WOR is not an Albany station

(we mean Albany, N. Y. — not Georgia, really) *

He was rather impatient. He was a manufacturer. The product was a war-substitute for mending clothes, shades, soft goods...

(Please be patient and read on — there is some very important meat in this.)

WOR was the only station this man could afford, we mean, big station. And he had — what some people would think — peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N. Y., and Boston, which is in Massachusetts, and Philadelphia — as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went — in practically all the 16 great war-active cities WOR platters its power down on.

WOR even pursued 43 department stores which had never handled the product to handle it.

Would you, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even — well, maybe Albany, N. Y., or Boston?

our address is WOR

— that power-full station,
at 1440 Broadway, in New York

* WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.
non-network advertisers used WLS to sell Midwest America in 1943.

155

34

98

of these (22%) used WLS all 12 months of the year.

of them (63%) were renewal advertisers from 1942 . . . another 14 of them had used WLS at some time in the past.

THUS

72%—112—of our advertisers last year were satisfied customers coming back for more . . . which, we feel, pretty well proves our oft-repeated slogan: WLS Gets Results!
LOOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee’s twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON 15, MASS.
EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Omahans Know and Appreciate Art without being "arty"

A lorgnette and a broad "ä" are not necessary complements to an appreciation of art. As evidence, just pay a Sunday afternoon visit to the Joslyn Memorial, an art gallery that would do credit to a city several times Omaha's size—and watch a throng of sound, substantial, typically American folk enjoying art.

Omahans are accustomed to "the better things of life." What's more—they have the means with which to enjoy them.

The rich, responsive Omaha market can be sold most directly—and at lowest cost—through KOIL. Write us today for availabilities.

WHAT A MARKET
Of the 3,074 counties comprising our nation—Douglas County (Omaha) ranks SECOND in Increased Per Capita Income for the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.
...and they chopped down the old pine tree.

Fourteen million acres of pine and hardwood producing annually some 5 million cords of pulp wood and 3 million board feet of lumber represents only one of the rich industries in KWKH-land. Here's an industry running at peak production and adding to the spendable income. It's helping to produce sales now...will help to build sales in the future.

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

CBS 50,000 WATTS

KWKH REPRESENTED BY THE BRANHAM CO.

A SHREVEPORT TIMES STATION SHREVEPORT, LOUISIANA
It takes

THE HOLLYWOOD BARN DANCE
COTTONSEED CLARK & GANG 10:30 PM
STARRING CROUCHO M...
IDEAS to make a network

... like the NEW Hollywood Barn Dance

There ain’t no barns in Hollywood, podner. But come 10:30 Saturday nights and they’s shore plenty dancin’. When that Cottonseed Clark lets ’er roll on Hollywood Barn Dance, folks up an’ stomp the place apart.

Here’s why:

The idea for the original Hollywood Barn Dance first came to us ten years ago. We figured a real rollicking hoe-down show would go over big here with everybody. It did. Mail from 11 Western States swamped us. Almost half a million listeners stomped and whooped in the studio audience during the 54 months we had the program on the air. And it never lacked a sponsor.

Now Hollywood Barn Dance plays a revival—brighter than ever—livened with new inspiration and talent. Today’s Pacific Coast is thronged with more people than ever before—people who love the special brand of Western music and humor created by their fathers and grandfathers. So we’re giving them the best of it we can with new variety, fresh color, and top-name Western stars—blended by the unbeatable CPN skill at production—to make a fast half hour of great radio.

The result is so swift, so sure, so smooth that the first half of Hollywood Barn Dance was sold even before we could get it on the air. (Press-time tip to sponsors out shopping: the other half is still available).

Hollywood Barn Dance is another good example of how ideas make the Columbia Pacific Network... ideas that go places... inspired ideas, carried out with imagination, skill and enthusiasm.

It isn’t hard to get them—from CPN. You’ll soon find out if you just ask us or Radio Sales.
“HEY, SIS—TURN IT DOWN DURING THE COMMERCIALS!”

You know how many times you’ve heard that headline repeated in people’s homes. In order to avoid such frustration of their programs’ entire purpose, some advertisers have gone far in cleverly disguising their plugs—slipping them in “fast and cute”—making them into jokes!

Seems to us the next step is either to eliminate the plugs entirely—or to make the plugs as interesting as the program itself.

That’s where Sonovox comes in. Sonovox commercials are in themselves sufficiently intriguing to warrant the listener’s attention. The Lifebuoy talking foghorn. The Bromo-Seltzer talking train. The Vel talking glasses and dish-pans. And so on and on.

That’s not sales-talk. It’s a fact that has been proven by Hooper Sponsor Identification Ratings. Let us show them to you.

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

**WRIGHT-SONOVOX, INC.**

“Talking and Singing Sound”

FREE & PETERS, INC., Exclusive National Representatives
Ryan Is Choice of NAB Nominating Group

Miller’s Successor
Before Board
Feb. 23

By SOL TAIHOFF

JOHN HAROLD RYAN, Assistant Director of Censorship on leave as vice-president and general manager of Fort Industry Co., is the unanimous choice of the NAB Nominating Committee to succeed Neville Miller as NAB president when the latter’s term expires July 1.

At the request of the committee, a special meeting of the NAB board has been called for Feb. 23 in Chicago. Since the only function of the committee of six—all members of the NAB board—is to bring in a nomination, it appeared obvious that the extraordinary meeting is for the primary purpose of considering the Ryan selection.

A regular meeting of the NAB Board previously had been called for March 5 in Washington. The presidency, under NAB by-laws, is filled by the board. The nominating committee was appointed by the board itself last July 30 after Mr. Miller had successfully resisted an effort to reorganize the trade association.

New York Meeting

No official word has come from either the committee or Mr. Ryan. The Nominating Committee met in New York Jan. 13 at which time it considered likely selections for the post, including possible appointment of Mr. Miller. Don S. Elias, executive director of WWNC Asheville, committee chairman, at the committee’s request last Tuesday asked President Miller in Washington to call the special meeting of the board. He said simply that the committee was “ready to report” and had reached a “unanimous conclusion” and therefore desired the meeting.

Mr. Ryan also was noncommital. The Toledo broadcast executive, who was drafted for the censorship post in December 1941 shortly after Pearl Harbor, met with the committee in New York on the evening of Jan. 13, having made a hasty trip from Washington.

Mr. Miller, first paid president of the NAB, was named in 1939 and will conclude a six-year tenure on July 1. His stewardship at times has been fraught with controversy. On three occasions—the last six months ago—efforts toward reorganization were launched through the board. At the board meeting July 30 a resolution was adopted authorizing appointment of the Nominating Committee “to present to the board its recommendations for presidency of the NAB . . . at the expiration of the incumbent’s contract.” The committee was authorized to report to the board at “its next regular meeting or a special meeting called for that purpose”.

Members of the committee, in addition to Chairman Elias, are J. O. Maland, WHO Des Moines, John J. Gillin Jr., WOW Omaha, Paul W. Morency, WTIC Hartford; James D. Shouse, WLW Cincinnati and G. Richard Shafto, WIS Columbia.

Popular Figure

Mr. Ryan, one of the most popular figures in radio, has carried through the arduous work of “radio censor” since the creation of the wartime agency under the direction of Byron Price, executive editor of the Associated Press. Upon assuming the post Dec. 26, 1941, Mr. Ryan said he planned to remain in Washington as long as he was needed, looking to the time he would return to Toledo, headquarters of the Fort Industry Co. Operations stations in the group are WSPD Toledo, WWVA Wheeling, WMMN Fairmont, W. Va., WLOK Lima, O., WHIZ Zanesville, O. and WAGA Atlanta. An application also is pending for acquisition of WFTL, Fort Lauderdale, Fla., by Fort Industry.

Lt. Comdr. George B. Storer, USNR, on active duty at the Chicago Naval District, is president of Fort Industry and principal owner. Mr. Ryan, his brother-in-law, holds a minority interest but for years prior to his call to Washington had directed operations of the stations from Toledo, his home.

New Type of Direction

The Ryan nomination would introduce a new aspect in NAB direction. A two-thirds vote of the board is required to name the president. Mr. Ryan had served two tenures on the board and had been chairman of a number of committees, including budget.

Since differences developed over Mr. Miller’s incumbency in July 1942, conversation has centered around the type of man who should logically head the trade association. Many broadcasters have urged an outstanding national figure. Others have advocated a practical broadcaster, familiar with industry operations and therefore able “from scratch” to talk shop, and who therefore would have an appreciation of both operating and legislative problems.

Mr. Ryan, it was pointed out, appears to meet these prerequisites. He has been a practical broad- (Continued on page 58)

NAB ‘Victory Conference’ April 10-13

New York Chosen; FM, Video Get Attention

BARRING eleventh-hour changes dictated by war, the NAB will hold its 22d annual membership meeting and “Victory-War Conference” at the Waldorf-Astoria, New York City, April 10-13, under arrangements virtually completed last Friday.

Following approval of the New York site by the special NAB committee of board members, C. E. Arney Jr., secretary-treasurer and convention manager, said last week that commitments were practically final with the Waldorf. Like last year’s meeting in Chicago, the 1944 sessions will carry a war theme, but this time with attention focused upon post-war planning and new services, such as television, FM, and facsimile.

Post-War a Factor

The Convention Site Committee, headed by Ed Yocum, KGHL Billings, Mont., and the Convention Program Committee, of which Kolin Hager, WGY Schenectady, is chairman, met jointly in Chicago Jan. 14 and decided upon New York, provided hotel accommodations could be procured. Mr. Arney completed his tentative arrangements last Friday, with ample accommodations for a convention of 1,000 to 1,200 at the Waldorf and nearby hotels such as the Barclay, Belmont-Plaza and Ambassador.

In New York was discussed because of the interest in post-war developments. Television and FM demonstrations will be close at hand in the New York area, where those activities are largely centered. Speakers for roundtable discussions likewise will be readily available. It was expected mid-western and western broadcasters could arrange business trips to the East to coincide with the annual meeting.

The conference will run from Monday, April 10, through luncheon Thursday, April 13, under the preliminary plan. Monday will be given (Continued on page 59)
First Newspaper Order Test Raises Question of Monopoly

KYCA Application for Transfer of Control to KTAR Is Ordered Set for Hearing by FCC

MISGIVINGS about the FCC action dismissing the newspaper div- 

correction proceedings developed 

last week with the disclosure that 

the Commission had designated for 

hearing the first newspaper case to 

arise since its Jan. 13 action estab-

lishing the newspaper ownership 

aspect as the main issue. By a 

split vote the Commission last 

Tuesday designated for hearing 

the application of KYCA Prescott, 

Ariz. to transfer control to KTAR 

Broadcasting Co., Phoenix.

In its notice of hearing, released 

last Friday, the FCC listed as one of 

the issues:

"To determine whether or not approval of the proposed transfer would effect a concentration of 

control of media of mass communications in the State of Arizona, contrary to the public interest."

Would Hold 75%

Other items in the notice were largely pro forms. KTAR owns about half of KYCA. The transfer application involves acquisition of control of the Prescott station by Mr. W. P. Bascom, who heads the Arizona Republic and Phoenix Gazette. KTAR would acquire approximately 75% of KYCA under the transaction. An additional item of $3,500 would be involved.

The application has been pending for more than two years, and was one of those thrown in the "suspended" file under Orders 79 and 79A, newspaper divortement orders which were dismissed by the Commission [BROADCASTING, Jan. 17]. Commissioner T. A. M. Craven dissented from the action.

It is understood KTAR has paid operating deficits of the station for some years, pending FCC action, to maintain the station's service in Prescott.

Senator MacFarland (D-Ariz.), a member of the Interstate Com- 

mittee with Naval Intelligence and the FBI and "some other questions" which he declined to answer.

Interested in last week's hearing was keen following rumors on Capitol Hill that Mr. Hoover had been ordered by the President not to testify. Mr. Garey opened the hearing with questions about Al- 

fonse Lambiase who, the Commit-

tee records show, was dismissed by WCOP Boston following an alleged collaboration between the FCC and OWI. Mr. Hoover answered ques-

tions willingly until Mr. Garey read from a portion of a letter signed by the FBI chief and ad-

ressed to Rep. Richard B. Wiggins-

worth (R-Mass.), Committee mem-

ber, with reference to the Lambiase case.

Explain's Attitude

"May I say to Mr. Garey and to the Committee," said Mr. Hoover, "I was advised yesterday by Mr. (Ugo) Carusi, executive assistant

to the Attorney General, that I 

would be asked certain questions this morning concerning fingerprint records, and concerning certain matters relating to activities at Pearl Harbor, and concerning certain operations of the Bureau.

"While I do not, in any way, de-

serve to interfere with the work of this Committee, the President has directed I should not testify to any matters or to any correspondence relative to security."

The Attorney General has construed questions of this kind as falling within that category, so I must decline to answer for that reason." From then on Mr. Hoover declined to answer many questions "for the reason previously stated".

Mr. Garey asked for a copy of the presidential order which Mr. Hoover testified he had with him. When Mr. Cox asked permission to consult with the Attorney General for a ruling on the request, Mr. Garey, asked that the Assistant

(Continued on page 67)

SEVEN FOR ELEVEN might be the slogan for this group representing the sponsor, the agency and the station that has carried the Simon's Susanne Susanne series for over a dozen years. Gathered at a luncheon in Chicago recently celebrating the 11th anniversary of the program on WMAQ Chicago, are (1 to r): George H. Hartman, agency contact; Judy Britton, member of NBC's transcription department; Paul McElroy, NBC central division sales manager and dealer; first program; H. L. Nebrass, vice-president and advertising manager of the Simon's Co., Chicago; John Holtman, announcer and m.c. of the present show; Rudl Neuhaus, NBC spot salesman who services the account; and Oliver Morton, national spot and local sales manager, NBC Chicago.

Emerson MBS Plans

EMERSON RADIO & Phonograph Corp., New York, which has been rumored to be interested in network institutional advertising for the past six months or so, appears to be set for a half-hour Sunday show on Mutual in the 5:30-6:30 p.m. period. William H. Weintraub & Co., New York, is agency in charge. New program is expected to be a dramatic show—Green Valley—U. S. A., a serial formerly heard on CBS as a sustaining. Starting date for the new series has been tentatively set for Feb. 13, and station line in the process of being lined up.

record a series of exhibits hereto-

fore introduced but not admitted.

The order stated that any party who had heretofore appeared in the proceeding on or before Feb. 1, 1944, could file a statement for inclusion in the record with respect to these exhibits.

Harold V. Hough, WBAP-KGKO

(Continued on page 64)
Advance registrations to FMBI convention on page 32,... "Our Respects" sketch of Mai. Ed- win H. Armstrong on page 38.

Post-War Plans of Newest Service
Main Topic
FM MAKES its debut to the broadcast-
ing industry en masse, for post-
war delivery, at the annual con-
vention of FM Broadcasters Inc.
in New York Wednesday and Thursday, together with the broad-
casters, broadcast aspirants, agency
observers and other interested
parties duly registered.

Advance registrations last week exceeded 325, and the attendance was expected by the broadcast
bands because of the Jan. 13 order of the FCC lifting the ban on newspaper
registration of stations. All radio
roads appear to lead to the Com-
modore Hotel, convention head-
quarters.

Many Applications
Walter J. Damm, FM pioneer,
former NAB president, and presi-
dent of FMBI, told Broadcasting
last Friday that recent developments offer great promise for FMs' early emergence as the newest of
radio's post-war services. Dr. Ed-
win H. Armstrong, whose inven-
tions have helped to make FM
possible, in a statement to BROAD-
CASTING, predicted the "rena-
sissance of radio" by virtue of FM
development with broad social, eco-

nomic and political
Washington attorneys said they
had been instructed to file appli-
cations for FM stations in a sudden
revival of interest. A quick count
indicated that 75 to 100 such ap-
plications are being processed,
the psychologists of existing standard broadcasters but
many for new stations are not in radio
and other newcomers.
The list of new FM applicants
last week was headed by the New
York Times, not now in radio but
several times reported as
in reflection of interest of ac-
cquisition of a New York
outlet. There are now seven pend-
ing applications from newspapers
in New York with the big FM
largely, whereas no major English
language newspaper in that city has
radio station ownership or affli-
tion.

In bailing the enthusiastic
response to the first national "come
one—come all" FM convention,
President Damm said he viewed the meeting with greater expectations of things to come than when the original plans for the meeting were made.

"It's my sincere hope," he said,
"that the future will not find too
many 'straws' who don't hear the
'call'!"

Mr. Damm said the annual
meeting will not be "just a broad-
casting convention membership session".
"The board of directors of FMBI, after
watching the tremendous strides
made by FM and analysing the
promises for its future develop-
ment, decided that this meeting, like its regular meetings during
1943, should be opened as a forum
and roundtable to everybody inter-
ested in this great new medium.

"The board of directors has been more than justified by the receipt, as of Jan. 21, of over 325 advance registrations and more than 30 new membership applications. Re-
cent events—only hopes at the
time the dates of the meeting were
selected—serve to give further im-
petus to FM's progress."

"Particularly are we gratified at the decision of the FCC involving newspaper ownership of radio
stations. The dismissal of Order 79
and 79A opens the way for filing of
applications for construction of FM
stations by newspapers with the full
knowledge that such appli-
cations will be treated without
discrimination."

"The NBC announcement of last week to the effect that it is making available to its clients the
services of FM stations operated by
NBC affiliates gives many stations
the assurance of a program service
which should be of great as-
sistance in programming their new
FM stations and building a listen-
ing audience."

Planning Board Aid
Mr. Damm stated further that the
organization of the Radio Tech-
nical Planning Board, to work out
proposed allocations for new ser-
ices desired for post-war develop-
ment, will have an important bear-
ing on FM. The decision of RTBP,
to "place FM problems near the top
of its agenda is another point of
advantage in the FM picture," he
said.

One of the knottiest problems
facing FM is that of sufficient fre-
quencies to accommodate an ade-
quately number of stations in the
FM band in the larger metropoli-
tan areas. The present FM band
extends from 42 to 50 mc com-
modates 40 FM frequencies, with
a maximum of 17 stations possible
in the same metropolitan area.
FMBI hopes to procure an adja-
cent portion of the spectrum now
allotted to the first television band,
for FM transmission. Television pro-
ponents, however, are resisting this
move.

In the New York area alone, ac-
cording to FCC records, the num-
ber of FM applications exceeds the
available assignments, with the
likelihood that other applications
will be filed. Included in the New
York area for allocation purposes
are nearby New Jersey and Penn-
sylvania territories.

Heavy Registration
The interest manifest in the con-
vention among others that broad-
casters are indicated by the ad-
vance registration lists, as well as
by inquiries to FCC headquarters
and others in the field. Practically
all of the top advertising agencies,
in placement of radio business have
registered. So have virtually all of
the station representatives and
radio receiving set manufacturers.
Many of those registered are
newspapers not now in radio.

Considerable interest appears
to center about the roundtable panel
scheduled for the Thursday
session, to be participated in by Maj.
Armstrong, Mr. Damm, FCC Chief
Engineer and Commissioner-design-
ate E. K. Jett, FCC Assistant Chief
Engineer George Adair, Philip G.
Louchks, Washington attorney
and FCC General Council; and
John Shepard 3d, president of Amer-
inque, a national network project.
Approximately 100 questions covering
every aspect of FM present and
prospective, have been submitted
in advance.

Principal speaker at the session
will be J. Lawrence Armstrong, FCC
Chairman, who addresses the luncheon
meeting Wednesday. Other speakers include P. H. Pum-
phrey, Maxon Inc., on "What an
Advertising Agency Found Out
About FM"; Maj. Armstrong; Dr.
W. R. G. Baker, vice-president, Gen-
eral Electric Co. and Chairman
of D. B. Boutwell, the U.S. Office of Educa-
tion on "FM Plans Of The Office
Education".

The technical outlook for FM,
both on its front in development and
transmitter production will be covered at
the opening sessions by speakers rep-
resenting practically all of the major
companies in the manufactur-
ing field.

Following the round table
discussion Thursday, the convention
will be restricted to FMBI mem-
bers for the Annual Meeting and
transaction of regular business.

Membership of FMBI has more
than doubled since Pearl Harbor,
totalling approximately 100 just
prior to the meeting. Membership
rules were modified by the FMBI
Board at its last meeting, to ac-
commodate FM applicants as well
as licensees.

FM CONVENTION PROGRAM

COMMODORE HOTEL
NEW YORK
JAN. 26-27, 1944

Wednesday, Jan. 26
6:00 a.m. Registration
9:00 a.m. Directors' Meeting (FMBI
suite)
10:00 a.m. President's Report, Walter J.
Damm
11:00 a.m. Legislative Review, Philip
Louchks
12:00 noon Luncheon, Speaker, James
Jett, FCC Chairman
1:00 p.m. Engineering Review, G. W.
Jackson
2:00 p.m. Radio Receivers and Trans-
mitters, Manufacturers' Future FM
Plans, Robert A. Cochrane, Wa-
er J. Loucks
3:00 p.m. FCC, with a review of the
FMBI, FCC and the RTBP, Dr. W. R.
Armstrong
4:00 p.m. What an Advertising Agency
Found Out about FM, P. H.
Pumphrey, Maxon Inc.
5:00 p.m. FCC, Plans of the Office
Education, William D. Boutwell

Thursday, Jan. 27
10:00 a.m. Roundtable Panel, Maj.
Edwin H. Armstrong, John Shepard
3d, Walter J. Damm
12:00 noon Luncheon—(FMBI mem-
bers only)
2:00 p.m. Annual Meeting—(FMBI mem-
bers only)
4:00 p.m. Directors' Meeting

BROADCASTING • Broadcast Advertising
January 24, 1944 • Page 11

Armsong Message

THIS is the message of Dr. Ed-
win H. Armstrong to the fifth an-
nual convention of FMBI:

"Ten years ago a few of us
knew that a technical revolution
in broadcasting had taken place.
Four years ago that realization
spread through a part of the broad-
casting industry not only is the
recognition general throughout
the industry, but there has spread
throughout the country the under-
standing that FM means not
only technical improvement, but
a renaissance of the broadcast
structure. That men once attempted
to deny the advent of FM has
now been almost forgotten."

It is hardly possible at present
for anyone to forecast what all this
will eventually mean in its eco-

nomic, social and political
aspects. But certain it is that the broad-
casting and manufacturing indus-
tries now have at hand a vast post-
war development which will fur-
nish immeasurable increase in the
utilization of manufacturing plant capacity on a scale
never approached in pre-war days.

"It is the only development
the radio art has that will do this for
many years to come."

WQBQ to Mutual

WQBQ Memphis, on March 6 be-
comes a full time Mutual affiliate,
bringing the total number of MBS
stations to 219. WQBQ is operated
by Broadcasting Station WHBQ Inc.
with 1400 kc on 250 w.
Interest in Newscasts Soared in 1943

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting (CAB)

In the absence of an equivalent increase in listening, the corollary of the increase in production is, of course, a larger number of nighttime programs with lower CAB ratings. The comparison of December points up the validity of the corollary. Of the programs broadcast in the same month in December 1941 when not a single program was carried over, 40 and only five were scored at 30 or better. With 18 programs in the 20-30 bracket, December 1943, moreover, has a record that is amply better than an improvement of 100% over 1941. Only eight offerings were scored in that range for the whole month.

Where 1943 fell short of 1942 was in the delivery of war information to the American people. Neither President Roosevelt nor Prime Minister Churchill succeeded in 1943 in achieving an audience rating that rivaled or bettered accomplishments of 1942. The difference undoubtedly reflects the differing quality of interests and events in the two periods: 1942, with the outbreak of war a fresh and momentous inspiration, was a year of unexpected and unplanned developments; 1943, with a public inured to war, was a year of steady and expected flowering of American offensive might.

The President and the Prime Minister, nevertheless, were credited with audience ratings that outdistanced their pre-war records. The President’s Lincoln Day address, in fact, was scored at 67 to compare favorably with several of his 1942 talks to the Nation. It could not measure up, however, to the rating of 83 that the President twice scored in the first three months of the war. The President’s day of the Catholic Church’s Anti-Strikes of the coal strike on May 2, 1943, was rated at 60 for the second best mark of 1943. The Washington Day address was tallied at 48, while the international broadcast in which Prime Minister Co- mocho of Mexico joined with Presi- dent Roosevelt, to the people of both Nations on April 20, 1943, was scored at 47.

Prime Minister Churchill was twice rated by the CAB in 1943 and was credited with ratings of 35 and 37. The first was scored by his international broadcast on “The Post-War World,” and the second rating was earned by his address to the U. S. Congress on May 19. The Prime Minister’s high water mark in 1942 was 41.

Special Events
American concern with its supply of food, a subject that demonstrated a remarkable growth in 1943, was borne out by the ratings of 22.3 credited to the address of Herbert Hoover on January 21, 1943. The former President spoke on “Food Supplies for This War.”

Another special event that achieved an exceptional rating from CAB of 29.7 was the address of Madame Chiang Kai-Shek from Madison Square Garden on March 2, 1943. It was scored at 15. The Hoover speech was carried on only one network, the NBC “First Lady of China” broadcast on two chains.

A series of weekly broadcasts by Elmer Davis, broadcast on three networks in the months of the summer of 1943, was scored with ratings that ranged from 11.7 to a high of 17.3. An all-network broadcast of the War Bond Rally opening the Third War Loan drive on September 8, 1945, was recorded coincidentally with a rating of 40.2.

New Programs
While 1943 was the year of new programs, the development was not perceptible until the spring season, when the growth was the consistent characteristic of the year thereafter. The record of the last winter season of 1942-43 discloses, moreover, that four fewer programs were rated than in the preceding winter period of 1941-42. But the pickup that came in the spring of 1943 eventually added 29 programs to the roster, showing that they were rated by the CAB in the summer of 1945 in contrast with 1942.

Case histories of the rated programs of December 1943 reveal, in addition, that 35 of them were new nighttime offerings in 1943. As the rated programs of the month numbered 137, it is evident that 24% of them were first-year productions. An examination of the fresh new shows that were still going strong in December indicates that they ran the gamut of types with one exception. There was no new production of topical material or classical music. But all the other types were represented.

Sponsors and producers exploited virtually every source to bring new talent to their 1943 network pro-
DIVISION OF COMMERCIAL NETWORK TIME BY PROGRAM TYPES
Evening Programs

III October 1942--April 1943

CLASSICAL AND
- SEMI-CLASSICAL 2.2

FAMILIAR MUSIC 5.4

POPULAR MUSIC

19.3

COMMENTATORS, NEWS
AND TALKS

16.4

VARIETY

19.5

CHILDREN'S
PROGRAMS 1.5

AUDIENCE PARTICIPATION

16.8

IV May-September 1943

CLASSICAL AND
- SEMI-CLASSICAL 2.0

FAMILIAR MUSIC 5.8

CHILDREN'S
PROGRAMS .7

POPULAR MUSIC

12.6

COMMENTATORS, NEWS
AND TALKS

18.6

QUIZ

7.5

VARIETY

18.1

AUDIENCE PARTICIPATION

14.3

OTHERS

6.8

NOTE:—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute programs broadcast 5 times a week have been considered as 1% hours per week for the number of weeks investigated. 15-minute programs 5 times a week 1% hour, etc.

New dramatic productions brought listeners a wide range of selection, ranging from dramatized war stories in the *The Man Behind the Gun* to another revival of the classic *Sherlock Holmes*. *Mr. and Mrs. North* qualified as comedy drama, while *The Coronet Little Show* followed the fashion of *Radio Reader's Digest*. *Mystery Theatre* was an out-and-out thriller with such period pieces as *The Murder in the Rue Morgue* providing the substance. Dramatic productions, all types included, accounted for more new shows among the December offerings than any other distinguishable type of radio program.

Despite the December record of the new dramatic shows, the type of program that displayed the greatest activity in 1943 was that embracing commentators, news and talks. The growing importance of network news programs—whether straight or inflated with comment—was demonstrated early in the year when Elmer Davis, chief of the Office of War Information, made weekly trips to the microphones to report to the nation over three networks.

Commercial advertisers likewise sensed the enriched interest in news programs and their consequent enlarged value as a vehicle for advertising messages. The CAB comprehensive report of the summer of 1943 reveals that news programs ranked second in the use of purchased nighttime network time. Exactly 18.6% of the purchased time was consumed in broadcasting news programs, and only the dramatic productions—44 shows in all—required more time. Variety shows fell to third place when they could account for only 18.1% of the commercial time.

*In the previous summer season of 1942, news and comment programs comprised 26.0% of the commercial time. (Continued on page 59)*

BROADCASTING • Broadcast Advertising
January 24, 1944 • Page 13
CBS 1943 BILLS BY AGENCIES, SPONSORS

**December Is Best Net Billing Month**

Page 14 January 24, 1944

Franklin Brisacher, Davis, Wasey on MBS

Young & Rubicam Tops Billing On CBS, Erwin, Wasey on MBS

Young & Rubicam tops all agencies in placement of time on CBS during 1943, an analysis of the network's billings for the year reveals. The agency's placements totaled $1,354,497,447 for the year. J. Walter Thompson Co. ranked second with $971,841. Blackett-Sample-Hummert ranked a close third with $498,438 for the year. Ruthrauff & Ryan placed $482,844 in time on CBS for the year.

Other's in the 10 agencies placing CBS time were Compton Adv., $5,099,580; Biow Co., $2,283,786; William Esty & Co., $2,262,916; Foote, Cone & Belding, $2,191,163; Arthur Meyerhoff & Co., $2,027,945; Benton & Bowles, $1,908,002.

Mutual Billings

Erwin, Wasey & Co. topped the agencies placing time on Mutual network with $2,128,630. In second place was R. H. Alber Co., whose billings were $1,666,130. Ivey & Ellington was third with $1,076,100. In fourth place was William Esty & Co., $997,177; fifth, Kenyon & Eckhardt, $798,329; sixth, Hixon-O'Donnell Adv., $672,061; seventh, G. C. Hoskin Associates, $476,786; eighth, Ruthrauff & Ryan, $467,692; ninth, Airletters Inc., $442,794; tenth, J. Walter Thompson Co., $439,552.

Among sponsors, General Foods topped the placements on CBS last year with $4,966,710. Not far behind was Lever Brothers Co., $4,942,104; Proctor & Gamble Co., $3,856,722. Others in the first ten CBS sponsors were American Home Products Corp., $2,839,573; William Wrigley Jr Co., $2,657,483; R. J. Reynolds Tobacco Co., $2,520,210; Sterling Products, $2,141,201; Campbell Soup Co., $1,540,680; Liggitt & Meyers Tobacco Co., $1,528,780; Philip Morris & Co., $1,388,259.

Top Mutual network sponsor was Gospel Broadcasting Assn., placing $1,150,130 on hookup in 1943. In second place was R. H. Semler Inc., $1,941,446, followed by Kellogg Co. in third place with $798,329.

**CBS 1943 BILLS BY AGENCIES, SPONSORS**

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Home Products Corp., Anacin</td>
<td>1,421,409</td>
</tr>
<tr>
<td>American Home Products Corp., Benjamin</td>
<td>177,400</td>
</tr>
<tr>
<td>American Home Products Corp., Byer</td>
<td>474,198</td>
</tr>
<tr>
<td>American Home Products Corp., Klyon</td>
<td>766,786</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co., Ogden</td>
<td>548,312</td>
</tr>
<tr>
<td>Sterling Products Inc., Bayer Axilin</td>
<td>746,204</td>
</tr>
<tr>
<td>Sterling Products Inc., Dr. Lyon</td>
<td>513,196</td>
</tr>
<tr>
<td>Sterling Products Inc., Mutual Shampoo</td>
<td>119,671</td>
</tr>
<tr>
<td>Sterling Products Inc., Phillips Dental</td>
<td>294,599</td>
</tr>
<tr>
<td>Sterling Products Inc., Planes Tablets</td>
<td>108,519</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,488,468</strong></td>
</tr>
</tbody>
</table>

MBS Billings by Clients

- Gospel Broadcasting Assn. $1,564,190.83
- R. H. Semler Inc. 915,440.15
- Kellogg Co. 795,380.95
- Pfizer Inc. 476,280.38
- Mayfair Cigars 280,850.70
- Kodak Products Corp. 280,750.00
- Sinclair Refining Co. 164,560.66
- Colonial Baking Co. 142,570.21
- Loew's Inc. 105,460.95
- American Tobacco Co. 83,750.00
- Anacin Co. 48,560.00
- Anacin Co. 24,310.00
- National Cereal Co. 21,670.00
- National Cereal Co. 18,460.00
- National Cereal Co. 18,250.00
- National Cereal Co. 14,950.00
- National Cereal Co. 14,740.00
- National Cereal Co. 12,520.00
- National Cereal Co. 9,310.00
- National Cereal Co. 7,100.00
- National Cereal Co. 5,900.00
- National Cereal Co. 3,700.00
- National Cereal Co. 1,500.00
- National Cereal Co. 1,300.00
- National Cereal Co. 1,100.00
- National Cereal Co. 900.00
- National Cereal Co. 700.00
- National Cereal Co. 500.00
- National Cereal Co. 300.00
- National Cereal Co. 100.00
- National Cereal Co. 0.00

MBS Billings by Agencies

- Erwin, Wasey & Co. $1,354,497,447
- R. H. Alber Co. 1,150,130
- Ivey & Ellington 941,446
- Airletters Inc. 798,329
- William Esty & Co. 672,061
- J. Walter Thompson Co. 549,552
- G. C. Hoskin Associates 476,786
- Continental Baking Co. 467,692
- Arthur Meyerhoff & Co. 442,794
- Benton & Bowles 439,552
- Blackett-Sample-Hummert 439,552
- Grey Advertising Agency 439,552
- Joseph Katz Co. 439,552
- Roche, William & Cunnyngham 439,552
- Bucilla Yarn Spots

Burdernull Co., New York, is entering radio for the first time with a campaign of participations on behalf of Bucilla yarns. Schedule has already started on $1,566,190.83 on WZAF, WIBW, WTMJ and will expand to a dozen or more additional stations at a later date. Firm is using women's interest programs. Agency is Grey Adv., New York.

**BROADCASTING**

**December is Best Net Billing Month**

February Poorest for Gross Receipts, Figures Show

Crossings of Billboards in network were $37,651,744, according to figures gathered by the network's research department. Best month of the year was December, when billings totaled $39,743,744. Lowest month was February with $37,900,165.

Gross billings of Mutual network in December were $15,841,608, with December's $1,500,402 topping the list. Last month was February, $826,085.

CBS billings by months follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>97,010,144</td>
</tr>
<tr>
<td>February</td>
<td>926,085</td>
</tr>
<tr>
<td>March</td>
<td>841,481</td>
</tr>
<tr>
<td>April</td>
<td>961,918</td>
</tr>
<tr>
<td>May</td>
<td>996,797</td>
</tr>
<tr>
<td>June</td>
<td>1,001,481</td>
</tr>
<tr>
<td>July</td>
<td>1,201,797</td>
</tr>
<tr>
<td>August</td>
<td>1,329,240</td>
</tr>
<tr>
<td>September</td>
<td>1,407,787</td>
</tr>
<tr>
<td>October</td>
<td>1,608,402</td>
</tr>
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</table>

**CBS Billings by months follow:**

- **January**
  - Mutual Billings: $97,010,144
- **February**
  - Mutual Billings: $926,085
- **March**
  - Mutual Billings: $841,481
- **April**
  - Mutual Billings: $961,918
- **May**
  - Mutual Billings: $996,797
- **June**
  - Mutual Billings: $1,001,481
- **July**
  - Mutual Billings: $1,201,797
- **August**
  - Mutual Billings: $1,329,240
- **September**
  - Mutual Billings: $1,407,787
- **October**
  - Mutual Billings: $1,608,402

**End of Document**

- **New York**
  - Mutual Billings: $13,841,608

- **December**
  - Mutual Billings: $15,841,608

- **Other Agencies**
  - Mutual Billings: $13,841,608

- **Boston**
  - Mutual Billings: $13,841,608

- **Chicago**
  - Mutual Billings: $13,841,608

- **San Francisco**
  - Mutual Billings: $13,841,608

- **Los Angeles**
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- **New York**
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- **San Francisco**
  - Mutual Billings: $13,841,608

- **Los Angeles**
  - Mutual Billings: $13,841,608
The Forgotten AUDIENCE!

We found it for you! A bonus audience. The Baltimore war-worker population who want daylight radio after midnight! We've got it all wrapped up in a package called "The Night Owl Club." Prizes, contests, fast, brisk showmanship, music and news. It's not just a "platter" show. And that makes the difference. They're joining the club by the hundreds every day. Get the facts . . . and get sales at lowest-cost-per-dollar. Write today for choice availabilities! You'll be glad you did!

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Television Broadcasters Assn. Formed
By Engineers at Convention in Chicago

FORMATION of the Television Broadcasters Assn., Inc., proposed and operated by the Society of Television Engineers, followed meetings held last week at the Palmer House, Chicago, Jan. 17-18. Over a score of STE members, from all parts of the country, attended the sessions.

Principles and an organization code under which the group will operate were decided upon. An organization committee, to complete steps toward electing a board of directors; at the next meeting, was selected, composed of the following: Chairman, Allen B. DuMont, president; DuMont Laboratories, Inc., New York; Allen Weiss, executive vice president, Stevens Institute of Technology, Hoboken, N. J.; and Paul Raibourn, president, Television Productions Inc., N. Y., and Lewis Allen Weisz, Jr., national president, Broadcasting System, Los Angeles.

Need Explained

Necessity for the organization was explained by members as stemming from prospects for the immediate development of "large scale television activity after the war."

Mr. DuMont said the association plans "aggressive action to obtain for television allocations of radio channels in keeping with the possibilities of television as a future public service.

Two classes of membership have been arranged for: active voting members, open to all organizations operating a commercial or experimental television broadcasting radio station, who have a construction permit therefor, or who have an active application therefor with the FCC; and affiliate non-voting memberships, for "all others interested in radio."

Among those in attendance at the meeting, besides the organization committee named, were: P. O. G. Caldwell, Society of Television Engineers, Los Angeles; Howard C. Littgen, chief engineer, NBC central division; George Lang, chief engineer, WBYE, Bayonne, N. J.; R. L. Popp, WOR New York; R. M. McElman, General Electric, Schenectady; Harry R. Lubke, Don Lee Broadcasting System, Los Angeles; G. M. Lewander, N. Y. A. V. A. & S. Corp., New Bedford, Mass.; R. L. Foster, KMBC Kansas City; Walter J. Damm, WTMJ Milwaukee; Paul R. Bartlett, KFRE Fresno, Cal.; Richard H. Hooper, RCA Chicago; John M. Baldwin, KDYL Salt Lake City; John Gibbs, Detroit Corp., Detroit; G. L. Taylor, Midland Broadcasting Co., Kansas City; and Thompson L. Guernsey, General Televisions Corp., Boston. Mr. DuMont is the STE and director of Television Productions Inc., Los Angeles, which owns and operates W6XYZ Hollywood, a guiding figure for future plans for Television Broadcasters Assn., was unable to attend the meeting.

Incorporation of the TBA is expected to take place soon in Delaware, after a New York meeting of the group next month.

STATE DEPT. POST

GOES TO deWOLF

REORGANIZATION of the State Department last week effected a personnel change in the Telecommunications, Production, and Engineering Division of the FCC. Col. deWolf named new chief of the division succeeding Thomas H. Berle, who is associated with communications field, Mr. deWolf served as a representative at the fifth meeting of the International Telegraph Consultative Committee in 1936 at Warsaw; was delegate in 1938 to the Long Distance Conference at Cairo, and represented the U. S. at the North American Regional Radio Engineering meeting held in Washington in 1937.

Under the reorganization, Assistant Secretary of State Adolph A. Berle Jr. has been named Assistant Secretary in charge of Transportation & Communications, replacing Assistant Secretary of State Breckinridge Long, who has been placed in charge of Congressional relations. Mr. Berle will succeed Mr. Long as member of the Board of War Communications.

The work of the Telecommunications Division will remain the same as in the past, but closer coordination with other departments is expected to result.

HUBBELL ROBINSON NOW

Vice-President of Y & R

HUBBELL ROBINSON, Jr., associate director of radio of Young & Rubicam, New York, has been appointed vice-president and a vice-president of the agency. He has been with Y & R since 1928. When the agency formed a radio department in 1929, he joined it and organized a station relations department, later going into production work. He headed the Western division when he reorganized the talent department and took complete charge of its activities.

In January, 1942, he was made associate director of the radio department, a post he continues to hold. A graduate of Brown U., Mr. Robinson wrote "How the World Was" and on Schenectady and Albany newspapers. He wrote stage reviews for Exhibitor's Herald until joining Y & R.

AFM Board Session

INTERNATIONAL EXECUTIVE Board of the American Federation of Musicians will hold its annual mid-winter meeting in Chicago the week of Feb. 6. Decision to meet in Chicago instead of Miami where these sessions are usually held, was based on the union's desire not to add to unnecessary travel and to have the meeting in a central location, it was explained at AFM national headquarters last week.

CBS Names Lodge,
Grossman to Posts

Cohan, Engineering Director,
Resigns After Long Service

EDWIN KING COHAN, CBS director of general engineering for the past 10 years, resigned Jan. 15. He has not revealed his future plans, but is expected to make an announcement shortly.

William B. Lodge, who supervised the department during Mr. Cohan's recent leave of absence, will take charge of the network's general engineering design and developmental activities, returning to CBS after six months' service as associate director of the Airborne Instrument Laboratory, Division of Columbia, U. S. Division of War Research. He has been in the service since 1941.

Henry Grossman, network operations engineer, will have charge of engineering operations for CBS and in this capacity as well as that of chief engineer of WABC, network O&O station in New York, he will report directly to James M. Needham, CBS director of operations. Reporting to Mr. Grossman are R. G. Thompson, James Beloungy and Al H. Bowman, operations engineers for the network's eastern, central, and western divisions, respectively.

Beginning his radio career at 14 as a ham operator, at 17 Ed Cohan turned professional with a summer's worth of work in the Panama Canal Commission. During World War I he served in the Naval radio laboratories and after co-designing a high-fidelity audio-amplifier kit and traveling the country demonstrating it to dealers, entered broadcasting in 1926 as an engineer with WOR New York as technical supervisor for the station. When WOR was then New York key station. After building and equipping studios for Judson Radio Program Corp., Mr. Cohan rejoined CBS in 1933 as chief engineer of technical supervision. In 1934, when the CBS general engineering department was formed, he was appointed director, holding that position until his resignation.

Pete Nelson Is Appointed
Westinghouse Manager

OF Shortwave, Television

AFTER more than two years with the OWI Overseas Branch, F. P. (Pete) Nelson returned to Westinghouse Electric Corp. last Thursday to undertake new duties as Manager of Midland Broadcasting's Shortwave Activities, it was announced by Lee W. Hurd, General Manager. Mr. Nelson will be stationed in Philadelphia to direct a department which has experienced Mr. Nelson of television planning and development now in progress.

Midland Broadcasting OWI in August 1941. As Assistant Chief of the Bureau of Communications Facilities, Midland Broadcasting facilities for OWI in New York and later in San Francisco his headquarters until recently. Prior to OWI service, Mr. Nelson was named chief engineer of the OWI San Francisco Division, has been named acting chief of Midland Broadcasting Facilities in charge of the San Francisco office to replace Mr. Nelson.

ATS Meets at FMBI

AMERICAN Television Society will have another special general meeting on Jan. 25, timed to tie in with the FMBI sessions Jan. 26-27 and the 28th and 29th. Paul Raibourn, president, Television Productions Inc. and in charge of television for Paramount Pictures, will speak on "The Picture of Television" and Norman D. Waters, ATS president, will discuss "A Day of Television at the Capitol." "Meeting," to be held at the Capitol Hotel, New York, at 8:45 a.m. January 26 has been open to everyone interested in television.

Video Lunch Group

INFORMAL luncheon discussions of television by a small group of New York writers in the field have led to the formation of the Tele- vision Press Club as an "unspotted monthly luncheon group, all members of the television press." First meeting will be held Jan. 25, when a half-hour's feature of the Television Broadcasters Assn. meeting in Chicago and a preview of this feature at the convention at the IRE convention will be the major topics of discussion.

Engineer's Meeting

ENGINEERING representatives of 20 MBS members, meeting to converge at the network's New York headquarters Jan. 27 for a discussion of Mutinu's Technical organization, operations, service and equipment, as well as of the common wartime problems of manpower and equipment shortages, etc. Meeting, first of its kind to be held by MBS, was set for Thurs- day because most of the engineers will want to attend the IRE winter technical meeting in New York on Friday and Saturday.

Page 16 – January 24, 1944 BROADCASTING • Broadcast Advertising
national network originations make WXYZ a great station!

Longest-running network evening dramatic show—entering its 12th year on the air—"The Lone Ranger" is produced at WXYZ in Detroit for the Blue and Don Lee chains.
Wheeler to Conduct Public Hearing on Jett Nomination

Qualifications and Policies of FCC Chief Engineer Subject in Senate Committee

PUBLIC HEARING on the qualifications and policies of E. K. Jett, FCC chief engineer who was nominated Jan. 12 (BROADCASTING, Jan. 17) by President Roosevelt to fill the vacancy on the Commission which has existed since Commissioner George H. Payne's term expired last July, will be conducted by the Senate Interstate Commerce Committee.

Sen. Burton K. Wheeler (D-Mont.), Committee chairman, said last week that the appointment of Jett, a Navy man or Government official since he was 18, would be set probably sometime this week. Republican Senators who met informally last Thursday asked the Committee to delay the hearing until the party could ascertain Mr. Jett's political faith.

Never Voted
We'll have a public hearing and if anybody has any objections to Mr. Jett's nomination we'll hear them," said Chairman Wheeler.

A recess to delay the hearing as a Republican was made in Congress after it was reported that the chief engineer had not voted in any political campaign. He has been a Navy man or Government official since he was 18.

Sen. Wallace H. White Jr., acting minority leader and member of the Committee, said that some Republican Senators questioned Mr. Jett's policies. Sen. Styles Bridges (R-N.H.) wrote the acting minority leader soon after the nomination to protest his appointment as a Republican. Sen. Edward H. Moore (R-Okla.) previously had announced he would ask for a public hearing into Mr. Jett's political faith and qualifications.

Sen. Chan Gurney (R-S.D.), member of the Committee and himself a former broadcaster, said he had written Chairman Wheeler asking for a hearing to determine "whether Mr. Jett's nomination is for 'national defense' work of the RID and FBIS, whereas the normal operating estimate was placed at $2,200,000, an increase of $209,000 over the current fiscal year appropriation. It was understood that committee members will demand that the normal appropriation be cut to $2,000,000 and that virtually all of the $5,146,000 requested for 'national defense' be cut.

It was understood that copies of testimony given before the House Select Committee to Investigate the FCC were made available to members of the Independent Offices subcommittee of the House Appropriations Committee.

Although sessions were closed and the subcommittee will not make public its recommendations until Thursday (Jan. 27) it was reported that Chairman Fly was subjected to intensive grilling with particular reference to activities of the Radio Intelligence Division and the Foreign Broadcast Intelligence Service. Report of over disclosures in both areas that the Army and Navy had protested to President Roosevelt over military radio intelligence activities of the FCC, but that the Chief Executive had refused to disturb the setup, is understood to have played a leading part in the effort to confine the FCC to normal work.

In the 1945 fiscal year request for the FCC the President asked Congress to appropriate $6,146,000, whereas the normal operating estimate was placed at $2,200,000, an increase of $209,000 over the current fiscal year appropriation. It was understood that committee members will demand that the normal appropriation be cut to $2,000,000 and that virtually all of the $5,146,000 requested for "national defense" be cut.

New York Times Files for FM Station Following FCC Press Ownership Rule

FOLLOWING in the wake of the dismissal of the FCC press-ownership ban, the New York Times last week filed with the FCC an application for a new FM station in the New York area to operate on 45,500 kc with a service area of 8,250 sq. mi. Assigned in that area now, already utilizing all but four of the available FM channels, are 10 FM outlets.

On file with the FCC pending applications are additional applications for FM stations in the New York area. Of these, three are newspaper affiliated. The Times application, in view of present government building restrictions, is believed to be slated for the pending file along with the others. Under existing allocations all pending applications cannot be accommodated. Facilities now provide for 35 commercial FM channels. Six of these are Class A, 22 Class B and the other 7 Class C. Since FM stations may not satisfactorily use adjacent channels in the same area, the usable channels in each of these groups is cut in half.

Congestion in New York area FM channels became so acute in 1941 that an independent New Jersey Class A service area was created and certain reallocations in the existing New York outlets effected.

Stations now assigned in the New York area follow:

WSUZY, City of New York (WNYC); WBYT, Musak Radio, WFDR, William H. Finch; WHIP, FM Interchange Broadcasting (WJGB); WHNY, Low Booking Agency; WABC-FM; CBS (WABC); WBAM, Pemberton Broadcasting (WOR); WTMN, Metropolitan Television; WBCA, Capital Broadcasting (WABA); WABN, Bremer Broadcasting (WABM).

Applications now pending for stations in the New York area follow. Newspaper affiliates contain asterisk (*):

Deba Memoral Radio Fund, * (WEDV); Frequency Bro. vaster; Greater New York Broadcasting (WNYE), NBC; Wingate Broadcasting; Trenton; NBC; New Jersey Broadcasting (WNYE); Tribune, * (WNYE); Syndicate, * (WNYE); North Jersey Broadcasting (WNYE); WBNX Broadcasting; WMCA Inc.

Brown Heads KFRU

FOSTER H. BROWN has been named manager of KFRU Columbia, Mo., according to an announcement by the Star-Times Pub. Co., owners and operators of KFRU. Mr. Brown joined the KFRU staff in 1936 and before his new appointment was program director and assistant manager in charge of sales.

WFMJ Names Wood

PHILO WOOD has been named business manager of WFMJ Youngstown, O., following entrance of Leonard E. Nasman into the general management of WFMJ since it started in 1939, having been a salesman on the Youngstown Vindicator.

Smith Leaves

NEAL A. SMITH has resigned his position as station manager of WMFJ and WFMJ and with him the WFMJ program director. Mr. Smith has joined the George Payne chain as radio executive.

PUBLICITY SESSION AT NAB CONVENTION

FOLLOWING up its "grass roots" policy of starting operations at the individual NAB Public Relations Committee, meeting last Thursday and Friday at the Roosevelt Hotel, New York, decided to schedule public sessions at the forthcoming NAB district meetings.

William W. Egolf, assistant to the NAB president, will discuss the general station public relations.

Committee discussed its participation in the NAB convention in April, laying plans for a number of special public relations sessions and panels there. The Convention this year was entirely devoted to NAB's Listener Activities Division, beginning with a talk by Donny Lewis, coordinator of listener activity, followed by discussion.

Committee Chairman Edgar L. Bill, WMBD Feorid, presided at the two-day meeting, which was also attended by Craig Lawrence, the former manager of KFBC Boston; KPRC Houston; John F. Patti, WGR Cleveland; Leslie Joy, KV, Philadelphia; Ed H. Twamley, WBEN Buffalo; Frank Stanton, CBS; Sheldon Hickox, representing Frank M. Russell, WBRA; and Messers. Miller and Engol, NAB.

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WSUZY, City of New York (WNYC); WBYT, Musak Radio, WFDR, William H. Finch; WHIP, FM Interchange Broadcasting (WJGB); WHNY, Low Booking Agency; WABC-FM, CBS (WABC); WBAM, Pemberton Broadcasting (WOR); WTMN, Metropolitan Television; WBCA, Capital Broadcasting (WABA); WABN, Bremer Broadcasting (WABM).

Applications now pending for stations in the New York area follow. Newspaper affiliates contain asterisk (*):

Deba Memoral Radio Fund, * (WEDV); Frequency Bro. vaster; Greater New York Broadcasting (WNYE), NBC; Wingate Broadcasting; Trenton; NBC; New Jersey Broadcasting (WNYE); Tribune, * (WNYE); Syndicate, * (WNYE); North Jersey Broadcasting (WNYE); WBNX Broadcasting; WMCA Inc.

WAGE HOUR RULES ON TALENT DEFINED

CLARIFICATION of wage and hour rules regarding talent fees and their relation to regular rates of pay is contained in an official interpretation by L. Metcalf Walling, Administrator of the Ware & Hour Public Contracts Division, of the Office of Public Contracts, which was rendered by Lt. Joseph L. Miller, former NAB Director of Labor Relations, prior to joining the Navy.

Mr. Walling wrote:

... talent fees that most announcers receive a weekly salary from the radio station in which they are employed. When, however, there is an installment of requests and obtains the services of a particular announcer above the usual rate, the announcer is required to pay to the station a "talent fee" in the amount of 75%, of his weekly salary plus the fee. Such an arrangement is provided for in contracts between stations and the American Federation of Radio Artists, National Broadcasters Guild. This section of the Division's view that generally in such cases the "talent fee" paid to the announcer is part of his regular compensation and not in any way to be considered as an additional fee for performing services constitutes hours worked for the radio station. However, this position is not an absolute one. In determining its applicability in a particular case, an examination of the facts in the case becomes necessary...

Page 18 • January 24, 1944

BROADCASTING • Broadcast Advertising
The Birthplace of Aviation

THE MIDWEST'S FASTEST GROWING CITY

In the past forty-two months Dayton has become one of America's top markets. The steady influx of people into this great aviation center has not been the "boom town" variety, for even now Dayton is not considered a critical labor area.

In addition to being the hub of the Army Air Forces, Dayton has 470 diversified manufacturing industries, assuring continued growth and prosperity after the war.

FIGURES THAT MAKE DAYTON A GREAT MARKET*

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Buyers</td>
<td>47,688</td>
</tr>
<tr>
<td>1943 Payroll</td>
<td>$410,000,000</td>
</tr>
<tr>
<td>Bank Debit</td>
<td>$1,650,000,000</td>
</tr>
<tr>
<td>Bank Deposits</td>
<td>$163,889,685</td>
</tr>
</tbody>
</table>

*Figures compiled by The Dayton Chamber of Commerce

Merchants Have a Preference in Radio Stations!

Yes, the local merchants have a preference in radio stations. Their buying of time in the past year is definite proof. WING has carried by far the greater percentage of local advertising. From department stores to the smallest shop, this is a confirmed fact. The reason for this popular choice is elementary. WING does an outstanding selling job for its advertisers at a remarkably low cost.

That is exactly what every advertiser wants and has the right to expect.

When placing business in the rich Dayton, Ohio market follow the example of local merchants and use Station WING.

BASIC BLUE—5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

"Let's all back the attack" by buying more War Bonds.

BROADCASTING • Broadcast Advertising

January 24, 1944 • Page 19
Interests in Newscasts Soared  
(Continued from page 18)

grams ranked fourth in use of time. They were charged with 15.5% of the time, and the outranking types were, in order: drama, variety and audience participation. These types held the same relative positions in the winter season of 1942-43.

Nighttime Leaders

As in other years, there was little change from the previous year in the December 1943 roster of radio's 20 leading productions. They were, listed in the order of their ratings, as follows:

Fibber McGee and Molly Peopled Program—Bob Hope Chase and Sanborn Program Jack Benny Lux Radio Theatre Red Skelton Aldrich Family Maxwell House Coffee Time Mr. District Attorney Key Kuer Kraft Music Hall Sealshead Store Kate Smith Hour Time to Think Eddie Cantor Abbott and Costello Hit Parade (46th minute program) Screen Guild Players "Take It or Leave It The Great Gildersleeve Fitch Bandwagon

Only four were new to the list, and one of them, Sealshead Village Store, appeared in the 1942 roster as the Rudy Vallee program. The other three were Abbott and Costello, Fibber McGee and Molly, and Maxwell House Coffee Time.

Sports Events

In accordance with its usual practice, the CAB scored the radio audiences of numerous sports events in 1943, including 10 boxing matches and numerous baseball games in the championship season.

Boxing—None of the 10 fights rated in 1942 was a championship affair. As a result the top rating was only 8.5, and it was scored for the Beau Jack-Fritzie Zivic affair on Feb. 6, 1943. The ratings for the other fights ran down the scale to a low of 3.7 for the bout between Johnny Greco and Terry Young on May 8, 1943.

Baseball—The baseball season turned in a monthly listening average of 13.3 for 1943 to better by a narrow margin the 1942 average of 15.2. The 1943 season, however, showed a wider fluctuation in interest and reached a high point of 14.7 in June and dropped off to a low of 11.2 in September. The extremes of 1943 were higher and lower than 1942.

1942 1943

May 13.1 13.5
June 14.7 14.7
July 13.6 13.8
August 12.0 12.8
September 11.2 13.1
October 11.5 13.2

What the CAB Is

Collecting listening data for the measurement of its members, the CAB is today the only non-profit organization engaged in the research of radio program popularity.

With its beginnings in 1929, the CAB took shape five years later as a non-profit enterprise. Supervision in the first four years of operation was exercised by the Radio Committee of the Assn. of National Advertisers in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the Board of Governors—in which both agencies and advertisers had equal control. Thus, the CAB is representative of all the buyers of radio time and services. The Board, nominated by the American Assn. of Advertising Agencies and the Assn. of National Advertisers, at present consists of three agency members and an equal number of advertiser members.

The Board fixes all policies of the CAB including, of course, those governing research, membership representation, the compilation and dissemination of information. A major policy of the Board has been its determination to foster the development and the improvement of the CAB. The evolution of the CAB is the perfection of the ideal program popularity measurement. Accordingly, the CAB has always allocated a share of its income to experiment with. As a result, the CAB subscribers have benefited from improved service time after time.

The cost of the CAB is borne by the subscribing agencies and advertisers, and networks, and operating funds are collected by dues prorated according to each member's interest in radio advertising.

Results are sent to subscribers in the form of 40 or more reports per year—24 semi-monthly reports, and 16 others. The semi-monthly and monthly reports are rounded by semi-annual publications—one analyzing trends in program popularity, the other analyzing trends in listening habits. Both are accumulations of the previous months of summer or winter investigations. Special analyses of radio programs are readily prepared and supplied from the CAB's cumulative statistical data, while complete case histories of all commercial programs broadcast during the last 15 years are available to members.

Subscriber-members use the CAB reports to help them: (1) Pick the preferable day and hour whenever a choice of Eastern Time is available. (2) Detect trends in the popularity of programs and types of programs. (3) Appraise talent scientifically by scrutinizing performance. (4) Determine scenes or programs for a given season should be included or not. (5) Balance the value of daytime and nighttime programs. (6) Analyze program audiences by age, sex, income levels, etc. (7) Evaluate the elements that contribute to high and low rating programs.

The CAB charts fortnightly the "box office" returns of every sponsored network program, regardless of the time of day or night it is on the air, using as its base a comprehensive nationwide sample.

Cities Surveyed

Investigations are regularly carried on in the following cities: New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, St. Louis, San Francisco, and Los Angeles.

Southern Cities—Atlanta, Memphis, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Minneapolis, St. Paul, Milwaukee, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.
That's what's happening in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, you are expected to have your fingertips on every boom area in the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

Back the attack with War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
This year again the plans of more than four hundred alert radio stations will include the use of ASCAP Radio Program Service. And this year again, ASCAP has enlarged the scope of the Service to meet a definite need with a definite, well planned, well written, salable product.

Your own Program men helped us plan

With more than two years of correspondence and personal contact with program and sales managers throughout America, we have made constant improvement in every phase of our service . . . and have been rewarded by seeing more and more of the programs sold commercially.

A free service to any ASCAP-licensed station

The programs described in succeeding pages have been created by ASCAP as a service by the composers and writers of music to the users of music. They have earned, in many cases, much more station income than the station's entire music costs. Any ASCAP-licensed broadcaster will be provided this service without cost.
MARCHING TO MUSIC is a thrilling, human series of ten-minute programs, three times weekly. These scripts are planned and executed with superb showmanship. They have proved salable and are consistent audience-builders.

MARCHING TO MUSIC is an extremely flexible series. It has been sold as a vigorous, fast moving five minute show . . . and extended to half an hour for other sponsors.

In the pressure of program department activity these days, MARCHING TO MUSIC will come as a welcome addition. Any ASCAP-licensed station may receive it throughout the year without cost.
AMERICA SINGS presents the "behind-the-scenes" story of our American music and the men and women who created it. Beautiful, human incidents and beautiful, familiar music. Certainly a formula for listener enjoyment!

AMERICA SINGS is planned as a quarter hour, three times a week show, but is thoroughly adaptable to longer presentation. This series should create an enviable sales-record during 1944 and become an established feature on hundreds of stations.

Written by top-flight continuity people, planned, musically, by experienced showmen, AMERICA SINGS is a clean-cut, big-time radio show your station and your sponsor can present with pride and confidence.

AMERICA SINGS is available to any ASCAP-licensed station without cost.
### JANUARY

<table>
<thead>
<tr>
<th>DATE</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Year’s Day</td>
</tr>
<tr>
<td>17</td>
<td>Ben Franklin’s Birthday</td>
</tr>
<tr>
<td>19</td>
<td>Robert E. Lee’s Birthday</td>
</tr>
<tr>
<td>30</td>
<td>Franklin D. Roosevelt’s Birthday</td>
</tr>
</tbody>
</table>

### FEBRUARY

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-14</td>
<td>Boy Scout Week</td>
</tr>
<tr>
<td>12</td>
<td>Abraham Lincoln's Birthday</td>
</tr>
<tr>
<td>14</td>
<td>Valentine’s Day</td>
</tr>
<tr>
<td>22</td>
<td>George Washington’s Birthday</td>
</tr>
<tr>
<td>23</td>
<td>Ash Wednesday</td>
</tr>
</tbody>
</table>

### MARCH

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Farm Day (National)</td>
</tr>
<tr>
<td>12-18</td>
<td>Girl Scout Week</td>
</tr>
<tr>
<td>13-18</td>
<td>Hobby Week</td>
</tr>
<tr>
<td>17</td>
<td>St. Patrick’s Day</td>
</tr>
<tr>
<td>21</td>
<td>Spring—begins</td>
</tr>
</tbody>
</table>

### APRIL

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>April Fool Day</td>
</tr>
<tr>
<td>1-8</td>
<td>National Baseball Week</td>
</tr>
<tr>
<td>6</td>
<td>Army Day</td>
</tr>
<tr>
<td>7</td>
<td>Good Friday</td>
</tr>
<tr>
<td>9</td>
<td>Easter Sunday</td>
</tr>
<tr>
<td>14</td>
<td>Pan-American Day</td>
</tr>
<tr>
<td>23</td>
<td>Humane Sunday—ASPCA</td>
</tr>
<tr>
<td>27</td>
<td>Samuel Morse’s Birthday</td>
</tr>
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</table>

### MAY

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-14</td>
<td>National Music Week</td>
</tr>
<tr>
<td>12-23</td>
<td>National Hospital Day or First Aid Week</td>
</tr>
<tr>
<td>14</td>
<td>Mother’s Day</td>
</tr>
<tr>
<td>17</td>
<td>I Am An American Day</td>
</tr>
<tr>
<td>25</td>
<td>Ralph Waldo Emerson’s Birthday</td>
</tr>
<tr>
<td>30</td>
<td>Memorial Day</td>
</tr>
</tbody>
</table>

### JUNE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Confederate Memorial Day</td>
</tr>
<tr>
<td>14</td>
<td>Flag Day</td>
</tr>
<tr>
<td>18</td>
<td>Father’s Day—and Send Child Camp Week</td>
</tr>
<tr>
<td>21</td>
<td>Summer Begins</td>
</tr>
</tbody>
</table>

### JULY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Independence Day</td>
</tr>
<tr>
<td>7</td>
<td>Air Mail Service</td>
</tr>
<tr>
<td>13</td>
<td>St. Swithin's Day</td>
</tr>
</tbody>
</table>

### AUGUST

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Atlantic Charter Day</td>
</tr>
<tr>
<td>19</td>
<td>National Aviation Day</td>
</tr>
<tr>
<td>22</td>
<td>Red Cross Day</td>
</tr>
<tr>
<td>26</td>
<td>Woman’s Suffrage Day</td>
</tr>
</tbody>
</table>

### SEPTEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Labor Day</td>
</tr>
<tr>
<td>5</td>
<td>School begins</td>
</tr>
<tr>
<td>17</td>
<td>Constitution Day</td>
</tr>
<tr>
<td>24</td>
<td>Gold Star Mothers’ Day</td>
</tr>
</tbody>
</table>

### OCTOBER

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-14</td>
<td>Fire Prevention Week</td>
</tr>
<tr>
<td>12</td>
<td>Columbus Day</td>
</tr>
<tr>
<td>27</td>
<td>Navy Day</td>
</tr>
<tr>
<td>31</td>
<td>Hallowe’en</td>
</tr>
</tbody>
</table>

### NOVEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Election Day</td>
</tr>
<tr>
<td>10</td>
<td>U. S. Marine Corps Day</td>
</tr>
<tr>
<td>11</td>
<td>Armistice Day</td>
</tr>
<tr>
<td>12-18</td>
<td>Book Week</td>
</tr>
<tr>
<td>13</td>
<td>Robert Louis Stevenson’s Birthday</td>
</tr>
<tr>
<td>30</td>
<td>Thanksgiving</td>
</tr>
</tbody>
</table>

### DECEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Pearl Harbor</td>
</tr>
<tr>
<td>15</td>
<td>Bill of Rights Day</td>
</tr>
<tr>
<td>21</td>
<td>Forefathers’ Day</td>
</tr>
<tr>
<td>25</td>
<td>Christmas</td>
</tr>
</tbody>
</table>

Any ASCAP-licensed station may receive these programs throughout the year, without cost.
BEGINNING a campaign to familiarize advertisers and advertising agencies with the members of their national representative, the Cowles stations (KMBK, WYANT, and KSO-KRTN Des Moines) have simultaneously released a picture-story promotion on the cover of their program list- ing about G. R. Katz, president and active head of the Katz Agency, national representative. Throughout the year all sales mem- bers of the agency in New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta and Los Angeles will appear on the station program list- ing.

KMBK Farm DECALCOMANIA calendar which may be slipped upon a desk glass or other suitable surface has been sent out as a New Year's greeting by KMBC Kansas City. Promotion folder containing pictures and diagrams of the KMBK farm has also been issued by the station. Folder explains that the farm is a special service feature of KMBC “putting into practical application the teachings and findings of Phil Evans, nationally known farm authority who directs KMBC's farm service department.” Daily farm service broadcasts are now made from the farm.

* * *

Ticket Tie LISTENERS who write in for studio tickets to Max of Magic, mental telepathy program on WMCA New York, receive a picture of a crystal ball, with instruc- tions to gaze into the crystal, wish three times for the ticket and return the card without identification. The "Man of Magic" does the rest, WMCA claims.

KODY Market KODY North Platte, Neb., has issued a mimeographed market data promotion folder containing a description of the station now located on the ranch originally owned by Buffalo Bill. Estimated service area map and presentation of data on population and wealth in the area is found in the promotion piece.

* * *

KCKN Brochure KCKN Kansas City, Kan., has released a brochure listing results of the station's through the February Furniture Hooper survey, "Fourteenth consecutive 6-month report to verify the fact that KCKN's broadcast service, holds more daytime listeners in Greater Kansas City than each of 3 network outlets."

* * *

Work Page WISE Asheville, N. C., has issued a promotion piece consisting of a part of a paper mill workshop calendar, for the use of timebuyers and exec- utives. Station message is on the cover. Each sheet contains a complete calendar for the month, pictures, room for figuring and note taking.

* * *

WPAT, Mgd WPAT Paterson, N. J., has issued a field intensity contour map in the form of a green and salmon-colored folder, which lists data on the number of timebuyers, filling stations and other business con- cerns in “America’s Richest Market!”

**Merchandising & Promotion**

Ticket Tie—Work Pad—Ice Cream Almanac—Baking—War Film

Also Ice Cream ON THE THEORY that a pro- gram "is worth promoting if its worth paying for," Rue Roberts, manager of Bell's Booteries, Nash- ville, Tenn., has outlined promo- tion plans for the store’s programs sponsored by the concern on WLAC Nashville. Series of folders advertising the programs are being mailed, inserts are printed and given in the paper. The folders are on display at the store and in the office.

* * *

Breakfast Series HISTORY and humor of the Breakfast at Sardi’s program heard each weekday morning over the station, has been combined into a promotion booklet and released for general distribution by the Kellog Co., co-sponsors of the series. Numerous action and "as it happens" spots are contained in the booklet and is printed on glossy stock. Title is "200,000 for Breakfast!" with Tom Breneman, m.c. featured on the program. Introduction is by Mrs. Bob Hope.

**SKELLY AWARDS IN SECOND YEAR**

Weekly Recognition of Deserving Farm Family—Presented by Oil Firm on NBC

SKELLY AWARD for Superior Achievement in Agriculture has been presented each week since January 1, 1943, to some farm man, woman, boy, girl, or family in the midwest who has contributed to America’s battle of food and production.

Originator of the plan is W. G. Skelly, president of the Skelly Oil Co., Tulsa, operators of KVOO. His thought American farmers should be recognized as are factories in the war production with Army-Navy "P" Awards. Winners receive a $100 War Bond, a pennant, framed certificate and a gold enameled pin.

Each Saturday morning at 7 (CWT), the Skelly program and presentation originates from WLS Chicago and is heard on 24 NBC stations covering 12 Midwest states. After the conclusions has been notified of a prospective candidate, the chairman writes, wires, telephones or makes a personal visit to the neighborhood. Community opinion carries weight. Presentation is usually preceded with a breakfast, attended by local official, neighbors and relatives.

"Let no factors or considerations influence your judgment except these," said Mr. Skelly. "Do your best in the selection of each week's winner to be impartial and fair in all respects."

Mr. Skelly One of the typical examples of a Skelly Award winner is a Genesee, Illinois farm couple who adopted six orphaned children. The family operated a rented farm, earning a net income of $5,500 in a single year. The couple's own tract pro- duces 32 bushels of corn, 60 acres of soy beans, and 30 acres of wheat.

Another program sponsored by Skelly is a five-week weekly, featuring Alex Drier of NBC.

BULLETINS

Forty news bulletins are guaranteed each week on WBGU WBGU, the Mutual Program of the Mutual Jewelry Co., Memphis, which has signed for the unique kind of sales promotion for the station. Only commercial is the signature of the sponsor. Bulletins often run as high as seventyeight per week.

Baking COINCIDING with the height of the mid-winter baking season, the grocery trade relations division of LWL Cincinnati is sponsoring a "Home Baking" campaign Jan. 23-Feb. 6. Special one minute an- nouncements aired three times daily seven days a week, are designed to stimulate sales of na- tionally famous foods. Tie-ins display for grocers are also included.

'Manhunt! Booklet BROCHURE on 'Manhunt,' the 1944 World War II (CWT), the Mutual Program of the Mutual Jewelry Co., New York) mystery production, has just been released. Program is sponsored over the following stations: WHP WJYL WKOK WSAN WPBG WBRE WBBS WINC WONY WFAS WJEF WKLW WAKR WRRN WKBN WKRC WBBM.

* * *

War Film WHOM Jersey City is working in cooperation with the Jersey City Chamber of Commerce in the pro- motion and presentation of the "War Department Report!", 45 min- ute film prepared by the War Dept. documenting episodes of the present war. Picture will be shown in Jersey City Jan. 25.

**Marine Show**

VARIETY show put on by the Mar- ines of Camp Lejeune, New River, N. C., on February 19, is carried over nine stations of the Tobacco Network. Lt. Charles E. McVarish, public relations officer and former newspaper man, will produce the program, to be heard ear-ah Wednesday night, 7:30-8, fea- turing Camp Lejeune band and all-Marine talent.

Henry Taylor Back HENRY J. TAYLOR, Blue com- mentator, was expected back mo- mentarily last week from an as- signment as co-commentary substitue for Scripps-Howard newspapers. He was scheduled to resume his Blue news broadcasts.

WDBQ to MBS

WDBQ Memphis, for many years the only independent station in Memphis, on March 6 becomes an affiliate of Mutual and will be the exclusive MBS outlet in that area.

JANE MOORE has been appointed radio head for the greater New York 1944 March of Dimes Campaign, a campaign which, beginning in London, radio director for the National Foundation for Infantile Paralysis, Miss Moore, formerly New York radio head for the National War Fund, succeeds Jill Stephens in the Dimes set up.
Women Marines Recruiting, Conserving
Of Resources Head OWI's Disc Packet

WITH the Fourth War Loan drive practically concluded, the OWI
Radio Bureau schedule for the week beginning Feb. 14 resumes
emphasis on continuous campaigns and reintroduces several familiar
subjects.

Transcribed announcements available for sponsorship are con-
tinued on Women Marines recruiting and Conserve Critical
Resources. In addition, the new packet schedules announcements on
Womanpower and Hold Prices Down.

Womanpower Drive

Ever-increasing demand for

workers in war plants, accentuated
by drafting of formerly deferred
single men, prompts the need for
recruiting of womanpower. Mes-

sages on this campaign, scheduled
on both the KW and OI groups of
stations, urge women not now em-

ployed to take war jobs, either in
production plants or in essential
war-supporting industries.

Suitable sponsors for the
Womanpower messages may be found
among war plants or essential indus-
tries in the area served by the
station. General advertisers, such
as banks or utilities, may also find
the announcements attractive.

Hold Prices Down, scheduled on the
KW group of stations, continues
to hammer away at the dangers of
inflation. Messages urge listeners
to buy only what they need
and make what they have lost
longer to invest surplus earn-
ings in War Bonds and other sav-
ings. Sponsors for this series may
be found among advertisers in the
retail trades.

Other campaigns included in the
week's packet are Save Gasoline,
scheduled on the Network Alloca-
tion plan; Use V-Mail, also on the
Network plan; Save Fats and Greaves,
scheduled through the Na-
tional Spot plan; and the Fourth
War Loan, assigned for Network
Allocation for the first two days of
the week.

In addition, war messages on the
Black Markets campaign, with em-
phasis directed to gasoline, will be
carried through the Special Assign-
ments plan. This subject is also
listed for appeals on women's pro-
grams through the Women's Radio
War Program Guide. The Guide also
includes V-Mail, Womanpower,
and File Tax Returns Early as sub-
jects for treatments during the
week.

The Fight Waste campaign,
scheduled for Special Assignments,
completes the week's packet.

O'Hara Heads WMAN

J. MARION O'HARA, manager of WRRN, Warren, O., has been
appointed general manager of WMAN Mansfield, O., Monroe F.
Rubin, president of Richland Inc., operators of WMAN, announced
last week. Mr. O'Hara, who became
manager of the Warren station sev-
eral months ago, formerly was
classified advertising manager of the Mansfield News-Journal.

Red Anthem to BMI

ENGLISH lyrics to the new Soviet
national anthem have been written
by Louis Untermeier, distinguished
American poet, with Broadcast
Music Inc. ownership the copyright.

CONSERVATION IDEA
Disc-Saving Plan Devised

By WWNC Staff

CONSERVING needed transcription
materials, WWNC Asheville has
taken national spot recordings from its files and has written
letters to the respective agencies asking about their disposition.
The station found nearly 50 transcrip-
tions marked "hold," some dating
back more than two years.

Through the inquiry, WWNC
hopes to place over 200 transcrip-
tions back in circulation. Letters
to agencies record number, track
number, name of account, and asks
them to check (a) continue to re-
tain in file; (b) ship to manufac-
turer for refabrication; (c) other
shipping instructions. The plan
may be adopted by other stations.
Center of the Nation's population is located in Indiana, not far removed from WOWO.

WOWO is Indiana's Most Powerful Broadcasting Station . . a Center for Program Production . . a Center for Market Testing. Several now-popular network shows, and variations of them, had their beginning at WOWO.

Shows are produced and tested . . in this ideal section of the country . . and then linked to a product.

With an audience split fifty-fifty, urban and rural, the first few broadcasts provide indications upon which the advertiser charts his course.

The number of programs and advertisers that began at WOWO and are now carrying on nationally, is proof indeed that your good sales-ideas can be best tested on WOWO, Ft. Wayne.

New Coverage and Market Map now available. Just your name and address on a penny postal and we'll gladly send it.
Opposition to FCC's Order
On Docket Records Is Seen

Hearing on Rule Making Public All Transactions
Except Financial Affairs Is Set for March 1

INDICATIONS of opposition to FCC Order No. 118, which would make public practically all records of broadcasting business transactions except station financial affairs, followed announcement last Tuesday the Commission had set March 1 as date for oral argument on the proposed order.

Amending Sec. 1.5 of the FCC Rules of Practice & Procedure Relating to Inspection of Records, the proposed order was seen in some quarters as a tightening of Commission control over business practices of broadcasting under the so-called Frankfurter Supreme Court decision of May 10, 1918, which said the FCC has supervision over "control of that traffic".

Opposition Recalled

It was recalled that representatives of radio vigorously opposed Government control of business practices during hearings last November-December before the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814). Throughout the hearings Chairman Burton K. Wheeler (D-Mont.), co-author of the measure, expressed himself in favor of some control of business practices, despite contentions of broadcasters that the business aspects of broadcasting are too closely related to programming to make a separation.

Under the proposed regulation, the FCC would throw open to public inspection all records of contractual relations, such as agreements between networks and affiliates. This rule, if adopted, would tend to place broadcasting in the same category as common carriers, it was pointed out.

The rule further would make public all transfers of stock in stations and would throw open for public inspection business practices which now are considered private affairs. In many quarters it was felt that the proposed rule would serve no useful purpose but rather would operate as a detri- tion in the business of broadcasting.

It was understood that considerable discussion of the proposed regulation took place around Commission quarters, with the original plan to make public all dealings of broadcasters, such as financial statements, contractual relations with networks, home, operating costs, etc. After much argument the Commission is reported to have dropped the proposal that would have laid open all financial affairs of the stations.

In setting Order 118 down for hearing the Commission established the deadline for filing requests for oral argument as Feb. 10.

Text of the FCC announcement of Order No. 118 follows:

At a meeting of the FCC held at its office in Washington, D.C. on the 16th day of January, 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 1.5--Inspection of records. Subject to the provisions of sections 411.219(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:

(a) Records required to be filed under section 203 of the Act; valuation reports including exhibits filed in connection therewith, unless otherwise ordered by the Commission; with reasons therefor, pursuant to section 218 of the Act; and annual and monthly reports required to be filed under section 219 of the Act.

(b) Contracts, agreements, or arrangements between carriers filed pursuant to section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission.

(c) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made part thereof, whether by reference or otherwise, except reports filed pursuant to Section 1.961 of the Rules of Practice and Procedure; authorizations and certifications issued upon such applications, all pleadings, depositions, exhibits, reports filed pursuant to Section 43.1 of the Rules and Regulations, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes and orders of the Commission, excepting, however, any of the foregoing excep- tionally designated by the Commission as confidential.

(d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the document to be inspected and the reasons therefore.

WHEREAS, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and optionally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument be held before the Commission on or before March 1, 1944, at 10:30 A.M., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such request shall be filed by 5:00 P.M., on the last day for filing requests for oral argument as Feb. 10.

Double Hero

MURDERS solved, stolen cars returned, runaways apprehended—all in a day's work for WDAZ, Fargo, N. D. A few days ago one of the staff secretaries located a 12-year-old runaway being sought by the police. Two nights later Operator Carley broadcast a stolen car bulletin. An hour and a half passed, and Announcer Ebert and Miss Carley walked out of the Broadcast Shop snack into the missing car. They tore back into the studio and phoned the Fargo Police Dept. After a squad car chase up Fargo's Broadway, the car was caught and WDAZ became a double hero.
the move is to mutual

and to more and more of Mutual!

<table>
<thead>
<tr>
<th>Company</th>
<th>Starting Mutual Hookup</th>
<th>Present No. of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sinclair Refining Co.</td>
<td>25</td>
<td>133</td>
</tr>
<tr>
<td>R. B. Semler, Inc.</td>
<td>7</td>
<td>178</td>
</tr>
<tr>
<td>Employers' Group Insurance</td>
<td>15</td>
<td>180</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>39</td>
<td>200</td>
</tr>
<tr>
<td>Pharmaco, Inc.</td>
<td>109</td>
<td>200</td>
</tr>
<tr>
<td>Gillette Razor</td>
<td>110</td>
<td>344*</td>
</tr>
</tbody>
</table>

*Even the world's largest network isn't large enough for Gillette so we round up additional, non-Mutual Stations for these broadcasts.
AN ADDITIONAL 117 advance registrants for the Jan. 26-27 convention at the Hotel Commodore, New York, have been received since publication of the list in the March 1, W. N. R. The new advance registrations bring the total to 222. The list follows:

National Life & Accident Insurance Co. (WTO), Nashville, George A. Bullard.

Talent Publishing Co., Inc. (WTBC), Elkhart, Ind., Lester W. Zemler.

WRBT Green Bay, Wi., James A. Wagner.


General Mills, Minneapolis, E. C. Smith.

WGAN, Charles P. Henshaw.

Maryland Broadcasting Co. (WITH) Baltimore, Thomas G. Tinsley, Ill.


WKEE Kennesaw, N. H., David Cartwright.

Chicago Sun, Clem Randus.

American Networks, Boston, Nata Addis, William B. Lewis.


WHN New York, Herbert L. Peterson.

WHU Bluefield, D. C., Lewis Windmuller.

WHU Bluefield, W. Va., J. H. Scott.

Tierney Mining Co., Bluefield, W. Va., L. C. Tierney.

WFIL Philadelphia, Roger W. Clipp.

WFYI Philadelphia, Dr. Leon Levy, Norris West.

KFNN Kansas City, John Heubel.

HCJB Quito, Ecuador, Elkhart, Ind., Clarence C. Moore.


The Hartford Times (WTHT), Hartford, Conn., C. B. DeLassley, E. H. Blackcomb.

Scranton Broadcasters. (WGBI) Scranton, Pa., K. R. Cooke, George D. Coleman.


May Broadcasting Co. (KMA) Shenandoah, Ia., J. C. Rapp, Ray Schoeder.


WABR New York, Anita DeMars.


WEHR Buffalo, Paul E. Fitzpatrick, Cy King.


WMUR Manchester, N. H., Horvay Carter.

Vincent H. Chandler.

Phillips Broadcast Co. (KOCY), Oklahoma City, Okla., M. M. Bonney.

Ohio Broadcasting Co. (WHCR), Canton.

Kenneth Silker, William H. Yodrey Jr.

WFQ Detroit, P. M. Thomas, R. Fitzpatrick.


Metropolitan Television, New York, L. L. Thompson, Theodore S. Grenier, William Blackshear.


Earle C. Anthony Inc. (KFI-KECA) Los Angeles, Curtis W. Mann.


Iowa Broadcasting Co. (WMT), Cedar Rapids, Ia., Charles F. Quintin.

United Broadcast Co., (WHK-WCLE) Cleveland, Ralph H. DeLany.

WGN Chicago, G. W. Lang.


The Valley Broadcasting Co. (WSVT-WJFRA), Steubenville, Ohio, John J. Laux, Joseph M. Trensch.

KFWO St. Louis, Charles H. Meyer.

WFAA Lincoln, Neb., Mark W. Bollock.

WRAL Raleigh, N. C., Stanley B. Brown.


Central Broadcasting Co. (WHO) Des Moines, F. A. Loyet, Wm. M. Brandon, J. D. Bon, Board Lodges.

Canadian Broadcasting Corp., Montreal, J. E. Hayes.

British Broadcasting Corp., New York, John Bame.


WNEW New York M. J. Weiser.

WHB Kansas City, Donald Dwight Davis.

WBRE Pittsfield, Mass., Charles P. Henshaw.

KATX Houston, Paul H. Raymer, F. C. Brokaw.


WBCA Capitol Broadcasting Co., Schenectady, N. Y.

WBNS Columbus, O., Lester Nafzger.


Post-War Glimpse Given Minn. Hardware Assn.

BEFORE hostilities cease, the radio industry will be prepared for the tremendous post-war market in radios, according to J. H. Rasmussen, commercial manager of the Radio Corp., who spoke before the annual meeting of the Minnesota Hardware Dealers’ Assn. in Minneapolis on Jan. 20. "It is not too early," Mr. Rasmussen told the dealers, "to start identifying your stores as radio and appliance dealers, as soon as products are available." Mr. Rasmussen predicted that the models which will go on sale after the war will have a normal year’s model changes.

Marmor Joins BMI

WITH expansion of West Coast operations, Broadcast Music Inc. has added Eddie Marmor to its Hollywood staff as assistant to Eddie Janis, manager. Mr. Marmor formerly was associated with Edward H. Morris Co., Hollywood music publishers. Merritt Tompkins, vice-president and general manager of BMI New York, has been in Hollywood conferring with Mr. Janis and instituting expansion program.

FREC Selects Programs

SELECTED programs for school listening during the month of February have been chosen by the Federal Radio Education Committee in Washington, D. C. Five suitable radio programs for children may be obtained by addressing the Commissioner of Education, Office of Education, Washington 25.

ALFRED R. BERCMAN, former assistant sales service manager of the Blue, has been named commercial supervisor in the Blue traffic department, replacing Gordon Vanderwalker, now a lieutenant in the Navy.

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BROADCASTING • Broadcast Advertising
WNOX is under the same sound management policy as WCPO—Cincinnati, Ohio; and WMPS—Memphis, Tennessee.

**First Choice**

**LISTENERS COVERAGE POWER MARKET**

WNOX 10000 WATTS - 990 KC - KNOXVILLE, TENN.

**CBS**
REPESNTED BY
The BRANHAM Co.

**SCRIPPS HOWARD RADIO INC.**
AFFILIATED WITH THE KNOXVILLE NEWS-SENTINEL

BROADCASTING - Broadcast Advertising
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Fourth of Daily Newspapers List All Radio Programs Free

ANPA Survey Reveals 563 Treat Logs as News; 271 Publish Information Only as Paid Ads

ABOUT ONE-FOURTH of the country's newspapers publish complete radio program listings without charge in their respective communities, a survey just announced by the American Newspaper Publishers Assn. disclosed.

ANPA last month sent questionnaires to all daily newspapers in the U.S., seeking information about the practices of publishers in handling radio program listings. Of the more than 800 who replied only 196 reported that they published listings of all stations in their communities according to the ANPA tabulation released in mid-January.

Of 563 newspapers which do publish radio listings without charge, 194 reported they did not carry the program logs of all stations in their communities, while 31 said they published the majority of stations' listings.

Published as Paid Ads

There were 271 newspapers which replied that they carried program listings only as paid advertising. Of that number 19 publish advertising of program listings regularly, either daily, weekly or monthly, and 119 carry such advertising when it is offered, which is only occasionally. Two said they would accept no radio advertising and 111 would publish such space if offered but none has been tendered by radio.

Two others discriminate against local stations. They indicated they would carry advertising by national but not local stations. Five others exchange advertising space for radio time and one publisher reported how they would carry program listings free if the station would buy a half-minute in conjunction with the programs.

Twenty newspapers said they did not publish program listings free but did carry news items ranging in space from one to three inches, a majority being the AP highlights of network programs. Of the 271 newspapers not publishing radio program listings free, four own and operate stations, four have financial interests in stations and one has an application pending before the FCC.

A total of 106 newspapers reported they published programs as news at one time but discontinued them. Another 128 have never carried listings. Of those discontinuance, 83 reported little or no visible reaction after dropping listings, 8 said some complaints were received and 9 failed to answer that particular question. Time of discontinuance of free publication varied as follows:

Discontinued within last six months, 7; six months to a year ago, 3; one to two years ago, 13; two to five years ago, 20; five to 10 years ago, 24; 10 to 15 years ago, 20; 15 years ago or more, 6; not answered, 13.

Of the 271 newspapers not carrying free program listings, 185 made no survey to determine reader interest, 13 reported having made complete or partial surveys which disclosed no interest; three reported higher reader interest; one said program listings would have to be resumed when newspaper shortage is relaxed and another replied that when its local station joins the Blue Network it "may require resumption of program listings."

Only 39 newspapers of the 563 which reported publishing program listings free have no financial interest in radio, while 92 own or operate stations and 412 have some financial interest. Two have applications pending before the FCC and one plans to file for a frequency.

Trade names are not used in program listings by 493 newspapers, while 11 others print trade names. Four use trade names only for the newspapers' respective stations, while 10 others reported they try to eliminate them where possible.

On daily space used in publishing program listings, 211 newspapers reported they devote from 11 to 20 inches; 163 give 21 to 40 inches; 115 contribute 6 to 10 inches and 29 use space ranging from 41 inches to more than 100 inches. Only 28 publications devoted less than 5 inches of space to listings.

GABRIEL HEATER, whose Mutual news programs have originated at his home in Long Island, is now heard from Ponza Vedra Inn, Fla. Program is sponsored by R. B. Semler Inc., Zonite Products and Roadside Co.

BACK TO TEXAS

Goes Hough, Satisfied With FCC Ownership Rule

GRATIFIED over the outcome of the newspaper-ownership proceeding, which culminated in dismissal Jan. 13 of the proposed orders to ban such ownership, Harold V. Hough, general manager of WBAP-KUKO, Fort Worth, and chairman of the Committee since its formation in 1941, told Broadcasting last week that he was "going back to Texas."

"I see no goblins in the Commission's order", Mr. Hough said. "The Committee is plainly on record to the Congress as to its wishes. There are no changes in that". The Steering Committee on Jan. 14 "welcomed" the dismissal but added that its position as to the need for clarifying legislation by Congress with respect to the powers of the Commission "is unchanged".

Not in all Presto history have we ever produced so much of such importance...

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

Presto Recording Corporation
NEW YORK 19, N.Y. U.S.A
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

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BROADCASTING • Broadcast Advertising
"Thanks ... FOR THE AFTERNOONS OF SOLID PLEASURE"

—MRS. A. J. E.

WFBR IS FAST CORNERING BALTIMORE'S DAYTIME AUDIENCE

More and more letters like this one are coming in every day from Baltimore women.

With daytime program competition constantly increasing, we stepped up our programming even further. And the latest surveys tell the story! Showing a 50% increase in our afternoon rating during the last three months! Naturally, we're proud of this increase.

It's just further proof of what we've been saying right along . . . that, if you want to completely cover Baltimore, America's sixth largest city, WFBR is the station to do it . . . with a signal that is strong enough and clear enough to give you concentrated coverage in an area of well over a million people!

WFBR BALTIMORE

RADIO STATION

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
The famous Earl Stradivari, from the Wurlitzer collection, featured quite the air in the Prince Markkula Chambers. However, it was not until the late 19th century that the violin became a household name as a symbol of high culture and sophistication.
...instrument of inspired music!
but only in the hands of a fine musician

Just a few inches of carved wood and four mute strings!
But in the skilled hands of an artist, this rare Stradivari becomes a mellow musical voice to sway thousands.

And in a similar way, Spot Radio Advertising in skilled hands becomes an effective instrument for swaying thousands of listeners to a product.

Many years of practical experience and intensive study have given us the ability to help you make Spot Radio a powerful builder of sales.
Politics

A typical campaign-year political tempest has been stirred over the nomination by President Roosevelt of E. K. Jett to be a member of the FCC. Mr. Jett is the best qualified man in sight for the FCC vacancy by virtue of his excellent naval background, his experience with the Commission since 1929, and as its chief engineer since 1938.

The only objection relates to Mr. Jett’s politics. He was named as a non-Democrat, and therefore presumably as a Republican, since he is to fill a post heretofore held by a Republican. Mr. Jett has never voted. The Communications Act states simply that the FCC shall have seven members, not more than four of whom shall be of the same political party. There are four members of the Commission named as Democrats. There are two Republican members. Therefore the seventh post—to which Mr. Jett has been named—must be filled by a non-Democrat.

Mr. Jett says he is not a Democrat. There is the contentment that he is not a Republican because he has served as chief engineer under Chairman Fly, a vigorous New Dealer. But Mr. Jett received his first appointment to the old Radio Commission when Herbert Hoover was President, Thus, by this same kind of reasoner, he must have been a Republican then.

To those in 1929 it makes no difference what Mr. Jett claims as his politics. He isn’t a politician. He is a practical, sound engineering executive who has done an outstanding job for his Government. He deserves the promotion to the Commission, whether he calls himself Republican, Independent or Bull-Mooser.

We are confident that once Mr. Jett appears before the Senate Interstate Commerce Committee, irrespective of party considerations, he will win the Committee’s endorsement. That’s because he is an open-minded, fair, public servant, who will vote as his judgment dictates and not by political label.

Evans’ Evangelism

SILLMAN EVANS, publisher of the Chicago Sun, has launched a sort of one-man campaign against radio, presumably as self-appointed spokesman for publishers not in radio. It isn’t, we assume, because Mr. Evans had no designs on becoming a publisher-broadcaster, because the Sun had WJWC, in Chicago, but tossed in the sponge last year because it couldn’t get better facilities. And, as publisher of the Nashville Tennessean, Mr. Evans several years ago tried to get a station in Nashville, but that got hung up somehow.

Mr. Evans’ address before a Chicago journalistic council was as inaccurate as it was violent. He damned publishers for their “stupidity” in “building up” radio, and damned radio for competing with newspapers. He criticized the FCC’s newspaper ownership ruling as not conclusive, and then urged as an alternative, that no newspaper should own a station, but that the media shall be out and out competitive.

But these vitriolic outbursts answer themselves, for they hark back to the horse-and-buggy days of newspaper opposition to radio. Mr. Evans’ plea for legislation to require the recording of all broadcasts on the grounds that stations carry advertising verbiage which the “newspaper in the community probably turned down on ethical standards” is a new note. He said that the “limited monitoring” done by the FCC is not sufficient.

We didn’t know the FCC monitored radio advertising. We thought that was a function of the Federal Trade Commission. Maybe we’re wrong, but the annual report of FTC, issued just a week ago, brings out that during the last fiscal year the Radio & Periodical Division examined 339,246 advertisements in newspapers, magazines, farm and trade journals, of which 25,949 were noted as containing representations that appeared to be “false or misleading”. There were 1,045,484 commercial radio continuations examined, including network, individual station and transcription, of which 22,329 were “marked for further study as containing representations that might be false or misleading.” It doesn’t look as though Mr. Evans just didn’t have his facts straight. Or perhaps it was a bit of bad reporting.


Those, Mr. Evans, are just a few headlines from ads appearing on a single page in a current issue of one of the metropolitan dailies (no radio affiliation).

Radio doesn’t accept such copy.

Ruled Best and Least?

IN RECENT weeks there has been a tendency toward emphasis of “talks” programs on networks and individual stations. There has always been a substantial amount of radio’s time (which happens to be its only income source) devoted to public discussion types of sustaining, from forums and roundtables to speeches by individuals in public life—national, state or local.

This new emphasis may result from the discussion contest, notably at the height before the Senate Interstate Commerce Committee, on the White-Wheeler Bill (S-814). Chairman Wheeler has berated stations and networks for not affording equivalent facilities for such discussions. He has heaped criticism upon certain commentators, and has insisted that equal opportunity for response be afforded to the same audience.

Others have taken up the issue. The result appears to be that more stations are carrying these sustaining “talk” features and perhaps more are being scheduled.

The public shouldn’t be overburdened with such programs, and won’t be so long as broadcasters continue to exercise their independent judgment, based upon known audience studies. It has become evident, we believe, even to the most ardent advocates, that it is futile to attempt to write in the law a “fairness” clause without destroying “freedom of radio”. The American public is the best informed in the world. It is also the best entertained.

That’s because the American system has made radio keen and competitive and its broadcasters sensitive to the public tastes.

Our Respects To

DR. EDWIN HOWARD ARMSTRONG

FM ARE magic letters in radio. They spell for broadcasters the new frontier when victory is won. They mean for millions of listeners a new era of “statelss” radio. Overall, they spell a “radio revolution”; new vistas for broadcasting which will make possible the operation of as many stations as necessary to meet the demand.

This week some 400 broadcasters and satellite operators will gather for the convention of FM Broadcasters Inc. There will be radio manufacturers, advertising agencies, newspaper observers and others. All will be there to give your permission and of one man—Dr. Edwin Howard Armstrong, whose name is synonymous with FM.

Radio lore records many “fathers” of standard broadcasting. FM, however, lays claim only to a single undisputed parenthood—Dr. Armstrong. Many tributes have been paid this shy, almost awkward Columbia U. professor in his quarter-century as an engineer and scientist. But none will surpass the testimonial at the FMBI convention, where the cream of the nation’s broadcasters will pay him homage by wordg for full-scale commercial FM operations as soon as war-time restrictions are lifted.

Back in November, 1935, Dr. Armstrong first publicly disclosed his new method of wide-band frequency modulation. He presented a paper to the Institute of Radio Engineers in New York titled: “A method of reducing disturbances in radio signalling by a system of frequency modulation.” It wasn’t “frequency modulation” that was new, for that was a generic description of a system of modulation known 30 years before. But Dr. Armstrong’s development of the wide-band frequency modulation which reduced disturbances 1000 times was the invention that overnight became known as “FM”.

Dr. Armstrong is credited with four outstanding inventions: (1) the Regenerative Circuit in 1912; (2) superheterodyne receiving system in 1918 while serving in France as a major in the Signal Corps; (3) super-regenerative circuit, in 1920; (4) wide-band frequency modulation, in 1933. This last invention is destined to be his greatest. Its uses are not restricted to aural broadcasting. It is employed in many modes of communications where reliability and freedom from atmospheric disturbances are essential. Its use in war pursuits won’t be disclosed in full measure until the enemy is beaten. A year ago American In

(Continued on page 40)
Smoking is, in itself, a habit.
But so is every little move which you make while doing it.

The people of Southern New England have developed a habit which we like to talk about ... the habit of depending upon WTIC for the best in radio.

Audience studies indicate that WTIC enjoys a greater number of listeners than any other station in Southern New England. And the people who listen so regularly to WTIC possess a buying income that is 50% higher than the average for the entire United States.

WTIC reaches the people who are in a position to spend money for your product. That's why we suggest that you let WTIC carry your sales message to Southern New England. The results are bound to satisfy you.

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

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
LUTHER H. LILL, executive vice-president of the Iowa Broadcasting Co. on leave, recently was promoted to colonel in the Army Air Force. He was commissioned a major April 29, 1942. Col. Hill is commanding officer of the Army Air Force Redistribution Station No. 2 in Miami.

ROBERT D. BORLAND has been named operations manager of the United Broadcasting Co. (WHK-WCLE) Cleveland.

STANLEY H. MANSON, public relations director of Stromberg-Carlson Co., Rochester, N. Y., has been named program chairman of the Radio Manufacturers Assn.

J ohn FERRAN, New Orleans newspaper advertising salesman, has joined the sales staff of WDJS New Orleans.

D. W. THORNBURGH, vice-president and general manager, Pacific coast division of CBS, has been elected to the board of directors of the Citizens National Trust & Savings Bank.

E. A. BARRYMORE, formerly of KJBS and KXA San Francisco, has joined KPBC Riverside, Cal., as sales representative.

PAUL SOUTHARD, vice-president of Columbia Recording Corp., Bridgeport, has taken a similar position in that of the company’s advertising department in the person of Alex Steinicas, who has left for service in the Navy.

ROBERT J. SMITH, account executive in the Mutual sales division, has been granted a temporary leave of absence due to illness.

TED HERBERT, Blue salesman, is the father of a boy.

Lee NeAL has joined the sales staff of WIP Philadelphia, replacing William A. Banks, who left to take over operation of WHAT Philadelphia.

ALEX W. DANNENBAUM JR., former sales manager of WDAS Philadelphia, has been promoted to major in the Army Air Forces.

A. R. GRIPES, merchandising director; John A. Tappin, director of grocery trade relations, and R. M. Fanning, grocery dept. manager of WGN Cincinnati, are attending the 1944 Winter National Conference being held in Chicago, Jan. 24-26.

Lasker Commissioned

FORMER WORL Boston time salesman, Yale Lasker, has recently been commissioned a second lieutenant in the Army Air Corps. The son of George Lasker, WORL general manager, young Lasker worked for the station while he attended Northeastern University. He left his job in the service. He is spending a short leave with his parents. Lt. Lasker is a native of Boston before returning to duty at Chanute Field, Illinois.

THOMAS PELUSO, NBO Western division musical director, recently completed management of a grand op. "The Refugee."

Our Respects to

Comdr. Butcher in Washington During Gen. Eisenhower Visit; Luncheon Guest

ANNOUNCEMENT last week that Gen. Dwight D. Eisenhower had been commissioned a general in Washington before assuming his London post as Supreme Allied Commander also brought the disclosure that Comdr. Harry C. Butcher, former CBS Washington vice-president and president of the Mutual, General, was in Washington at the same time. Comdr. Butcher visited with his wife and daughter who reside in Washington with Mrs. Eisenhower during a trip to London at the same time, continuing in his capacity as naval aide.

Before his departure from Algiers, Comdr. Butcher visited with William S. Paley, CBS president, who is in the Mediterranean theatre on a special mission for OWI. Mr. Paley, he reported, is headquartered in Algiers but has been on a number of special missions. He did not know the duration of his stay, but indicated it might be for a substantial period. Mr. Paley is reported directly to OWI Director Elmer Davis.

Comdr. Butcher's stay in Washington was secret. No mention of it was made until Gen. Eisenhower arrived in London to assume his new command.


Maj. Leyshon Appointed

MAJ. H.A. LEYSHON, former chief of operations, Publicity, and manager of WIOD, Miami, last week was named executive officer of the Army Air Force Group Bureau of Public Relations, Washington. Maj. Leyshon returned recently after a tour of 15 months in the European theatre as executive officer for public relations for the Eighth Air Forces. He was commissioned a captain in 1927, two years ago, leaving a public relations business in New York and Miami. A Pulitzer Prize winner as a newspaper editor, Maj. Leyshon specialized in both radio and newspaper public relations before joining the Army.

NBc Foreign Changes

MAX HILL, at one time head of API's Tokyo bureau, has arrived in Algiers to cover the Mediterranean theatre for ITN. He has transferred to Ankara and Don Rollinbeck has come to the United States for a rest, after covering the Italian theatre for NBC.
"It’s been doing that ever since we started advertising on WGN."

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

A CLEAR CHANNEL STATION

CHICAGO 11

50,000 WATTS

720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
PRICE AND OATES GET POSTS AT CBS

STEPHEN S. PRICE and Edward K. Oates, both of whom have received honorable discharges from the Army, have joined CBS as assistant directors in network operations. Before entering the Army, Mr. Price was with International Press & Radio division of the OVI as a program supervisor and director and previously served as newscaster and producer of WOV New York. He has done writing and producing for WQXR and WBNX New York and for WAAT New York, N. J.

Mr. Oates was formerly producer and director of WINS New York. He has done public relations for Dorothy Kirsten, soprano, and has worked as director, WACE National Raw Material, and for the American Telephone & Telegraph Co., as assistant director for Bob Cotton's Radio Productions.

اثالمصول

children from 9 to 90, flock to buy the products Arthur Godfrey sells. His unique "mike" personality adds flavor to one sponsor's candy and quality to another's socks. A touch of whimsy, a zany, homegrown commercial, a slight softness, a smile in his voice and an occasional "platter" to which he sometimes harmonizes, all contribute to make him one of New York and Washington's favorite guys.

Many of the sponsors buy spot, program and network time in other regional and national markets. Most, either directly or through their agencies, find Printers' Ink a big help in planning these campaigns whether radio is the whole or a part of their schedules.

PEPSI-COLA, for example, consistently "hits the spot" because Pepsi-Cola knows the spots to hit. With Godfrey and six Printers' Ink subscriptions, how can they miss? Incidentally, 18 subscriptions go to Newell-Emmett, agency for Pepsi-Cola.

BOND BREAD, a national raw material for health, happiness and the most tempting toast you ever tasted, gets distributed in New York City, too. Godfrey helps do General Baking Company's two P. I. subscriptions and B. B. D. & O.'s 32.

Ever hear of Vicks Va-tro-nol? You have if you've heard Godfrey or if you've read P. I. Conversely, if you're advertising in Printers' Ink the people at Vicks Chemical and at their agency, Morse International, have also heard of you. Together these firms account for 8 subscriptions.

among the 17 Godfrey participating sponsors in New York, Printers' Ink has 26 subscriptions and among the 16 advertising agencies who place this business, are 110 more.

This is the way Printers' Ink gets to the people who build, approve and spend the nation's advertising budgets. It dramatizes one of the important reasons why the bulk of media's selling story is placed here. To give your story the greatest circulation among advertising, merchandising and sales management men, buy P. I. . . . first.

WBBM News Changes

CHANGES in the WBBM-CBS news staff includes for Jim Crusinberry, head of the department. Howard Lewis Emich, a member for seven months, left Jan. 1 to join the news and sports staff of WJR Detroit. Replacing him is Robert Schwartz, a write and rewrite man from the Post-Disch, St. Louis, Mrs. Christine Squire Hill, formerly with UP, has joined WBBM-CBS writing news spots, as a replacement for Warren Moore, who was inducted in the Army Jan. 3. Janet Pomeroy, of Northwestern U. School of Journalism, and a student of the NBC-Northwestern Summer Radio Institute, joined the news staff Jan. 14.

Rouse Named by Blue

GENE ROUSE, former supervisor of announcers for the Blue central division, last week was named director of the division's news and special events department, effective immediately. Rouse, who entered radio in 1921, is said to be one of the first seven announcers heard on the air. Before entering radio he was active in the newspaper field. He joined NBC's central division in 1923 as a staff announcer. Rouse was night announcer of Blue announcers in Jan. 1945, when the Blue and NBC split, and was then made supervisor of the Blue staff by E. R. Boroff, vice-president of the Blue and manager of its central division.

C. Coulter DeKlyn

C. COULTER DEKLYN, 49, night manager of WIP Philadelphia, died Jan. 15 in the Burlington County Hospital, Burlington, N. J., after a long illness. He had been in radio about 10 years, formerly with WCAU Philadelphia, and before that at WKAT Miami Beach, Fla. Previously, he had been employed as production manager in the recording department of the Victor Talking Machine Co. in Camden, N. J. and general services were held Jan. 17 at his home in Morrilton, N. J.

the Blue dramatic program, Gus Bister, 49, an engineer for 35 years at Sloan Inc., marked the beginning of its ninth year on the air Friday, Jan. 21.

Behind the Mike

George B. Young, former program director of KCAJ Jerome, and KWKJ Glendale, Ariz., is now a sergeant in the Army stationed somewhere in the Pacific. Before going overseas he conducted an all-soldier program "Abraham Lincoln's Parade" from the Aberdeen Proving Grounds, Md., and which was a regular feature of WFBF Baltimore.

Bill Hahn, formerly with WROK Rockford, III., has joined the announcing staff of WNAC Boston.

LUCIUS LAUX, KMOX St. Louis, is recovering from a minor operation.

Thomas E. O'Connell, free-lance writer, has joined the staff of WGAR Cleveland.

Leon F. Drews, for 17 years organist at the Heathman Hotel, Portland, Ore., has been named musical director for KPRO Riverside, Cal.

MILLIE SCANLON VIRGINIA has been named acting continuity director for the United Broadcasting Co. (WHK-WCLE) Cleveland. She replaces Leslie F. Beid, who has joined the Armed Forces.

Don McCaig, traffic manager for KLZ Denver, is the father of a girl.

Frank Allen, announcer of WWL New Orleans, and Joseph Orleas, secretary to WWL sales representative Paul Bevill, have announced their engagement.

LARRY TREXLER, new editor of WMP's Memphis, has been inducted into the Army.

Val Brown, announcer of KFWB Hollywood, has shifted to NBC staff, replacing Franklin Barton, recently promoted to chief announcer.

Ruth Winney has resigned as traffic manager of KOX Phoenix effective Feb. 15, and will be married to Capt. Randolph Sorensen of the Army Air Forces.

Tobe Reed has been assigned announcer on NBC Bob & Doris Show. He replaces Verne Smith, now in the Army.

Neal Van Ellis, announcer of WAOW Vincennes, Ind., has been promoted to the announcing staff of WLS-AM Chicago.

Berne Enterline, news decoder for WMBD Peoria, Ill., has been inducted into the Army.

Doug Adamson, former announcer of KGGM Albuquerque, N. M., and KTSN El Paso, Tex., has joined the announcing staff of KPRO Riverside, Cal.

Leon Lifson, new to radio, has been named head news editor of WCOB Boston.

Jack Snell, NBC San Francisco sound effects engineer, has been shifted to the network's Hollywood staff.

Nelson McIninch, farm reporter on KFI Los Angeles, is the father of a girl.

Frank Barton, announcer of NBC Hollywood, has been named supervisor of announcers replacing Clinton (Buddy) Twiss who resigned to become assistant producer of the CBS I Love a Mystery.

Walter McGraw, former production manager of WAKR East Lansing, Mich., has been named coordinator for NBC's production group classes. He has been organized to give NBC personnel an opportunity to enlarge their knowledge of various radio techniques.
ROGER W. BABSON SAYS:

"I rate Portland as one of the outstanding sales cities today. The prospects are that next year (1944) it will rate among the 10 leading cities of the country."

OTHER HIGHLIGHTS FROM THE BABSON REPORT:

EMPLOYMENT: "Factory employment has increased considerably during the last 12 months and will remain high."

PAYROLLS: "Payrolls are the highest ever and this money is flowing rapidly into the tills of local concerns."

RETAIL SALES: "Department store sales are about 20 per cent above a year ago, while sales of independent retail establishments are up close to 25 per cent."

INDUSTRY: "Portland's foundries, steel works and machine shops have stepped up production tremendously during 1943. With an all-out war on Japan there will be no letdown in activity until both Germany and Japan are beaten."

FARMERS: "The farmers in Oregon have had a favorable year. Cash income from farm marketings is about 25 per cent larger than a year ago. Prospects are that the farm population will be ready spenders in the next few months."

In the Portland Market your best buy is KEX

PORTLAND, OREGON 5,000 Watts
National Representatives...THE PAUL H. RAYMER CO.

GOING PLACES with THE BLUE NETWORK
The above table is made from the 44 quarter-hour daytime (9 A.M.-7 P.M.) program ratings in Hooper's May-Sept., 1943, survey of the Greater Kansas City area. It shows the number of times each station ranked in each of the possible six positions.

It's no news to us that we are third—but what did surprise us was the number of times KCKN was the second station. And when you compare all stations' listener costs, it just about makes KCKN the most economical radio buy in Kansas City.

KCKN is fast being "discovered" by value-wise time buyers. Better wire or call your nearest Capper office before the better availabilities are gone.

PVT. BILL BOBBINS, former announcer of WCKY Cincinnati, continues as commentator at the Aberdeen Proving Grounds, Aberdeen, Md. PHYLLIS HARRIS is now continuity editor of WJLS Beckley, W. Va. SID TEAR, formerly announcer of Wogy Greenville, has joined the announcing staff of WVWC Asheville, N.C.

JIM TAYLOR, announcer of WHIO Dayton, has been inducted into the Navy. His work has been taken over by Fran Filmore.

CLARENCE H. PRICE, former announcer of WHBQ Memphis, in the Army for more than a year, returned home recently on his first furlough.

HELEN LOOMIS BAUGHMAN has joined the continuity staff of WCAE Pittsburgh.

CORALIE BURSON of Passadena, Calif., a Coast Guard SPAR, has been added to the Blue Fighting Coast Guard program to handle interviews with visiting personalities.

HARRY ASPLEAF, farm service director of KRSP Et. Paul, was recently given a testimonial dinner by a group of Minnesota farmers for his service to that area.

WAR ACTIVITIES AWARD of the Advertising Club of Minneapolis is presented Carl W. Jones (center) by Joyce Swan, business manager of the Minneapolis Star Journal and Tribune. Dr. Miller McClintock (l) addressed the meeting at which the award was presented.

HERMAN ARONSON, formerly announcer of WATL Atlanta, has joined the announcing staff of WROL Knoxville, Tenn.

RICHARD E. STOCKWELL, associate news editor of WCCO Minneapolis, has taken on additional duties as a member of the U. of Minnesota School of Journalism.


LEADING AIRCRAFTSMAN Harold Burley, Royal Canadian Air Force, former manager of the Montreal sales office of Northern Broadcasting & Pub., Co., Timmins, Ont., is father of a girl.

JOSEPHINE BEARD has been appointed traffic manager of CKJL Kirkland Lake, Ont. She comes from Brantford, Ont.

NORMAN PALMER, formerly of Brantford, Ont., has joined the announcing staff of CKGB Timmins, Ont.

TOM MOORE, announcer of WIBG Philadelphia before entering the armed forces, has been promoted to first lieutenant in the Air Forces in England.

LYALL SMITH, studio supervisor of WCCO Minneapolis, married Evelyn Harverud of Minneapolis.

BERNARD HANSEN has joined KOA Denver as newswroom editor. Carl Mehl has joined the KOA announcing staff.

CHARLES SCHON, formerly of WHIA Greenfield, Mass., and WTRY Troy, N. Y., has joined the announcing staff of WTAG Worcester.

Blue-NBC Separation

COMPLETE separation of the Blue Network's central division news, special events, program and traffic departments from NBC will soon be effected, according to an announcement made last week by E. R. Borroff, vice-president of the Blue and central division manager. At the present time these departments share space, facilities, and in some cases personnel. Both NBC and Blue have their Chicago headquarters in the Merchandise Mart. Mr. Borroff also stated that the Blue would maintain and staff its own division, which handles traffic and special events department, conduct its own transcription library, guest relations department and reception staff. Several NBC studios have been leased by the Blue for its Chicago outlet programs. Gene Rouse, formerly Blue supervisor for the Chicago announcing staff, has been named to direct the Blue central division news and special events dept.

LAWRENCE RUDDELL, traffic manager of NBC's international division for 3½ years and for 17 years with Western Union, has been named to the newly-created post of recording supervisor of the Blue network. Function of the new department headed by Mr. Ruddell will be to concentrate on administrative details relating to recording operations arranged with NBC radio-recording division and other recording firms.

MARTIN LANGWEILER, of the promotion department of WFIL Philadelphia, and Shirlie Helms, now with the Trend Network, Washington, have announced their engagement.

MARTHA DEANE, women's commentator, resumes her programs on WOR New York Jan. 24 from her home where she is caring for her twins, born New Year's Eve. Ruth Millett, feature writer for NER Service who has been substituting on the program, is assisting Miss Deane.

FRANK CASON has been named publicity director of WSB Atlanta, succeeding Mary Caldwell who has resigned. Pauline Moody succeeds Frankason as music librarian.

RICHARD BARR, formerly with the Buffalo Broadcasting Corp., has joined WINX Washington, D. C., as program director. Ruth Berner, formerly with the WTAP Washington news room, is now music librarian for WINX.

WALTER S. WIGGINS, program director of KYOE Santa Ana, Cal., is the father of a boy.

VERNE SMITH, announcer on the weekly NBC Key Kpsy's College of Musical Knowledge, has been inducted into the American Legion. Formerly a former newswriter of KMPC Beverly Hills, Cal., has succeeded Mr. Smith.

CLINTON (Buddy) TWISS, for approximately two years chief announcer of NBC Hollywood, has re-signed to become associated producer of the five-weekly quarter-hour CBS I Love a Mystery.

DON CAVITT, formerly of WTAQ Green Bay; Sherwood Lorenz, formerly of WOKO Oshkosh, and Dick Crow- ley, recently of WSTW St. Louis, have joined the announcing staff of WIBA Madison, Wis.

FRANK A. BROWNE has realized as program director of KTIS Hot Springs, Ark., because of ill health and has returned to his home at Columbia, S. C., to convalesce. He formerly was program director of WAYS Charlotte, N. C.
There's BIG DOIN'S in this part of DIXIE!

the station

10,752 MONEY ORDERS RECEIVED IN RESPONSE TO ADVERTISEMENTS OVER WLAC

Here is proof of the fine returns WLAC is producing for National accounts. Within a period of six months this station has secured a total of 10,752 orders—each containing $1.00 for the item advertised. What's more the number of orders have increased with every passing week, climbing to 895 on the 26th week.

(P. I. Accounts not accepted)

the market

INDUSTRY IN TENNESSEE VALLEY REACHES NEW HIGH!

More than one-half billion dollars worth of mighty dams assure an industrial area of ever-increasing importance. Estimates of the total manufacturing wages in the WLAC area are better than double that of 1940!

WLAC
50,000 WATTS

CBS FOR NASHVILLE TENNESSEE
THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

PAUL H. RAYMER, NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
HELEN LEIGHTON, script writer and director of women's activities of WPAT Paterson, N. J., has been named director of radio instructor of Fairleigh Dickinson College, Rutherford, N. J.

FRED WEBBE, director of Right to Happiness for Procter & Gamble on NBC, assumes direction of Braine Tomorrow, another P&G-NBC program this week. Chick Vincent has resigned as director of the latter show to work on a program of his own.

JOHANNES STEEL, commentator of WMCA New York, has joined the faculty of the New School for Social Research, where he will give a series of lectures on political science.

DORIS BALES, formerly of KGKN Kansas City, has joined the continuity staff of WLAC Nashville.

ALLAN KALMUS, formerly publicity director of WQXR New York, has joined NBC's publicity department, while Carol Davis has been transferred to the network's New York publicity office from Hollywood. Mr. Kalmus has taken over part of Jo Ransom's work, while Dick Connolly has been reassigned to handle publicity for WEAF, formerly handled by Mr. Ransom, now publicity director of WNEW New York.

STEPHEN FRY, traffic manager of the New York office of the BBC has returned to his office after a six-week visit to the London office.

PAUL MANNING, CBS correspondent, who returned recently from London, will leave shortly for a lecture tour in this country.

ALFRED VAN RONKLE, director of Alvin's Irish Rose on NBC, entered the Navy last week as an apprentice seaman, and Anne Nichols, author of the program, has taken over its direction.

RUSS DAVIS, formerly radio director for Arbee Food Products, Kansas City, and prior to that, with KWTO Springfield, Mo., is now free-lancing. He currently directs shows for O'Neil, Lurene & McMahon Adv., Chicago.

VINCENT DITTMER, Toronto, has joined the announcing staff of CKWS Kingston, Ont.

FERNAND IPPERSIEL, has joined the announcing staff of CKKN Ronsyn, Que.

CAT FATTERSON has joined the announcing staff of CHEX Peterborough, Ont.

JOHN BARNES, who formerly was a script writer with WBBM Chicago, rejoined the station Jan. 17, as special assistant to Walter Freton, program director.

LEADING AIRCRAFTSMAN CY KING, formerly of CKGB Timmins, and of CKL Kirkland Lake, Ont., is now training with the Royal Canadian Air Force at St. Georges de Melbie, Viger, Que.

BOB KESTEN, formerly program director of CKWS Kingston, Ont., has been promoted to lieutenant in the Royal Canadian Artillery.

FRED DARLING, formerly of CJKL Kirkland Lake, Ont., is now in the Royal Canadian Air Force, training at Miramar, Que.

ARTHUR MUNDORFF, a CBS assistant director in network operations, has resigned to join the Navy as a civilian. Mr. Mundorf joined the CBS in 1931 as a technician. Samuel Duryee has been transferred from desk work to the writing staff of the CBS news room, taking over the duties of Elizabeth Zinnemacher who has been assigned to night writing.

INTERESTED LISTENER when Air Marshal W. A. Bishop, Canadian hero, addressed officials and employees of Canadian Marconi Co., Montreal, was R. M. Beapy (r.), general manager of Marconi Co. and former NBC director of station relations. Occasion was presentation of War Service Buttons to workers at Marconi plant.

TOM HALEY, formerly of NBC Washington, has joined the announcing staff of WJW Cleveland.

CHARLES O'CONNELL will resign as director of Red Seal Artists and Repertoire of the BCA Victor Division March 31 to devote more time to writing and conducting. He will be retained as consultant.

JAMES BANNON, announcer, identified in the past with The Great Gildersleeves, I Love A Mystery, and other network programs, has been assigned to handle Electric Auto-Lite's new NBC program, Everything for the Boys.

CHARLOTTE ADAMS, who conducts The Run of the House on WQXR New York, has been named food editor of the Associated Press Feature Service, effective Feb. 1.

DOUG ELMES, formerly of CKOV Kelowna, B. C., has joined the sales staff of CKWX Vancouver.

MIRIAM WILLSON, formerly musical director of NBC Maxwell House Coffee Time, and now with Armed Forces Radio Service, has been promoted to a major.

CBS network programs for the March of Dimes Campaign for the 1944 Infantile Paralysis Fund, includes five programs under the possibility of others later. On Saturday, Jan. 25, 11:15-11:30 p.m., Marjorie Lawrence broadcast with the Columbia Concert Orchestra, and made a special appeal. Sunday the 16th, 11:30-12 midnight, began the March of Dimes Cavalcade of Bands, starting with Harry James from Hollywood. From 12:30-1 a.m. Charlie Spivak's orchestra broadcast from New York. Sonny Dunham and his band played from New York on the 17th, 11:30-12 midnight, and Denny Becker went on at 12:30-1 a.m. Nila Mack's Let's Pretend program, on Jan. 22 presented The Little Lame Prince, featuring Bill Adams imitating the voice of Pres. Roosevelt.

Hughes to KXOK

DR. BERTRAM L. HUGHES has been appointed news editor of KXOK St. Louis, C. L. Thomas, station manager announced last week. He was previously with the Cornell U. Station, WHCU, and had received special recognition from NBC for his handling of special events.

Peabody Awards

Committee Named

U. of Georgia's Journalism School Takes Part in Judging EXAMINATION of this year's entries and listening-post committee reports for the George Foster Peabody Radio Awards has been announced by President Harmon W. Caldwell of the U. of Georgia by appointment of the following committee:

Mrs. John C. Geston, chairman, acting assistant in journalism; Louis H. Edmondson, acting assistant professor of journalism; Miss Helen Cross, instructor in radio journalism and speech; Miss Florence Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head of the Department of Drama; and E. Claybrook Griffith, associate professor of economics.

Advisory Board Named

Working with Dean John E. Drewry of the Grady School of Journalism which, with the assistance of the NBC administrators these awards, the committee will make recommendations to the Advisory Board, containing the following members:

John H. Benson, AAAA president; Dr. Ralph D. Casey, director, School of Journalism, U. of Minn.; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; Mark Ethridge, publisher of the Louisville Courier-Journal and Times and general manager of WHAS Louisville; Earl J. Glade, w.p., KSL Salt Lake City; Joseph H. Jackson, literary editor, San Francisco Chronicle; Waldemar Kaempfert, New York Times science editor; Alfred A. Knopf, publisher; Dr. S. V. Sanford, chancellor, University System of Georgia; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the award bears; and Edward Weeks, editor of the Atlantic Monthly.

An unusually large number of entries and reports has been received.
When frequency modulation first drew the attention of the broadcasting industry in 1938, Radio Engineering Laboratories had already collaborated in installing its first FM transmitter (W2XMN, Alpine, N. J.) for Major E. H. Armstrong, the inventor of frequency modulation. Until the war, practically every major FM broadcasting station was REL-equipped. Our clients included Yankee Network (Boston-Paxton STL, Paxton, 50 kw, Mt. Washington, 10 kw); Milwaukee Journal (WTMJ, Milwaukee, 50 kw); Detroit Evening News (WWJ, Detroit, 50 kw); WBNS Inc. (WBNS, Columbus, Ohio, 10 kw); WFIL Broadcasting Co. (WFIL, Philadelphia, 10 kw); WHEC Inc. (WHEC, Rochester, 3 kw); Stromberg-Carlson (WHAM, Rochester, 3 kw); Interstate Broadcasting Co. (WQXR, New York City, 1 kw); and many others.

When World War II finally ends, you will once again be assured of the finest frequency modulation manufacturing there is when you buy REL equipment. For REL has kept abreast of every FM development, with its war orders adding years of FM experience for your post-war stations.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Members Elected On Blue Committee

Advisory Group’s Membership Announced by Network

RESULTS of the election of members of the Blue Station’s Planning Advisory Committee were announced last week following formal certification by Ernst & Ernst, certified public accountants who conducted the election among Blue affiliates for the network [BROADCASTING, Jan. 17].

Organized in 1942 to advise and assist the management in the operation of the Blue, the committee is made up of representatives of Blue affiliates from seven districts throughout the country. In line with a resolution adopted by the committee last year to stagger the terms of the committee members, representatives from Districts 1, 3, 5 and 7 were elected for two years, while those from Districts 2, 4 and 6 were elected for a one-year term.

Committee Members

Committee members and the districts they represent are as follows: William A. Riple, WTRY Troy, N. Y., reelected from District No. 1; Allen Campbell, WXYZ Detroit, reelected from District No. 9; C. T. Hagan, W7CN Minneapolis-St. Paul, elected from District No. 3, replacing Earl May, KMA Shenandoah, Ia.; Henry P. Johnston, WSGN Birmingham, reelected from District No. 4; Harold Hough, KGGO Fort Worth-Dallas, reelected from District No. 5; Frank C. Carman, KUTA Salt Lake City, elected from District No. 6, replacing Duncan Pyle, KYOD Denver; W. B. Stuhr, KJR Seattle, reelected from District No. 7.

FPA Invites Radio

FOREIGN PRESS Assn., organization of correspondents of foreign publications and news services in the U.S., has voted to extend its membership to radio. New ruling will permit American correspondents of foreign radio stations and those handling newscasts originating in this country for foreign audiences to become active members, according to Bernard Musnik of the New York office of WLW Cincinnati, secretary-treasurer of FPA, whose membership in the organization derives from his extensive background in foreign journalism.

Plant Radio Study

HOW PLANT broadcast helps build and maintain good morale, as well as improve productive efficiency and create goodwill, is described in detail in a booklet titled “Manpower, Music and Morale,” published by the RCA Industrial & Sound Dept. Pictorially explained are such features as RCA’s industrial music library service, a proposed training program available for plant broadcasting system directors, and details of planned psychological surveys to study employee reaction to music in industry.

WMAQ

CHICAGO

They all tune to the National Broadcasting Company

It’s a National Habit

America’s No. 1 Network

A Service of Radio Corporation of America

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

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

TO

The Philadelphia Market

RENEWALS

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It's No Secret—There's One Way to Do a GOOD Selling Job—Use

WPEN Philadelphia

950 ON THE DIAL • • • 5000 WATTS

Broadcasting • Broadcast Advertising

January 24, 1944 • Page 49
Radio Advertisers

Lemperly Advanced
C. M. LEMPERLY, advertising, publicity and public relations director of Sherwin-Williams Co., Cleveland, since 1914, was appointed last week by Arthur W. Steudel, president of the S-W Co., as director of sales, advertising and distribution. He also will retain executive supervision of the public relations department. Mr. Lemperly joined Sherwin-Williams in 1907.

Baltimore’s Blue Network Outlet
John Eimer Geo. H. Roeder President Gen. Manager
FREE & PETERS Exclusive National Rep.

SALES FLY HIGH WHEN YOU BUY THE BACK OF THE BAG

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TOMORROW will be the day of FM and LINGO

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In San Francisco County, the average man, woman, and child has $2228 effective buying income!

San Franciscans' full pockets reflect the prosperity in all the great booming area around it...where effective buying income is far higher than the national average!

You can reach this prosperous Central Pacific Coast market...really blanket it...at amazingly low cost per sale by using...

**KPO**

SAN FRANCISCO

**REPRESENTED BY NBC SPOT SALES OFFICES**

New York  •  Chicago  •  San Francisco  •  Boston
Cleveland  •  Denver  •  Washington  •  Hollywood

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

BROADCASTING • Broadcast Advertising  January 24, 1944 • Page 51
Well, Junior, armor is the better part of valor—if a Cleveland retailer advertises his wares over WHK. There's something about this station that stirs mobs of customers into buying . . . and buying . . . and buying.

Of course, the retailer could meet the inevitable customer stampede clad in a natty business suit. But by the end of the day, they'd have bought the suit off his back. It's embarrassing—in a pleasant sort of way!

So experienced Cleveland merchants advise others to apply for priority on an iron jacket and pants ensemble before airing sales messages over WHK. Armor may be a bit stuffy indoors—but who cares when the shekels pour in like crazy?

Because it SELLS the goods

WHK

IS

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland, and WHKC, Columbus
Reed to Blackett


NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

* Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

New York
5000 Watts

FOR OFFENSE OR DEFENSE
Buy U.S. Bonds Today!

BROADCASTING • Broadcast Advertising

Page 54 • January 24, 1944

McKESSON-ROBBINS PLANS BLUE SHOW

FEATURING in a new McKesson & Robbins program to be known as Stop and Go, comedian Joe E. Brown is scheduled to start on the full network, March 23. Though final commitments have not as yet been made, it is expected that the program will be aired Wednesdays at 1:15 p.m.

The film star, now entertaining overseas troops, is to conduct the studio audience participation quiz program which has already been tried out on the West Coast.

Plans for the network program were announced by L. M. Van Riper, president of McKesson & Robbins, in a statement revealing that the firm will spend $2,500,000 on advertising in 1944 (BROADCASTING, Jan. 17). Referring to M. & R.'s spot schedule, which includes announcements on more than 114 stations for Bexel and other products, Mr. Van Riper said that in addition to the new network show, all present successful radio projects would be maintained. The Blue program will promote the "big six" among M. & R. products — Bax, Bexel, Bex, Albonine, Yo- dora and Seretide — in the hands of J. D. Tarcher & Co., New York.

Appeal for Nurses

NEED FOR NURSES will be discussed by Miss Dorothy Wheeler, executive secretary of New York's Nursing Council for War Service, on the Good Health to You program (1:30-1:30 p.m.) over WMCA Jan. 29. Program is under auspices of the New York Tuberculosis and Health Assn.

"The Mystery Chef on WFDF Flint said to put all my left-overs in the soup."

CONVENTIONS AND GROUP MEETINGS


NAB Regional Meetings—

District 1, Indianapolis, Ind., Columbia Club, Feb. 1.

District 2, Omaha, Nebraska, Hotel Fontaine, Feb. 12.


District 4, Los Angeles, Calif., to be announced, Feb. 27.

District 5, Dallas, Texas, Baker Hotel, Feb. 17.

District 6, Tulsa, Oklahoma, to be announced, Feb. 29.

District 7, Memphis, Tenn., Peabody Hotel, Feb. 24-25.

District 8, Pittsburgh, Pa., to be announced, Feb. 29.

District 9, not yet decided, to be announced, March 1-2.
RTPB to Give First Progress Reports
At New York IRE Meeting, Jan. 28-29

FIRST progress reports of the Radio Technical Planning Board, organized last fall to "formulate plans for the technical future of the radio industry and services... in accordance with the public interest and the technical facts, and to advise Government, industry and the public of its recommendations," will be made during the 1944 Winter Technical Meeting of the Institute of Radio Engineers, to be held Jan. 28-29 at the Hotel Commodore, New York.

Panels to Report
In a symposium to be conducted Friday afternoon by Haraden Pratt, IRE representative on the RTPB board and chairman of the panel on radio communication, W. R. G. Baker, RTPB chairman, will outline the overall work of the board and each panel chairman will report on the problems and progress of his particular field. Chairmen and their panels are:


Another symposium, covering the complete engineering operations of the FCC, is scheduled for Saturday morning, with H. M. Turner, associate professor of electrical engineering at Yale and president-elect of IRE for 1944, presiding. After a general introduction by E. K. Jett, chief engineer of the Commission, G. P. Adair, chairman of the Commission and chief of the Broadcast Division of the FCC Engineering Dept., will speak on "Timely Broadcast Matters.

W. N. Krebs, chief of the Safety and Special Division, will discuss "Police, Aviation and Maritime Services," and P. F. Siling, chief of the department's International Division will conduct the session with a paper on "Point-to-Point and Allocation Problems."

Arthur Stringer, NAB director of promotion, will discuss "Radio in Service of Home and Nation" during the Saturday morning session. That afternoon Commander A. B. Chamberlain, U. S. Navy, former chief engineer of CBS, will speak on "Standardization of Service Equipment"; F. S. Barton, British Air Commission, will speak on "Organization of Radio Research, Development and Production in Great Britain," and T. M. Liang, Chinese Supply Commission, on "Peace, War and Future Application of Radio in China."

Two-day meeting will open Friday morning at 10 with an address of welcome by B. E. Shoemaker, chief engineer in charge of RCA's Frequency Bureau, chairman of the Winter Technical Meeting. L. P. Wheeler, chief, Information Division, FCC Engineering Dept., retiring IRE president, will turn over the gavel to 1944 President Turner, who will preside at the annual meeting of the Institute, also on the morning's agenda.

Vote on Amendments
At this session, members will vote on amendments to the certificate of incorporation of IRE.

Speaker at the annual IRE banquet on Friday evening will be Commander J. J. Raby, U. S. Navy. Retiring President Wheeler will deliver the annual presidential address. President Turner will award the IRE medal of Honor to Mr. Pratt and the Morris Leibmann Memorial Prize to W. L. Barrow, Sperry Gyroscope Co. He will also present fellowship awards to S. L. Bailey, Jansky & Bailey; C. R. Burrows, Bell Telephone Laboratories; N. G. Crosby, RCA Laboratories; Harry Diamond, Naval Bureau of Standards; C. B. Feldman, Bell Telephone Laboratories; Keith Henney, Electronics; D. O. North, RCA Laboratories; R. A. Norton, PGC; S. W. Seeley, RCA License Laboratory; D. B. Sinclair, General Radio Co., Leo Young, U. S. Naval Research Laboratory.

A score of papers on all phases of radio engineering will be delivered at a number of technical sessions during the two-day pro-

KGBS to CBS
KGBS Harlingen, Tex., on Jan. 1 joined CBS as a supplementary station.

A REVIEW of radio in 1943 has been prepared for the American Yearbook by Dr. C. B. Jolliffe, RCA Victor Division's chief engineer. Subjects covered include radio servicing, police and aviation radio and electronics.

Now Lt. Miller
JOSEPH L. MILLER, NAB labor relations director, last week reported for duty as a lieutenant (j.g.) in the Naval Reserve, and has been assigned to labor relations duties in the office of Assistant Secretary of the Navy Ralph Bard in Washington. Lt. Miller was inducted Dec. 23 as an apprentice seaman, and was commissioned Jan. 14. He had been with the NAB since 1935, and before that was labor correspondent in the Washington Bureau of the Associated Press. His NAB successor has not yet been named.

MILTON CHASE, newspaperman in the Far East before joining WLW Cincinnati, has been a regular news commentator over WLW titled Milton Chase and the Far East.
Record 1944 Quota
Is Planned by RMA
Prepares for 50% Increase
In War Production

MEASURES to enable the radio-elec-
tronics industry to meet a pos-
sible $5-billion-dollar war production
program in 1944 will be taken.

Conference of the Radio Manu-
facturers Assn., held Jan. 11-13 at
the Stevens Hotel, Chicago. More
than 100 leading industry execu-
tives attended the meeting at
which recommendations looking
toward reconversion were adopted.

Told by Paul V. Galvin, RMA
president, that the 1944 goal, rep-
resenting a 50% increase over an
estimated $3 billion output last
year, would require greater man-
power facilities, the Conference
took steps to increase employment
of new workers, to re-employ and
rehabilitate returning servicemen,
and to study data on incentive
wage plans, uniform job classifica-
tions and reduction of absenteeism.

Reconversion Plans

Arrangements for an employ-
ment survey, with Selective Ser-
vice and other Government
cooperating, were made by a new
Employment and Personnel Com-
mittee, headed by Chairman A. H.
Gardner of Buffalo.

Among the recommendations re-
garding reconversion, approved by
the general RMA Post-War Plan-
ing Committee, was one that the
Government should establish a fu-
ture starting date of any shipments
of civilian radio sets at least six
months in advance. Other recom-
mandations were that each manu-
facturer determine set models to
be built, that there be no "Victory"
models, and that price levels should
not be established but that if this
is unavoidable they should be set
garding the RMA's record advertising
director to an important wartime
assignment within the company
was announced by J. W. Murray,
head of RCA Victor record activ-
ities. Mr. Williams will resume
his direction of the company's record
advertising upon completion of his
new assignment, but in the mean-
time J. D. Halstrom will direct
RCA Victor's record advertising
in addition to retaining his duties as
record merchandise manager.

THE ROAR OF CANNON
THE BURSTING OF BOMBS
BUY WAR BONDS

CULINARY CUTUP John Holtman, announcer for the new Music to Suit
Your Taste series sponsored on WMAQ Chicago by the B. S. Pearsall
Butter Co., Elgin, Ill., shows a few tricks of the trade to Carl Kraatz
(1), account executive for Schwimmer & Scott, agency handling the
account; J. L. Vandertoll, Pearsall salesman; M. R. Tennerstedt, NBC
salesman. Contract for the 10-minute six-weekly program which promotes
Elgin brand oleomargarine is for 26

RCA Personnel Switch

TRANSFER of J. M. Williams,
RCA Victor's record advertising
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record merchandise manager.

facts on distribution costs for use
of the industry in connection with future merchandising problems.

A future export promotion pro-
gram, projecting an estimated
100% increase in sales of post-war
sets and parts and a 50% increase
in sales of transmitting apparatus,
was presented by Chairman W. A.
Coogan of the RMA Export Pro-
gram Committee.

The conference authorized new
and expanded services for RMA
members, including additions to
the RMA headquarters staff in
Washington. These activities include:
"collection of wage and employment
statistics and other work involving
cooperation with military agencies
and problems concerning reconver-
sion.

The RMA Board of Directors
authorized a subscription of $135-
000 to the Fourth War Loan cam-
paign. The Board also approved
arrangements to hold the 20th an-
ual convention of RMA at the
Stevens Hotel in Chicago June 6
and 7.

GE Video Shown

WRGB, General Electric television
station in Schenectady, entertained 100
New York State newspaper
publishers last Wednesday with a
demonstration of sight-and-sound
broadcasting, including several features in
which the publishers themselves par-
ticipated. Robert S. Pearse, manager
of broadcasting and publicity for Gen-
eral Electric Co., and Dr. E. F. W.
Alexanderson, who has contributed
greatly to radio's advancement, ad-
dressed the guests, who also witnessed
a sound movie describing television.
Demonstration was handled by Robert
B. Stone, program manager of WRGB.

IRFICHMOND, VA.

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Solicitor General be given that opportunity.

"The law is indefinite," commented Chairman Lea. "Over a period of 140 years the executive department of the Government has been excused. I take it the President couldn't instruct a member of the executive department not to testify." Mr. Lea did exempt questions involving security in wartime and when Mr. Garey told the Committee no problem of "national security" was involved, but that "a citizen of the United States, through the FCC was illegally and wrongfully put off the air and the FCC tried to pass it on to the FBI.

Chairman Lea suggested that Counsel Garey submit "all questions to the Attorney General to see if they can be answered", Rep. Edward J. Hart (D-N.J.) interposed.

"With reference to answering questions, I would believe anything Mr. Hoover tells this Committee. I have a high regard for him and I think this Committee shares it. But there's something a bit nebulous about a witness coming here and saying the Executive instructs another executive what to testify as to certain questions. In order for the record to show, this Committee is entitled to know what's in this letter. I think the Attorney General should be advised something of the rights of this Committee. After all Congress does have some rights.

Union Agreement

After Mr. Garey had read some correspondence referring to E. G. Harrison, an employee of the FCC, Mr. Hoover testified that in June 1940 Mr. Harrison informed the FBI that the Commission planned to get fingerprints of radio operators as an aid to the Bureau but that subsequently, after taking it up with the Commission, he learned it was the desirability of the FCC not to make the fingerprints part of the records of the Department of Justice. Chief Hoover added that the FCC "did not feel it was proper to make the fingerprint cards part of the records of the FBI because of an agreement with unions." Under questioning Mr. Hoover said radio operators on ships "could endanger national security" and that they were a "matter of grave concern to the FBI." He declared the FBI "most certainly was desirous of obtaining their fingerprints and records.

Then came the series of letters between the FBI and FCC, to which Mr. Hoover declined to testify on advice of Mr. Cox. Mr. Garey read them into the record, one by one, and frequently when he asked Mr. Hoover if the contents were correct, the FBI director replied: "The record speaks for itself."

When Rep. Hart questioned the scope of the presidential directive forbidding certain testimony, Mr. Cox replied that the President had ordered correspondence be not "discussed" nor "publicly disclosed".

FBI Opposes

Mr. Garey read into the record a letter dated Oct. 15, 1941, and addressed to FCC Chairman Fly in which the Dept. of Justice asked for the Commission's cooperation and for the fingerprints. When he asked: "You didn't get any cooperation did you?" Mr. Hoover replied: "I didn't get any fingerprints until June 27, 1942."

In a letter dated Jan. 2, 1942, Attorney General Biddle wrote Mr. Fly, according to the correspondence read into the record, that the FBI could not acquiesce to the FCC suggestions that the fingerprints be kept on file at the Commission. In part the letter said:

"Though we stressed the importance of the arrangement which we urged, we appreciated the consideration which moved you to your decision. The situation has materially changed in recent days. The evidence is strong that messages have been surreptitiously transmitted to our enemies by radio, and that military attacks upon the territory of this country may have been furthered and facilitated thereby. . . . I honestly believe that the radio operators who are loyal and law abiding would themselves welcome such a move because it would serve at once to rid their lists of any undesirables among them and to confirm the loyalty and reliability of the others. Please think this over; I should hate to have something serious happen which might have been easily avoided."

Mr. Hoover testified that the conditions outlined by Mr. Biddle were true. When the Committee general counsel asked if the work of the FBI would have been facilitated had the FBI turned over the fingerprints in Sephne prior to 1941, Mr. Hoover said:

"I wouldn't amplify that letter because of the directive."

"But you could answer the question were it not for the directive?" pressed Mr. Garey.

"I could," replied Mr. Hoover. Mr. Garey read a letter dated Jan. 12, 1942, from Mr. Fly to Mr. Biddle in which the FCC chairman agreed to turn over to the FBI fingerprints on the following conditions: (1) Results of the investigation be communicated to the FCC; (2) fingerprints to be returned to the FCC permanent files and not be made a part of the Bureau's criminal files; (3) investigation to be concerned solely with "activities which relate to the national security and present war effort"; that no previous misdemeanors of operators that might be discovered be disclosed; that "other crimes which have nothing to do with security measures" be not disclosed; that "to revive offenses not related to the war effort or to open the door to the possibility of anti-union discrimination by employers would undoubtedly, seriously affect the morale of the employees."

Many Bad Prints

A subsequent letter of Feb. 6, 1943, from the Attorney General, approved the first "condition" but opposed Mr. Fly's second and third provisions.

Mr. Hoover did testify, after another letter had been read into the record, that as of July 1, 1943, the FBI had received 214,000 fingerprints from the FCC but found a "very substantial number improperly taken". Mr. Garey placed into the record a tabulation of 47,876 improperly-taken prints.

Mr. Hoover testified, after more correspondence had been read, that the last of the 214,000 fingerprints were received by the FBI on March 27, 1943, "some 16 months after Pearl Harbor".

Bank on Radio

MODERN ideas are the rule of the Burlington, Vt. Savings Bank. When Levi P. Smith, president of the bank, gave his annual address to the bank's customers this year, he decided to use the airwaves. So the talk went out on the Burlington station WCAX Jan. 19.

"WATCH THIS until I get back."

Lt. (j.g.) Doug McNamara tells Alvin C. Sheehan, assistant general manager and director of promotion, WCWO Minneapolis, as he hands over his stop watch. Lt. McNamara was a member of the WCWO production staff before he got orders on Jan. 12 to report to Tucson, Arizona for indoctrination in the U. S. Naval Reserve.

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Nominating Group Favors Ryan

(Continued from page 9)

caster since 1927, when Fort Industry acquired its first station. During the two years he has served with distinction in Washington as radio censor, not a single major incident has developed to reflect upon voluntary radio censorship.

There has been no indication about the length of Mr. Ryan's NAB tenure, if arrangements are completed. But based on past expressions it is assumed he might return to station operation in Toledo at some future date. Mr. and Mrs. Ryan have maintained their home in Toledo along with an apartment in Washinton. Since he joined the Government service.

'Rump Movement'

Mr. Miller emerged successfully from his last set-to with the NAB board at a meeting in Chicago July 30, at which time the board paved the way for nomination of a new president prior to the expiration of his term July 1. William B. Lewis, former CBS vice-president and afterward OWI assistant director, had been proposed as Mr. Miller's successor but the day before the board met, withdrew his name from consideration on the grounds that the industry's greatest need is for "unity of purpose and action." Mr. Lewis since has accepted a position as executive vice-president of American Network Inc., FM national network project.

The effort to provoke a change at that time was characterized as a "rump movement" by Mr. Miller's supporters. This meeting marked the third open effort to change the NAB high command. The first came in Chicago July 15, 1942 and the second Oct. 13, 1942. All were successfully resisted.

Led ASCAP Fight

Members of the NAB board, in addition to President Miller and the six members of the nominating committee are: Kolin Haer, WGY Schenectady; Ray F. Thompson, WRB, Altoona; James W. Woodruff, WRBL Albany; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAVE Louisville; John E. Fetzer, WKZO Kalamazoo; E. L. Hayek, KATE Albert Lea, Minn.; William B. Way, KYOO Tulsa; Hugh A. L. Half, WOAI San Antonio; Ed Yocum, KGKL Billings, Mont.; Arthur Westlund, KRE Berkeley; Calvin J. Smith, KPAC Los Angeles; Harry R. Spencer, KXRO Aberdeen, Wash; Barney J. Lavin, WDAY Fargo, N. D.; Herb Hollister, KANS Wichita; Frank King, WMBR Jacksonville; Leslie C. Johnson, WHBF Rock Island, Ill.; Paul W. Kesten, CBS vice-president, and President Miller and; and Frank M. Russell, NBC Washington vice-president.

Mr. Miller was elected the NAB's first paid president in 1938. A native of Louisville, he had served as

its mayor and had distinguished himself for his activities during the Louisvilo flood in 1937. He was serving as business manager of his alma mater, Princeton U., at the time the NAB selected him. Prior to his appointment, the presidency of the NAB had been held by active broadcasters elected annually, with the organization itself directed by a full-time managing director and staff.

Mr. Miller is credited with having marshalled the industry forces in the copyright battle with ASCAP, which culminated several years ago in an equitable arrangement for payment of royalties for copyrighted music. He was instrumental in the creation of Broadcast Music Inc., as an industry owned music source and serves as president of that organization as well as the NAB.

Mr. Miller's difficulties first began largely because of controversies with James Lawrence Fly shortly after the latter became chairman of the FCC in 1939. Chairman Fly has berated both the NAB and Mr. Miller, contending the organization was a "stooge" of the larger networks. Mr. Miller's proponents have been disposed to describe the movement for reorganization as an "appeasement" of Chairman Fly. This, however, is vehemently denied by other industry figures who contend that a change in leadership is desirable in order to solidify the organization and give it a different character of leadership.

Ryan's Active Career

Known to his radio intimates as "Harold", but to his college associates as "Jack", Mr. Ryan has held the respect and confidence of practically all those with whom he has been in contact.

A native of Toledo, the 59-year-old executive attended grammar SCHOOL and worked his way through school as a "stooge" of the radio station WGRW.

LEAVING TO BEGIN a new career, Margaret Dotson, WCKY Cinncinati promotion manager, receives the good wishes of L. B. Wilson, station owner, as she departs to join her husband, L. P. Kinnick, a Navy man stationed at New London, Conn. Prior to joining WCKY, Mrs. Kinnick was a special feature writer and assistant publicity director of the All-Year Club of Southern California.

KEEP THE SPHINX IN HER PLACE!

For centuries this great stone figure has crouched, enigmatic and inscrutable, in the vastness of the Egyptian desert. Half hidden for ages by the shifting sand, she has now been partially uncovered and lies there—a symbol of silence.

Silence—the death knell of your product, your name, your business. No, silence is not for you. Your name must be kept ringing in the ears of your customers, if your product is to find its place in tomorrow’s market. Keep it ringing by radio!

In Canada, CERB reaches the largest share of the richest market. Half the leading sponsored programmes in a key area, fed by three stations, are broadcast over CERB.
school and high school in that city. He graduated from Yale in 1908 and won the Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extracurricular activity and he has attended practically all national conventions since 1907.

After college Mr. Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. The company was dissolved in 1928 at which time he went into the gasoline business with Mr. Storer.

In 1927 the Fort Industry Oil Co. was formed in Cleveland and Toledo, and to promote it, radio was used. Arrangements were started with the then local station WTAL in Toledo and the Storer-Ryan partnership soon owned the station and changed its call letters to WSPD.

In 1931 the gasoline business was sold and the firm went into radio as its major activity. WWVA was purchased in 1931. In 1932 CKOK, which later became CKLW, was established in Windsor, Ont., serving the Detroit area. It was later sold. In 1935 WMMN was purchased and in the fall of 1938, WLOE joined the Storer-Ryan group. A year later came WHIZ, and in 1940 WAGA. Mr. Ryan is regarded as an expert administrator and organizer, and as a

**JACK JOY DIES**

**ON WEST COAST**

JACK JOY, 45, chief of the West Coast office, War Department Radio Branch, Bureau of Public Relations, died at Seattle, Wash. Veterans Hospital on Jan 15. Death resulted from complications following two major operations. Although formally appointed to his West Coast position with resignation of Robert C. Coleson in October 1943, Mr. Joy never assumed actual duties. He had resigned as chief of the War Department Broadcast Service in July 1943 to regain his health when the new assignment was offered him.

Before joining the Radio Branch in July 1941 he was musical director of the Golden Gate Exposition in San Francisco. When attached to the War Department Broadcast Service he conducted the Army Hour band and had charge of the musical portion of the War Department program on NBC.

A pioneer in West Coast radio, he was for two years program director of Don Lee Broadcasting System, Hollywood, resigning in Sept. 1938. Prior to that Mr. Joy was musical and program director of KFWB Hollywood. He was in the Navy during World War I. Surviving is his widow, Edythe Joy of Tarsana, Cal.

self-educated cost-accountant. The Ryan home in suburban Toledo is a veritable treasury of rare first editions. Mr. Ryan is an inveterate walker and an expert contract bridge player.

**NAB Conference**

(Continued from page 9)

over entirely to group, committee or other satellite organization meetings, together with advance registrations. The convention will be called to order Tuesday morning and continue through Thursday. There will be pre-convention roundtables on customary business, technical and related subjects, but postwar activities and planning will be the main topic.

Chicago, Cincinnati Out Members of the convention committees, aside from the chairmen, are Herb Hollister, KANS Wichita, and Harry Spence, KXKO Aberdeen, on programs, and Nathan Lord, WAVE Louisville, and John J. Gillin Jr., WOW Omaha, on site. All were present at the Chicago session except Mr. Gillin, who was in New York attending a meeting of the NAB Nominating Committee the preceding day.

Originally Chicago, Cincinnati or New York were listed as convention sites, in that order. Advanced bookings of other conventions at dates convenient or desirable for broadcasters, however, ruled out the other two cities. Moreover, it was concluded that with broadcasters anxious to learn of post-war planning, both technically and businesswise, New York, as the business hub, was most desirable.

If a banquet or dinner is held, it will be on Wednesday evening, Mr. Arney said. Only one business session will remain for Thursday, for election of directors at large, consideration of amendments to the by-laws, and other business which may be scheduled. The new NAB board will convene Thursday afternoon, under present plans.

American Home Corp. Acquires P. Duff & Sons CONTINUING its expansion into the food field, American Home Products Corp. has completed negotiations for the acquisition of P. Duff & Sons, Pittsburgh, manufacturers of baking preparations, according to an announcement last week by Alvin G. Brush, AHP chairman.


ROY HARRIS 'Sixth Symphony', which the composer was commissioned by the Blue to write last May, is nearing completion, and has been scheduled for the broadcast of the Boston Symphony Orchestra on April 15, 70th anniversary of the death of Abraham Lincoln. The Symphony is based on Lincoln's Gettysburg address.
Enlistment Upsurge Causes Cancellation Of OWI Women Marines Recruit Drive

AN EMERGENCY request to networks and stations to cancel OWI allocations scheduled next month for Women Marines recruiting was transmitted last Thursday by the Domestic Radio Bureau following advices from the Marine Corps that more applications are being received than can be handled.

Informed by Marine Corps officials that a three-week campaign scheduled to begin Jan. 31 will be unviable, William Farcy, chief of the Bureau's allocation division, requested producers of network programs to substitute WAVES recruiting messages for Women Marines (early story p.28).

Suggests Tribute Theme

Recognizing that many programs may be already written, Mr. Fairbanks suggested the recruiting appeal be omitted and the message used as a tribute to the Women Marines. Where messages can be easily revised for WAVES recruiting, advertisers were urged to make the change. Fact sheets were dispatched to assist writers.

Stations assigned transmitted announcements on Women Marines recruiting that were notified by John D. Hymes, chief of station relations, that live announcements on WAVES recruiting were being sent them airmail special delivery to substitute for the transmissions.

Applications for enlistment in the Marines have reached such volume, OWI was informed, that not more than half of those seeking admission can be accepted with existing training facilities. The quota of 12,000 set for Jan. 1, 1944, has been exceeded by 3,000 and current enlistments are sufficient to enable the Corps to reach its ultimate strength of 19,000 set for July 1.

Control Change Granted KNET and WHO by FCC

ACTIONS of the FCC last week granted consent to transfer control of KNET Palestine, Tex., from the Pauline Mayer Gordon Estate (33%) to Bert Horswell (34%) and Beverly Gordon Horswell (33%) to Ben A. Laurie, Billy A. Laurie and Leita Moye Laurie through the transfer of 100% of the issued and outstanding stock for $7,800. Reason for transfer is that Bert Horswell, now handling the Gordon Estate, does not have time to manage KNET properly.

Billy Laurie (49%), active in radio production and operation, is the son of Ben A. Laurie (50%), uncles representative for R. M. Hughes & Co. Billy Laurie's wife, Leita M., holds the other one percent.

Consent was also granted to WHO Des Moines for transfer of control from Daniel David Palmer to trusteeship composed of B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon. No money consideration was involved. Daniel David is the son of B. J. Palmer.

Ogilvie Named Director of CIIA Radio Division

JOHN W. G. O'GILVIE, formerly acting director of the radio division of the Office of Coordinator of Inter-American Affairs, has been named permanent director of the division, a post originally held by Don Francisco, now assistant coordinator in charge of the information department.

Specializing in public relations, Mr. Ogilvie was assigned to Argentina in 1930 by IT&T. In 1935 he went to Puerto Rico as president of Radio Corp. of Puerto Rico, which operated WFAQ San Juan, and vice-president and general manager of Puerto Rico Telephone Co. In 1937 he served in Spain with IT&T during the Civil War. In 1938 he was transferred to New York by IT&T; in charge of radio operations and he joined CIIA Nov. 15, 1941.

Taylor Quits CBS Post

DEEMS TAYLOR has resigned as CBS music consultant, because of pressure of other work, it was announced last week. Mr. Taylor has held this post since November, 1936.
CAKE-CUTTING FOR BAUKHAGE on his 10th anniversary as a commentator brought many leading Washingtonians to the Blue Washington studio. At his right is William D. Hassett, of the White House secretarial staff. Watching from the other side are (1 to r) Claude A. Wiecard, Secretary of Agriculture; David Lawrence, news columnist and publisher of the United States News; Senator Scott Lucas (D-Ill.); Rep. Joe Martin.

**Goodyear Postpones**

**GOOD YEAR Tire & Rubber Co., Akron, has set the format for its institutional CBS station, starring Walter Pidgeon [BROADCASTING, Dec. 27], and has postponed the starting date from Jan. 30 to Feb. 6. The program will present guest actors. Originating from KNX Hollywood, and titled The Star & The Story, it will be heard on 130 CBS stations, Sun., 8-8:30 p.m. Agency is Young & Rubicam, N.Y.

**Satevepog on Blue**

**CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post) on Feb. 5 begins sponsorship of a quarter-hour drama, and interview program on the full Blue (10:45-11 p.m.). Contract is for 63 weeks. Agency is Miller-Farland-Aveyard, Chicago.

**BOOTS AIRCRAFT Nut Corp., a war plant in New Canaan, Conn., has signed a 3-week contract for Sunday 44:30 p.m. on Mutual. Plans call for a musical-variety show starring Eddie Dowling. Agency is Cecil & Freshrey, New York.

**Wichita - KFH**

*Boo™ Town* "Twins"

Pictured are Jerry Kent Hill and Jimmy Kent Hill, bright-eyed twin sons of Mr. and Mrs. Kent Hill—Hall-Gentry Studios.

**Everything Goes DOUBLE in Wichita!** in babies, and in sound, solid sales gains. Wichita is first in the booming Southwest with more than $16,000,000 in retail sales monthly; second in the entire nation in record-breaking sales increases! And, Wichita's fabulous aviation industries will stick in the global progress of air transport with the return of peace. Good reasons, all, to Stick to That Selling Station in Kansas' richest market.

**KFH**

CBS—5,000 Watts Day & Nite—Call Any Petry Office

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**WLB DISC REPORT IS EXPECTED SOON**

TRIPARTITE Panel appointed by the National War Labor Board to investigate the dispute between American Federation of Musicians and the recording industry, now between AFM and Columbia Recording Corp., RCA Victor and NBC radio recording division, is expected to have its report ready for submission to the NWLB by the end of the month. Meanwhile, the three companies which have not accepted the contract in effect between the union and other recording companies continue to operate without the use of AFM members.

James C. Petillo, AFM president, has been absent from New York and there have been no meetings between him and the network presidents since December to discuss a renewal of the network contracts with the AFM locals in key cities which expire at the end of this month. Request of the national organization that the locals do not resume meetings with the networks, made last August when the NWLB hearings were announced, had not been rescinded by the union, but general feeling in both union and industry circles is that no strike will be called at this time.

**Gallup Poll Data Released to Radio**

FOR THE first time, a radio station—WHAM Rochester—will carry the results of the Gallup Polls as a regular feature, it was learned last week. Subscriptions to the survey material gathered by Dr. George H. Gallup's American Institute of Public Opinion, have hereafter been confined to the press, although the results have been the subject of individual broadcasts from time to time.

Purely Experimental

Arranged on a purely experimental basis, the Gallup material will be broadcast in a quarter-hour, evening period Wednesday and Friday, starting as a sustaining program within the next few weeks, according to a spokesman for the Institute. Broadcast will begin with news flashes tying in with one particular question selected for presentation. Local interest will be added through the participation of several Rochester citizens, who have been interviewed on the topic at hand. Plans for the entire series are subject to change depending on the outcome of the initial broadcasts.

Disclosure of the contract between WHAM and the Institute follows shortly on the announcement by the Blue, WHAM parent network, that it has arranged with Opinion Research Corp., Princeton, N.J. to conduct special polls of the post-war world, the results to be broadcast in a Monday night series, America Looks Ahead, which started last week.
ASCAP Bond License Plan Is Adopted

Per Program Basis For Stations Not Blanketed

AGREEMENT affording stations not under ASCAP blanket licen-
sing the opportunity of using Treasury Dept. recordings on a
per program basis was concluded last week by the War Finance Di-
vision of the Treasury and John G. Payne, ASCAP general man-
ger.

Under the agreement, stations using a "complete, sponsorable pro-
gram" shall make payment on a regular "per program basis" for
the show. It is also noted that states
ations using the WFD discs on a
sustaining basis as in the past will
not be required to pay any licen-
se fee.

As the Fourth War Loan Drive for $14,000,000,000 enters its sec-
ond week, more than 750 stations are utilizing the WFD quarter-
hour and five-minute-unit recordings. Many of these
and others are also using live an-
nouncements prepared by the WFD,
announcements issued through OWI and special programs and
features of their own in support of the Drive.

Special Guests

Elmer Davis, chief of OWI, on
Jan. 21, was to have appeared in
behalf of the campaign on the Amos
'n' Andy Friday evening show
sponsored by NBC by Lever Bros.
for Rinso. On Jan. 26 Donald Nel-
son, head of WPB, is scheduled to
present a War Bond message on
the Lucky Strike Kay Kyser pro-
gram broadcast Wednesdays, 10-
11 a.m. on NBC. Rear Adm. Emery
S. Land, Chief of U. S. Maritime
Commission, is scheduled for the
electric utilities Report to the Na-
tion's Capital broadcast Wednes-
day at 9:30 p.m. Wrigley's First Line
show on CBS for Feb. 3 plans to present
Lt. Gen. A. A. Vandegrift, U.S.
Marine Corps Commandant. Sec-
retary of the Treasury Morgan-
thau and Adm. Ernest J. King,
Chief of Naval Operations, are
scheduled for the Feb. 6 broadcast
of We, the People, sponsored by
Gulf Refining Corp. on CBS.

John L. Sullivan, assistant sec-
tary of the Treasury, will pres-
t a bond appeal on CBS Jan. 30,
1:45-2 p.m. Eric Johnston, presi-
dent of the U. S. Chamber of
Commerce, will speak over MBS on
Feb. 14, 6:15-6:30 p.m. Owens-Illin-
ios Glass Broadcast Matinee on
CBS Feb. 4, 4-4:25 p.m., will fea-
t Mrs. Henry Morgenthau Jr., intervie
ned by Mrs. James Dool-
ittle.

CBS is presenting a total of 16
half-hour bond programs from top-
notch night clubs in the New York
area. Broadcasts are presented on
the network 12:30-1 a.m. every
Thursday, Friday and Saturday
nights during the Drive.

The Blue network has chosen as
the theme for its War Bond day,
Sunday, Feb. 18, the slogan "Over
the Top," Plans were made last
week to have correspondents
conduct soldier interviews and
make direct appeals on news round-
up programs.

Washington (D. C.) sta-
tions have found the Maritime Service
training ship Liberty Ship Ameri-
can Mariner, now on display at
Washington, a rich source for spe-
cial programs. The 10,000 ton ship
which was commissioned a year ago
is constructed from a liberty hull
and contains liberty engines. Space
which ordinarily would be used for
cargo now holds classrooms and
training facilities for some 250
trainees.

Shows From Liberty Ship

WRC Washington recorded three
hours of on-the-spot programs
while the vessel was enroute from
New York to the Nation's Capital.
Included is a description of tradi-
tional ceremonies performed aboard
ship when Naval vessels pass Mt.
Vernon on the Potomac.

Programs were edited from nine
hours of recordings made by the
WRC crew on the 450 mile trip
currently are being presented over
the NBC outlet as contribution to
Fourth Loan promotion.

WTOP, CBS Washington affili-
ate, has used the liberty ship as
theme for several special programs
and for promotion tie-in on its
news programs.

The programs were arranged by
Lt. S. H. McConnell, USNR, chief
public relations officer for the
United States Maritime Service
and formerly with Hearst maga-
azines, New York. He was assisted
by Lt. Jack Banner, USMS,
formerly public relations director of
WNEW New York.

WWDC Series

Half-hour bond rally Jan. 18,
oblonging the District of Columbia's
drive to meet its Fourth Loan
quota of $95,000,000 was broad-
cast over WWDC Washington. WWDC
is broadcasting a quarter-hour
program each day of the Loan
from Walter Reed General Hospital,
Washington, featuring wounded
war veterans who take orders for
bonds during and following the
broadcasts. War bond prizes are
offered each day to the soldier tak-
ing the most orders and at the end of
the Drive the one having the
highest total will receive a $500
bond.

Neighbor-to-neighbor idea has
been set forth in the WINX Wash-
ington Fourth Loan promotion ac-	ivities. Live appeals made by peo-
ple of all trades and by-ways are
presented several times each day
of the Drive by WINX. Announce-
ments are each one minute and are
worked into regular programs as
friendly "ne-to-you" messages.

Cornhuskers' Jamboree, spon-
ored by WKRC Cincinnati, opened
the Fourth Loan in Norwood, Ohio
Jan. 18 and was broadcast by the
station. Bonds totaling $97,000
were sold. A pair of Nylon hose
was auctioned for a $50 bond and
a hillbilly song went for $500.

KYW Philadelphia sponsored a
special performance of the "Ice
Follies of 1944" Jan. 18 at the
Philadelphia Arena. Admission to
the ice show was through war bond
purchase. Station on the same day
broadcast a half-hour bond rally
presented by Strawbridge & Cloth-
derie department store.

Nations Honored

Broadcasts honoring the uncon-
querable nations were featured on
WSPA Spartanburg, S. C., the
week preceding the Fourth Loan
accounted for bond sales totaling
more than a quarter-million dol-
ars. Jane Dalton, WSPA person-
ality, broadcast the programs each
morning from the bond booth of
the Amos 'n' Andy show at Spar-
tanburg, sponsor of the series. In-
terviews were made with foreign born
members of the armed services,
many of whom had just returned
from war duty. Climax broadcast
of June 15 was a two-hour show
OPEN DOOR POLICY of Blue for new program ideas and talent was discussed by these network executives with talent agency representatives during recent Hollywood dinner meeting when Phillips Carroll, vice-president in charge of programs, voiced need for package shows. Program-minded group includes (1 to 7, seated): James L. Saphier, James L. Saphier Agency; Mrs. Don Novis, guest; Mr. Carroll; Leo Tyson, Blue western division program director; Don E. Gilman, Blue western division vice-president; Helen Ainsworth, National Concert & Artists Corp.; Everett N. Crosby, Everett N. Crosby Ltd, Standing, Bob Hussey, director of radio activities, Universal Pictures Co.; Melville A. Shauer, M. A. Shauer Agency; Don Cowan, Feldman-Blum Corp.; Marty Lewis, director of radio activities for Paramount Pictures Inc.; Joel Donahue, Myron Selznick & Co.; Jack Fomeroy, Pomony-Brandies Agency; Ralph Wonder, General Amusement Corp.; Ed Gray, Montner-Gray; Norma Reinhardt, National Concert & Artists Corp. Conferences agreed to seek ideas.

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

WMAQ Record
BREAKING all its previous sales records, WMAQ Chicago topped the midnight-hour mark for the first time in 1943, it was announced last week by Oliver Morton, manager of the NBC central division local and spot sales department. At year's end, 1943 showed a 38.9% increase over the best previous year, 1942.

Wide Scope Given To Press Wireless
FCC Grants Company Entry in Commercial Radiotelegraph
PRESS WIRELESS, under a ruling by the FCC, issued last Wednesday, becomes eligible to enter into the commercial radiotelegraph field "in competition with other American radiotelegraph carriers" in addition to conducting its present transmission and certain Government business. The action did not grant Press Wireless specific authorization to communicate with any particular foreign point or points.

The FCC announcement said that the Commission would "regard Press Wireless as eligible for consideration in authorizations of communications circuits to overland points where, because of military considerations, it is the policy of the Joint Chiefs of Staff and the Board of War Communications to limit operations of each such circuit to one U. S. carrier".

Protest to Senate
During hearings on the Wheeler Bill (S-114) before the Senate Interstate Commerce Committee, Joseph Pierson, president and general manager of Press Wireless, testified that the FCC failed to act on his company's application to establish a transmitter in North Africa, despite the firm's readiness to handle commercial business. The Press Wireless application for a license to do business as a commercial carrier as well as an exclusive transmission organization was pending before the Commission during the hearing.

The Commission's Final Order notes:
... Press Wireless was organized for the purpose of serving the press and public organizations (in 1933) as a specialized press carrier, dedicated to the purpose of handling communications intended for public dissemination. ... No satisfactory evidence was shown that there is a basis for believing that press traffic may constitute an important, if not the primary type of traffic to be handled and from which some points to which the "one-carrier" policy may be applied. ...

We believe that although properly equipped to handle press traffic, Press Wireless is by virtue of past experience and present facilities, equipped to handle commercial traffic on a limited scale. Consideration should also be given to the fact that the United States Army would not be foreclosed from the advantages of service by Press Wireless to other points where press communications may constitute the preponderance of a particular circuit. Therefore, in view of the above considerations, we shall regard Press Wireless as eligible for consideration in the authorization of circuits to points where the "one-carrier" policy, so long as such policy is applicable.
McGrath Is Named Gallery Supervisor For Coverage of Political Conventions

D. HAROLD McGRATH, superintendent of the Senate Radio Gallery, has been named supervisor of the radio news gallery for the Republican National Convention in Chicago June 28, 29, and 30. He will be assisted by William W. Vaughan, acting superintendent of the House Radio Gallery.

Earl Godwin, acting president of the Radio Correspondent's Association, Washington, announced last week that applications for seats in the Convention radio news gallery should be filed with Mr. McGrath no later than Feb. 15. The Association has been designated by the Republican National Committee to supervise the radio news gallery. Applications should be sent to Mr. McGrath, care of the U. S. Senate Radio Gallery, Capitol, Washington.

Early Arrangements

"The Republican Committee has given us assurances," Mr. Godwin stated, "that every effort will be made to provide facilities, including seats, for all possible legitimate working newsmen and commentators. But it will be necessary for applications to be filed by Feb. 15 so that our needs can be presented to the arrangements committee when it meets in February. The set-up in the convention hall must be made early. The number of seats awarded to radio newsmen and commentators will be set by the arrangements committee after consultation with our committee. If we can have applications in by Feb. 15 there is less likelihood of disappointments."

The first news commentator to ask for a reservation at the Republican convention was Ray E. Dady of KWK St. Louis. His application was followed by one from Dr. Bertram L. Hughes of KXOK St. Louis.

That radio will play a strategic role in the coming national party conventions was indicated last week in the preliminary plans for coverage announced by NBC. For the first time in history, American servicemen overseas will be able to follow the development of both assemblies—the Republican convention beginning in Chicago June 28, and the Democratic convention in New York City, June 30, by radio. No effort will be spared to give the troops coverage on a par with that for domestic listeners, according to NBC.

In addition to the usual pickups from the convention hall, special broadcasts from outside meetings and tie-ups from other cities, NBC has installed facilities to bring into the hall the latest war news, which, it is pointed out, might change the tenor of the proceedings at any moment. Television also will figure in coverage of the proceedings. Sound motion pictures of the meetings will be sent to New York each day for presentation on WNBK, NBC's television station. Special attention will be given to pre-convention political activities and to the "woman's angle."

First Test of Order

(Continued from page 10)

Mt. Worth Chairman of the Newspaper Radio Committee, pointed out that these exhibits were offered at the time of the hearings in 1941 and early 1942 but were objected to by NRC counsel as being "incorrect and misleading." Committee counsel, headed by Sydney M. Kaye of New York and A. M. Herman, Ft. Worth will "immediately prepare and file by Feb. 1, the necessary statements and exhibits for the purpose of correcting" the exhibits cited by the FCC and which were admitted, he concluded. The exhibits ordered by the Commission to be received in evidence and made a part of the record of this proceeding" are as follows:

1. As Commission Exhibit No. 3 data entitling "Stations Listing Associated with Newspaper Interest, 1931-1938" (2 pages);
2. As Commission Exhibit No. 17, an exhibit herefore marked for identification and evidence 1931-1942 (Continued from page 12) (108 pages);
3. As Commission Exhibit No. 17a, a list entitled "Cities with Two or More Daily Newspaper Circulations, 1940 and 1946" (11 pages);
4. As Commission Exhibit No. 408, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 25" (1 page);
5. As Commission Exhibit No. 409, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question 26" (1 page);
6. As Commission Exhibit No. 410, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 28" (1 page);
7. As Commission Exhibit No. 411, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 29" (1 page);
8. As Commission Exhibit No. 412, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 4c" (1 page);
9. As Commission Exhibit No. 413, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 12a" (1 page);
10. As Commission Exhibit No. 414, a table entitled "Answers to F.C.C. Questionnaire Question 4g" (1 page);
11. As Commission Exhibit No. 415, a table entitled "Answers to F.C.C. Questionnaire Question No. 24" (1 page);
12. As Commission Exhibit No. 416, a table entitled "Answers to F.C.C. Questionnaire Question No. 26" (1 page);
13. As Commission Exhibit No. 417, a table entitled "Answers to F.C.C. Questionnaire Question No. 31" (1 page);
14. As Commission Exhibit No. 418, a table entitled "Answers to F.C.C. Questionnaire Question No. 46" (1 page);
15. As Commission Exhibit No. 419, a table entitled "Answers to F.C.C. Questionnaire Question No. 4b" (1 page);
16. As Commission Exhibit No. 420, a table entitled "Answers to F.C.C. Questionnaire Question No. 67a and 67b" (1 page);
17. As Commission Exhibit No. 421, a table entitled "Answers to F.C.C. Questionnaire Question No. 10a" (1 page);
18. As Commission Exhibit No. 422, a table entitled "Answers to F.C.C. Questionnaire Question No. 5Ia and 51b" (1 page);
19. As Commission Exhibit No. 423, a table entitled "Answers to F.C.C. Questionnaire Question No. 66b and 66c" (1 page).

Rise in Listening Noted by Hooper

3 Features Added to Service; Bob Hope in First Place

THE JAN. 15 evening program ratings report issued by C. E. Hooper, Inc., shows an increase of more than 8% in sets-in-use over the Dec. 30 report, and a 4% rise in the program rating average. Latest sets-in-use rating is 33.5. Bob Hope is back in first place after dropping to third in the Dec. 30 report as a result of the competition offered by the special Christmas show.

Three new features are introduced with the release of the Jan. 15 report, which appears under the new title "Cooperatings Service," instead of the former "National Program Ratings." One innovation is the previously announced sponsorship identification analysis [BROADCASTING, Oct. 4]. Another is a breakdown of listeners-per-set according to age and sex groups. The Jan. 15 report lists ratings for the 130 programs of subscribers, for men, women and child listeners. A third new service is the listing of Saturday ratings during all sponsored and sustaining daytime periods. Beginning in February, the report will also contain two Cooperatings each month for Sunday afternoon sponsored and sustaining network shows.

Fibber McGee & Molly ranks second in the list of "first fifteen," followed by Charlie McCarthy, Aldrich Family, Joan Davis with James Davis, Bob Hope, Red Skelton, Bing Crosby, Jack Benny, Frank Morgan, Fanny Brice, Mr. District Attorney, Abbott and Costello, Screen Guild Players, Take it or Leave It, Walter Winchell, and Kay Kyser. Red Skelton continues to head the list of programs not measured in the Eastern Time Zone.

Kramer at Princeton

WORTH KRAMER, president and general manager of WOKY Charleston, W. Va., has been commissioned lieutenant (j.g.) in the Naval Reserve and is now stationed at Princeton, N. J. In 1941 he joined W T A M Cleveland, later going to W G A R as a singer-anouncer, then program director. He has recently been director-producer of W O E P Ford for four years CBS featured Mr. Kramer is on leave from the station.
NAB Sales Managers Suggest Plan for Industry Promotion

Group Votes for Motion Picture or Program For Schools and Civic Organizations

NAB SALES MANAGERS Executive Committee unanimously passed a resolution addressed to the NAB board of directors recommending the appointment of a joint "committee of members of the SMEC and the Public Relations Committee to investigate the possibility of making a motion picture or some other suitable program that could be used by stations for presentation before schools, civic organizations, trade groups and for general consumer display through motion picture theatre channels.

Action was taken during a meeting of the committee at the Hotel Roosevelt, New York, last Tuesday and Wednesday, following a discussion of the results of the retail promotion plan presentation. It was reported that in addition to requests for showings to retail groups in about 35 new cities, and for about five repeat showings, the NAB has been asked to make the films available to some 80 schools, colleges and civic groups. One request was from the Los Angeles Board of Education, which wishes to show the films in every high school in that city.

Requests Through Stations Pending action on its resolution for a special presentation, the SMEC voted to channel such requests through the stations in each community, renting the films at $20 for the first showing and $10 for each additional showing to educational and civic groups. The NAB has received more than 100 unsolicited letters from broadcasters commenting on the retail presentation, of which only three were adverse. Consensus was that the showing was more effective in smaller cities than in larger ones and that retailers were generally favorably impressed, with most disparaging comments on the presentation coming from non-retailers whom stations had invited to the showings.

Committee adopted a recommen-
dation to the board that Lew Avery, NAB director of broadcast advertising, be given a fulltime assistant who would devote himself exclusively to the promotion of retail advertising on the air.

Avery to Report

Suggestion of a similar presentation to the automotive industry, made a year ago and tabled until the completion of the retail presentation, was discussed, with the group deciding that the motion picture and building and housing industries offer greater possibilities at this time. Mr. Avery was instructed to investigate the current and potential use of radio by these industries and to report back to the Committee at its next meeting.

On Wednesday morning the committee met with Maurice Merney of Baldwin & Merney, public relations counsel for the Proprietary Assn., to discuss the broadcasting industry's participation in the advertising clinic in New York May 16, during the association's convention. Mr. Merney reported that the proprietary group would like a demonstration of what the broadcasters consider bad proprietary advertising on the air, suggestions for improvement and a demonstration of good proprietary advertising. Dietrich Dirks, KTRI Sioux City, chairman of the Committee, will appoint a sub-committee to work with Mr. Merney in forming plans for this presentation.

SMEC approved the following proposed amendment of the AAAA recommended standard contract forms:

If this contract is renewed for identical service, without interruptions, beyond a 65-week period, the same earned rate will be allowed for the duration of such extended, continuous service even though a greater rate was earned for the original 65-week term. This provision shall not apply, however, for more than 62 weeks from the effective date of any revision of rates or discounts.

Advertisers Guests

This continuing discount clause, said to be in line with the practice of about 80% of the industry, will now be submitted to the AAAA for approval and then to the NAB convention. If adopted by both groups it will become part of the recommended standard contract for station facilities. Amendment was also discussed at lunch on Wednesday when Robert Jackson of AAAA and Charles T. Ayers of Ruthrauff & Ryan, representing the AAI Time Buyers Committee, were guests of the SMEC.

Committee proposed a resolution that "network and non-network advertisers be discouraged from using and ultimately be denied the privilege of calling attention to another program on a competing network or station." After a discussion of hitch-hike and cowcatcher announcements on non-network programs the group reported: "It is generally agreed that the industry is opposed to the combination of two or more announcements of unrelated products into a single announcement." No action was taken regarding such announcements on network programs as it was felt that this problem is being effectively handled by the network affiliate advisory groups.

Group also adopted regulations urging that local stations refuse to accept announcement schedules for broadcast on alternating weeks, or continuous schedules with different products advertised on alternating weeks. In addition they condemned the practice of some stations in putting "too many announcements into participating program periods."

Mr. Avery was instructed to report these resolutions to the NAB members at the district meetings beginning next month and to get their reactions and report back to the SMEC at its next meeting.

In addition to Mr. Dirks, who presided at the sessions, and Mr. Avery, meetings were attended by C. R. Beavee, KARK Little Rock; Arthur Hull Hayes, WABC New York; Walter Johnson, WTTI Hartford; James V. McConnell, NBC New York; John M. Outer Jr., WSB Atlanta; John E. Surrick, WPIL Philadelphia; Sam H. Bennets, KMBC Kansas City, and W. B. Stuht, KOMO-KJR Seattle, were unable to attend.

A No. 1 Job

The new high time-sales record built by CKLW last year all goes to prove that a lot of radio-wise advertisers think we're a great station. In fact, it is the buy for you if you consider that our 5,000 watts at 800 Kc. gives the largest coverage in this, America's Third Market!

Union Guardian Bldg., Detroit
J. H. McGilvra, Inc. Representative

5,000 Watts Day and Night
800 Kc.
Mutual Broadcasting System

January 24, 1944 • Page 65
Rise of Radio as Advertising, News Medium Is Hit by Evans

Chicago Sun Publisher Sees Threat to Newspapers; Asks Tighter Supervision of Broadcasting

BECAUSE radio offers "a serious challenge to the position of the newspaper as the primary advertising medium," Stilman Evans, publisher of the Chicago Sun, called for tightened supervision of "fair competition," and has criticized publishers because of the "ineptitude and stupidity" which permitted radio to become a prime disseminator of news.

FCC Rule Vague

Discussing the FCC's new ruling on newspaper ownership of stations, the Chicago-Nashville publisher said that he "cannot concede" in deciding to judge cases individually, Mr. Evans declared that the closest this ruling approached conclusiveness is the assertion, that whereas newspaper ownership is no bar to radio station ownership, it would be a factor for argument and decision in the event the FCC found two applicants, one newspaper and one nonnewspaper "equally well qualified.

In 1929, Mr. Evans said radio received $18,730,000 in national advertising or 4% of such appropriations, whereas newspapers received $260,000,000 or 55%. In 1942 radio carried $164,905,000 in national advertising or 33.8%, while newspapers received $143,267,000 or 29.5%. In 1959 the newspaper share was 14 times that of radio, while in 1942 radio expenditures exceeded those in newspapers by more than $90,000,000. Total national advertising appropriations increased by three percent during this period. Thus, he concluded radio appropriations increased by 780.4% while newspapers were reduced 44.9% and magazines 7.9%.

The non-radio newspaper is suffering the brunt of the dollar loss, Mr. Evans declared. He said the situation is not "an encouraging one" for the non-radio newspaper.

"Stupid Press"

Calling it the duty of newspapers to demand that they have at least equal access to whatever utility is available for dissemination of news, Mr. Evans said that now FM has opened a new horizon in radio channelization of the news, every newspaper should be given the "right to have and operate FM." The only alternative to a final policy, that there shall be no future radio licenses granted to the 1400 newspapers now without radio affiliation, should be that radio stand "absolutely on its own as an out and out competitor with the newspaper, as an advertising medium and a source of news and information," Mr. Evans said. "The radio, under these conditions, both AM and FM should be owned and operated only as radio." Mr. Evans chided an "obliging, if stupid press," for carrying, gratis, columns of pictures and publicity about radio which he contended had helped build the radio

CONGRATULATORY WHACK is administered to Arthur Godfrey, WTOP, Washington early morning humor man who daily features a personalized "getter-upper" service for Washingtonians, by friend McMordie, WTOP broadcaster, on the event of Godfrey's 10th anniversary celebration broadcast from Loew's Capitol Theatre in Washington.

Research Benefits

JOHN J. KAROL, assistant sales manager and market research counsel for CBS said last week that the radio industry had paved the way in research and measurement of its own effectiveness, forcing other media to take similar steps to show advertisers what they were getting in return for their money. Mr. Karol spoke at a meeting of the New England chapter of the American Marketing Assn. in Boston, Tuesday, Jan. 18. His theme was "Measurement in Radio." Radio research has not only aided to help the client, but has contributed towards improving program quality and correlation of program policies, he said.

LOUIS LANDESMAN, former general manager of Norman D. Waters Associates New York, and more recently vice-president, space buyer and production manager of Ideas Inc., New York, has rejoined the former agency as treasurer.

In another lounge at radio, Mr. Evans contended the public was not adequately informed as to ownership and management of stations. About dawn every morning the broadcaster conforms with the FCC rules by "sleepily saying that WBVD is owned and operated by the Heavenly Rest Greenhouses Inc., but no details are given directly to the public as to actual ownership, indebtedness and management, as is required of newspapers by an Act of Congress. This information, true, is on file in the labyrinth of cases at the FCC in Washington, but not accessible to the listener in Kokuk, Iowa. The radio should be required to give the public these details and because of the critical broadcasting should do so frequently and at high listening periods."

Newspaper publishers, Mr. Evans said, are responsible "to a culpable degree" for both the critical newsprint situation and the "incursion of the radio in the newspaper field as a disseminator of news and as a highly competitive medium."
Agenda Completed For CAB Meeting

RELATIONS OF CANADA’S privately-owned broadcasting stations with the government-owned Canadian Broadcasting Corp. and the government’s Parliamentary Committee of Radio Broadcasters will feature closed meetings of the forthcoming convention of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, Feb. 14-16. The tentative agenda also calls for establishment of a Board of Broadcast Measurement, formation of a standing committee of advertisers, advertising agencies, executives and broadcasters to study ways and means of increasing effectiveness of commercial continuity of sponsored programs, a report on the work of the National Radio Committee in advising the government on use of broadcasting for war activities, establishment of a standing committee on programming.

This will be the fifth wartime annual convention of the CAB, and the first held anywhere else than Toronto or Montreal. It will be well attended by American broadcasters, with Col. J. E. Palmer, WHO, and Paul Chamberlin of the FM Division of Division Electric listed as speakers. The annual dinner will be addressed by Dr. James R. Angell of Harvard.

Many wartime as well as post-war angles of current broadcast problems are slated for discussion, including establishment of the American Broadcasting Corp. commercial network, and the recommendations the private broadcasters will make to the Parliamentary Committee on Radio Broadcasting, which is expected to be called into being again this summer. Private broadcasters are expected to make recommendations to members of the CBC Board of Governors be appointed for their knowledge of radio’s problems, rather than as at present.

Gurney Proposes Press Safeguard

AN AMENDMENT to the White-Wheeler Bill (S-814) safeguarding country newspapers from discrimination in development of FM and television will be offered by Sen. Chan Gurney (R-S.D.), member of the Senate Interstate and Foreign Commerce Committee, he announced last week.

Following dismissal of the newspaper-divorce proceeding by the FCC [Broadcasting, Jan. 17, vol. 19, no. 1], Commons last week announced that he wanted to be sure that in the expansion of new fields in radio communications the Commission does not, by regulation, prohibit newspapers or newspaper-owned stations from exploring FM and television by denying them licenses because of occupational reasons. He plans to submit the amendment when the Committee goes into executive session to consider the revised measure.

Mr. Cormier to McGilvra

APPOINTMENT of Albert A. Cormier to an executive post in the sales department by Joseph Hearst McGilvra Inc., New York, was announced last week by Mr. McGilvra. Mr. Cormier’s radio career began some seven years ago when he joined WOR New York as sales manager. Subsequently he became commercial manager of WOR’s first affiliate, WNYC, and then serving WOR another decade. For the past seven years he has been vice-president and sales manager of WIP Philadelphia and later vice-president and Hearst Radio. Mr. Cormier’s appointment brings the McGilvra New York sales staff to five.

WJBK Right to Cancel Polish Program Is Upheld in Detroit Court Action

PETITION of the Polish Unionists Radio Hour Asso., sponsors of the Sunday Polish program, Roy of Truth, was denied by Judge Joseph A. Myojin of Wayne County Circuit Court, Detroit, on Jan. 17. The petition was for an injunction to prevent WJBK Detroit from terminating its contract with the sponsor and removing the program from the air [Broadcasting, Jan. 17].

The station had been forced by a restraining order to carry the program pending the injunction hearing. But that court order, which the sponsor requested Jan. 10, was dissolved. The argument leading up to the decision started Jan. 14 and was continued until Jan. 17.

James F. Hopkins, WJBK manager, in a letter telling the Polish Unionists Radio Hour Asso. his reason for canceling the program had “failed to promote that unity among all population groups which is a prime essential to an early victory in this war.” The plaintiffs, however, had countered by saying that the management had never found fault with their scripts but had frequently praised them. WJBK counsel cited frequent censoring of scripts, in refuting these statements. However, complete defense was based on the contract terms, which specifically reserved the station’s right to terminate contracts “at any time.” An effort is being made,” Mr. Hopkins said, “to give our action the appearance of a blow at organized labor... our facilities have always been available to the workers, but there is no place in a labor program for discussion of post-war European boundaries, the blame for Detroit race riots, or many of the other topics which Stanley Nowak persists in bringing into his weekly talks.” Nowak is a former Michigan state senator against whom a Federal indictment for failure to register as an alien was dismissed.

Energine Adopts Serial To Replace Quiz Series

CUMMER PRODUCTS Co., Bedford, O. (Energine), will sponsor a night serial, centering around the efforts of a widower to bring up his three daughters, as a replacement for Battle of the Sexes on the Blue, Wednesday, 8:30-9 p.m., starting Feb. 9. Titled My Best Girls, and written by Lillian Finley, the program will be a complete episode in the life of the fictional Bartlett family with each broadcast.

No plans have been announced for Battle of the Sexes, which has been on the air since September, 1943, and previously on NBC for a number of years for Energine, and Molli’s Shaving Cream. Young & Rubicam, New York, handles both products.

Cow-Catcher Spots Hit By Four Cowles Stations

FOLLOWING the lead of CBS, all cowcatcher and hitch-hike announcements have been ruled out by the four Cowles stations, K50 and KRTN Des Moines, WMTC Cedar Rapids, and WNXA Yankton, in the interest of good programming and uniformity in network, national spot and local service. The last three off-air CBS spots.

The new policy will go into effect Oct. 1 to allow for production and operational problems which make immediate change impossible.

While there will be no restriction on the number of products a client may advertise within his program time limit, all "simulated" spot announcements which pretend to be divorced from the program are no longer permitted.
GEMMETT-SPEEDY-Q
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST
ACTUAL WARFARE
EFFECTS
ORDER FROM NEAREST OFFICE
CHARLES MICHELSON
New York, N. Y.
STARR PIANO CO.
Starr Piano Co.
Richmond, Ind.
Los Angeles, Cal.
St. 1st and B Sts.
1444 So. Flower St.
New Rules of the Federal
Communications Commission
Permit You to Place
Your NBC, Blue or CBS Network
Programs on WSAV
--if the network they are on
cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

Page 68 • January 24, 1944
BROADCASTING • Broadcast Advertising
SALESMAN WANTED by network affiliate station in medium sized market. The man we are looking for is a salesman or a local or a network station, and looking for the opportunity to become affiliated with a station where he will have the opportunity to advance to Sales Manager. Advise complete history in first letter. Position will pay salary and commission. Address Box 745, BROADCASTING.

ANNOUNCER — Experienced man preferred; well-recommended radio school graduate considered; by New England basic network affiliate. Starting salary $500 for 48 hours. Please give complete background in first letter. Box 746, BROADCASTING.

Like to become CONTINUITY CHIEF of 1000 watt regional station? Exceptional opportunity for capable, experienced writer. Send complete information on experience and samples of work to WPIJ, Sharon, Penna.

ANNOUNCER — Wanted by WSPD, Toledo. Must be capable, experienced man with unquestionable references. Will write stating qualifications, WSPD, Broadcast Building, Toledo, Ohio.

Situations Wanted

MANAGER OR COMMERCIAL MANAGER — Now managing network affiliate, 10,000 watt radio station, 6 years experience. Will move. Write or phone, W. A. Judd, 1340 N. Michigan, Los Angeles, Calif.

ANNOUNCER-Program Director—Draft except, honorable discharges charging two years college, five years local, 7 network experience. Married and settled. Best reference, Box 746, BROADCASTING.

ANNOUNCER-Program Director—Draft except, honorable discharges discharging two years college, five years local, 7 network experience. Married and settled. Best reference, Box 746, BROADCASTING.

Ben Kievet, supervisor of customer service of Sylvania Electric Products in Emporium, Pa., has joined the New York office as field engineer in the equipment sales dept. for the metropolitan and New England area.

Charles M. Fitzgerald, formerly of CKNX Winnipeg, Ont., is now engineer of CKWS Kingston, Ont.

Marsha Allen has joined WTAG Worcester as control operator trainee.

George C. Connor, radio field engineer of Sylvania Electric Products Co., has been appointed manager of the California division of equipment tube sales. He will be headquartered in Los Angeles.

Ralph Sargeant, engineer, of KLZ Denver, is the father of a boy.

WANTED

Thoroughly experienced announcer for a permanent position with an aggressive station. Write photograph and audition disc with first letter. Good opportunity for a good man. Write—KDLZ Salt Lake City.
Price Charts Pre-Invasion Censorship

Strict Interpretation of Voluntary Code Is Asked of Radio

A REVIEW of the voluntary censorship code by broadcasters of news material as the European invasion nears was urged last Wednesday by Byron Price, Director of Censorship.

Strict adherence to the code in preparation for radio coverage of the invasion was asked by Mr. Price, who reminded newscasters that: "The coming invasion confronts voluntary censorship with its greatest responsibility, for there is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base."

Compelition Out

"No American broadcaster," said Mr. Price, "will want the distinction of being first to disclose where, when and how our troops will strike." Referring to the coming operations, Mr. Price reminded broadcasters and editors to be mindful of the code's provisions against broadcast or publication, without appropriate authority, of information relating to troop movements.

Revision of the Censorship Code Dec. 10, 1943, as it affects news concerning military bases, etc., located in stations' neighborhoods, will be helpful to broadcasters [BROADCASTING, Dec. 12] Mr. Price said.

No Backstairs Gossip

"Appropriate authority for any disclosure within the restricted list," Mr. Price stated, "must be of absolute confidence. Standing the security is to be protected. We need urgently a complete moratorium on backstairs gossip and hair-line authenticity regarding critical battle movements. The British Isles are our front, and we will want the distinction of being first to disclose where, when and how our troops will strike.

 wy ead of the invasion will be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries, material originating in the British Isles and cleared by British Censorship, material cleared by Allied Military Censorship overseas, or material which already has been published, sent by radio, or otherwise disseminated in any area abroad. The invasion should be, "Does the enemy know this?" All speculation about the invasion should be left to that which can be laid down in the Codes and no device of speculation or prediction used to disclose restricted information. Bear in mind that it is always hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of a landing in one country or on one particular section of the coast; or to forecast how many troops or units will be employed.

Opinion on these subjects should be limited as opinion, and no attempt to set forth actual expectations of the high command should be made (except in cases of official announcement) without prior reference to this office.

The appropriate authority for any disclosure within the restricted list must be of absolutely unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hair-line authenticity regarding this critical battle. In case of the slightest doubt, consult the Office of Censorship. Let us have no black market in information so dangerous to American life.

Recently the Codes have been relaxed in several respects but in no respect which touches the fortunes of Gen. Eisenhower's invading Army. Please take no chances.

Josephine in Field

MARINE CORPS radio correspondent, Sgt. Alvin Josephine, formerly of Wor New York and the Radio Branch of OWI, has left for active duty as a field officer, and is expected to be under Capt. Raymond Henri, USMC, who has devised several types of portable radio equipment for use in the field. Capt. Henri was also with OWI before joining the Marine Corps.

CELEBRATING the new year, KFAR Fairbanks, Alaska, went to 10,000 w 660 kc on Jan. 1.

RYAN EXPLAINS

NECESSITY for tightening all censorship defenses in preparation for the coming invasion was urged upon all broadcasters in a statement to Broadcasting by J. H. Ryan, assistant director of the Office of Censorship, supplementing the release by Director Price. He said:

"I should like to feel that every broadcasting station manager and network official will call in his staff upon receipt of Mr. Price's release, and re-examine the entire voluntary censorship structure.

"The laurels won by broadcasters in self-censorship are not to be denied, and will be noted in history. We have come this far along the road and we are approaching the great critical period. I am confident that history will record no faltering steps among the broadcasters."

INVASION RULE

Hope Springs

MAJORITY of women expect the first models of radio receivers produced after the war to be drastically improved, according to views expressed by women shoppers in 13 cities by Scripps-Howard Newspapers, results which were presented at the National Retail Dry Goods Assn. recent meeting held in New York. Advertising during previous products as "Do you expect the first models after the war to be drastically improved?" 69.1% answered radio, music sets, or phonographs more than for any other type of product. Affirmative responses for other products were: automobiles, 63.2%; electric refrigerators, 57.4%; small appliances, 55.8%; washing machines, 56.2%; furniture, 56.2%; lighting fixtures, 62.0%; kitchen cabinets, 49.9%.

CBS Will Carry Phila. Orchestra

Series Has No Sponsor as Yet;

Eugene Ormandy to Conduct PHILADELPHIA Orchestra, which was prevented from starting on CBS last fall because of difficulties with the musician's union, will be heard on the network in a series of 13 Saturday afternoon concerts, beginning Jan. 29. The hour-long program, starting at 3:30 p.m., will be broadcast from Philadelphia's Academy of Music without studio audience.

Eugene Ormandy, music director and conductor of the orchestra, will conduct 11 of the concerts, with Saul Caston, associate conductor, and Bruce Walter each handling two remaining programs. Music annotator will be Harl McDonald, manager of the orchestra, and a composer in his own right.

While a sponsor has been named for the series, it is expected that the symphonic ensemble, one of the 16 major city symphonies in the country, will go commercial before long. It was sponsored on CBS in 1931 by AT&T, until 1933 by Philco Corp., and during the 1933-34 season by Liggett & Myers Tobacco Corp. Mutual has carried its Friday afternoon concerts for the past two years.

AFA to Meet FORTIETH annual meeting and second War Advertising Conference of the Advertising Federation of America will be held at Hotel Sherman, Chicago, June 4-7; it was announced last week by President Joe M. Dawson. "Advertising's interest in our important part in directing our civilian wartime efforts," Mr. Dawson said, "must be brought into the program with the telling effect. Besides, advertising has a tremendous responsibility just ahead in the postwar era."
Who ever heard of a spirited "Texas Rangers" bronc hitched to a surrey? Don't misinterpret—he's only admiring the fringe on the top. Horses are human, too. Everyone likes words of praise—fringe to you. Recently within one week The Texas Rangers transcribed library received enough fringe to go the surrey around. Each bit of fringe is a testimonial to the veracity of vigorous claims made on the flexibility and the acceptance of The Texas Rangers. Certainly, it's worth an investigation!

Fringe which read, "KRLD (Dallas) believes that the Texas Rangers are one of the best buys for any station...sold to a local drug chain...bought two local quarter-hour shows daily...client is well satisfied...and you may rest assured that he will not give them up for some time to come." Would you look at that chest expansion!

Fringe that speaks in terms of a renewal. From far across the blue Pacific, KGU of Honolulu renews The Texas Rangers in behalf of its prominent ice cream company sponsor...renewed for the second 52 weeks period...with an option on the third. That's proof in the eating! Don't look now—something's got to give. Oh....!

This third bit of Fringe got him! Vice President William Burkhardt says that his Burkhardt Brewing Company has the greatest gain of any Ohio brewery. He gives The Texas Rangers primary credit because this is his principal advertising effort...Whether it's beer or ice cream, manufacturers or retailers, The Texas Rangers have proof of success.

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri
As Charlie McCarthy would say:

“To get above petty tribulations, to take a lofty view of mundane matters, I always tell Mr. Bergen, there’s nothing like a ride to the top of WKY’s new 910-foot antenna—and a steaming cup of Chase & Sanborn Coffee. Now there’s a pair for you. . . . WKY and Chase & Sanborn. Both on the beam, they please the most particular. Each on tip-toe making many new friends. Why, when the new WKY tower is completed, thousands more listeners will hear Bergen and me over this overwhelmingly popular Oklahoma City station.”

WKY Adds Points to “Super-ratings”

Charlie knows his stations. Take a look at the winter-spring Hooper report of Oklahoma City listening. WKY delivered the Chase & Sanborn Program a rating of 35.8. The national Hooperating on this show was 32.2. Plainly WKY’s ability to add 3.6 to the audience of this top show is proof again of its overwhelming leadership locally, and a reason why it is recognized as one of the country’s great stations.

* While planning for still greater post-war service, WKY is not ignoring the scientific progress of the present. Under construction now, is the nation’s finest transmitter building, and one of the two highest antennas in the western world.