democrats now named to the Commission, Mr. Jett's appointment could have been made either as a Republican or an independent. It is reported the names of the Interstate Commerce Committee were circulated last week on the question of Mr. Jett's political faith, with the inference that he was a Democrat, presumably because he said he had been supported for the appointment by Chairman James Lawrence Flynn, O. P. McGuire, former Government attorney, wrote the memorandum.

Mr. Jett was selected last Wednesday from three recommended nominees for the post—all on a merit basis. There was no active opposition politically. Under consideration, in addition to Mr. Jett, were Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, and Capt. E. M. Webster, chief communications officer of the Coast Guard on leave from the FCC where he was assistant chief engineer for non-broadcast services.

Mr. Jett Some speculation had prevailed about possible reduction of the FCC membership from seven to five—favored by Chairman Wheeler (D-Mont) of the Senate Interstate Commerce Committee. The long delay in naming a successor to Mr. Payne—a New Yorker—was interpreted in some quarters as indicating the President also was in favor of a reduced Commission. In 1939, he got behind an FCC reorganization bill sponsored by former Chairman Frank R. McNinch for a three-man Commission. The future makeup of the Commission is under consideration now by the Senate Committee, which has before it the White-Wheeler Bill (S-814) to rewrite the Communications Act of 1934. Sen. White favors retention of a seven-man Commission, but wants it divided into two autonomous divisions of three men each, with the chairman as executive officer without a regular vote on either division.

Mr. Jett will be the second engineer on the FCC, flanking Commissioner Craven, his predecessor as chief engineer and a Navy colleague before the days of the FCC and the Federal Radio Commission, on which both had served on "loan" from the Navy. In addition to his duties as chief engineer, he serves as chairman of the Coordinating Committee of the Board of War Communications and is active in a number of other wartime communications and Government technical groups.

Selection of Mr. Jett's successor will await the formal swearing in of the new Commissioner. Whether the appointment will be on a regular or "acting" basis because of the absence in war service of three assistant chief engineers, was not certain. It is logically thought the selection will be made from the senior engineering executives of

(Continued on page 56)

House Group to Act on Radio Bill

Special Subcommittee on Communications Appointed

BY BILL BAILEY

WITH APPOINTMENT last week of Republican member of the Senate Commerce Committee on communications of the House Interstate & Foreign Commerce Committee, the way was cleared in the House for quick action on proposed radio legislation.

The 11-man subcommittee, of which Rep. Alfred L. Bulwinkle (N.C.) is chairman (see page 48), was completed Tuesday when Rep. Charles A. Wavertson (R-N.J.), ranking minority member of the standing Committee, named the following Republicans:

Rep. Pehr G. Holmes (Mass.), author of HR-1490, now pending before the Committee; B. Carroll Roon (Tenn.); Clarence J. Brown (Ohio); Leonard W. Hall (N.Y.).

Democrats Named by Lea

Democratic members, appointed last spring by Chairman Lea (D-Cal.) of the House Standing Committee and announced in October

[Continued on page 56]

BROADCASTING • Broadcast Advertising
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FM Convention to Draw Big Attendance

Broadcasters Plan Busy Agenda at New York

UNPRECEDENTED interest in FM as a post-war radio development is reflected in advance registrations for the annual convention of FM Broadcasters Inc., in New York Jan. 26-27 with prospects of an attendance of 500 to 400 broadcasters, present and prospective FM station representatives and radio field representatives. Walter J. Damm, WMJ-WMFM Milwaukee, president of FMBI, reported last week advance registrations approximating 200. Based on past convention experience, it was expected that attendance will pass 300 and may reach the 400 figure.

Fly, Armstrong to Speak

Although the meeting is the fifth annual convention of FMBI, it will mark the first time the sessions have been thrown open to all interested parties for full discussion of FM and its future. Principal speakers include FCC Chairmen James Lawrence Fly and Maj. Edwin H. Armstrong, FM inventor and pioneer.

A new speech scheduled by President Damm for the Jan. 26 session will be by P. H. Pumphrey of MAxon, Inc., New York and Detroit advertising agency, titled “What an Advertising Agency Found Out About FM.” Future FM plans of receiver and transmitter manufacturers will be covered by A. A. Brandt, GE; R. C. Coesgrove, Crosley; Dr. C. B. Jolliffe, RCA; G. E. Gustafson, Zenith; Lee McCane, Stromberg-Carlson; and F. R. Lack, Graybar.

The advance registrations indicate that standard broadcasters will dominate the sessions. But representatives of newspapers not now in radio and of other organizations and individuals interested in launching FM enterprises will be present.

Because the session will be in the nature of an open forum on FM, with leaders in the field participating, the meeting is expected to give FM real impetus. FMBI membership now totals 73. A score of new admissions to membership, however, has been reported since the call for the annual meeting, and additional names are expected during the convention.

Advance registrations for FM Broadcasters Inc. convention at the Commodore Hotel, New York, Jan. 26-27 are on page 58. List of questions to be submitted to experts will be found on page 62.

Other Participants

In addition to Chairman Fly, other Government participants in the convention will include E. K. Johnson, Commissioner-King, Federal Communications Commission, and George Adair, Assistant Chief Engineer of the FCC in charge of broadcasting. They will participate in a roundtable discussion on FM at the Thursday session. Other roundtable principals will be Maj. Armstrong, President Damm, C. M. Jansky, consulting engineer to FMBI; Phillip G. Loucks, FMBI General counsel, John Sheppard, vice president of FMBI and President of American Network Inc., FM chain project.

A series of some 60 questions regarding FM and its future, submitted to President Damm for the round table panel, will highlight the convention. These questions range from operating costs and the need for performing rights licenses to details of construction and coverage. [see questions on page 62].

Mr. Damm reported there appeared to be some doubt in the minds of present non-FM applicants as to whether they can join FMBI. Answering affirmatively, he said such applicants for membership will be classified as “affiliate members” until they file applications. FM stations with the FCC, at which time they will be automatically classified as active members.

The two-day convention will be at the Commodore Hotel. The registration fee is $10. Mr. Damm announced that because of wartime conditions, it will be impossible to sell extra luncheon tickets for the Fly address Wednesday. Only such reservations as are included for the meeting can be accommodated, he said, because the hotel is not prepared to make provisions for individual luncheon ticket sales.

Gen. Foods Names Y & R General Foods Sales Co., New York, has appointed Young & Rubicam, New York, as its export advertising agency, with plans for campaigns in Latin America, South Africa and Hawaii. No details are available yet.

NBC Makes Programs Available to FM

No Sponsor Costs Are Involved in Service

For Affiliates

NBC PROGRAMS, both commercial and sustaining, will be made available to FM stations operated by present standard band affiliates, with no additional sponsor costs until the audiences to both systems increase to a point where rate adjustments become desirable, according to a policy adopted by the network and disclosed to its Stations Planning and Advisory Committee last week. The plan also was discussed with Government officials, both elective and appointive, in Washington.

Regarded as a project which will give impetus to FM, the NBC policy is generally in accord with those enunciated informally by the other networks. Blue formally has encouraged its affiliates to seek FM facilities.

Wheelers-Fly Apprised

The Planning and Advisory committee met in Washington Monday and Tuesday for its biweekly sessions, headed by Sen. Wheeler (D-Mont.) chairman of the Interstate Commerce Committee now considering new radio legislation, and left with the impression that there will be amendments to the existing law. The group had met with the network’s officials in New York on Monday and Tuesday for the usual discussion of network-station problems, and the FM plan was outlined by President Niles Trammel. Mr. Trammel also discussed the policy Thursday with FCB Chairman James Lawrence Fly.

Available to All

The policy is designed to stimulate FM. To ensure equal treatment to all NBC network advertisers, it was stated, “It is obviously necessary to carry the same commercial programs on the companion FM stations as are carried on the standard band affiliated stations.”

The objective sought by NBC is to make its programs available to every radio listener in America, regardless of whether a standard band or FM receiver is being used. The availability of these NBC network programs throughout the U. S. on both standard and FM transmitters will encourage all sections of the public to purchase FM receiving sets, with the assurance that they can continue to hear their favorite programs on an improved transmitting service,” said the NBC statement.

“Recognizing that cooperation with advertisers is necessary to ensure a sound economic foundation for frequency modulation, NBC proposes that no additional charge be made to advertisers for the use of the companion FM stations during their development period. The rate of the standard band stations and the FM stations will be established on the premise that it is a single service, for one charge, until such time as the combined total audience to both standard band and FM increases to a point where rate adjustments become desirable. Part of the rate may be allocated to the FM station and as its audience increases a larger portion of the rate will be charged for the FM station and a comparatively lesser rate charged for the standard band station.”

“It will be the policy of NBC to extend to its affiliates the first opportunity to program their FM stations with NBC service. In such communities as may not now receive primary service from NBC (Continued on page 60)
Well, potentially, there are about 100,000 of them in Baltimore. They work while you sleep, sleep when you work and depend a lot on the radio for entertainment and information in their topsy-turvy life. So W-I-T-H formed a Night Owl Club . . . and are those swing-shifters pleased! They're joining the Club by the hundreds every week. They're loyal to the station that considers them!

Want this loyalty? Then, send for details on this sparkling all-night program. The facts, and the low cost of buying-in, will surprise and please you.

TOM TINSLEY, President

Represented Nationally by Headley-Reed

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

ARVEY Corp., Chicago (glass substitute), began sponsorship Jan. 10 of an eight-week series of announcements on WSVA KNX WILT WTIC WHO WOCO WLS KPO KWTO KBAB KXOK, plus three quarter-hours weekly on WHAM Rochester. Solution contracts vary, placed by First United Broadcasters, Chicago.

PART-TIME LABOR CLARIFIED BY WMC

WORKERS in the radio industry who are employed for less than 20 hours a week by any one employer may be hired without a state certificate of availability, according to a new ruling issued last week by Mrs. Anna of the New York regional director of the War Manpower Commission. Ruling was issued following a meeting of WMC representatives of 16 New York stations.

Mrs. Lillian M. Poses, regional WMC attorney, explained that the ruling relieves employers who call multiple employees, such as actors, singers, announcers, musicians, producers, directors and writers, from a number of burdensome and time-consuming formalities.

Members of the representatives meeting included: WABC WBRR WBNX WGYN WAEF WEDV WJZ WNYC WNEW WNYC WGNX WGNX WGNX WGNX WGNX WGNX WGNX.

Two-Way Ocean Hookup For Press Conference


Guests at the luncheon meeting included Edward J. Noble, chairman, the BLUE Network; Mark Woods, BLUE president; and G. W. Johnstone, director of newscast and special features for the BLUE. William Hillman, BLUE Washington correspondent introduced the Washington newspaper and Arthur Fourman, BLUE London correspondent, presented Gen. Spaatz and Air Vice Marshal Peck.

RCA Program Plans

WHEN RCA moved its BLUE program what's New from Hollywood to New York a few weeks ago, the company, instead of naming a permanent m.c. in Don Ameche's place, started the RCA Summer Program, including Leonard Warren, Jim Ameche, Jack Douglas and Ceil Holm. Plans are underway for the Saturday Evening Hour to originate from the Rainbow Room atop the RCA Bldg., New York. Agency is J. Walter Thompson Co., New York.

NAB Leadership Issue Still Moot

Nominating Group Discusses Candidates for Presidency

NAB NOMINATING Committee appointed last summer by the NAB board to make recommendations considered the presidency of the Association following the expiration of Neville Miller's term on July 1, 1944 [BROADCASTING, Aug. 5, 1943], met last Thursday at the Hotel Roosevelt in New York.

Following the meeting, Don S. Elia, WWNC Asheville, committee chairman, reported that there had been a full discussion of the situation, but that no decisions were made. He did not disclose the names of any individuals the Committee has under consideration, nor any details of the discussion, stating that it would be premature to give out any information at this stage of the Committee's work.

Committee Members

Full committee attended the meeting. Members, in addition to Mr. Elia, are: G. Richard Shafto, WIS Columbia, S. C.; John J. Gil- lling, -Virginia, and J. O. Mal- land, WHO Des Moines; Peter Morency, WTIC Hartford; James D. House, WLW Cincinnati.

NAB Budget Voted

SUBCOMMITTEE on finance of the NAB board which met in New York last Monday with Neville Miller, NAB president, and C. A. Arvey Jr., secretary-treasurer, approved the organisation's budget for the coming year and ordered it submitted to the full board for consideration. Committee members J. O. Maland, WHO Des Moines, and Roy Thompson, WTIG, attended the meeting. Paul Kesten, CBS, third member of the committee, was unable to attend.

GEORGE M. WILNER, formerly with MacFarland, Avery & Co., Chicago, has joined the sales staff of William G. Rambeau Co., Chicago.

NEW MAN AND WIFE team with KMOX St. Louis is Mr. and Mrs. Jack Sexton. He joined the staff last March, she, only recently. Mrs. Sexton conducts Hunt Booking Company's new program, Magazine of the Air.
In "Beyond Metropolitan" America, prosperity is at an all-time high, and is firmly founded for post-war years. The 200 KBS stations penetrate and dominate this bountiful market, supplying missing links, strengthening weak links, in major wired networks. KBS delivers "Beyond Metropolitan" America to you in a single, streamlined operation... at mass market per capita cost — or less! Investigate KBS, the ONLY network covering "BEYOND METROPOLITAN" AMERICA exclusively!

Write, wire or phone.

"THIS IS THE KEYSTONE BROADCASTING SYSTEM"

134 N. LaSalle St., Chicago 2, Ill.—State 4590 • 580 Fifth Ave., New York 19, N. Y.—Longacre 3-2221
6331 Hollywood Blvd., Hollywood 28, Cal.—Hempstead 0460

SILVER PLATTER BY CARTIER
Rule on Transfer Is Revised by FCC

Deaths of Licensees Must Be Reported to Commission

NOTIFICATION of the death of a radio permittee or licensee must be filed with the FCC within 30 days after such death, under terms of a pending enforcement action by the Commission’s rules and regulations, adopted last Tuesday.

The original rule provided that a voluntary transfer of control of a construction permit or license at least 60 days before the contemplated effective date of the transfer of control. That section has been amended by the insertion of the word “voluntary” with reference to the transfer.

Partnerships Affected

A new paragraph deals with voluntary transfer “in contemplation of the death or legal disability of a permittee or licensee”. The regulation also includes a member of a partnership or a person directly or indirectly in control of a corporation which is a permittee or licensee.

No provision, until the amendment was adopted by the Commission in its December meeting, was made in FCC rules and regulations covering involuntary transfer in case of death or legal disability. Following is text of the additional section:

Text of the FCC order, announced January 11, follows:

The Commission en banc today amended Section 1.364, to be effective immediately, as follows: (New matter italicized)

(1) Assignment or transfer of control—(a) General (1) Voluntary: Application for an assignment of a Permit or license shall be made to the Commission by the holder of a construction permit or license of a corporation holding a construction permit or license, and the holder shall file an application with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) Involuntary: In the event of the death or legal disability of a permittee or licensee, or of a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(i) the Commission shall be notified in writing of the occurrence of such death or legal disability, and

(ii) within 30 days after the occurrence of such death or legal disability (except in the case of a ship of war or vessel in navigable waters), the application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of a corporation holding a construction permit or license, and the holder shall file the application with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(2) In case of involuntary transfer of control, the holder shall:

(a) file a petition in the appropriate court for an order to determine the applicability of the multiple ownership rule to the situation; and

(b) continue to operate the station pending a determination of the applicability of the rule.

EXCLUSIVE SPECIAL feature broadcast was this interview with four governors on KFPP Spokane. Ernie Jorgenson, KFPP news director, did the interviewing on the development of resources of the Columbia River.

Mr. Jorgenson was joined by the following governors (in order, from left to right): Govs. Clarence A. Botoiffen, Idaho; Sam G. Ford Montana; Mr. Jorgenson; Gova. Earl Snell, Oregon; Arthur B. Langlie, Washington.

Action of WJBK in Cancelling Program Is Tested in Court

Detroit Station Compelled to Continue Labor Series

Pending Hearing on Injunction Petition

THE POWER of a radio station to exercise control over programs using its facilities is at stake in an injunction action brought here last week against James F. Hopkins, owner of WJBK Detroit. The station, which had notified sponsors of the Polish Ray of Truth program, a Sunday evening feature, of immediate cancellation of their contract, was forced by a restraining order of the Wayne County Circuit Court to carry the broadcast Sunday night as usual.

In seeking the temporary injunction forbidding termination of the contract. The action, as far as is known, is unprecedented.

In his letter advising the sponsor, the Polish Union’s Radio Hour Asm., of the program’s cancellation, James F. Hopkins, manager of WJBK, charged that the Ray of Truth had “failed to prove that unity among all population groups which is a prime essential to an early victory in this war.” In petitioning for the restraining order, James F. Hopkins, the station owner, denied the charge, citing the program’s advocacy of War Bond purchases, blood donations, and other patriotic causes since the outbreak of the war.

Contract Gives Power

Mr. Hopkins said last week that the injunction would be opposed on purely legal grounds, since the contract, between the station and the sponsor specifically reserves to the former the right to revise or reject a program or terminate a contract. The action of the station, he said, was taken in response to long-continued protest from a section of the Detroit Polish-speaking audience in whose Americanism the management has the utmost faith.

“An effort is being made,” he said, “to give our action the appearance of a blow at organized labor. There is no justification for this view. Our war is not the war of Turkey, or for socialist or for Communist party membership in a citizenship application, was dismissed at the instance of Attorney General Francis F. Bidwell, on the ground that the omission did not constitute an offense.

Marquardt to World

MAYNARD F. MARQUARDT, general manager and chief engineer of WCLF Chicago, has resigned effective Feb. 1 to become West Coast resident manager of World Broadcasting System. He will be headquartered in Hollywood and takes over the post vacated several months ago by Pat Campbell, now public relations director of Don Lee Broadcasting System. Mr. Marquardt has been associated with WCLF for sixteen years.

FDR 56.9 Rating

SPEECH by President Roosevelt on the four major networks Jan. 11 attained a rating of 56.9 and reached a radio audience of 43,892,000, according to a special survey by CBS for C. E. Hooper Inc. This year’s broadcast was heard at 9 p.m., while last year’s, presented Jan. 12 at 12:30 p.m., attained a Hooper rating of 27.7.

WJJD, WIND Test Multiple Decision

FCC Grants Request to Hold Early Hearing on Order

FIRST TEST of the FCC’s order against multiple ownership of stations in the same or overlapping areas was docketed by the Commission. The order, Sec. 1.267, was made effective by the FCC, WJJD Chicago and WIND Gary, Ind., stations controlled by Ralph L. Atlas. The Commission last Wednesday announced it had granted the other requests for an early hearing on the order for "opportunity for an early hearing" to determine the applicability of the multiple ownership regulation to the situations.

Overlapping of coverage is admitted by the stations, since the WIND transmitter reaches the Chicago audience. The FCC regulation, however, promulgated Nov. 24, retains effect until June 1, covering common ownership in the same market as well as overlapping coverage.

First Hearing

While there was no clarification of the order, it was premised when originally drawn in 1941 upon equalization of competition in the same areas. Presumably the Atlas position will assert that duplicative coverage exists, equalization of competition would in no way be effected since two independent stations in common ownership, even with overlapping would be separated.

The four clear-channel stations in the Chicago area, it is pointed out, have facilities which make it difficult for the independently operated outlets to compete on an equal basis.

Although the hearing, for which a date has not yet been set, will be the first since the Commission promulgated Sec. 1.264 A Order, other transactions have been completed or are in process as a result of the regulation [BROADCASTING, Jan. 5, 19]. Approximately 35 situations exist where there is common ownership of outlets in the same market or varying degrees of overlapping coverage appear to be offered on a continuing basis. It is expected that other groups affected will seek relief from the order or oppose it on conditions peculiar to their operation.

WJJD operates with 20,000 w on 1160 kc limited time. WIND operated on 560 kc with 5,000 w. There are 16 standard stations in Chicago aside from those in adjacent areas.

WOR News Expansion

EXPANDING the war services and news coverage, the WOR New York outlet, under the joint ownership of Dave Driscoll, director of division, has added three to the staff. Paul Killian, known as Paul King when with the Chicago outlet, will be WOR’s chief newscaster; Bob Garaway, former WOR announcer, and John B. Thompson, formerly with WOR, are now in the hiring pool.

MAY 18, 1944  •  Page 16
The civilian population of the Columbus Metropolitan Area is now 139,706 as shown by the
Bureau of Census estimate of population of Metropolitan Counties, revised as of Oct. 31st,
1943 . . . an increase of 25.6% over April 1st, 1940.
Panel for Program Managers At NAB Convention Is Planned

Executive Committee Discusses Wartime Issues; Arranges for Series of Articles

Plans for three or four meetings of program managers to be held during the next NAB convention were laid before NAB Program Manager's Executive Committee during a meeting held in New York last Tuesday and Wednesday.

Group, which was organized only a year ago and which held its first general session at the 1943 convention, also outlined plans for a series of articles on the various phases of program operations to be written by leaders in the field and issued as special NAB bulletins.

Labor Problems

Highlight of the two-day meeting was a Wednesday session with the Radio Committee of the American Civil Liberties Union headed by Thomas R. Carlsdon, chairman, and Norris Novik, director of WNYC New York municipal station.

Representatives of several AFL local unions addressed the meeting, at which the labor delegation expressed its views that in general the labor point of view is not getting adequate expression on the air.

His committee feels that the present NAB code provides considerable room for an increase in the amount of time devoted to labor on the air, Mr. Carlsdon reported after the meeting. His group recommended, he said, that the broadcasters maintain a close check on newscasters and commentators to see that a one-sided view of labor disputes not be given the listeners.

One of the responsibilities of station management to see that a fair balance is maintained in newscasts and commentaries as well as in other programs, he declared, pointing out that there is a tendency for commentators to get their news of labor disputes exclusively from employers without checking the unions for their side of the story.

Local Problems

Meeting was entirely amicable, it was reported, and while no decisions were reached, the committee parted with an agreement to continue their cooperation in working out procedures for the more effective presentation of labor views on the air. Looking for specific types of programs best suited for labor sponsorship, the program managers stressed the point that there is no single answer, but that each program should be built to fit local labor conditions.

The committee also discussed the overall problems of wartime programming, with Irvin G. Abeloff, WRVA Richmond, reporting on radio plans for the forthcoming Fourth War Loan Drive, of which committee he is a member. Lew Avery, NAB director of broadcast advertising, led a discussion of the affects of the industry's retail program, making clear the necessity of retail advertising, which evoked reports of instances of retail business on stations created by the presentation.

At the Monday luncheon the group listened to a sound film history of radio produced by Westinghouse Electric & Mfg. Co. On Tuesday a group of radio artists, including Bettye and Ann Elser, actresses; Nan Merriman, singer; Jackie Kelk, actor, and John W. Vandercook, commentator, were guests of the committee at luncheon.

CBS also gave the group a prehearing on Report on Wartime Radio, a quarter-hour transcription dramatizing radio's contribution to the war effort with special emphasis on the part which radio advertisers have played in getting war messages over to the public. Disc was produced by Kate Smith and Ted Collins and has been distributed by CBS to its affiliates. NAB is also offering the recording to its members which are not affiliated with any national network, and has asked the other networks to consider the production of similar programs for their stations.

Harold Fair, WHO Des Moines, chairman of the committee, said at the end of the meeting, "Members of the Program Managers' Executive Committee are production men, accustomed to hard work that gets results, I am proud of the way they are digging into programming problems."

Other committee members present included: Wynn Wright, NBC (representing Grant L. Menzer); Douglas Coulter, CBS; William J. Adams, WHEC Rochester, N. Y.; J. Robert De Haven, WTCN Minneapolis; Glenn Jackson, WSPD Toledo; Mr. Abeloff; George Suthers, WEAF New York, representative of absent member, Ray Shannon, KMBC Kansas City, was not there only because he was unable to arrange transportation. Neville Miller, NAB president, and Willard D. Egoft, assistant to the president, also attended the meetings.

Rangers' Out

IN LINE with new policy of the Blue in connection with the National Farm & Home Hour one of radio's oldest dramatized educational programs, Uncle Sam's Forest Rangers, bowed off the air Jan. 6 with a special farewell year end show. During the next 12 weeks, the programingers in cooperation with the Forest Service of the Agriculture, Forest Rangers was begun in 1932 through efforts of Frank Mullen, NBC vice-president and general manager, when Blue was an RCA holding. Harvey Hayes, veteran radio actor who started with series, did his final broadcast as "Forest Ranger Jim Robbins.

Clother's Campaign

FOREMAN & CLARK, Los Angeles (chain clottiers), in a two-week special sales campaign which started Jan. 12 is using a heavy schedule of daily transcribed station break announcements on 20 stations. List includes KFBF KECA KIEV KKKD KFOX KFKB KGLE KYA KJRE KRCR KJRC KJRM KJRE KKNK KJRN.

Agency is Botsford, Constantine & Gardner, Los Angeles.

Purity Musical

PURITY BAKERIES Corp., Chicago (Tesattee bread), began sponsorship Jan. 10 of a quarter-hour programming for the month's radio's ceremonial Mondays through Saturdays, on WAVZ Louisville. Contract is for 13 weeks, placed by Campbell-Mithun, Chicago.

Mills Leaves Post

As SPA Manager

Freezing of Plans Until War Is Over Believed Cause

E. CLAUDE MILLS has resigned as general manager of the Songwriters Protective Assn., it was announced last Wednesday by Sigurdson & Romberg, president of SPA. Resignation will be effective as of Jan. 31, marking the completion of 18 months of service with the organization, previously he had been with ASCAP for more than 20 years, resigning as chairman of the ASCAP administrative committee in July 1942 after the Society's reorganization in accordance with the terms of the Government consent decree.

Action Deferred

When he joined SPA, Mr. Mills stated that plans were in the making whereby new arrangements would be made between the writers and the publishers of music which "will inevitably lead to a new role of fair and more generous rewards to the actual producers and creators". He listed "improvement in contractual relationships between publishers and songwriters, certain amendments of the Copyright Law, establishing a close affiliation with other protective groups of creative workers, organizing the songwriters into a world-wide group," as a few of the objectives "toward which I hope the SPA can successfully lead the American songwriters in the near future."

Deed of SPA to make no changes in the present set-up until the war is over, holding action on all plans in abeyance for the present, is believed to be a major reason for Mr. Mills' resignation from the group. Another reason was undoubtedly the fact that no definite salary arrangement has ever been worked out between SPA and Mills, whose ASCAP salary of $35,000 was continued for a year following his retirement from that organization.

Mr. Mills had left New York for the Coast last week and could not be reached for comment. Denying knowledge of Mr. Mills' future plans, Mr. Romberg said he may have a commentary now on one of the motion picture studios.

War Chronology Issued

PRESS ASSN., as reference for stations using the special AP radio news wire, has prepared a Chronology of World War II, listing by date, not only the significant events since U. S. participation, but also those political and military developments which led up to the global conflict starting with the Japanese attack on Pearl Harbor in December, 1941.
Looking backward... While Moving Forward

In the wake of Westinghouse broadcasting are bright ripples of achievement reaching back to 1920. However, past performance is but an augury of the future... a pattern for still better service to public and sponsor alike... a pledge to some 18,000,000 people residing in Westinghouse primary areas that programs will continue to be of the very finest always... that Westinghouse will continue to deliver Response Ability to all advertisers. (Ask NBC Spot Sales to confirm that!) Westinghouse looks back with pride while moving forward with confidence.
The FCC breakdown showed that $84,383,571 of the 1942 time sales was attributable to the national networks and their managed and operated stations. Regional networks accounted for $2,651,778 of the aggregate.

National and regional non-network time sales (spot) accounted for $51,089,159 and local for $358,898,916. These figures were within fractional limits of the BROADCASTING Yearbook estimates for the same year covering all stations and networks.

A second breakdown released by the FCC, and prepared by its Accounting, Statistical and Traffic Departments covered income items of standard broadcast stations by class and time according to type of network served. This is broken down into clear channel, regional and local and to network and non-network stations, covering items of income and expenses. This table is procurable from the FCC Accounting Dept.

Published above is the complete table covering combined broadcast service income of four major networks, six regional networks and 851 standard broadcast stations.

### Combined Broadcast Service Income Statement 1942

<table>
<thead>
<tr>
<th>Networks and their managed and operated stations</th>
<th>9 major stations</th>
<th>22 Other</th>
<th>Total</th>
<th>819</th>
<th>Other stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand total</td>
<td>$50,411,232</td>
<td>$2,030,035</td>
<td>$52,441,267</td>
<td>$263,342</td>
<td>$948,838</td>
</tr>
<tr>
<td>Deduct: Payments to foreign stations and elimination of income due to duplications</td>
<td>812,793</td>
<td>555</td>
<td>818,348</td>
<td>812</td>
<td>238</td>
</tr>
<tr>
<td>Total</td>
<td>$49,598,439</td>
<td>$2,024,480</td>
<td>$51,622,919</td>
<td>$262,107</td>
<td>$946,600</td>
</tr>
<tr>
<td>Deduct—Payments to foreign stations</td>
<td>87,828,152</td>
<td>9,513,396</td>
<td>97,341,548</td>
<td>27,003</td>
<td>967</td>
</tr>
<tr>
<td>Total revenue from network time sales</td>
<td>65,450,247</td>
<td>11,711,084</td>
<td>77,161,331</td>
<td>27,057</td>
<td>423</td>
</tr>
<tr>
<td>Deduct revenues from non-network time sales</td>
<td>104,958,975</td>
<td>6,819,309</td>
<td>111,778,284</td>
<td>25,189</td>
<td>233</td>
</tr>
<tr>
<td>Total revenue from time sales</td>
<td>52,400,022</td>
<td>14,991,775</td>
<td>67,391,797</td>
<td>91,787</td>
<td>453</td>
</tr>
<tr>
<td>3. Deduct—Commissions to regularly established agencies, representatives, brokers and others</td>
<td>3,424,017</td>
<td>60,650,220</td>
<td>64,074,237</td>
<td>9,751</td>
<td>875</td>
</tr>
<tr>
<td>Net revenue from time sales</td>
<td>$48,976,005</td>
<td>$63,741,055</td>
<td>$112,717,060</td>
<td>81,936</td>
<td>378</td>
</tr>
</tbody>
</table>

B. Revenue from incidental broadcast activities:

Talent:

| Sale of talent under contract to, and in the pay of, networks and stations | Commissions, fees and profits from obtaining or placing talent | $13,841,608,916 | $6,053,402,954 | $19,895,011,870 | $118,270,741 |
| Deduct broadcast revenues | Talent |
| Total revenue from incidental broadcast activities | $13,841,608,916 | $6,053,402,954 | $19,895,011,870 | $118,270,741 |

C. Total broadcast expenses of networks and stations:

| Deduct: Depreciation | Total broadcast expenses | $13,841,608,916 | $6,053,402,954 | $19,895,011,870 | $118,270,741 |
| Deduct broadcast expenses (before Federal income tax) | Total broadcast expenses | $13,841,608,916 | $6,053,402,954 | $19,895,011,870 | $118,270,741 |

D. Total Federal broadcast service income

### MBS Up 43% in '43

**FARM & HOME HOUR GIVEN NEW FORMAT**

**FORMAT of the National Farm & Home Hour undergoes a change after 15 years, beginning today (Jan. 17).** A program conference, held last week in Chicago, resulted in the new streamlined edition of the halfhour six-weekly agricultural program. James L. Stirton, program manager of the BLUE Networks' central division, Phillips Carlin, vice-president in charge of programs for the BLUE, and Robert D. White, producer and director of the Farm & Home Hour are responsible for decisive conference plans.

Keeping pace with farm audience listening habits, the Farm & Home Hour will provide instruction and entertainment. Curley Bradley, cowboy singer, will be a regular feature; persons prominent in economics, agricultural and national affairs are scheduled for a weekly spot. Saturday broadcasts are to be created by Robert White in cooperation with national farm organizations.

### New Sprague Firm

**STUART SPRAGUE,** authority on copyright law who was a member of NBC's legal staff from 1929 to 1936 and who has served as special consultant to the NAS on copyright matters, and George C. Sprague have formed a partnership under the name Sprague & Sprague, with offices at 36 W. 44th St., New York 18. Phone is Murray Hill 2-6521.

**TOP TUNES OF 1943**

**TOP TUNE played on the national radio networks during 1943, as determined by the Audience Coverage Index of the Office of Research-Radio division, City College, New York, was “People Will Say We’re in Love”. Next four most popular hits of the year: 20, in order, are: “You’ll Never Know,” “Brazil,” “That Old Black Magic,” and “As Time Goes By”.**
in advertising—
it's reaching people that pays

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Station 1</th>
<th>Station 2</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-12 noon (M-F)</td>
<td>WSPA 54.8%</td>
<td>WSPA 49.3%</td>
<td>Other Stations 8.4%</td>
</tr>
<tr>
<td>12-6 p.m. (M-F)</td>
<td>WSPA 49.3%</td>
<td>WORD 38.5%</td>
<td>Other Stations 12.2%</td>
</tr>
<tr>
<td>6-10 p.m. (Sun-Sat)</td>
<td>WSPA 67.9%</td>
<td>WORD 26.9%</td>
<td>Other Stations 5.2%</td>
</tr>
</tbody>
</table>

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY
FCC Approves Sales and Transfers Of 5 Stations, Refinancing of Another

TRANSFERS of control and sales transactions totaling more than $300,000 were granted by the FCC early last week in one of the heaviest days of sales approvals in recent years.

WBRJ Knoxville, Tenn., was granted consent to voluntary assignment of its license from J. W. Birdwell, sole owner, to the American Broadcasting Co., licensee of WLAP Lexington, Ky., for the sum of $135,000. J. Lindsay Nunn, and his son, Capt. Gilmore N. Nunn, now on foreign duty with the Air Transport Command, control American Broadcasting. They also own WCMI Ashland, Ky., and KFDA Amarillo, Tex. Mr. Birdwell was at one time part owner of WJHL Johnson City, Tenn. WBRJ operates on 1210 kc with 250 w.

KPHO Grant

Consent was also granted for the voluntary assignment of the license of KPHO Phoenix, Ariz., from M. C. Reese, Phoenix insurance man, to Phoenix Newspapers, Inc., for $60,000. As his two sons who formerly managed the station are now in the Army, Mr. Reese stated that his health does not permit him to take over the management of KPHO.

Rex Schapp, general manager of WIRE Indianapolis originally had agreed to purchase the station, but he later transferred his interest to Phoenix Broadcasting, of which he is now president and director, in exchange for one-third interest for which he paid $25,000. Mr. Schapp's 29% interest in WPAT Paterson, N. J. is pending sale under FCC approval to Donald Flamm, former owner of WMCA New York. Other interests in Phoenix broadcasting are held by Gene Autry (20%), E. C. Pulliam (32%) and A. G. Atwater (10%), directors.

Mr. Pulliam is president and a director of WIRE and WAOV Vinecrest, WINSJ New York, all of which are also owned by the Pulliam Newspapers, Inc., Indianapolis; and Oklahoma Newspapers, Inc., El Reno, Okla.


Mr. Atwater is now a lieutenant in the USNR. He was formerly assistant to the vice-president in charge of sales of Wrigley's chewing gum.

WHEB Transfer

WHEB Portsmouth, N. H., was granted approval for transfer of control from Robert G. LeTourneau, to Charles M. Dale, New Hampshire attorney and present mayor of Portsmouth, through the sale of 750 shares (100%) of stock for $60,000. Mr. LeTourneau, also former owner of WRCI Tococco, Ga., is retiring from broadcasting to devote fulltime to war production work.

Mr. Dale is director of the New Hampshire National Bank, the Atlantic Terminal Corp., and the Motor Mart, all of Portsmouth. Bert Georges, vice-president and general manager since Mr. LeTourneau's purchase of WHEB in May 1941, will continue in that capacity, according to Mr. Dale. Now a Mutual-Yankee affiliate, WHEB operates on 750 kc 1000 w.

KEYE Transfer

Approval was also granted for transfer of control of KEYE Everett, Wash., from Dr. J. B. Binyon and L. E. Walgren to A. W. Tabet. Action involves the sale of 125 shares of common stock for $22,500. Dr. Binyon and Mr. Walgren each held 62½ shares. Mr. Tabet is owner of KEVR Seattle, which he bought in May 1943, and is purchaser of KOEZ Kailispel, Mont., subject to FCC approval (Broadcasting, Nov. 22).

Sale of control in WTTM Trennt, N. J., to Rep. Elmer H. Wene (D-N.J.) by A. Harry Zoog, station manager, through purchase of 43½ shares of stock for $6,467.75 was approved. Rep. Wene, owner of WSNJ Bridgetown, N. J., is president of Trent Broadcasting Corp., licensee of WTTM. He also holds a minority interest in WFPG Atlantic City.

The Commission at the same time consented to the refinancing plan of WKNE Keene, N. H., involving the issuance of new preferred stock and transfer of preferred and common stock which gives control of M. S. Wilder and his son, Col. H. C. Wilder. Consideration in the transfer was $19,400. M. S. Wilder now holds 206 shares of preferred stock and with his son controls 309 of 510 shares of outstanding common stock. Col. Wilder is principal owner of WSYR Syracuse and WTRY Troy.

WKNE may now issue 500 shares of non-voting preferred stock at $100 per share par value. It is conditioned that this will strengthen the station's financial position and balance sheet for credit purposes as well as pay off its note indebtedness.

Major common stock interests are now as follows: M. S. Wilder, 152 shares; H. C. Wilder, 57 shares; Helen W. Miller, 58 shares; Frank Lyman Jr., 49 shares.

St. John for Miles

MILES LABS, Elkhart, Ind. (Alice-Seltzer division of Miles, Inc.), begins sponsorship of a five weekly, quarter-hour news program, featuring Robert St. John, for the show analysis, starting Jan. 31, 10:15-10:30 a.m. Originating out of New York, the series will be phoned into the network featuring the basic network plus the Southwest and Mountain groups. Contract is for 60 weeks, placed by Wade Adv. Agency, Chicago.

Changes to Burnett

CHANGES in the marketing picture of the Chicago, Ill., branch of the Standard Brand's, by the firm's president, are as follows: (1 to r): Roger M. Wise, Sylvania director of engineering; Don G. Mitchell, vice-president in charge of sales; author Caverly; Walter E. Poor, president; S. J. Healy, the vice-president in charge of Hygrade Sylvania's operations.


CHECK!

Unique Radio Name Makes

"Used Car Business"

KEY to the successful use of radio for a New Jersey dealer in new and used cars is the "radio name" created by the station when the client bought air time for the first time some nine months ago. The salvaging department of WPAT Paterson, N. J., changed the name from Falls City Auto Exchange to "Check With Chick", using the nickname of the firm's president, Bady Joseph. Signs at the dealer's offices were changed accordingly.

Effect of the new name was evident soon after a schedule of 42 drops over five weeks went under way. Telephone company officials urged Mr. Joseph to list the "radio name" to relieve pressure on their information board from requests for "Check with Chick's" telephone number. Several imitators sprung up, as for example a "Double Check with Chuck."

While the firm continued its use of newspapers, radio was said to be largely responsible for the increase in business. Since it started on the air some 80 weeks ago, business has increased more than 400% and has expanded its quarters three times.

"Check with Chick" is assigned the 52-week renewal of its WPAT schedule.

Hanover Shoe Sports

HANOVER SHOE CO., Hanover, Pa., has taken on sponsorship of leading high school basketball games throughout Southern New Jersey, using WIBG, Philadelphia, and WGGW. Top games are broadcast Friday nights from Camden convention hall on WIBG, with Claude Haring doing play-by-play and Doug Arthur, color, while on WAAT, George Schreier, a member of the NLUE publicity department, handled the play-by-play. Fred Sayles the color from high school auditoriums. Agency is Warwick & Wegler, New York.

WOR Agency Ranking

WITH RUTHRAUFF & RYAN and Young & Rubicam as leader and runner-up agencies, respectively, the third consecutive year, WOR New York, has released a list of the 10 leading agencies in order of their expenditures on the station during 1943. Following Young & Rubicam are BBDO, Erwin, Wasey & Co., J. Walter Thompson Co., Charles W. Hoyt Co., Asplundh-McHardy, Co., Newell-Emmett, Compton Adv., and Duane Jones Co.

Spots for Stans

INTENSIFICATION of Standard Brands' campaign to promote Stans and Stan-B vitamin tablets was announced at a general sales meeting of the company's pharmaceutical division in New York last week. The product, through major outlets will be promoted via spot announcements on Standard Brands' two network programs, "The Open Door" on NBC and "The Open Door" on CBS respectively. Agency is Ted Bates Inc., New York.
“Why no, Mr. Irktussle, we haven’t seen Miss Jones since we started advertising on WGN.”

WGN carries more retail, local and national spot business than any other major Chicago station.
THE ULTIMATE IN WIDE-RANGE RECORDING
There is nothing finer in recorded music than a WBS Transcription! For the World Broadcasting System has set an entirely new standard of quality for Transcribed Program Services by assembling the Quality Talent of the World—and then recording these artists with such fidelity that radio stations and their advertisers can truthfully say “This is the Best”.

The Quality Talent of the World deserves the Quality of Recordings that brings you this talent with a life-like clarity that means audience appeal and keeps listeners listening—to your program.

..... that is why WBS pioneered and perfected commercially the Vertical Cut Wide Range Method of Transcription, so superbly developed by Western Electric engineers.

..... that is why WBS created the finest sound studios ever constructed, as acoustically perfect as modern electronic science can make that possible, and equipped with the most advanced recording equipment in operation today.

..... that is why every WBS recording is controlled by skilled electrical engineers, and produced under the personal direction of showmen who have "that rare ability to make the best of music sound just a little bit better."

..... that is why WBS “gold sputters” their masters and presses every disc in Pure Translucent Vinylite, so that the most delicate impressions are still superbly accurate after hours and hours of wear.

..... that is why WBS can justly be called "The Quality Library of the World"—with access to the greatest array of popular Talent available thru any library service today—with the widest variety and types of recordings to be found in any library—with over 3800 selections now recorded to meet every requirement for announcements, mood music, or completely balanced musical presentations—with the constant addition of "Tomorrow’s Stars" and at least 50 new numbers every month—and with a service that supplies continuities, planned and written by experts, and promotion material that really sells.

..... and that is why radio stations are discovering that the Quality Talent of the World—reproduced by this method of Quality Recording—has a new dollar and cents value to their stations and their advertisers, solving their production problems and delivering the maximum program satisfaction for every broadcasting purpose.

WORLD PROGRAM SERVICE
Transcription Headquarters
WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK
CHICAGO  ·  NEW YORK  ·  HOLLYWOOD  ·  SAN FRANCISCO  ·  WASHINGTON
‘Analyze Stock and Customers,’

Avery Tells Retailers in N. Y.

Advices Dry Goods Association To Mold Programs
To Fit the Audience, Reflect Store

"HOW WELL you analyze what you have to sell and to whom you want to sell it are unquestionably the major factors in the successful use of broadcast advertising by retailers," Lewis H. Avery, NAB director of broadcast advertising, stated last Tuesday in a talk before the Sales Promotion Division of the National Retail Dry Goods Assn., whose annual convention was held at Pennsylvania, New York, Jan. 10-14.

Reporting on an analysis of 174 retail radio campaigns which both retailer and broadcaster agreed were successful, Mr. Avery stated, "The experiences of both retailers and radio stations stress a consistent thread: Shape the program to fit the audience you want to reach. It is not enough merely to point out, to put on a program type that, according to the national surveys, most people like. It must be a program that is liked by the particular group the retailer wants to reach."

Store Personality

In addition, he continued, the study showed "the necessity of selecting a program in keeping with the general atmosphere of the store and of the building through the program a kind of store 'personality.'" "You may be amazed," he said, "to learn that the studies revealed that the nature of the program alone does not account for the success of retail broadcast advertising. The experience of retailers and radio stations indicates that nearly any program, within certain broad limits, will prove successful for the retailer, provided:

(1) It is broadcast at a time when the people he wants to reach can listen;

(2) There is nothing obnoxious to that group about it; and

(3) It is broadcast sufficiently often to keep the retailer's name most constantly before his customers and prospective customers."

Reporting that most successful retail users of radio, sponsor programs and not merely announcements, with 85.4% using one or more programs daily and 25.7% two or more programs daily, Mr. Avery said that it seems "better to broadcast two or three inexpensive programs a day than one expensive one, and better to supplement the program with announcements throughout the day than to let it stand by itself. In fact, the importance of over-all coverage is the most common point made by those reporting."

Apell to Customers

Neither retailers nor broadcasters favor any single time of day over any other for retail advertising, Mr. Avery continued, quoting one report to the effect that since a store's customers include all kinds of people, "any kind of program, broadcast at any time of day, is bound to appeal to some customers. The problem is how to appeal to the greatest number of specified or prospective customers."

A breakdown of the reports of the successful retail radio campaigns, he said, showed that newscasts and commentators accounted for 55.6%; musical programs for 18.4%; women's programs, 16.1%; announcements only, 10.6%; with sports programs, children's programs, participating programs and dramatic programs trailing in popularity.

Mr. Avery ended his address by citing three definite conclusions drawn from this objective study of retailers and radio stations of programs that are known to be successful:

(1) Neither program content nor talent are crucial factors in determining the success of a retail radio program.

(2) An inexpensive program, if it adheres to certain basic principles, may be more effective than the most elaborate production.

(3) Cooperation, imagination and patience are the prime ingredients in a successful radio program for retailers or for any other broadcast advertisers."

Grease Increase

SALES UP 1500% is the record for the Banfield Packing Co., Salina, Kansas after a six month radio campaign. The company advertised lard with five dramatized spots a day, and a daily quarter-hour of music. At the end of six months, the records showed the amazing increase.

New Blue Series

THE BLUE Network has just started a seven-days weekly quarter-hour morning news program combining an overlay of radio with a summary of developments on the home front. Paul Nelson, BLUE commentator, presides in New York, with men in foreign correspondents in from Chungking, Cairo and other world points. Title of the new program, heard Monday through Friday, 8:30-8:45 a.m. and Sunday 9-9:15 a.m. is "BLUE News Correspondents at Home & Abroad." Two new foreign staff members will be heard on the series—William Ewing, from Honolulu; and Thomas B. Grandin, who will alternate with Arthur Feldman from London.

'Times' Resumes Schedules

THE NEW YORK TIMES, which recently cut its full Sunday page of New York station program listings for the coming week to a highlight box as a paper-saving device, has resumed publication of the week's full program schedule. The second program to publish full program schedule for the day in each day's paper, but reader demand for the return of the weekly page was presumably sufficient to cause its restoration.

FIVE OIL FIRMS

PLAN PROMOTION

FIVE major oil companies, all users of network radio, will cooperate in presenting a special program Feb. 23, being planned to celebrate the opening in Port Neches, Tex., of the synthetic rubber Butadiene plant built by the Government and the oil companies, including Gulf, Atlantic Refining, Texas Co., Pure Oil and Socony-Vacuum.

N. W. Ayer & Sons, New York, Atlantic's Agency, which is handling promotion of the plant, stated last week that no network has been selected as yet for the dedication program, and that arrangements are under way for such officials as Col. Bradley Dewev, U. S. radio director, to speak. Ayer also said that advance radio publicity will be given the opening of the Butadiene plant on the five companies' network programs, which include Fred Allen for Texaco, We the People for Gulf, both on Col. Raymond Gram Swing for Socony-Vacuum, B. F. Ziegler's, and H. V. Kaltenborn, Pure Oil, NBC.

KWBU Corpus Christi Plans Feb. 1 Opening

ANNOUNCEMENT has been made by Carr Collins, president of KWBU, Corpus Christi, that the new station is expected to go on the air about Feb. 1 with a full scheduled network programs. studios will be located in Corpus Christi, Dallas and Waco, and will operate at 50 kw.

Operated by Century Broadcasting Co., with offices in Dallas, KWBU has as officers besides Mr. Collins, Pat M. Neff, vice-president, E. R. Nash, secretary, and L. L. Waller, treasurer.

The FCC last week granted voluntary assignment of the construction permit for the station to Century Broadcasting.

N. Y. Alert Plan

NEW YORK CITY radio committee at a recent meeting voted unanimously that any request of Mayor F. H. LaGuardia, in his capacity either as Mayor or as Director of Civilian Defense, for broadcast announcements involving public safety or general civic emergency will be carried as requested. An announcement of Christmas Day "preparation warning" of possible enemy attack, issued by the Mayor. Some stations did not heed the warning because of a confusion about the authority behind the messages [BROADCASTING, Jan. 3].

Owens-Illinois Setup

WITH dissolution of Libby Glass Co., Toledo, and Owens-Illinois Pacific Coast Co., the two companies, and the absorption of the subsidiaries of Owens-Illinois Glass Co., are now divisions of that corporation. Louis L. McKee, president of Libby Glass, and H. S. Wade, president of Owens-Illinois Pacific have been made vice-presidents of the parent company.
We Give
Thanks....

We have already thanked Santa Claus and his numerous proxies. Now we give thanks to our ADVERTISERS, the lads whose money makes the kilowatts gambol and the millivolts leap.

We give thanks to our ADVERTISERS, not for their patronage (which Lord knows we appreciate endlessly) but for their patience and tolerance, for their good-natured long-suffering forbearance. They've been booted about as no self-respecting sponsors have any reason to expect. Their firm orders have been ignored—so many times!

Their commitments have been pushed around, switched, and even canceled outright—often even without the grace of notification.

They've been treated just shamefully!

Of course, they all understand that all this has been caused only because the war has the right of way, at WWJ, and at all American radio stations.

And, invariably, they have approved everything we have had to do, no matter how disturbing.

For all of this, we give thanks.

And we promise to go on, and on, along the same line, until we get that UNCONDITIONAL SURRENDER from Hitler and Hirohito.
We see by the papers...

Here at WOR we have watched them grow - paper by paper, year by year. From an impressive handful of regular WOR program listings in less than fifty newspapers in 1936, the number has soared to 191 newspapers - in 140 cities and towns - which list WOR's programs daily.

Local papers? Local cities? Well, "local" in the sense that 104 of these daily papers (read by 8,953,000 people!) are in WOR's Guaranteed Area. And that area stretches powerfully into 7 great states containing 16 war-wealthy cities of more than 100,000 people each.

The other 87 papers? Three of them are in Canada, and they're read daily by 307,717 people in Montreal, Halifax and St. John. Others are in New Hampshire, West Virginia, Maryland, Vermont, Western Pennsylvania, Massachusetts, and five other eastern states.

As editors are not philanthropists, but print only what their readers want, this, we think, indicates rather strongly that at least 10,624,966 people who read 191 daily newspapers have a profitable curiosity to know what's on that power-full station...

WOR

at 1440 Broadway, in New York

* Not to mention the hundreds of WOR advertisers and their agencies who profit by the listings!


327 Advertising Cases Handled in Year
Says Trade Commission Annual Report

A TOTAL of 327 cases involving false and misleading advertising were disposed of during the fiscal year ended June 30, 1943 by the Radio & Periodical Division of the Federal Trade Commission, according to the annual report of the Commission issued last week.

At the close of the fiscal year, the Division had 639 cases pending as compared with 726 at the close of the previous fiscal year, the Commission reported.

Advertising Analysis

An analysis of advertising questioned by the Commission during the year showed that foods, drugs, devices and cosmetics accounted for approximately 61% of the 3,000 commodities involved in the investigations. Drugs alone constituted 46% of the questioned advertisements.

In its investigations of radio advertising the Commission issued calls to radio stations at the rate of four time a year (now reduced to twice a year). National and regional networks respond on a continuous weekly basis and producers of electrical transmissions submit reports monthly. This material is supplemented by periodic reports from independent stations.

The Commission reported that during the fiscal year it received copies of 94,750 commercial radio broadcast continuities and examined 1,045,484 continuities. From this material, 22,329 advertising broadcast were marked for further study as for possible representations that might be false or misleading.

The report stated that 88% of the radio and periodical cases resulted from routine examination of advertising material and 12% from complaints by or information received from other Government agencies, competitors, and other members of the public.

The Commission received the cooperation of 4,200 networks, 19 regional network groups, and transcription producers engaged in producing commercial radio recordings, in addition to that of 853 commercial radio stations. The Commission, the report noted, "has observed a desire on the part of these broadcasters...to aid in the elimination of false and misleading advertising."

Jacobs Bouts Televised

THROUGH cooperation of Mike Jacobs, president of the Twentieth Century Sporting Club, and the Gillette Safety Razor Co., WNB, NBC television station in New York, telecasted the Ruffin-Zurita bout from Madison Square Garden on Jan. 14 and will also do a sight-sound broadcast of the Angotti-Jack match on Jan. 28. Arrangement indicates a renewal of friendly relations between Jacobs and NBC, which threatened the fight promoter with suit for breach of contract a few years ago when he sold the broadcasting rights to Garden fights to Gillette and MBS after they had been on the Blue under Adam Hat sponsorship for several years.

Lever Wins Suit

REVERSING the U. S. District Court for Maryland, Judge Armstrong D. Dobbs of the U. S. Circuit Court of Appeals, sitting in Richmond, Va., has held that two patent claims of Lever Bros. Co., involving principles in soap manufacture were valid and that the claims were infringed by Procter & Gamble, which had learned last Tuesday. The case grew out of F & G's alleged change in 1940 from an old process in making Ivory soap to a new one. Both firms are large users of radio time.

Grant Retires at GM

R. H. GRANT, vice-president of General Motors Corp., retired on Jan. 15 from active service in the company "to devote his time to his personal affairs" and to gain a "greater amount of leisure time", according to Alfred F. Sloan Jr., chairman of General Motors. With the company in various capacities for more than 20 years, Mr. Grant has supervised the merchandising activities of all G-M divisions. He will continue as a member of the board of directors.

CBC Shortwave Plan

CANADA'S shortwave broadcasting station is now nearing completion at Sackville, N. B., and is to begin broadcasting on regular schedule late this summer, according to Dr. A. Frigon, acting general manager of the Canadian Broadcasting Corp. The first of the two 50 kw transmitters will be installed by March and the second early in the fall. The stations will be ready to service all parts of the world.

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The secret of getting FASTEST DELIVERY

Don't wait for "routine" afternoon pickups, when shipping AIR EXPRESS. Get your shipments on the way as soon as they are ready — as early in the day as possible.

That's the secret of getting fastest delivery. Because you avoid possible delay, due to end-of-day congestion when Airline traffic is at its peak.

And to cut costs — AIR EXPRESS shipments should be packed compactly but securely, to obtain the best ratio of size to weight.

A Money-Saving, High-Speed Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have recently been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks — with 3-mile-a-minute service direct to hundreds of U. S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited" — an informative booklet that will stimulate the thinking of every executive. Dept. PR-1, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

AIR EXPRESS

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION Representing the AIRLINES of the United States

Page 32 • January 17, 1944
YOU MAY BE ABLE TO WALK A MILE IN 7 MINUTES *

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

It doesn't matter how hard you strain (or how desperately you wish) to cover Western Michigan with any “outside” radio effort—you just can’t do it.

There are too many intervening miles—too much “fading” in this area. No outside station can do an adequate job in Western Michigan.

But Western Michigan people do listen to WKZO. With studios in both Grand Rapids and Kalamazoo, we're a “home station” and the big Columbia outlet in both cities and in all the rich surrounding countryside. . . . Let us prove it to you. Write us direct, or just ask Free & Peters!

* G. H. Goulding, a Canadian, walked a mile in 6 minutes, 25.8 seconds, on June 4, 1910!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS  •  590 KC  •  CBS

Owned and Operated by Fetzer Broadcasting Company

JOHN E. FETZER, Managing Director

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising  January 17, 1944 • Page 33
Up 300%

Always a valued commodity, war has given cotton new and greater significance. There's a bumper crop down in KWKH-land — many localities report ginnings up more than 300 per cent. This means more spendable wealth ... greater opportunities for you to sell now and build sales for the future.

MINIATURE newspaper summarizing late war, Washington and local news is prepared by the newsroom staff of WLB-WBSJ Cincinnati for executives and departments of the two stations. Issued Monday through Friday at 4 p.m., the Osage Square Building is under the editorship of Bill Dowell and Gilbert Kingsbury.

LABOR'S contribution to the war effort is the theme of a Sunday dramatic series "Labor for Victory" on WNTU New York, featuring the war work of various CIO unions selected by the CDVO. The series may eventually become a joint CIO-AFL affair when final arrangements with the AFL have been completed.

SKIPPER DAWES, education director of WPIL Philadelphia, has tied-in with the public library system in connection with his WPIL Studio Schoolhouse programs. Supplementing the weekly in-school period set aside for The Magic of Books, Mr. Dawes each week visits a different library branch in a neighborhood to conduct a story hour and discussion meeting with the primary school youngsters.

MUSICAL reminiscences of the stage hits of an earlier era serve as the basis for a new series of Sunday musical programs presented by KTW Philadelphia. Called Echoes of Show Tunes, the program features a make-believe theatre with an actor, Stuart Wayne, reminiscing about past hits and spectacles that played there.

NORTHERN BROADCASTING & PUB. Co., Evanston, Ill., has started a weekly news sheet, "Static," which is sent to all members on the staffs of the eight stations operated by the company, and also goes to former staff members now in the armed forces. The mimeographed news sheet is filled with personal items and doings of the stations.

UNIVERSAL MICROPHONE Co., Inglewood, Calif., covers plant developments and personnel items in its Microtopics house organ.

PRIMARY and advanced classes in script writing, sound effects, production and announcing, to be given weekly for 12 weeks by NBC for its employees, go this way Jan. 10 in New York. Instructors will be as follows: Production, Wynn Wright, eastern program manager; and N. Ray Kelly, eastern production manager; scripts, Lewis Titterton, manager of the script department; sound effects, H. Weston Conant, assistant supervisor of sound effects; announcing; Pat Kelly, supervisor of announcers, and Jack Costello, announcer.

WOR Washington is co-sponsor with the Variety Club of Washington, D. C. of a special war bond matinee of the "Ice Capades of 1944."
Can You find the FIRE, the SKELETON, the HORSES, the RAIN... in this Picture?

1. Milking a cow: squirting seltzer into a tin milk pail achieves the desired effect.

2. A locale has changed, but the rains the same as always.

3. Sock in the Jaw: sinking a fist into a pad of rubber sounds just like a haymaker.

4. The locale has changed, but the sins the same as always.

They're all there. You'd recognize them instantly—if you heard them. They are gadgets from NBC's Sound Effects Department, the largest and most complete in radio.

NBC has devoted a great deal of time, thought and effort, as well as ingenuity and cold cash, to the development of this important phase of broadcasting—another reason why NBC is "The Network Most People Listen to Most."

ANSWERS:—1. Skeleton—rattling wooden sticks brings a skeleton to life. 2. Fire—crushing Cellophane sounds like crackling flames. 3. Horses—pounding rubber cups against hard-packed earth simulates a gallop. 4. Rain—bird seed falling against wooden balls onto taut paper sounds like a storm.

The National Broadcasting Company

America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA
Baltimore is for

The Martin Plant Airport is larger than LaGuardia Field

Probably no single fact dramatizes the size and scope of the Glenn Martin Plant in Baltimore so well as the fact that it boasts its own private airport that is LARGER than New York's famous LaGuardia Field.

When the Glenn L. Martin Company moved to Baltimore in 1929, Mr. Martin drew up a master plan for expansion. Every expansion since then—even the vast wartime development—still lies within that plan.

There's nothing temporary about any part of the Martin Plant—the solid structures of brick, steel, and concrete represent the soundness of Baltimore's stake in the Air Era.
READY
THE "AIR ERA"

The great Glenn L. Martin plant was conceived and planned to build huge flying boats and land planes for the brilliant peace-time future of aviation. Today's planes for war will be supplanted by bigger better aircraft for peace-time flying.

Baltimore is marching toward leadership in the post-war "Air Era". Its excellent water facilities, its industries, its proximity to other industrial centers, its fine flying weather, and its growing importance as a port are all in its favor. And the great Glenn L. Martin aircraft industry, important as it is in our war plane production, is primarily concerned with commercial aviation.

Baltimore is the fastest growing big city in the East -- For more than 25 years, the trend of growth in industrial output, in wage earners, and in payrolls has been steadily upward.

Baltimore isn't dependent on any one industry--or any 10 industries. There are actually more than 100 different industrial classifications in Baltimore and this amazing diversification of industries insures steady, uninterrupted progress.

It's good business to invest your advertising dollars in a growing market like Baltimore, whose number ONE advertising medium is W B A L.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & Co., Inc.
'Jett Propulsion'

IT IS seldom that an appointment to public office can be classified as "ideal". It happened in the elevation of FCC Chief Engineer E. K. Jett to membership on the FCC by President Roosevelt.

It is strictly a merit appointment—one that is heartening to others in Government service who, by dint of ability, efficiency and indefatigable work, can look to their reward in the way of promotion.

Lt. Jett often has been described as an ideal Government official. Senator White (R-Mo.) the acting minority leader and the foremost legislative authority on communications, once said that if one-man control of radio were possible, he would be satisfied to have Jett.

Mr. Jett is a career man from scratch. He came through the Navy ranks, having enlisted in 1911 when 18. He became a commissioned officer and retired for physical reasons. In 1929 he was first "loaned" to the old Federal Radio Commission and later carried over in 1934 to the FCC. As in the Navy, his promotion in the civil regulatory agency was rapid.

In naming Lt. Jett the President made not only a noteworthy selection but a timely one. Important problems relating to allocations for new broadcast services, aside from those in the communications field, are to be coped with.

On the Commission he joins Comdr. T. A. M. Craven, in whose footsteps Mr. Jett appears to have followed insofar as naval and Government service are concerned. Both were elevated to Commissionerships from the chief engineer's post. They are excellent running mates for the tremendous job ahead, international as well as domestic.

Mr. Jett is no theorist or politician. He is a practical engineer and an experienced executive who is respected by his fellows in technical pursuits and revered by his staff. His appointment is a tribute richly deserved.

FM's Challenge

RADIO'S all-consuming new interest these days is FM. Next week FM Broadcasters Inc. holds an annual convention in New York, open to all comers. It is the fifth such annual meeting, but it might as well be the first because only cursory interest was manifested in the previous sessions.

Now interest is at its peak. War-time developments have accentuated it. That relatively small group of followers of Maj. Edwin H. Armstrong, whose inventions and developments have centered attention upon FM, will be augmented by several hundred, in and outside of standard broadcasting. Many will attend the Jan. 26-27 sessions, take advantage of the week-end, and get the answers to those questions about this "better Mousetrap". They want information. They want to know whether they should be poised for the start—when the barrier is lifted on wartime restrictions in construction.

There is the battle, mainly behind the scenes, between FM and television. There are those who regard FM as a half-way step, an admittedly improved urban service for aural or sound transmission. But the television adherents argue that a picture is worth 10,000 words and that TV, which will be FM transmission anyway, will provide both.

There are problems of allocation. FM, aside from improved quality, will make possible the licensing of some 3,000 broadcast stations, even with the present limited allocations to that service. Radio's biggest fundamental problem (aside from that of regulation) always has been lack of room for expansion. The broadcast band, under present allocations standards (which admittedly aren't the best), is crammed with 900-old stations. It's for that reason that the Congress and the FCC, till now, have seen fit to saddle radio with stringent regulation.

The FMBI convention is a healthy, salutatory development. Vice-Pres. John Shepard 9d, vice-president, both pioneer FM enthusiasts, along with their associates, are to be congratulated for their zeal and foresight in arranging a meeting designed to bring into the sunlight the whole story of FM, where it is headed, in their judgment, and what should be done about it. Their wisdom in throwing open the sessions to all interested parties, in or out of radio, likewise is broadvisioned.

There's one question, however, above all others, that should be answered. What will be the Government policy on dual operation of AM and FM stations? The same question applies to dual use of radio, television, facsimile, or any other services. The FCC has expressed concern over so-called "monopoly" in the instrumentalities of public opinion. That is an embattled and much-abused term. It is the crux of the newspaper ownership issue. It makes no difference whether a station transmits by AM or FM; by television or facsimile. If the policy is to be against dual ownership of more than one medium in the same community, why should radio capital venture into these newer fields?

There can be only one answer, if free enterprise is to prevail and if the public is to be provided maximum benefits of radio's development. The time for the answer is now. Those who attend the FMBI convention have the right to know. They shouldn't be forced to grope blindly or take any gamble beyond that inherent in embarking upon a new enterprise.

Figures

A FAVORITE strategem of the reformer is to brand his adversary as "big business". That epithet has been hurled at radio in recent months with abandon.

1. See just how big broadcasting business appears to be. The FCC last week released final figures on total times sales for 1942. It amounted to $198,147,082.

2. Just about the same time, Warner Bros., of about a dozen big enterprises in the moving picture field, reported gross income of $25,040 for its last fiscal year, which ended August. Thus, one company in the movie picture field in a 12-month period, did nearly as much business as the entire radio broadcasting structure.

3. Department store like Macy's, a public utility company in a major market, or a single mid-western newspaper will run up income figures which make radio's "ideal" scaling look like penny-ante.

Comparisons, we're told, are odious. But they are enlightening when dealing in figures.

Page 38 • January 17, 1944
Have you heard the new radio comedian, Jack Benny?

Imagine these guys think Jack Benny is a "Johnny Come Lately." Believe it or not, they heard Benny on the air for the first time a little over a month ago. You see, they live in one of the many Pacific Coast markets that depends entirely on Don Lee for network reception, and Don Lee recently started releasing the Jack Benny show, every Sunday evening, over all 34 stations.

Now every radio family on the Pacific Coast can hear Benny—many of them for the first time. This is extremely important... you, too, may have a show that's a wow... it may have a terrific rating in the 4 regularly Hooper rated cities on the coast. But a special Hooper radio survey (the largest ever made on the Pacific Coast—276,019 telephone calls) shows that in many of the markets outside of the 4 Hooper cities, 60 to 100% of the radio listeners are tuned to Don Lee. If your show isn't on Don Lee, an awful lot of people aren't going to hear it.

Incidently, in case any one tells you that these listeners aren't worth going after, remind him that over half of the retail sales* on the Pacific Coast are made outside the 4 counties in which the regularly Hooper rated cities are located, and more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station... very handy, eh?

*Sales Management Survey of Buying Power, May 10, 1943

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Exec. General Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.
Our Respects to
(Continued from page 88)
the death of Mr. Doernbecher in March 1937, the station was reorganized with Mr. Jansen as commercial manager, in charge of local and national sales.

Through all these years, along with his station duties, he was most active in community affairs. Believing that radio can and should be an important factor in civic betterment, he was the first president of the Tacoma Junior Chamber of Commerce. Eddie still expresses appreciation for the cooperation of that and its senior organization, as well as the local Federal Improvement clubs, in obtaining further power and full-time operation for KVI from the FCC.

During July 1938 he, along with a group of Tacoma businessmen, petitioned the FCC for a permit to operate a new 250 watt station in that city. With fate of the project still unsettled, Eddie left KVI in September to join KGU Honolulu, for a year as production manager. Returning to the mainland, he next joined the sales staff of KSFO San Francisco in May 1940.

Fourteen months later Eddie, with the best wishes of the KSFO organization, took over management of KTBI Tacoma. His “coffee pot” as Eddie affectionately calls the station where he had helped apply for back in July 1938, went on the air just 39 days after the grant became final.

Part owner of KTBI, he would still be managing that station had not World War II made demands on the broadcasting industry to man government positions. When Lincoln, Delacora, general manager of KSFO San Francisco, vacated that post to join the Overseas Branch of the Office of War Information’s Pacific Coast section as radio division chief, Mr. Jansen on Feb. 14 was called upon to take over reins of that station.

Married to Edith Orton, of Tacoma, on Jan. 16, 1936, the Edward J. Jackson, family has been in the town for 1½ years, and Gerardina, 1½ years. He has leased the homestead in Tacoma for the duration and recently bought a new house in San Anselmo, Cal. He enjoys fishing, hiking, riding and a round of golf. In short, Ed has staged what he terms a 95% victory in his battle with old man time. He is able to keep pace with most of the fellows pushing up California Street to the top of Nob Hill, location of KSFO.

Dr. Black to Conduct

Dr. FRANK BLACK, general music conductor of NBC, has completed a starring role in his first motion picture—a presentation of Verdi’s “Hymn of the Nations,” produced by Pathé and Motion Pictures of the OWI’s Overseas Branch. The half-hour film, to be distributed in foreign lands, features the Mastrocini conducting the NBC Symphony, with the Westminster Choir and Jan Peerce.

Toscarnini in Film

ARTURO TOSCANINI, conductor of the NBC Symphony Orchestra, has completed a starring role in his first motion picture—a presentation of Verdi’s “Hymn of the Nations,” produced by Pathé and Motion Pictures of the OWI’s Overseas Branch. The half-hour film, to be distributed in foreign lands, features the Mastrocini conducting the NBC Symphony, with the Westminster Choir and Jan Peerce.

W. H. SAMMONS, 82, DIES IN SIOUX CITY
WILLIAM HENRY SAMMONS, 82, publisher of the Sioux City (Ia.) Journal, and president of KSCJ, Sioux City, died of a heart attack on the morning of Jan. 7 at his Sioux City home.

Born in Hohak, Minn., Feb. 16, 1861, Mr. Sammons went to Sioux City in the early 1880’s, taking a position with Perkins Bros. Co., publishers of the Journal. Among newspaper publishers Mr. Sammons took the distinction of having had the longest continuous association with a newspaper of all publishers still active in management.

Mrs. Sammons, the former Clara Perkins, whom he married in 1885, survives.

KGNC Appointments

JOHN BALLARD has resigned as general manager of KGNC Amarillo, Tex., to become general manager of WLP Lexinton, Ky. Raymond Hollingsworth has been appointed to take over the position of KGNC general manager, it has been announced by Ted Taylor, president of the Plains Radio Broadcasting Co.

Mr. Ballard, of Dallas, Tex. Also announced was the appointment of Aubrey Jackson as KGNC sales manager. Mr. Hollingsworth has been associated with Amarillo stations for the past 13 years. Mr. Jackson has been with the KGNC sales staff for the past seven years.

Richmond L. Cardelline Named to Muzak Post

RICHMOND L. CARDINELLI, who has been active in electrical and mechanical engineering and music research, has been appointed director of programming and research of Muzak Corp., New York. Ben Selvin, who was program manager and is now vice-president of Muzak Transcriptions Inc., will continue to supervise programs and new music for Muzak.

Mr. Cardelline conducted a basic music-industry study in association with Prof. Burris-Meyer, at Stevens Institute of Technology, where he was research engineer and instructor. He has conducted research on the effects of auditory stimuli on human beings, and has been active in the development of equipment and technique for controlling sound for industrial purposes. He has served in the office of production and development of the War Production Board.

Glade Elected Mayor

EARL J. GLADE, vice president of KSJ Salt Lake City, has been elected mayor of Salt Lake City, and was tendered a celebration dinner by the station. Lennox Murdock, on behalf of the station personnel, presented him with a large engraved silver serving platter.
DID SOMEBODY SAY . . .

DEPARTMENT STORES?

"I must confess that your situation in Nashville is most unusual. You fellows have done such a thorough job with your department stores . . . I enjoyed so much chatting with them in regard to their use of radio".

Clyde Pemberton
MASTER OF CEREMONIES
"AIR FORCE AND THE RETAILER"

MAYBE THE ANSWER IS SUMMED UP IN MR. PEMBERTON'S OWN WORDS:

WE DO A THOROUGH JOB

WLAC
50,000 WATTS

Represented by
THE PAUL H. RAYMER COMPANY
BROADCASTING • Broadcast Advertising

NASHVILLE, TENN.

January 17, 1944 • Page 41
“It almost makes me wish
I were an American . . .

**TIME:** Christmas Eve.

**PLACE:** A port of embarkation in the New York area.

**CAST:** A 14-foot muslin stocking filled with gifts. Hundreds of men and women in uniform. And Margaret Arlen, of WABC’s “MARGARET ARLEN” program for women.

The men and women in khaki—and some in the issue of other United Nations—have been refused even one-day passes. Their orders to embark may come at any minute. Christmas looks like just another day, maybe a little lonelier than usual.

But Margaret Arlen has already told her WABC listeners the story eight days earlier—during her regular 8:45 A.M. program. She’s asked her audience to send gifts for these servicemen and women they’d never met.

And the gifts have come pouring in. By Christmas Eve they bulge the 14-foot stocking, spill over into the camp hospital, the guardhouse and even among the troops on a transport sailing before Christmas.

*4,850 presents go a long way!*

With them go spontaneous warmth and sincerity. They make at least one English soldier tell Margaret Arlen that he almost wishes he were an American himself . . .

Those gifts came from a host of listeners so numerous, so loyal to their favorite program, that—over the past 12 months—WABC’s *daily women’s show has held the undisputed No. 1 place among all other women’s programs throughout the New York area.*

Any smart advertiser can draw his own conclusions. Having done so, he’ll want to talk with us. Particularly since there are a few new Margaret Arlen participations now available.
DEPLETION of the feminine staff of WJW Cleveland was threatened last week when Chief Bosun’s Mate Victor Mature visited the station to help register for the draft under Jean Law’s program, heard daily at 11:30 a.m. Many phone calls were received from girls and women who wanted to enlist. The four SPAR applicants are: Eileen Kelly and Lola Albright, receptionists, Mary Jane Morley, continuity writer, and Roberts O’Leary, publicist. The gentleman not getting any attention is William J. O’Neil, president of WJW.

WILBURN (Wibby) McKay has returned to the announcing staff of WMBL, Macon, Ga.

POULY WHITAKER, head of women’s activities of WDAS Philadelphia, has been named program director of the station under Harold Davis, now with the New York office of WCAU Philadelphia.

FRANK F. BANSCCHILD, writer-announcer of WDFD Flint, Mich., has been commissioned an ensign in the Navy.

GENE EDWARDS, night program manager of WDAS Philadelphia, has joined the announcing staff of WAMC, Omaha.

HENRY MORGAN, recently featured on the Gloom Dodgers on WHN New York, has been called for active duty in the Army Air Forces reserve.

WALTER WILDERMAN, formerly with Variety, has joined the press department of the Netherlands Information Bureau.

MISS MICKIE HART, former assistant of C. F. Jaeger and M. P. Wamboldt, sales manager and commercial program supervisor respectively, has been promoted to a position as liaison between the executive and the sales division of the ELIE program department.

JANE MOORE, formerly in the radio publicity department of the National War Fund, has been named head of radio publicity for the 1944 “March of Dimes” drive, succeeding Jill Stephens resigned.

LEE ROBINSON has been promoted from eastern manager of Radio Advertising Today to sales manager. Before joining Caldwell-Gemenia, New York, publishers of the magazine, Mr. Robinson was president of Radio magazine. He has been in the radio field 25 years.

BETTY COWAN, traffic department assistant of Don Lee Broadcasting System, Hollywood, and Bill Haworth, announcer of KHKJ Hollywood, have announced their engagement.

SAM HARRINGTON, formerly with the Civic Concert Service, Chicago and New York, has been appointed assistant to the National Concert & Artists Corp., succeeding Vic Bowden, who resigned to open his own talent bureau.

NORMAN KNOTT has joined the announcing staff of KTHS Hot Springs, Ark.
"... for Distinguished Service in Advancing International Friendship in the Western Hemisphere ..."

Edward Tomlinson of The Blue Network receives The Maria Moors Cabot Gold Medal

In the 12 years that Edward Tomlinson has been broadcasting his reports and commentaries on affairs in "The Other Americas" he has come to be recognized as one of the foremost authorities on Inter-American relations. Only recently in recognition of his long association with The Blue Network, he was appointed our "Advisor on Western Hemisphere Relations." The photograph shows Mr. Tomlinson (left) and Mark Woods, BLUE President, at the signing of the contract marking the appointment. More recently, Edward Tomlinson received further recognition when he was awarded one of the 3 Maria Moors Cabot Gold Medals—"for distinguished service in advancing international friendship in the Western Hemisphere." Mr. Tomlinson was the first and only American commentator to be so honored. The award was made December 14, 1943, in the Low Memorial Library of Columbia University by President Nicholas Murray Butler.

Mr. Tomlinson's weekly broadcasts are typical of the thorough, intelligent and on-the-spot coverage of world news which is one of the outstanding public services of The Blue Network.
**Plug Kendrick says:**

**AGENCIES**

**BLUE NETWORK SHOWS**

**NEWS**

**GOOD LOCAL SHOWS**

**AUDIENCE**

**WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.**

- D. E. "Plug" Kendrick
  President and General Manager
- G. F. "Red" Bauer
  Sales Manager

**WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.**

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Why is "Exploring with Crossley," the booklet containing results of the Crossley study of the WGY market, at the top of the pile?

1. It has all the answers about WGY, discovered by Crossley, Inc., including complete statistical data on coverage and listening in the "Hudson Circle."
2. It graphically proves beyond the shadow of a doubt that WGY has over 52% of the listeners in a 50-mile radius of that prosperous $1.5\text{ billion}$-dollar market, the "Hudson Circle," morning, afternoon, and evening.
3. It contains the most complete information ever available and represents the most complete survey ever taken at one time of the area.
4. It proves that WGY's vast audience of loyal listeners provides the kind of market that warrants a place on top of station time orders.

50,000 watts—NBC—21 Years of service—Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

BROADCASTING • Broadcast Advertising

WGY

SCHENECTADY, N. Y.

January 17, 1944 • Page 47
Subcommittee to Handle Radio Measures in House Complete

Communications Group to Steer Legislation Through Committee and Conduct Hearings

CHARGED with steering radio legislation through the House Interstate & Foreign Commerce Committee is a subcommittee of 11 Republicans, which was completed last week with the appointment of four Republican members by Rep. Carl Vinson, Calif., ranking minority member of the House standing Committee. Following is a brief biography of each of the 11 Representatives who will conduct the hearings:

John Blue and Station Representatives

John Blue (HR 1490), law pending before the Committee:

Democrats

ALFRED L. BULWINKLE, chairman, Gastonia, N.C. Has served in Congress, except from 1929-31, since April 1921. Was elected to 1st term Congress without opposition. In private life he is a lawyer. Born April 21, 1888, received his B.S. degree from the 113th Field Artillery in the AEF from 1918.

VIRGINIA CHAPMAN, Paris, Ky. Began career as Congressman from sixth Kentucky District Dec. 7, 1929; served until 1933; was re-elected in 1932 but defeated; returned to the House Dec. 7, 1933, and has served continuously since. Born March 15, 1895, was graduated from the U. of Kentucky in 1918, admitted to bar in 1917. Field representative of Kent. Dept. of Agriculture; assistant clerk, Kent. Dept. of Education 1918; city attorney of Irving, Ky., 1919-21; held office in Lexington in 1920. In 1921-22 he organized tobacco growers' marketing cooperatives. Chairman of executive committee of Democratic National Congressional Committee.

MARTIN J. KENNEDY, New York. Elected to Congress in 1930, has served continuously since. In private life he is an insurance broker. Was chairman of local Democratic Club in 1939-40; was elected Senator at special election in 1924 and served without interruption until elected to Congress.

THOMAS D'ALEANDRO Jnr., Baltimore. Has served in Congress since 1931 when he was elected to Congress in Maryland; educated at St. Leo's Parochial School and Calvert College. In brokerage and insurance business before entering Congress. Elected to Maryland House of Delegates 1931 and re-elected 1933; general deputy collector of internal revenue in 1933. Elected to Baltimore City Council 1933.

JOSEPH C. SAWDOWSKI, Detroit. Born March 12, 1903, in Detroit, Member of Congress since Oct. 8, 1932. Graduated from U. of Detroit Law College with LLB degree in 1924; served as law and dealt in real estate and insurance before being elected. Elected to Maryland House of Delegates 1931 and re-elected 1933; general deputy collector of internal revenue in 1933. Elected to Baltimore City Council 1933.


New Canada Music Fee Draws Station Complaint

CANADIAN broadcasters will appear before the Canadian Copyright Appeal Board at Ottawa Jan. 26, to protest tariffs filed by American Performing Rights Society Ltd., subsidiary of Performing Rights Society Inc., for collection of fees for the catalogue of Southern Music Publishing Co. (Canada) Ltd. Monday for publication of catalogue of Canadian music were collected in Canada through the Canadian Performing Rights Society (Canada's ASCAP), which is no longer prepared to handle these collections.

Canadian broadcasters are paying a 2 per cent per record receiver to CPRS and 1 cent to BMI Canada Ltd. This arrangement was set by the Copyright Appeal Board early in the war for the duration. The entrance of another company to collect would complicate the rate structure, and Canadian broadcasters can only see that this new fee should come out of 41% of the total broadcast rate, not be an additional fee for broadcasters to pay. Sam Rogers, special assistant for theVirginian Assn. of Broadcasters, and Arthur Evans, CAB secretary, will represent the industry.

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Hollister Reports

IN A REPORT on what radio in the United States has done for the American war effort and the war program, Paul Hollister, CBS vice-president, told the Advertising & Sales Club of Toronto last week over one network alone—CBS—29,907 programs of war matter, using 5,899 hours, had been broadcast in the first week of July. Of this total, 13,833 programs were sustaining, Mr. Hollister said, while the remaining were bought and paid for by volunteer U. S. advertisers on CBS. These war matter programs on CBS accounted for 41% of the total broadcast time during the period Dec. 7, 1941, through Dec. 7, 1943.
When thousands congregate... at ringside prices... a million will listen... free.

WJW listens to that million listeners!

Wherever crowds gather and things happen of special interest to the people, the WJW microphones are standard equipment on the job — bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW... And should serve finally in bringing the advertiser closer to both of us.

THE CLEVELAND PRESS,

The town's cheering Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local klyceyes in a long while. Congratulations on a bit-time sportscast, Earl.

PLAIN DEALER.

BIVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his description.

CLEVELAND NEWS

Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.
BOSTON NAVY YARDS and 10 industrial plants in Boston area receive 25 special warcasts daily following expansion of WBZ and Boston Globe's warcast program, in cooperation with Industrial Incentive Division of the Navy (BROADCASTING, Jan. 3). Starting expanded service are (to r): C. S. Young, WBZ general manager; Charles Moore of the Globe; Lt. Walter M. Jennings, Naval Inspection Office Inspector; and Newcaster Nelson Brag of WBZ.

SLAVICK JEWELRY Co., Los Angeles (retail), starting its fifth consecutive year, on Jan. 3 received for 52 weeks, five-weekly participation on "Art Baker's Notebook on KFI. Firm recently renewed its sponsorships of "Rathbun's" Night of the Week", "Rathbun's" Night of the Week", and in addition sponsored a Sunday quarter-hour newscast on that station. Advertising Arts Agency, Los Angeles has the account.

ROGERS DEPARTMENT STORE, New York, has renewed its sponsorship of "Rathbun's" Night of the Week", "Rathbun's" Night of the Week", and in addition sponsored a Sunday quarter-hour program, for another 52 weeks on WNEW. Advertising Agency is Call-McNamara-Schoenich Inc., New York.

JULIUS ALBERTI has resigned as national director of radio advertising of Twentieth Century Fox Film Corp., to join Constance Bennett Enterprises as managing director. His former duties are headed by Ted Lloyd, head of all radio for Twentieth Century.

BRAGNO & Co., Chicago, (wines) has appointed Albert Frank-Guenther, Chicago, to handle its advertising. Radio is contemplated.

NEAL NYLAND, former assistant director of advertising and sales promotion of Plymouth division, Chrysler Corp., and associated with that division since 1920, has been appointed direct or of advertising and sales promotion for the company's division, Nash-Kelvinator Corp.

ILLINOIS PUBLISHING & PRINTING Co., Chicago, (wines) has appointed Albert Frank-Guenther, Chicago, to handle its advertising. Radio is contemplated.

HENRY C. LYTTON & SONS, Chicago (The Hardware store), has begun sponsorship of a five-minute Associated Press news program, "Surf City" on WMCA Chicago. Contract is for 13 weeks. Agency is Ivan Hill, Chicago.

VOICE OF PROPHETY Inc., Washington, D.C., (religious), to augment its current schedule, will utilize a new weekly syndicated program of "Voice of Prophecy" on 13 stations in Brazil starting in April. Series of 52 half-hour programs in Portuguese is being cut by NBC Radio Recording Divi- sion under supervision of Harry Willis, West Coast manager of George C. Haskin Assoc., Chicago agency serving the account.
YOUR DINNER COOKED BY RADIO . .

Mrs. America soon will be able to shop hours longer and still get home in time to “fix” dinner. Present day experiments, using intense heat generated by high frequency or short-wave radio, have radio-cooked some foods in as little as 3 seconds time . . . and all indications point to new and hitherto unsuspected possibilities for cooking with radio power.

Radio will continue to forge ahead in making the world a better place to live in . . . continue to enlarge its field of service in many new, almost unbelievable ways—after the peace is won and the boys come home again to “life, liberty and the pursuit of happiness.”

WCAU always has exemplified this progressive spirit of service. Philadelphia’s first FM station, one of the first stations in the country licensed for television, 50,000 watts—clear channel—non-directional, WCAU leadership has been consistently unchallenged.

The WCAU record of tomorrow will substantiate and re-affirm its dominance today.

WCAU
PHILADELPHIA
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
ap—studio programs
mp—music programs
sp—spot announcements
trans—transcription announcements

KFW Philadelphia
The Studebaker Corp., South Bend, Ind. (Studebaker), 5 weekly, 52 weeks, thru Roche, Williams & Cunningham, Chicago.

KFRC San Francisco

Klipstark Bakery, Oakland, Cal. (bread), 2 weekly, thru Emil Rein-hardt Advertising Agency, San Francisco.

Bolova Watch Co., New York (watch), 6 weeks, thru The McCann-Erickson Company, N. Y.

Carpenters' Magazine, Chicago, 6 weekly, thru Schwimmer & Scott, Chicago.


Hale Bros. Store, San Francisco (department store), 6 weekly, thru McCann-Erickson, San Francisco.

Lane Bryant Co., New York (Vim and Rinso), 6 weekly, thru BBDO and Rothrauff & Ryan, N. Y.

WFIL Philadelphia

Philadelphia Biscuit Mills Co., Chicago (Biscuits products), 5 weekly, thru McCann-Erickson, N. Y.


WPNX Philadelphia
Research (wax), 6 weekly, thru Arthur Meyerhoff & Co., Chicago.

WAGA Atlanta

Woodbridge Medical Co., Chattanooga (Woodbridge Insurance Co.), 6 weekly, 52 weeks, thru Carson, Pirie, Scott & Co., Chicago.

Miles Labs, Elkhart, Ind. (Dr. Miles Medical), 13 weekly, thru Wade Adv., Chicago.

Beth-Miller Spring Milling Co. (Light-crust Flour), 6 weekly, 52 weeks, thru Roundtable Research, N. Y.

Georgia Power Co. (Atlanta transportation), 6 weekly, 52 weeks, direct.

KECA Los Angeles
Joseph Telfer & Co., New York (Telfer soap), 13 weekly, 52 weeks, thru King-Jones Co., Los Angeles.

Dr. Kahlor Shoe Shops, Los Angeles (shoes), weekly, thru Carter Thomson Adv., Los Angeles.

National Schools, Los Angeles (Instruction), 5 weekly, thru Adolph Weiland Adv., Los Angeles.

CFRB Toronto

Page-Gilfillan Laboratories, Toronto (vita-min products), 6 weekly, thru Dick-son & Ford, Toronto.


WOW New York
Southern Cotton Oil Co., New York (Tavel), 78 times, thru Tracy-Locke advertise ment company.

MacFadden Publications, New York (True Magazine), 4 times, thru Raymond Spectro Co., N. Y.

Pep-Soda Co., New York (Rochelle), 512每周, thru J. Franklin Velda, N. Y.

Scheels Inc., Chicago (Andy boy vegetables), 156 weekly, thru Chambers & Wil kinson.

Etna Food Products, New York, 78 weekly.

Filipinos Co., Passaic, N. J. (La Peria Products), 642 weekly, thru Filco Adv., Passaic, N. J.


Balbo Oil Co., Brooklyn (edible oil), 312 weekly, thru Commercial Radio, N. Y.

Gem Packing Co., Brooklyn (food products), 817 weekly, thru Commercial Radio, N. Y.

Consolidated Chemical Corp., Chicago (Krank's Shave Cream), 78 weekly, thru Arthur Meyerhoff & Co., Chicago.

WQXR New York
New School for Social Research, New York (courses), thru Green-Brooke Inc., N. Y.


Pep-Soda Co., New York (Tetley Coffee), 52 weekly, thru Nevin-Emmett Co., N. Y.

J. R. Williams Co., Glastonbury, Conn. (Glider Brushless Shave), 5 weekly, thru Co., New York, Adv. Co., N. Y.


Parkway, New York, 52 weekly, thru Kelly, Nason Inc., N. Y.

WQX San Francisco
Consolidated Royal Chemical Co., Chicago (Arro-San), 26 weekly, thru Arthur Meyerhoff & Co., Chicago.

Vick Chemical Co., New York (Vazobor), 3 weekly, thru Morse International, N. Y.


Pillsbury Mills Co., San Francisco (Bake mix), 16 weekly, 26 weeks, thru McCann-Erickson, Minneapolis.


WOR New York
Walker's Auntie Chill Co., Austin, Tex. (Mexene Chill Powder), 52 weekly, thru Johnson & Johnson, N. Y.

Brooks Food Co., New York (Force, Presto), 13 weekly, thru K. F. Groh & Sons, N. Y.

Mooney Educator Food Co., Boston (Ed- ucatr Crax), 3 weekly, 52 weeks, thru Duane Jones Co., N. Y.

Maggi Gourmet Co., New York (Boillon Cubes), as, 13 weeks, thru Needham & Grobb- man.

Kelloggs Co., Battle Creek, Mich. (All-Bran), 52 weekly, thru Kenyon & Eckhardt, Chicago.

KIJ Hollywood
Monticello Drug Co., Jacksonvile, Fla. ("666" Spree), 5 weekly, thru Thrifty Drug Co., Los Angeles (Southern California chain), 14 weekly, 52 weeks, thru Hillman-Blaine-Heyer, Los Angeles.

Video Prospects
ANY CHANGE from television's present channels to higher frequency bands would delay the commercial development of the medium to a serious extent, Paul Rai-bourn, vice-president, Innovation Productions Inc. and Paramount Pictures executive in charge of television activities. and recently. He cited the New York television reception survey recently made by Allen B. DuMont Labs., to the eff ect that many signals, which he called the industry's "number one reception problem", become rapidly worse as the frequencies become higher."
As simple as dialing...

SPOT BROADCASTING CONNECTS YOU WITH CUSTOMERS Wherever and Whenever You Want!

- Have you noticed how many advertisers... large and small... are turning to Spot Broadcasting? It's the fastest-growing form of radio advertising today, and here's the reason: Spot Broadcasting works with all the selling power of radio... yet it's completely flexible—sales-manageable to meet today's rapidly changing conditions!

  In Spot Broadcasting, the advertiser picks the markets he wants. He picks the stations, securing the best in each market regardless of network affiliation. And the advertiser has free choice of programs and announcement times with ready-made audiences... to give his advertising maximum effectiveness everywhere at minimum cost.

  Bring your current advertising problems to your John Blair man. Chances are his market facts, his merchandising experience, his knowledge of radio and fine radio stations will contribute greatly to their solution.
Radio Agriculture Heads Plan Better Cooperation

COMPACT and nationwide program to extend the services of agricultural radio editors is being planned by special committees named at the recent session of the National Society of Agricultural Radio Directors held in Chicago. The group discussed methods to better farm information service for all people from station owners to listeners.

The meeting was a result of the informal discussions held last year in Columbus, Ohio, when the initial step was taken toward a unity of thinking among farm radio directors. The organization committee, named at that time, included: Larry Haeg, WCCO Minneapolis; Sam Schneider, KVVO Tulsa; John Merrifield, WHAS Louisville; Charles Stookey, KMOX St. Louis; Harry Aspleaf, KSTP St. Paul; William Drips, NBC Chicago.

Ad Symposium

A SYMPOSIUM on advertising will be conducted by the School of Commerce, Accounts and Finance of NYU, starting Feb. 5 and continuing for 15 weeks, every Thursday evening at the Faculty Club, 22 Washington Square North. Course is designed for business executives whose work touches on marketing, and for others wishing a "refresher" survey of the field. Various faculty members of the school will conduct the sessions.

OWI PACKET, WEEK FEB. 7

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 7. All station arrangements are 30 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best time of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>Net-Market Plan</th>
<th>Group Afe</th>
<th>Ind. Afe</th>
<th>Nat. Spot Plan</th>
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<tbody>
<tr>
<td>Fourth War Loan</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Women Salvage</td>
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<tr>
<td>Women Marine</td>
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<tr>
<td>Conservation Critical Resources</td>
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<tr>
<td>Home Front Pledge</td>
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</tr>
</tbody>
</table>

See OWI Schedule of War Messages 44 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

War Loan, Paper Salvage, Conservation, And Girl Marines on OWI Air Packet

FOUR SUBJECTS carrying station announcements available for sponsorship are assigned on the OWI Radio Bureau allocation schedule for the week beginning Feb. 7. In addition to the Fourth War Loan, which again leads the parade of war messages, transcriptions will be broadcast on Paper Salvage, Women Salvage, and Conservation of Critical Resources.

The week's program winds up the intensive four-week drive to raise $14 billion through War Bond sales. As described in the Jan. 10 issue of BROADCASTING, several types of sponsored messages have been prepared for the Fourth War Loan, including special quarter-hour and five-minute transcriptions and live announcements, in addition to the omitting transcribed announcements. Any of this material may be obtained from the Radio Section, War Finance Division, Treasury Dept., Washington 25, D. C.

Sponsorable Messages

Because of the emphasis given in the final week of the War Bond campaign through the OWI Network, Special Assignments, and Special Events Allocation plans, the sponsorable messages are expected to prove especially attractive to any radio advertiser. A further incentive for sponsorship during this week is the Schools-at-War Treasure Hunt five-day campaign of 50 million school children beginning Feb. 10. Advertisers serving children's needs are regarded as likely sponsors to tie in with this phase of War Bond program.

An acute shortage of waste paper in paper mills prompts the need for continuing the Paper Salvage campaign for a second straight week. Sponsorable announcements, urging the cooperation of listeners in adopting measures to alleviate a critical paper situation, have again been assigned to the independent stations in the KW and OI groups.

Women Marines recruiting messages are also being continued for a second week on the Station Announcement plan, with the OI group of stations being assigned the announcements. The campaign is continued under the Network Allocation plan.

The new one subject for the week for which sponsorable announcements are broadcast is Conservation Critical Resources. These announcements, for use only in fuel conserving areas, urge practice of simple heat-saving rules to conserve critically short supplies and to maintain fuel during the winter months. Suitable sponsors for the series may be found among coal and oil dealers, gas utilities, heating supply dealers and contractors, and department and other retail stores which sell blankets, winter garments, etc.

Rounding up the war messages on the radio front during the week are the Home Front Pledge, on the National Spot plan, and File Tax Returns Early, on the Network Allocation plan. A seventh message not included in the packet is Fight Waste which is scheduled for messages under the OWI Special Assignment plan.

2d CBC Net Sponsors

CANADA's second network, composed of 23 privately-owned stations and one Canadian Broadcasting Corp. station, is now in full operation for a limited evening period daily and is carrying a growing number of commercial accounts. By autumn it is expected that the full three hours of evening time, 8-11 o'clock, will be in operation. Commercial programs now on the Dominion network include "Callow's Hall of Fame" (Sun. 6-7 p.m.); "Gillette's Fights"; "McColl-Fontaine's Tezaco's Star Theatre" with "Red Allen" (Sun. 9-10:30 p.m.); "Pepsi Cola's Bob Hope" (Tues. 10-11 p.m.); "Quaker Oats That Browne's Boy" (Fri. 9-10:30 p.m.); "Auto-Lite's Everything for the Boys" (Tues. 7:30-8 p.m.); and Lipton's Town and Country (Tues. 8-8:30 p.m.).

TEST YOUR KNOWLEDGE OF PANAMA

1. What percentage of Panama's present population speaks English?
2. Name the Panama station that carries English programs exclusively every evening.
3. How can you tell your advertising story to the big, rich English-speaking Panama population?

WPX 'E' 205" 660 Kc. 6,000 Rs. Color: Panama
As beachheads and command posts are established, the SCR-299 built by Hallicrafters speeds ashore and immediately starts operation in voice and code, while stationary or speeding through woods and along rough roads under enemy fire.

Today these Giants of Military Radio are repeating this tough job, with the Allied Nations, on all the battlefronts of the world. Whether directing the fire of battle wagons lying offshore or the concentration of Allied land forces' fire on a strategic hill, the SCR-299 "gets the information through!"

Hallicrafters has the honor of being the 1st exclusive radio manufacturer to receive the Army-Navy Production Award for the 3rd time! The world's largest exclusive manufacturer of short wave radio communications equipment.

Buy more bonds!
GOP Challenges Jett

(Continued from page 11)

the Commission—George P. Adair, assistant chief in charge of broadcasting; George Sterling, assistant chief in charge of the Radio Intelligence Division, and Philip F. Siling, chief of the international section.

Assistant chief engineers on leave in the Government service, in addition to Capt. Webster, are Comdr. Andrew W. Cruse, (telephone) and Lt. Comdr. Gerald C. Gross, originally broadcasting but afterward assigned to common carrier activities.

The importance of post-war radio and communications developments, and the concomitant allocations and regulatory problems that will be raised, were believed instrumental in bringing about the selection of Mr. Jett. He has attended numerous international conferences on radio and telecommunications as delegate or technical advisor, and is active in Government allocations and planning.

Craven Sent for Jett

Ewell Kirk Jett was named chief engineer of the FCC Dec. 22, 1937, and took office Jan. 1, 1938. He had been acting chief engineer since the preceding August, when Comdr. Craven was sworn in as a Commissioner. It was upon Mr. Craven's recommendation that the FCC made that appointment. In the Navy Lt. Jett had served several tours under Comdr. Craven.

In 1929, when the Radio Commission needed technical help, Comdr. Craven first was "loaned" to the Commission, but he soon had

Lt. Jett with him. Subsequently, when the latter retired from the Navy for physical reasons, he was appointed senior engineer in charge of the Commission's work in other than broadcasting. He has been with the radio regulatory authority since.

In 1931 he was appointed assistant chief engineer of the Radio Commission in charge of non-broadcast activities and carried over in that assignment when the FCC was created in 1934. Even-tempered and soft-spoken, he is credited with being an able administrator. One of his most ardent supporters always has been Sen. White, with whom he had served on several international radio delegations.

Mr. Jett's communications experience goes back more than 30 years to 1911 when, as a youngster of 18, he enlisted in the Navy and immediately began training as a telegraph and radio operator. He

served conspicuously in both the Vera Cruz campaign and World War I and has been cited several times. He retired in 1929 after physical disability in line of duty, completing 18 years which carried him through enlisted ranks to a commission. But there wasn't a break in his Government service, for he promptly was appointed to the Radio Commission's engineering staff.

He was born in Baltimore March 20, 1893. He had the distinction of having served as radio officer aboard both the first and last convoy ships of World War I. He was radio officer aboard the Seattle which made the first convoy trip to France with troops in 1917. A year later, he was on the Georgia, which was halfway across the Atlantic when the Armistice was signed.

Mrs. Jett is the former L. Viola Ward. They have two married daughters, whose husbands are in the armed forces. The Jett's reside in Chevy Chase, Md., a suburb of Washington. Mr. Jett is a Mason and attends the Methodist Church.

Joins J-W-T

BEULAH STRAWWAY, former merchandising manager of WLW Cincinnati, has joined the radio publicity and promotion staff of J. Walter Thompson Co., New York, to specialize in station promotion. On Jan. 17 she will leave New York for a tour of 20 cities, where she will contact station managers and promotion men on the new Frank Sinatra show, sponsored on CBS by Lever Bros. Co. for Vimm's. Miss Strawway will make guest appearances on women's programs.

Zenith Profit

ZENITH RADIO Corp., Chicago, reports an estimated consolidated operating profit for the first six months ended Oct. 31, 1943, of its current fiscal year, amounting to $2,972,908 after depreciation, excise taxes and reserves, including reserves for voluntary price reduction on war contracts and renegotiation, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at $2,072,787.
THE SEARCH THAT NEVER ENDS

In the industrial life of America, research has been of constantly increasing importance. And today it is a national resource, for the research of industrial and college laboratories is proving its value in War.

To the Bell System, research is an old idea, for the telephone itself was born in a laboratory. Behind its invention, sixty-nine years ago, were researches in electricity and acoustics and in speech and hearing.

And, ever since, there has been a laboratory where scientists have searched to know more about these subjects; and with their associated engineers have applied the new knowledge, fitting it with all the old, to make the telephone better and better.

Their fields of inquiry have broadened and deepened through these years; they inquire into all the sciences and engineering arts which have any promise of improving the telephone. Much has been learned but still more will be, because their search goes on. That is why the telephone laboratory grew to be Bell Telephone Laboratories, Incorporated, the largest industrial laboratory in the world. And it exists to improve telephone service.

Improvements in industry can be left to chance in the hope that some one, sometime, will think of something useful; that some good invention will turn up.

The other way to make improvements is to organize so that new knowledge shall always be coming from researches in the fundamental sciences and engineering arts on which the business is based. From that steady stream will arise inventions and new methods, new materials and improved products.

This is the way of Bell Laboratories. Its search will never end. And as fast as it can the Laboratories will apply its new knowledge practically to the design of equipment and communication systems.

At present—and this started before Pearl Harbor—its trained scientists and engineers and all their skilled associates are concentrating on products of importance to our armed forces. But when this work is happily over they will be ready to continue their developments for the needs of peace.

BELLS TELEPHONE SYSTEM

"Research is an effort of the mind to comprehend relationships no one has previously known; and it is practical as well as theoretical." - BELL TELEPHONE LABORATORIES
ADVANCE FM REGISTRATIONS

ADVANCE registrations for the Jan. 30-27 convention of Frequency Modulation Broadcasters Inc., at the Hotel Commodore, New York, had been received up to Jan. 13 as follows:

American Television Society, New York, Norman D. Walters.

Fulton Lewis, Jr.'s DECEMBER HOOPER RATING IS HIGHEST YET!

Hitch your advertising message to Mutual's ace news reporter...and really start moving with Lewis. The man who scoops the world is now sponsored on more stations by more satisfied sponsors than any other reporter or commentator. Sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Associated Broadcasters, Inc., Indianapolis, M. J. McKee.
Berko Broadcasting Co. (WEEU) Reading, Pa., Clifford W. Chafey.
Canadian Broadcasting Corp., Montreal, Que., G. W. Olson.
Chapelle Company, Chicago, C. G. Chapelle.
Chicago Public Schools Radio Council (WEBE), Chicago, George Jennings.
Commerce Broadcasting Inc., Beaver, Ill., Edward Landau.
Congress of Hotel Co. (WCHS), Portland, Me., William H. Rines, George F. Kelley, Jr.
Evansville-On-The-Air, Inc., Evansville, Ind., Clarence Leich.
FM-Tele-Electronics, New York, M. B. Sleepier.
General Printing Company (WCLL), Janesville, Wis., Sidney H. Blinn.
The Halliburtons, New York, Robert Finlay, Oscar Royse.
Hampden Roads Broad. Corp. (WGB), Norfolk, Edward E. Bishop.
Headley-Reed Co., New York, Frank P. Headley.
Josh Hixson Broadcasting Co. (KKDL), Waterloo, Iowa, Joe D. Mood, Don Ranier.
Houston Printing Corp. (KPRC) Houston.
Tex. Earn Tips.
Indianas Broadcasting Co., Indianapolis, Indiana.
Iowa Broadcasting Co., Des Moines, Craig Lawrence.
E. F. Johnson Co., Warsaw, Ind., L. W. Olander.
The New Orleans Company (WFPM), Milwaukee, Walter J. Damm, L. W. Herzer.
Kanawha Valley Broadcasting Co., Charles-
lon, W. Va., Worth Kramer, R. M. Ven-
Sible, R. E. Mayor.
KPRR Fresno, Calif., Paul R. Bartlett.
KPVU Cape Girardeau, Mo., Oscar C. Hirosh.
McNary and Wrathall, Washington, Grant R. Wrathall.
University of Michigan, Ann Arbor, Mich., Waldo Abbot.

WASHINGTON, D. C.

WBNS CATCHES THEIR EARS
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US!

RADIO'S DRAMATIC qualities were demonstrated last week when Cameron W. White (l) manager of W. E. Squibb's Atlanta office heard WAGA's John Harrington (r) broadcast the story of two-year-old Gay Jackson's suffering from meningitis and his urgent need of a rare serum. White wired his New York office, which air-
mailed the serum in time. The Atlanta Constitution carried the story, which was read by another Squibb representative.

MINNEAPOLIS Star & Tribune Co., Minneapolis, Stanley Hawks, Harold E. Perkins.
Minnesota Valley Broad. Co., Inc., East St. Louis, Ill., Carl E. French.
City of N. Y. Municipal Broadcast System, New York, N. S. Novik.
Northern Broadcasting Inc. (WSAU), Wausau, Wis., Ben F. Hovel.
Northside Broadcasting Co. (WSN), Louisville, Ferry W. Eustis, Chas. Lee Harris.
Northwestern Auto Supply Co. (KGGJ), Billings, Mont., Jeff Kilch, Bill L. A. Finney, Printing. (WSNS), St. Louis, Mo., E. Z. Zehr.
Pilot Radio Company, Long Island City, Ernest L. Hall.
Presque Isle Broadcasting Co., Erie, Pa., Charles D. Dehn.
Press Publishing Co. (WHBL), Sheboy-

BROADCASTING • Broadcast Advertising

Page 58 • January 17, 1944
Voss Joins Blue

WILLIAM VOSS, formerly of Transamericana Broadcasting & Television Corp., New York, and previously with CBS and Lennen & Mitchell, has joined the BLUE production staff. He replaces John Cleary who has been detached from his duties as senior director to serve temporarily with M. P. Wamboldt, commercial program supervisor. Joseph Bell, also a senior director and now on a three-month leave, is being replaced by Winifred Lenihan, actress and director.

Clough Joins WIBA

MERVIN CLOUGH, former manager of the United Press Wisconsin bureau, Milwaukee, has joined WIBA Madison to handle newscasts and special events. He formerly was a news and publicity director of KFYR Bismarck, N. D., and an announcer on KGNF North Platte, Neb. Under his direction WIBA plans to expand local and state news coverage, including 1944 Wisconsin legislation.

FM in KANSAS CITY

KOZY

EVERETT L. DILLARD

General Manager

PORTER BLDG., KANSAS CITY

Out here in the great open country, radio is more than incidental entertainment. It's the constant companion. In the Red River Valley, WDAY is the exclusive NBC outlet—and WDAY has more than 50% regular listenership (daytime) in 56 counties of North Dakota, South Dakota and Minnesota! Won't you write for the actual survey maps and figures?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES
S

AN QUANTIN Prison program, now on Don Lee Network, will be heard coast-to-coast on Mutual starting Jan. 18. Written and acted by inmates of San Quentin Prison, with only two professional involved—the technical engineer and Pat Kelly, Don Lee producer—the half-hour program is part of the rehabilitation program of Warden Duffy, by the school board in the war effort. The series has been arranged by Bertram L. Lutton, supervisor of the board’s agricultural program.

PERSONAL PROBLEMS submitted by listeners are re-enacted and a solution offered by Jules Hwy, European writer, a weekly half-hour series heard on WBNX New York. Bearing the title Mistakes We Make, program varies from the usual personal dilemma program in that listeners do not air their troubles personally, and in that no stress is laid on marital difficulties.

Shipping

As THE REGULAR Monday variation of its afternoon Blue Frolics series, the BLUE has started Sea You, a quiz based on slang interpretations. Three Chicago newspapers “slanguate” experts, Howard Vincent O’Brien, Daily News; Herb Graffia, Daily Times, and Patricia Dougherty, Herald-American, on the regulars, alternating with three guests “masters of slang” in translating into conservative English various cryptic examples of slang patois.

Wild Life Series

WILD LIFE conservation series presented over KARK Little Rock, Ark., for three years now, conducted by Tom Mull, Arkansas Game and Fish Commission director of education. The quarter-hour program is presented once weekly featuring notes and comments on hunting and fishing as well as wildlife conservation.

Quiz Sheet

SUPERMAN Inc. is sending a weekly quiz sheet to wounded service men, and to other hospital patients being in with Superman, heard on Mutual under sponsorship of General Mills. Title of the quiz sheet, which is followed the next week by an answer sheet, is “Match Your Mind with Superman.”

Business

“WHITE ELEPHANTS” figure largely in exchanges on Swap Shop, recently started on KECA Los Angeles. Herb Allen conducts the daily quarter-hour program devoted to merchandise swapping.

Education Series

DISCUSSION programs by members of the Philadelphia Board of Education teachers and students provides a new weekly quarter-hour program series for WIP Philadelphia. Called My Part in the War, the program approach is to the adult audience, on the program shore being Warden Mc, the board school in the war effort. The series has been arranged by Bertram L. Lutton, supervisor of the board’s agricultural program.

On BBC

CURRENT Broadway plays are adapted for BBC Home Service listeners in a BBC recorded half-hour series titled Second Nights on Broadway. Original cast takes part on each program. BBC New York production manager, a Robert Lockwood serves as commentator. First of the series to be recorded and sent to Great Britain was a radio version of Elmer Rice’s “A New Life.”

News Mimic

NAT HALE’S ability to mimic voices is exploited in a twice weekly quarter-hour program on WWRL Long Island City, N. Y., titled Dr. in the News. Imitating the voices of such persons as Winston Churchill, and Franklin D. Roosevelt, Mr. Hale reenacts current events. One portion dramatizes events on land, sea and air, and another “nugget news,” features oddities in the news.

UP R. GIVES YOU

“THE WORLD’S BEST COVERAGE OF THE WORLD’S BIGGEST NEWS”

Off to Cheer

OKLAHOMA’s wounded men of the 45th Division, is Miss Oklahoma, 1943, Joan Haw, entering the Christmas-sapital bus at Oklahoma City for Temple, Tex. Holding hands with Oklahoma’s prettiest is Gayle Grubb, WXY station manager. Oklahoma Gas & Electric Co. sponsored the half-hour program of 30 entertainers, and provided a tree and presents for the boys.

Hookup for Film

AS AN UNUSUAL radio promotion stunt for the premiere Jan. 11 of the film “Lifeboat”, 20th Century-Fox Film Corp., New York, sponsored a special 8:45-9 p.m. program from the Astor Theatre lobby, using a telephone line hookup of four New York stations, WNYW, WNYC, WNEW and WNYE. With Herb Sheldon as m.c., the program featured short interviews with such radio and screen celebrities as Phil Baker, Laird Cregar, Elsa Maxwell and others. Agency in charge is Kayton-Spiero Co., New York.

Housing Series

KLX Oakland, Cal., has started a new feature called Your Housing Counselor conducted by James Walker Allen. Program offers homes to war workers with Allen obtaining listings from listeners for the various realtor sponsors. Program runs fifteen minutes daily except Sunday.

Flash! The shortest distance to profitable results in California’s billion dollar market and western Nevada is The Bee Line.

Off to cheer

Oklahoma’s wounded

men of the 45th
Division is Miss
Oklahoma, 1943,
Joan Haw, enter-
ing the Christ-
mass special
bus at Oklahoma
City for Temple,
Tex. Holding
hands with
Oklahoma’s
prettiest is
Gayle Grubb,
WXY station
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Bulova Sale Reported

(Continued from page 9)

the Yankee or its disposition to the Pettry-Dolph-Clark group.

The only remaining Bulova station is WOV New York, which is now under contract for sale to the Mester Bros., New York merchants, for $300,000.

Whether WNEW will be sold is problematical. Several offers have been made. Richard F. O'Dea of New York has a 10% interest in the station, which, it is understood, he does not propose to relinquish. Milton Blow, advertising agency head, holds a 25% interest which would be available to Mr. Bulova for disposition along with his own holdings. Vincent Daley of New York, also holds 10%, available to Mr. Bulova.

Reports have been current that several New York newspapers among them the Times and the Daily News have had conversations regarding acquisition of WNEW. Also mentioned has been Floyd Odlum, New York financier who is identified with RKO.

Wage Order Amended

AMENDING its General Order 19, the National War Labor Board no longer requires employers to report wage increases given to bring women's rates to those of men when quality and quantity of work performed is identical. In the last 13 months, prior to the amendment, the Board received 2,250 reports covering increases for 89,600 women.

Test Series

MILES EMULSION Co., Terre Haute, Ind., recently appointed Sherman & Marquette, Chicago, to handle advertising media. Testing for an expansion is being conducted on KARK Little Rock, Ark., with five-weekly one-minute spot announcements. Contract is on 13-week basis.

Westinghouse Adds

EXPANDING its radio advertising, Westinghouse Electric & Mfg. Co., Pittsburgh, is taking three programs weekly on the BLUE in the 10:15-10:30 p.m. period. No further details are available. The company already sponsors the Westinghouse Program on NBC Sunday afternoon. Agency is McCann-Erickson, New York.

WLPM to Blue

WLPM Suffolk, Va., on Jan. 12 became a BLUE affiliate, bringing that network's total affiliates to 177. Owned by Suffolk Broadcasting Co., the station operates full-time on 1480 kc, 250 w.

Richards Group Names Pierce V-P

ON THE EVE of his return to the war theatre as chief engineer of the Psychological Warfare Branch, Allied Headquarters in Algiers, R. Morris Pierce was elected vice-president in charge of engineering of WGR Detroit, WGAN Cleveland and KMPC Los Angeles, stations operated by the G. A. Richards interests. Mr. Pierce has been chief engineer of WGAR for 13 years.

In announcing the action of the stockholders, Mr. Richards said elevation of Mr. Pierce to the vice-presidency of the three stations is "in recognition of the outstanding contributions which he has made to the interests of these companies and to radio in general". He said it was also desired to relieve him of the burden of supervising a single station's detailed operations so that the benefit of his advice on overall engineering policy would be available. Mr. Pierce also will devote considerable time to post-war technical developments.

The new vice-president left Cleveland last week to return to his overseas assignment. He had gained national recognition for the part he played in broadcasting surrender terms to the Italian Navy.

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Panel of Experts Will Be Given Questions At Convention

WHAT IS THE future of FM and what should AM broadcasters and other prospective applicants do about it? These questions and others which have descended upon FM pioneers, engineers, attorneys and government officials identified with radio will be presented to a panel of experts at the FMBI convention in New York Jan. 26-27.

Some of the questions, submitted in advance to WJ. Damm, FMBI president, follow:

1. Is it true that FM will replace AM and that eventually all AM stations will have to switch to FM?
2. Can I get the same coverage with FM that I do with AM?
3. What provisions have been made to cover so-called trade areas in the wide open spaces where trade may be so large that it would be impossible to build a tower high enough so that the present maximum permitted 50 kw transmitter would lay down a service area with the Commission’s regulations?
4. Will there be FM automobile sets and what is to be done with present automobile ignition systems?
5. Why hasn’t AM-theater been used to the fullest extent by FM stations?
6. Why should I own my own FM station and what can I get out of it?
7. I’m only a small operator in a small town—why should I pay the same dues to FMBA as a large operator?
8. Where can I find out what area of coverage is limited to my location?
9. Do I have to have an ASCAP or BMI license for an FM station?
10. Can I use phonograph records on FM stations?
11. Can I get a construction permit and build the tower and wait FMBA before I am forced by competition in my territory and begin construction?
12. Why didn’t the Commission let well enough alone and simply keep on the same thing?
13. What will happen to present AM stations if we get thousands of FM stations on the air?
14. Am I cutting my own throat by building in FM stations when the AM listeners get used to FM?
15. Suppose I want to wait until I am forced into FM will I be able to get a frequency?
16. What is the cost of operating an AM station as compared with an FM station—power for power?
17. I understand FM signals reach only to the horizon. Won’t this mean that many more FM stations than AM stations will be needed to assure complete United States coverage?
18. What about network programs for FM stations?
19. Has the Commission formulated a policy of licensing studio to transmitter on a group basis and will such links only be licensed where it is impossible to obtain telephone lines?
20. Does the Commission intend to relax its rules which require all licenses in a community to cover the same area—i.e., AM?
21. Will the Commission reinstate the rule that a certain number of hours each day must be duplicated programs—that is, in building FM networks how can I be sure that the program with the same programs I am now running on my AM stations and must I spend money for separate programs?

22. I have heard that FM sounds

Problems for New York FM Meeting

FM as an auxiliary service where FM could not get commercial support?
40. Will it be the FCC policy to allow duplication of service of FM and AM?
41. What FM equipment is needed for 30 mile coverage?
42. Approximate cost of equipment and installation for 10 kw transmitter.
43. Can a transmitter be used for both AM and FM?
44. Can regular AM programs be broadcast simultaneously on FM, or must a certain number of hours be produced separately?
45. What are the FCC rules in this regard?
46. Any other information which could be helpful in discussion which would be interesting to a smaller station.
47. What are the engineering possibilities and the legal (FCC) restrictions to be expected from dual operation of FM arrays from a common steel tower supporting structure? I have in mind several FM stations whereas several FM broadcasters will rent space on a common tower which is constructed by an interested tower manufacturing concern.
48. Can a program be beamed to another station to be re-broadcast and be broadcast at the same time by the originating station, using the same transmitter and the same antenna?
49. A network such as the one proposed, local stations will undoubtedly be desirous of presenting programs for their localities at times when network programs are being beamed to them. As I understand it, they would present picking up the network program and beam it to their locality unless somebody else had a station and two had two transmitters and two antennas. Is this correct?
50. Would the use of automatic relays be a solution to this problem? If so, will you explain their operation?
51. Can you give us a general idea where programs are beamed from one station to another? The beaming of these programs must go from one in a single direction, as I understand it, just as is the case with the telephone transmission of amplitude modulation network programs.
52. The University is planning on building new studios for its FM broadcast. Can you give me the ideal specifications (size, shape, acoustical requirements) of a studio for FM?
53. What is the most efficient and economical to connect the stations by telephone? Is there a necessity of beam programs? Would this affect the quality? If the telephone company should have the possible frequencies of FM will the beaming of programs from one station to another be prohibited?
54. What power would you suggest the member stations apply for?
55. Is there ANY reason why commercial FM stations could not be utilized in this network?

“I suppose you just forget those clothing commercials on WFDF Flint!”

Page 62 • January 17, 1944

BROADCASTING • Broadcast Advertising
stations and in the absence of available standard band stations, applications for affiliations will be received from operators of frequency modulation stations."

As the size of the national FM audience increases, NBC stated, there should be plenty of FM stations across the country to permit the organization of several new national networks comprised of FM broadcasters. For all practical purposes, it was added, FM using its present allocation in the spectrum will make as many broadcasting frequencies available as there will be broadcasters to use them. "The number of stations will be limited almost entirely by economic considerations," the statement points out.

"National network broadcasting has grown and developed in the St. S. as result of the unique ability of networks to tap all important talent centers, and the ceaseless efforts of the present network and their affiliated stations to render constantly improving public service. These efforts will continue. FM, however, will afford to new broadcasters an opportunity to compete with present stations and networks. The test will be primarily the program offered to the listener.

NBC welcomes this competition, believing that it will inspire new creative program effort in the whole field of broadcasting, and will add new value to the service of radio in the public interest."

FM Advantages

NBC pointed to television as a new service of far-reaching importance, and said that new standards of excellence in the post-war performance of both FM and television are expected. "Radio broadcasting is a new art which will necessarily develop a new type of program designed for both eye and ear, entirely distinct from those of sound broadcasting," NBC said. "FM, on the other hand, is a new technique applied to the transmission and reception of sound broadcasting. It furnishes, not a new form of program, but a new method of bringing the radio audience programs designed for the ear alone."

FM broadcasting, the pronouncement added, offers a number of advantages in urban centers over broadcasting in the standard band "virtually eliminating the disturbances from natural and man-made static. Because of wider channels "higher fidelity sound can be transmitted". Transmitting equipment is also lower than for standard band transmitters, both for initial investment and for operation, it added.

Pointing out that FM can't depend solely on technical advantages if it is to attract wide-spread audiences, NBC stated that, first and foremost, attractive programs must be offered. "If FM is required to create and maintain a separate program service in competition with well established and highly popular programs, its development will be greatly retarded."

Paul W. Morency, WTIC Hartford, representing District 1, recently elected chairman of the committee, was interviewed at the two-day session of the NBC Committee.

Other committee members, all of whom attended the meetings, are: Agrippa, Richard Shaffer, WINS Columbia; 3, James D. Shouse, WLW Cincinnati; 4, H. W. Slavick, WMC Memphis; 5, Stanley E. Hubbard, KSTP St. Paul-Minneapolis; 6, WKY Oklahoma City; 7, Richard Lewis, KTAR Phoenix; 8, Arden X. Pangborn, KGW Portland, Ore.

**ACE INTERVIEW**

**Missing Marine Hero on Disc**

Aired by 4 Nets

ON DEC. 23, two men in a revetment at the edge of Barakoma Field on Vela Lavella in the South Pacific recorded an interview. Interviewee was Sgt. James E. Gar- din Jr., Marine Corps correspondent. The man interviewed was Maj. Ace Muma and ex-Flying Tiger Maj. Gregory Boyington, who on that day had raised his score from 20 to 24. "Zeroes." On Jan. 3, after tying the Rickenbacker-Foss record of 26 planes, Maj. Boyington was reported missing in action.

The transcription of the interview was released last Thursday at noon by the Navy Dept. to the four major networks through their Washington outlets. At 12:30 WOL broadcast the interview over the Mutual network, cancelling two numbers on the Navy Band program which was on at the time. WBG put it on locally at 12:30, WABC at 6:30 over the BLUE, and WTOP at 6:15 locally.

**Godfrey's 10th Year**

LAST SATURDAY, Jan. 15, marked the completion of ten years on WTOP Washington for Arthur Godfrey, whose musical murmurs intermingled with chat and small talk entertain early morning listeners starting at 6:30 a.m. daily. Associated with radio since he was an interlocutor in radio theory at the U. S. Naval Radio School at Great Lakes, III, Godfrey now has a commission as Lieutenant Commander in the Naval Reserve. Special anniversary broadcast was presented with G. o. d. f. r. r. from Loew's Capitol Theatre in Washington on Jan. 15.

**Squibb Case Closed**

FEDERAL Trade Commission has closed without prejudice its case against E. R. Squibb & Sons, New York, charged with advertising which failed to reveal potential dangers in the use of a laxative preparation, "Granary with Cae- to 28", which is taken in the presence of symptoms of appendicitis. The company entered into a stipulation with the FTC to discontinue the questioned advertisements.

**Edith Doyle**

EDITH DOYLE, of the commercial staff WSPA Spartanburg, S. C., died suddenly in Spartanburg of cerebral hemorrhage. Mrs. Doyle, who is survived by a daughter and two sons, had been with WSPA for several months after commercial work with Harry S. Goodman and Kasper-Gordon.

**GENERAL BAKING Co., New York** (Bond trade), has been charged by the Federal Trade Commission with violating Section 2(d) of the Robinson-Patman Act by paying its preferred customers for rendering advertising services and facilities without making such payments available on substantially equal terms to all other competing customers.


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NBC Programs to FM

(Continued from page 18)

83,000 MORE RADIO FAMILIES FOR KGO IN 1944

KGO is drawing more than its share of listeners from the 2,744,825 wartime population* now living within its 1/2 millivolt area, according to the estimate made on March 1, 1943 of the U. S. Bureau of Census. It now reaches 72,260 radio families in the San Francisco Bay Region and Northern California, an increase of approximately 83,000 families since 1940. And what families! In the area, 334,5 people are employed today for every 100 people employed in 1937! Let KGO help you sell this lucrative market!

*Civilian population only.
two-division provision may be the one which the Committee as a whole will consider. Another suggestion made by Judge E. O. Sykes, former Commissioner, and recommended by Commissioner T. A. M. Craven, may be written into the bill. It provides that the chairmanship shall rotate each year. Sen. White said he did not object to rotating the chairmanship. Sen. Wheeler was reported undecided, although leaning towards rotation.

Penalties Seen as Dangerous

FCC Chairman James Lawrence Fly, on the last day of the hearings, came up with a plan that would give the Commission infinitely greater power to penalize stations for infractions of law or regulations [Broadcasting, Dec. 20]. His proposal, which would authorize a maximum of $500 per day to a station for any violation of license was not warranted, was presented as a written amendment. There has been strong objection to this provision.

Regardless of the Commissioners in office, Sen. White said he could see where some broadcasters might be virtually forced out of business through heavy fines levied for infractions of any of the maze of regulations adopted by the Commission. On the other hand, he added, if that's what the broadcasters want and feel is the solution to the fear of the FCC now prevalent, then in all probability it will go into the law.

Following a conference with the new legislative committee of the Federal Communications Bar Ass'n, and broadcasters it was learned that Sens. Wheeler and White are agreed on the procedural and appeal provisions. The new revision of the Act late last week they had not agreed upon the provision (Section 8C) which would prohibit the Commission from censoring the political or partisan tendency of any material broadcast by public officers, candidates and politicians.

Newspaper ownership would be solved by an amendment suggested as follows: “The Commission shall make or promulgate no rule or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon their religious or political affiliation, or their occupation or business association.”

Blue Campaign

PRELIMINARY advertisements in the magazine campaign the BLUE is planning to run through its recently-appointed agency, Geyer, Corson, and Newell, New York, broke last week in four magazines, The New Yorker, Business Week, Fortune and U. S. News. Theme of the ads is “What Is This Thing Called Radio”. Details on the over-all newspaper and magazine campaign will be announced later.

HAL HUDSON (left), CBS western program director, during a recent visit to the network’s New York outlet, WABC, photographed with Margaret White, (center), conductor of a women’s program on WABC, and Arthur Hull Hayes, WABC’s general manager.

Let’s Learn English

FOLLOWING UP the success of its quarter-hour transmission series Let’s Learn Spanish, heard both commercially and sustaining on some 50 stations throughout the country, the radio program division of Tice, Inc., during the first week in April, is expected to start a Let’s Learn English (Aprendemos Ingles), series to start on stations in Latin and South America under sponsorship of Kolynos Co., New Haven (toothpaste). Consisting of 33 quarter-hour episodes, the twice-weekly series in Spanish will feature Pedro Donovac, heard during the U. S. version, Rafael Carvajal, and Ignacio Carral. Agency is Irwin Vladimir & Co., New York.

Ford Plans Jelling

ONE PHASE of the rumored shift in format of Ford Motor Co.’s seven-weekly quarter-hour on the Blue Network set for the last week with announcement that the Sunday evening 8-8.15 spot will feature here after the Greenfield Village Choir, presented by Arden and Mrs. Henry Ford from Greenfield Village in Michigan. Ray Henle is currently handling the Monday-through-Saturday Ford news program until the company decides whether to replace news with a musical or dramatic program. Agency is J. Walter Thompson Co., New York.

Blue Votes Counted

MEMBERS of the BLUE Network stations Planning & Advisory Committee to represent the BLUE affiliates in conferences with the network management during 1944 are now being elected by BLUE stations in the seven districts of the country. Ernst & Ernst, accounting firm, is conducting the election, results of which are expected to be announced within the next few days. WTCN Minneapolis announced last week that C. T. (Swannee) Hogeman, vice-president and general manager, had been elected a director for the Seventh District.

WPRP Transfer

APPLICATION was received by the FCC for the acquisition of control of WPRP Mayaguez, Puerto Rico, by Andres Camara, president, through the purchase of 77 shares of common stock from Ralph Perez Perry, general manager. Application was returned as it was incomplete.
FCC Public Notice Dismissing Newspaper-Ownership Issue

FOLLOWING is the full text of the FCC "public notice" dismissing the newspaper-ownership issue:

The Commission today (Jan. 13) closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

"The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

"A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the members of the Commission agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

"In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to 'public interest' considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses to the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee."

Alleged Reprisals Subject of Probe

House Committee Quiz Due To Resume This Week

FCC CHAIRMAN James Lawrence Fly will be questioned closely by members of the House Select Committee to Investigate the Commission about his alleged activities in connection with the retirement at 89 of Rear Adm. Stanford C. Hooper, former chief of Naval Communications, Rep. Clarence F. Lea (D-Cal.), Committee Chairman, said last week.

As a result of testimony given in open hearing last month by Commissioner T. A. M. Craven and his subsequent testimony in executive session [BROADCASTING, Dec. 6], the Committee will probe deeply into Mr. Fly's purported interest in Adm. Hooper's retirement.

Hoover Called

Mr. Lea said he had been informed that Chairman Fly displayed what purported to be a letter written by President Roosevelt and addressed to Secretary of the Navy Knox, questioning the loyalty of Rear Adm. Joseph Redman, director of Naval Communications, after Adm. Redman had given confidential testimony to the Committee's legal staff.

Meantime the Committee was preparing to hear J. Edgar Hoover, director of the FBI, who is to be questioned this week on charges that the FCC refused to turn over to the FBI fingerprints of some 200,000 radio licensees between March and May of 1943, and that the FBI fingerprints of the maximum number of licensees may desire to give the matter.

Although General Counsel Charles R. Denny Jr. of the FCC refused to comment on the Commission's defense, Rep. Lea said he had been informed that Mr. Denny would be the first witness. Also that Robert D. Leigh, chief of the FBI, and George E. Sterling, assistant chief engineer in charge of radio intelligence, would be called in addition to Chairman Fly.

Under procedure outlined to the Committee by Mr. Denny, after Counsel Garey had told Acting Chairman Hart (D-N.J.) that the "chairman of the FCC and the chairman of this Committee" had made arrangements for the presentation of the FCC defense, the Commission general counsel will conduct the affirmative examination and Mr. Garey, representing the investigators, will handle cross-examination.

J-W-T Elects

ANNOUNCEMENT was made last week by Stanley Resor, president of J. Walter Thompson, of the election of four members of the firm to the board of directors. They are: Robert L. Coe, Jr., and G. Wall Ryan Jr., New York office, and Daniel Danker Jr., Hollywood office, and Merton V. Wieland, Chicago office.

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Westergaard to Leave Feb. 1 For Army Duty

R. B. (DICK) WESTERGAARD, vice-president of Scripps-Howard Radio and general manager of WNOX Knoxville, was inducted into the Army last week and will report Feb. 1 to Camp Shelby, Miss. He went to Knoxville in 1935 from Iowa when Scripps-Howard acquired WNOX.

Mr. Westergaard, whose successor has not been named, is the third Scripps-Howard top radio executive to enter the service. Jack R. Howard, president, is a Navy lieutenant and James C. Hanrahan, executive vice-president, is a major in the Army. Mor- timer C. Watters, vice-president and general manager of WCPO Cincinnati, was elevated to the executive vice-presidency. Maj. Hanrahan was called to active duty.

McKesson's Budget

WITH an advertising appropriation of $2,500,000 for 1944, McKesson & Robbins, Bridgeport, is making advertising plans for its six products in the proprietary and toiletry fields, and has announced that starting the latter part of March it will sponsor a half-hour weekly program on the BLUE. Plans for 1944 were presented by McKesson & Robbins division.

MBS Cancels Balter

MUTUAL last week notified Balter Inc., Philadelphia, and its agency, Ivey & Griggs, Philadelphia, it is canceling Sam Balter's "Stein Up the News" three-weekly program, effective Feb. 2. Both sponsor and agency have protested.
Post-War Universal Time Advocated

Barron Howard Abrams
Confusion Caused By CNYT

By BARRON HOWARD
Business Manager
WBYA Richmond, Va.

BACK IN the days when most New Yorkers thought Miami was a stop at the end of the subway line just South of the Jersey flats and that Chicago was somewhere in the neighborhood of the Bronx, an insidious combination of letters was invented. That phrase — CNYT — has spelled dynamite to the rest of the country ever since.

CNYT (Current New York Time) is a disease. Those afflicted can’t just take it or leave it. Once infected by the virus the patient cannot tolerate the sight of a clock without feeling an irresistible urge to move the hands one way or the other. Those who are not infected find things very confusing.

Business Into Confusion

Of course it would be a simple matter if the entire nation could just get the disease and keep it. Then it would become the normal thing and would really cause no annoyance to anyone. The only really difficult part of the malady is its cyclic nature, resulting in kaleidoscopic changes back and forth to the continual bewilderment of the uninfected.

The disease centers itself in epidemic proportions in the large cities. When it strikes, the rest of the country is thrown into a dither. Hoarders sulk on their roofs. Farmers jump into the stall with the cow. Transportation executives look for padded cells. Just when things become organized, the clock goes crazy again! In the radio industry traffic managers look for a drink of carbolic acid. Commercial managers duck into dark corners to avoid pirate sponsors. Bookkeepers drown themselves in red ink because business is at a temporary standstill until the clock is straightened out.

Experience with permanent time — any kind of permanent time — be it daylight saving, standard or what have you — has shown beyond doubt that the periodic changes of the clock have cost the radio sta-

tions of the country hundreds of thousands of dollars in business. We create a “season” in a business that should have no such thing. Thus, we artificially give ourselves a hazard which does not exist naturally. There is no shade of justification for one city imposing its ideas upon another.

Metropolis, if it wants a time change, should by all equity accept the inconveniences of deviating from the national standard, rather than insisting that the nation standard adjust to its own unique ideas. Acceptance of its radio programs at an off hour, along with railroad schedules, should be one of the normal penalties of tinkering with the local clock.

Contracts Per CNYT

As it happens this is one adjustment which cannot be postponed for the duration. Circumstances are such that a change is possible only when we have at least one year without an unanswerable timekeeping system. Network commercial contracts are written in CNYT. The only possible way to correct this situation is to rewrite network contracts in terms of some non-changing standard time. Obviously it would require a full year to get all contracts on a similar basis and we all know that only chaos could result should we have a time change while half the network contracts were in terms of standard time with the balance in CNYT.

There is still another urgent reason for network contracts to be changed. Station option time is set legally in terms of “local” time. In more cases than “local” time is “standard” time. Any station in such a city is completely within its rights in refusing a network commercial offer when that offer is so written that a time change would throw the program into station option time.

To summarize the case; time changes are unfair and costly to the individual stations which remain on standard time; wartime, when we do not tinker with the clock, is the only practical time to handle the problem; stations are certainly justly entitled to a full and public check-up to determine what type of timekeeping would be most fair to the national audience in change in the system in order for post-war operations should it be found justified.

WJZ Expansion

IN AN expansion of the local programming activities of WJZ New York, whose shows have heretofore been written and produced by the BLUE writing staff, John McNeil, manager of WJZ, has appointed Maurice Joachim as script writer and producer in the station’s program department. Mr. Joachim has written and produced many programs shows. His most recent was WJZ Cavalcade.

Redskins on Air

FOOTBALL games of the Washington Redskins professional team will be carried on WMAL Washington and WASHINGTON and Baltimore, as scheduled according to the Redskins’ office. Last season the games were sponsored on the stations by American Oil Co., placed through Joseph Katz Co.

College Students Learn About Video at W9XGBK

PROGRESSIVE experimentation of several colleges and universities with television as a part of radio and drama studies is becoming evident. Stevens College, Columbia, Mo., sent 18 students and two instructors of its radio class to W9XGBK, Chicago television station on Jan. 10-11. Helen Carson, station director, arranged instruction, including technical material, for the girls. They were permitted to enter an actual broadcast.

The broadcast, Script Tease, a regular W9XGBK feature, consists of guest talent provided with an original script and plot, and allowed a quarter-hour on the air to chart the drama. It presents television with the opportunity of live-taping and ad lib dialogue. W9XGBK again will play host to Stevens students in March when they will return with an original broadcast interpretation.

TRAINEE NOW at the Infantry Replacement Training Center, Camp Wolters, Tex., is Richard Postlethwaite, former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of WBBM Chicago, and former announcer of 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Radio Tackled Big Home Front Job In 1943 and Achieved Real Results

By PHILIP H. COHEN
Chief, OWI Domestic Radio Bureau

The radio industry's contribution to the war in 1943 cannot be measured in terms of dollars and cents alone. It cannot be measured by the amount of broadcasting time devoted to war messages. The only true yardstick by which we can evaluate the industry's contribution is in terms of a difficult job well done.

During the past year the radio industry placed facilities at the disposal of the Office of War Information to the amount of more than $100,000,000. It took on the job of informing the American public on 151 important information problems. American radio recruited WAVES, WACS, SPARS, nurses, Air Corps Cadets, urged listeners to salvage tin cans, scrap iron, fats, waste paper—raised money for War Bonds, Red Cross, National War Fund—collected Victory books and binoculars for the Navy, informed listeners how to get ration books, how to conserve food, how to care for Victory gardens, how to can food. And in addition to the 151 important war information problems, American radio still found time to keep its listeners up to the minute on the progress of the war—create an understanding of the reasons behind the Government's restrictive measures, such as rationing, price control, etc.

Some Success Stories

And, radio has accomplished results. The salvaging of fats showed a gain of 51% in the first six months of 1943—recruitment of women for one branch of the armed services increased 115% in 9 weeks; 2,000,000 inquiries in 3 weeks on student nurses; 20,000 ex-seamen brought back to man the Victory Fleet—2,600 people recruited to unload perishable food by 3.

These are just a few of the success stories written by radio during 1943—only a few on the list of a job well done.

These results and numerous others which cannot be measured were achieved by this contribution to the OWI Domestic Radio Bureau. During 1943-1945 network programs, commercial and sustaining—cooperated with the Network Allocation plan, carried 9,704 important war information messages—an average of 152 messages per week. Another 144 commercial spot programs broadcast on two or more stations carried 1,932 important war messages—an average of 42 per week.

Under the local Station Announcement plan 3,500,493 OWI war messages were broadcast by 891 U. S. radio stations. The special Assignment plan accounted for 135 additional network programs which carried war messages over and above their regular allocation to the amount of 1,541 assignments—an average of 92 per week. In addition, 110 special broadcasts were arranged and 33 OWI subjects outlined in the Woman's Radio War Guide were distributed to more than 1,000 local station women commentators and homemaking programs for broadcast.

The real story of radio's contribution to the war will probably never be written. There are too many unmeasurables and no one person knows the whole story. But even this one part of the picture—incomplete as it is—is so tremendous—the job that has been done is so outstanding—that the radio industry as a whole can be proud of its efforts. The record is a very impressive one. But it could not have been achieved without the continued support of every local radio station, every advertiser, every agency, network, writer, producer, director, performer, engineer—as a matter of fact the entire radio industry to a man.

Youthful Star Selected For Tour of Army Camps

NAMED FOR two of the largest New England Army camps, Camps Devens and Edwards, Devy Edwards (born Ann Michaela), left Boston last week with a caravan of six entertainers on a junket to Army bases in the far north. For the past two years she has arisen at 5 o'clock every morning to conduct WLAW's Service Salute.

Miss Edwards' caravan will travel by air under the supervision of Major Bernard J. Duffy, chief of the special services of the First Service Command. The tour represents the first time in history that an individual radio station has been selected to present its outstanding star on such a trip.

Philip Morris Change

PHILIP MORRIS & Co., New York, plans a change of format for its Philip Morris Playhouses series Friday evenings on CBS, but so far has announced no definite show, other than the fact that it will be of the musical-comedy type. Hi Brown, director of the program, was replaced last week by Earle McGill. Agency is Blow Co., New York.

BERNARD TABAKIAN has joined Frederick W. Ziv Inc., transcription producer, as director of promotion. He has just completed a year's service in the Public relations office of the Air Service Command, and before that was with an agency in Cleveland.

FIRST IN ALASKA

Western Electric

The nation's largest producer of electronic and communications equipment for war.
The decisions and applications for the Federal Communications Commission (FCC) from January 8 to January 14.
ANNOUNCER—Permanent position with chain of all broadcast stations. Excellent working conditions. Send complete data with personal photograph. Box 714.

ANNOUNCER—Wanted at KTMJ, KTMJ, Missoula, Montana. Must be capable of news and general announcing. Box 715.

ANNOUNCER—Permanent position available to experienced man on 5 kw CBS station. Basic $425.50 per week. Opportunity for salary and commercial fees. Write and send transcription immediately. WOGD, Chattanooga, Tenn.

ANNOUNCER—Permanent position available to experienced man on 5 kw Regional Network Station. Give personal information and pertinent requirements. Box 718.

ANNOUNCER—Wanted with some experience. Advise age, status, salary expected and details in first letter. Write Box 722.

Situations Wanted

WANTED—Announcer. Join casting agency. Send data to Box 122.

WANTED—Operator—good chance for a young man to get into broadcasting. Send data to Box 719.

WANTED—Operator—permanent position available to experienced man. Write Box 720.
4th Loan Underway With All-Net Show

Stations and Chains Plan Extensive Bond Campaigns

FULL-HOUR BROADCAST designed to carry to the men in the armed services a picture of home front activities in war production and bond buying to “back the attack,” will formally open the Fourth Loan War Bond Drive at 2 p.m. on Jan. 17 and will be aired over the four major networks from 9-10 p.m. The program will be transmitted live and will be broadcast for service men overseas.

Secretary of the Treasury Morgenthau will be presented as narrator of the Let’s All Back the Attack show which will feature “cut-ins” from various parts of the country, including war production centers and brief visits with the governors and mayors of the major cities on the borders of the U.S. Capt. Rosalind Reagan, former movie actor, will appear in the major role in a music-dramatic production to be presented on the air. Participants in the program are Bing Crosby, Judy Garland, John Charles Thomas and Capt. Glenn Miller with his Army Air Forces Band.

The kick-off show will originate from New York with David Broekman and his Treasury Orchestra providing musical background. Conrad Nagle will announce.

Other Loan Plans

Extensive plans for special activities, programs, and bond promotion features are being planned by the networks and individual stations to supplement the Fourth Loan radio campaign programs and announcements which have been offered stations by the War Finance Division of the Treasury Dept. and the OWI. The WFD and OWI material has been prepared with special emphasis on local sponsorship, placing radio on a more equitable basis with other media [BROADCASTING, Jan. 10].

In a three-week rebroadcast of the drive, CBS and its 134 stations, the American Hotel Assn. with 5,500 member hotels, and the Treasury Dept., from Jan. 18 through Feb. 15 will stage a series of 12 cross-country rallies and broadcasts as part of the Fourth Loan Drive. Broadcast on CBS from leading hotels where testimonial dinners are to be held honoring local war bond campaign workers, the programs will feature human interest stories of local and regional bond sales, music by name bands, and guest appearances of Hollywood stars. The series will be presented at various evening periods as half-hour broadcasts. Programs will be produced by William N. Robinson, Norman Corwin, William Spier, Lt. (jg) George Zachary, Robert Lewis Shayon and Chester Renier. Also as part of its contribution to the Drive, CBS is arranging for Kate Smith to devote an entire day to selling bonds in the same way she broadcast last fall, when she sold more than $39,000,000 worth of bonds. Kate Smith-CBS War Bond Drive will be Feb. 1, with Kate on duty from 8 a.m. to 1 a.m. Feb. 2. NBC-BSA Drive

In a closed circuit talk with the managers of affiliated stations and Scout leaders, NBC last Friday afternoon announced plans for a coordinated national “mopup and cleanup” drive to be conducted by the Boy Scouts of America in conjunction with NBC Feb. 8-10, final week of the Fourth Loan and the Boy Scouts’ 34th anniversary week. A several-hour variety program on Feb. 8, NBC Bond Day, will start the campaign. Even the familiar NBC chimes have been tuned to bond promotion with a Sonovox interpretation of “Boy War Bonds.” A one-hour show on Lincoln’s birthday, with pickup from various points about the country, will feature Boy Scouts who have partaken in the vast house-to-house canvassing to be conducted.

Scouts will also be available to handle bond phone calls, deliver bonds and messages and other duties at stations in the NBC-BSA campaign. Speakers on the Friday closed-circuit broadcast which originated from Washington and New York were: George W. Healey, director of the OWI Domestic Branch; Robert W. Coney, field director of the Treasury WFD; William S. Hedges, vice-president in charge of stations, NBC; and Dr. Elbert Fretwell, chief BSA executive.

Mutual on Jan. 18 will open the Fourth Loan with the ringing of the Liberty Bell from Independence Square in Philadelphia, 11:55-12 noon, together with a broadcast by Archbishop Francis J. Spellman, who will give the invocation and prayer. A special program originating from Ft. Dix will be presented on the afternoon of the 18th and will include pickups from war fronts overseas and Hospital Radio.

WOR, Mutual’s key outlet in New York, has arranged for a special staff and telephone number to take local war bond orders and pledges, with all of WOR’s personalities on daytime and night programs making the Drive an integral part of their shows. On four consecutive Saturday nights during the campaign WOR will conduct a “Victory Auction,” selling actual war souvenirs and relics of historical importance to those making the highest war bond bids. Dave Elman of Hobby Lobby fame will be the auctioneer. Steve Ellis’ Moonlight Saving Time program in the early hours of Jan. 19 will broadcast from various war plants where name dance bands have been setup. Chichester 4-7110 is the title of a Monday through Friday bond promotion program to be heard in the late afternoon on WOR during the Drive and is the special phone number to be used to accept bond orders and pledges.

Detroit Activities

Four, an OWI-BSA Drive was launched in the Detroit area a week before the national date, the Retailer’s Victory Committee, cooperating with local stations, inaugurating the campaign with a full-hour radio show. Broadcast was made the evening of Jan. 9 and was carried by all stations in the Detroit area: WJZ, WJBK, WWJ, CKLW, WJBK, WJLB, WEXL.

Program was written and produced by Naip J. Abdaher, Retailer’s radio chairman and radio director of Simons-Michelson Agency. Talent was provided by the local stations and free-lancers. Featured were WJR’s Don Large, Channel 9 News, WWJ, WKZ, WWJ’s Sophisticates, WXYZ’s newscaster Lee Smith and MacLeish Preview

PREVIEW of Archibald MacLeish’s new radio series, The American Story, beginning on NBC in February will be heard as a closed circuit between NBC New York and Fort Monroe, Wisconsin. To take place Jan. 20, at 6 p.m., the Librarian of Congress’ program is a special feature in a meeting of the Asso. for Education by Radio. Dr. James Rowland Angell, special counsel will speak from New York.

Michigan’s Governor Harry F. Kelly.

The new Graphex war picture exhibit is being used for war bond promotion in tie-ins with stations across the country. The Treasury Dept. is providing stations with a complete exhibit of 100 of the pictures for their use in promotion activities. The Fulmer GrafeX Corp., Rochester, has prepared the exhibits. Shows now are scheduled for Columbus, Indianapolis, Buffalo, Cleveland, Indianapolis, Los Angeles, Milwaukee, Pittsburgh, Philadelphia, San Francisco, New York, and other cities. Michigan has chosen the exhibit as the central feature for its state campaign.

Eight Utah stations are planning a combined state-wide hookup for a series of bond promotion shows during the Drive. KSL Salt Lake City will originate two of the programs. WJZ New York has set a smooth program. The lobby of the RCA Building for bond purchasers wishing to attend the “All-American Jazz Band” concert to be presented at the Metropolitan Opera House on Feb. 8. Members of the WJZ Victory Troop will sell bonds as tickets for the concert, to be broadcast 9:30-9:55 p.m.

Indiana Program

Indiana stations and WLYC Cincinnati on Jan. 13 carried a special 15-minute program prepared by the Indiana War Finance Committee. Program originated from Indianapolis and included broadcasts from a quarter of the cities. Members of Indiana’s Congress program will be broadcast from various stations, and the Indiana Symphony Orchestra will be on the air. Members of the WJZ Victory Troop will sell bonds as tickets for the concert, to be broadcast 9:30-9:55 p.m.

The BLUE outlet in Cleveland, WJZ, will produce a two-hour program daily during the drive beginning Jan. 18. Show will be presented 12-1 p.m. at the Union Terminal Tower and will be broadcast from 12:30-1 p.m. Talent for a series will be composed of visiting celebrities and local theatre and nightclub personalities.

Radio’s sports broadcasters will join forces on the air to sell the sale of bonds with a special half-hour program now being planned for Jan. 24 from one of the New York radio theatres. Talent will be included in many markets. Bobby Jones, now a major in the Army, stationed in London, will broadcast on the program via the
FOTOS FOR FRIDAY

FOTOGRAFOS DEL DÍA

OTRAS ESTACIONES RADIO DEL MUNDO NI SIQUIERA LA MITAD DE LA GENTE QUE ESCucha WMW

MÁS PUBLICITARIOS GASTAN MÁS DINERO

DOMINICANOS, USAI EL AIRE DE WMW PARA VENDER...
You can hold the tube in your hand and examine it thoroughly, but you won't see the extra element that distinguishes it.

Not until after you've put the tube to use will you finally become aware of that extra element.

It's in every RCA Electron Tube—the extra element that makes the RCA monogram worth looking for and insisting upon.

It's research. It's engineering knowledge. It's experience.

It's "know how"—the kind of "know how" that's built into every RCA Electron Tube—and it's best exemplified by the modern RCA Laboratories at Princeton, N. J., devoted almost exclusively to electronic research.

There, men skilled in the art of research seek new electronic facts.

There, the electron tube is recognized as the keystone of the whole vast structure of electronics.

There, basic facts are uncovered to assist RCA tube engineers on design, development, and production in turning out ever better and more advanced electron tubes.

The RCA Laboratories are a fitting symbol of the extra element that recommends RCA Electron Tubes to you.

The Magic Brain of All Electronic Equipment Is a Tube and the Fountainhead of Modern Tube Development Is RCA

TUNE IN "WHAT'S NEW?" RCA's great new show, Saturday nights, 7 to 8, E. W. T. Blue Network

RADIO CORPORATION OF AMERICA