Another Year—Another Million Letters!

14 Million in 14 Years

For the fourteenth consecutive year, WLS has received another million letters — 1,014,209, to be exact! In the 14 years that WLS has been under its present management, 14,896,704 letters have been received from listeners — more than a million a year average for 14 consecutive years! It all adds up to this: the WLS audience is a responsive audience and loyal — loyal to our station and our advertisers...which means—WLS Gets Results!
MACHINERY

- Even before the war, behind the beautiful scenic drop picturing the Denver area as a vacation playground, there existed many and varied manufacturing industries. These backstage activities of peacetime are today the whole show in Colorado with practically every one of them engaged 100% in war production.

Denver today is delivering machine tools, refinery equipment, landing barges, gas masks, chemicals, steel, high explosives and about sixty other items of war equipment.

The mining and agricultural industries of the Denver area have also converted to war production, reaching new high levels of production in 1943.

The Denver area is a big, important market today, and advertising investments made there today are post-war investments as well.

DENVER DELIVERS COAL

Next to molybdenum, the steel-toughening metal of which Colorado is the world's greatest producer, the production of coal exceeds the output in volume and value of any other product of the state's mines.

DENVER DELIVERS LIVESTOCK

Some of the finest beef cattle in the world now come from the vast ranges and feed lots of Colorado. Denver is the world's largest sheep market.

DENVER DELIVERS SALES

With cash farm income up 37% in Colorado and the mines and factories putting more money in more pay envelopes than ever in history, advertising is delivering sales in the Denver area more economically than ever before.
LET US give you full facts and figures on WSIX and the booming Nashville market.

Within the past six months, an impressive list of brand new advertisers made their bow on WSIX. These are hard-headed advertising buyers who spend their money to get definite results.

Old and new find it doesn't cost to use WSIX—it pays!

We offer you, Mr. National Advertiser, the same powerful sales-producing facilities that other advertisers have found so effective. Let us give you now the complete picture of the Nashville market and WSIX coverage.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

980 KILOCYCLES
WIN IT WITH WWL, NEW ORLEANS

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

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

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

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

**WCHS**

has more listeners ... than all other stations combined

*Ask Crossley—he knows!*

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* Monday through Friday

**WCHS**

CHARLESTON, W. VA

5000 on 580 • CBS

John A. Kennedy Howard L. Chernoff
President Managing Director

Represented by
THE BRANHAM CO.
RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.
"End of the Line" is only the Beginning

- This is the end of the Sylvania Radio Tube production line.

Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace

RADIO DIVISION  EMPORIUM, PENNSYLVANIA

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
PRIMITIVE COMMUNICATIONS

An early communications instrument was the Tom-Tom—to prove its efficiency, it is still used by the natives of Africa. Tom-Tom signals are “Beat out” along jungle lined rivers, but even then distance is a handicap, and “repeater” stations are many.

Like all means of communications, other than voice communication, translation of coded signals must take place in which additional skill is required, and another chance of error is presented. As in the case of the Tom-Tom beater: knowledge of the Tom-Tom code was restricted to a special family within the tribe, and was handed down from generation to generation.

Today, Universal Microphones in the hands of the fighting men of the Allied Armed Forces are performing a simple but vital need in electronic voice communications where their quality and efficiency are bringing us one step closer to victory.

Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD
INGLEWOOD, CALIFORNIA
Robert J. James
Account Executive, M. H. Kelso Co., Los Angeles

Says—"Tests convince me that spot broadcasting is the effective way to reach the most people for the least cost"

...Well, Mr. James, that's certainly laying it on the line, and we thank you kindly.

...In return, we'd like to dedicate this space to telling all your clients (and those of every other agency placing "national spot") that spot broadcasting is no sweet dream of peace, from the agency standpoint. Spot broadcasting is a constant battle to keep up with new ideas, new opportunities, new situations in the ever-changing radio world.

...Sure, the better sort of station representatives work like mad to lighten the load, and often help a lot. But still, you agencies could recommend much "easier" media—and we think your clients owe you a rising vote of thanks!
FM Lays Plans for Post-War Expansion

Several Thousand Outlets and Adequate Space in Spectrum Are Foreseen

PREPARATIONS for postwar transition of an important part of broadcast service from its present 900-station standard broadcast limit to an art destined to accommodate several thousand outlets providing higher fidelity urban service via FM were enthusiastically pursued last week in New York at the fifth annual meeting of FM Broadcasters Inc.

Having thrown open the regular FMBI sessions to all interested parties as a showcase for FM's postwar plans, the meetings drew a surprising registration of 650 with a gross attendance of 750. Resembling in many ways the annual NAB conventions, the preponderant attendance was of standard broadcasters and those in related agency, advertiser, equipment and service fields. But scores of newspaper executives, retail store representatives and other prospective applicants were there to learn at first-hand of the opportunities presented by the Arm strong wideband FM inventions.

Hailed by FDR
The keynote for the meeting was sounded by President Roosevelt himself in a letter to FMBI President Walter J. Damm (WTMJ-WMFM Milwaukee). Hailing FM as another forward stride in the development of radio, the Chief Executive said it was his hope that the broadcasters of this country "will keep step with the advancing science and lift radio broadcasting to ever higher planes of public service."

The convention was told by FCC Chairman James Lawrence Fly in the headlined address last Wednesday that "FM is of age and has come to stay". FM, he said, now stands on the threshold of a tremendous development as did standard broadcasting in the 1920's. Adequate allocations for FM stations were predicted by engineering executives of the FCC, including Chief Engineer and Commissioner-designate E. K. Jett, and George Adair, assistant chief engineer in charge of broadcast services. Mr. Jett recommended, conservatively, that the allocations for both FM and television should be doubled, but neither official was disposed to venture that the allocations would be in the present frequency range. The outcome will depend upon far-reaching studies now being made both by Government and industry groups.

Spokesmen for all of the leading equipment manufacturers promised production of FM receivers and transmitters as soon as wartime restrictions are lifted. Whether this will develop after Germany's defeat or await complete victory was not disclosed by Dr. E. William Armstrong, FM inventor, and others who have pioneered in the field, the convention heard optimistic reports on FM's outlook as a new broadcast service. Announcement by such networks as NBC and CBS that they will make their regular program service available to FM stations operated by their present AM outlets was hailed by Mr. Damm as an important contribution to speedy commercial development of the new radio art.

Production Plans
That all major manufacturing companies will engage in FM production was revealed unmistakably to the convention by designated spokesmen. Any misgivings about the part RCA will play was dispelled. Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and RCA in-

About 6,000 in Service 'Broadcasting' Study Discloses

MORE THAN 23% of radio's employed personnel is in the armed services, a tabulation based on information furnished by stations and networks for the 1944 Broadcast Year Book Honor Roll, shows. The Year Book, now on the presses, lists 5,813 men directly from networks and stations in uniform.

One-Fourth In Service
This figure does not take into account the hundreds of radio executives and employees in other branches of Government, such as the OWI, WPB, OPA and other civilian agencies. Neither does it list those on civilian duty with the Army, Navy and kindred services such as the Maritime service, Marines, Foreign Economic Administration, etc.

Since the list was submitted to Broadcasting, radio has lost dozens of additional men to the armed services. Estimating that the names of at least 1,000 soldiers, sailors and marines will not be carried in the Honor Roll, because they were not listed by stations, or they were inducted after the lists went to the printers, radio would easily give more than one-fourth of its personnel to the services.

On the basis of radio's weekly payroll, tabulated by the FCC for the week of Oct. 17, 1943 [Broadcasting, Dec. 27], a total of 24,615 persons were employed in broadcasting. That figure covered 10 networks and 815 stations.

Broadcasting's Honor Roll does not include employees and executives of advertising agencies, transcription companies and affiliated radio firms. It takes into account only that branch of the industry best known to the public—the broadcasting station and network. Neither does it count the many men who have been wounded in action and have been returned to private life. Nor does the list take into consideration those men who have been discharged from the services because of physical disabilities.

Included in the 5,813 men radio has given to the armed services are 35 who won't be coming back to those jobs they left. Some lie buried in the fields of battle where they went down, fighting for the perpetuation of a free radio and a free country which they left to take up arms. Some were victims of disease or of accidents in line of duty.

Outstanding Service
Six others are prisoners of war. One of the first to be taken prisoner was Maj. George B. Hart, Cincinnati, former engineer of WLW-WSAI and later sales manager of WCPO. For gallantry in action he was twice cited by Gen. MacArthur and twice promoted after the Japs attacked the Philippines. Last word was that he was being held prisoner in the Philippines. The other five radio men, now prisoners of war, are: Lt. William (Continued on page 18)
FM: Radio's New Dimension . . . . . . . . . . . . . . . . . . An Editorial

CHALK UP another radio phenomenon. It wasn't a new invention that's destined to revolutionize things overnight. But it was a discovery—a discovery of FM by broadcasters and prospective broadcasters. A registration of 350 to 400 for the FM broadcast way in New York last year had been anticipated. The record shows 650 with another 100 who didn't register.

There wasn't much surprising or new about the sessions—except the interest and attendance. But all those present learned something that a handful of pioneers who had become FM zealots and Armstrong disciples had known long ago—that FM is no flash in the pan; that it is a superior method of aural transmission, particularly in the urban areas.

A Technical Reality

There are those who would let well enough alone, contending that the public is satisfied with AM quality and that to develop FM merely builds a competitor or creates a Frankenstein. Let those broadcasters hark back to the development of AM after World War I, when smug newspaper publishers (and some of them are still around) wanted to stifle radio because of the competitive aspect. Progress and science can't be stopped.

FM is a technical reality. So is television.

FM, requiring less drastic changes in techniques and economics, is more susceptible of introduction and acceptance on a national base when wartime restrictions on construction and fabrication of receivers are lifted. Neither, however, is ready today to get under way. Fundamental allocations factors are under study by both Government and industry. No time should be lost in fixing allocations and standards for these services.

Timely announcements of the major networks that they will provide program service for FM adjuncts of their present affiliates also have come in the last few days. The public doesn't listen to high-quality signals, but to programs. If both the program and the signal prove excellent, perfection is achieved.

But there is a yet broader question involved for the broadcaster. He wants to keep pace and strives constantly to improve service. FM, with adequate allocations, will make possible licensing of several thousand stations—if the demand develops. The problem then will not be the technical limitation on the number of stations that can operate, but rather the free competition aspect. It will be survival of the fittest. Radio that should be relieved of one our Governmental restrictions and special regulation.

Those who attended the FMBI sessions didn't get all of the answers. They were left in the dark on future Government policy as to dual operation of AM and FM stations. It is permitted now. But what about the day when FM has effective circulation through receiver distribution?

FCC Chairman James Lawrence Fly was the key speaker. True, he has been an FM supporter from the start. He hailed FM as having come of age. He entertained a packed house with a band of wit that combined the talents of a Will Rogers and a Fred Allen. But on FM and where it stands from the regulatory standpoint, his talk was a masterpiece of evasion. His auditors didn't relish it.

Saw for Themselves

To FM's distinguished inventor, Dr. Edwin H. Armstrong, to Walter J. Damm, FMBI president, and his able and broad-minded associates, those who attended the New York sessions were deeply grateful. The purpose was to let them see for themselves. They did. They have a new perspective on a new dimension of radio. There will be an influx of FM applications from the present roster of broadcasters as well as newcomers.

It was a healthy development. They came, they heard and they can decide with knowledge of the facts as they stand.

FM Lays Plans

(Continued from page 11)

tended to design, manufacture and sell the types of apparatus for which need exists and which the public wants.

W. R. David, manager of transmitter sales of General Electric Co., predicted 750 standard (AM) stations, 500 FM stations, 100 television stations and 50 international broadcast stations five years after the war. His colleague, C. R. Barhydt, G-E receiving set official, predicted 11,000,000,000 FM receivers for the first full year of production, followed by 1,000,000,000 stations and 15,000,000 sets in the hands of the public at the end of five years.

Manufacturers generally predicted combination AM and FM receivers with the price ranges approximating those prior to the war. An FM receiver of excellent performance could be retailed at $80, one speaker said.

At a roundtable discussion Thursday morning, questions covering almost every conceivable aspect of radio development in relation to FM were answered by a panel of eight experts. Whereas C. M. Jansky Jr., consulting engineer to FMBI, urged retention of the present FM band extending from 42 to 50 mc, as best suited for the medium, Mr. Adair said technical studies undertaken by the FCC do not show conclusively that the service should remain there. FMBI officially is on record for acquisition of the No. 1 television channel extending from 50 to 56 megacycles, which would provide another 30 FM channels.

Dr. Armstrong predicted that the influx of applications for FM stations which word stem from the FMBI meeting would force expansion of the existing FM band.

An advertising agency survey of FM audience, recounted by President H. Pumphrey, of Maxon Inc., revealed that, by and large, FM set owners are enthusiastic about FM reception, that they were led to buy in the first place by the superior tonal quality of FM and that the receivers have lived up to the promises made for them. It was also found that the virtual elimination of static was a major factor which rises in importance whenever man-made static presents a listening problem.

Adequate Band Needed

Philip G. Loucks, Washington attorney and general counsel of FMBI, said that if the policy of scarcity of channels followed in the past is shelved in favor of an adequate allocation, many of the problems presented in the standard broadcast band will disappear and there will be developed a "truly competitive system of broadcasting endowed with a new and expanding freedom from the need for detailed regulation".

This, he said, may prove to be too late.

To the 150 in attendance: FM has come of age.

Some words of encouragement

Some words of encouragement.

The FM broadcast band is undeniably the primary tool. It is the one tool for the immediate future. And with that tool in mind, there is a responsibility for the individual to keep his part in the picture. It is a responsibility that can be attended to in a very small manner. But it is a responsibility that must be attended to if the best end is to be reached.

DAMM CHAIRMAN: The new FM stations should not overlap the AM stations but should be used to give the AM owners a hook into the new band. The AM-FM band should be as free from overlap as possible in order to preserve the AM-FM band as a service for both AM and FM.

SMITHSONIAN: The FM broadcast band is an untapped band, a band which can be used to give the AM-FM band a hook into the new band.

SPEAKERS TABLE was the first meeting of the FMBI convention in New York. Seated (1 to r): T. C. Streibert, WOR-WBAM; Mr. Fly; President Walter J. Damm, WMJ-WMFM; Dr. Edwin H. Armstrong, FM inventor; John Shepard 3d, Yankee Network and president of American Network Inc., FM national network project. Standing (1 to r): Lee Walms, Westinghouse Radio Stations Inc.; Philip G. Loucks, FMBI general counsel; Arthur B. Church, KMBC-WXK; C. M. Jansky Jr., consulting engineer to FMBI; George Lang, WGN-WGNB; Dr. Franklin Doollittle, WDR-C-FM. Chairman Fly said FM broadcasting has come of age.

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Jett Predicts Relays Operated by Utilities

Calls FM and Video Competitive Services

By BRUCE ROBERTSON


Mr. Jett held out little hope for any great increase in the number of FM stations in the near future. Reporting on a recent conversation with Frank H. McIntosh of the WBP Radio and Radar Division, he said that the military requirements of manpower and equipment are half again as large this year as they were in 1943, so that it will continue to be extremely difficult to secure material for the construction of a private domestic FM station.

If an applicant can produce a letter from the WBP showing that he has or will be given the material and manpower he needs to erect a station, and if he can prove that his station will serve an outstanding public need and that he can complete construction within a reasonable time, he has a chance of getting a construction permit, Mr. Jett said.

Asked about the highest frequencies on which FM can operate, Dr. Jansky said that one studio-transmitting link now operates on 330 mc, but he hastened to add that “this does not mean that we could use that frequency for a broadcast service to listeners. It is impracticable to broadcast power in the kilowatt class above 100 mc.” He declared, also, to use that kind of power we must stay below 100 mc.” He repeated his statement of the previous day: “There is no tangible evidence to prove that FM’s present position is not the best place in the spectrum and there is plenty to prove that it is.”

Disagreement with this view was expressed by Mr. Adair, who said that while the FCC is still studying the evidence and has made no decision, it has received material pointing to the desirability of moving FM to some other part of the radio spectrum. Mr. Jett said that the problem of future allocations of all radio services is now being studied by the Radio Technical Planning Board, the Interdepartmental Committee of the Board of War Communications, the FCC and the telecommunications section of the Dept. of State.

No Need to Junk FM

Questions as to the wisdom of “installing FM, probably operating it at a loss for a few years and then junking it in favor of television” and the practicability of letting FM operate on the television sound channel which also is FM, during the hours when there are no television broadcasts, were diametrical of Mr. Jett’s views, as showing an ignorance of the two types of broadcasting. He explained that in telecasting the pictures and sound are sent out from different transmitters, although each television channel as presently assigned allows for a continuous sound channel.

There will be no need to junk FM in favor of television, Mr. Jett said, nor to limit its hours of operation to those when television is off the air, as each offers a distinct service to the public. “FM and television are different and each should stand on its own feet as an oral broadcasting service,” he declared. He added that to move FM to the channels assigned to television would cut off channels from 35 to 18, pointing out that there are not enough channels assigned to either FM or television now and that he does not recommend that each medium be allotted at least twice its present number of frequencies. Dr. Jansky also added his opposition to “a shotgun marriage of FM and television”.

Addressed those who are considering filing applications now for FM stations to be constructed after the war or as soon as materials may be available that any application filed now will merely go into the FCC’s pending file, with its only advantage being to give an indication of the demand for stations.

President’s Letter to Mr. Damm

January 21, 1944

Dear Mr. Damm:

Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country.

The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this Nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.

It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.

With my very best wishes to you all, I am,

Very sincerely yours,

(Signed) FRANKLIN D. ROOSEVELT

BROADCASTING • Broadcast Advertising

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FM Reels Damm at N.Y. Meeting

Plans for Bulletins and Brochure Are Announced

FMIB at its annual membership meeting and board of directors session held last Thursday afternoon in New York, which followed a day and a half of open sessions, heard reports on specific FM problems, and the unanimous re-election of Walter J. Damm, President; L. W. Herzog, secretary-treasurer, WTMJ-WMFM; and Theodore C. Steibert, WOR-WBAM, vice-president. Mr. Damm, John Shepard, 3d, Yankee Network, and George Lang, WGN-WGNB, were re-elected to three-year terms on the board of directors.

Plans for a weekly factual FMIB bulletin as well as a general monthly promotional bulletin on FM to be prepared for advertisers and agencies and others interested in FM were presented at the general session. These bulletins will be issued shortly under the direction of Myles Loucks, new manager of the FMIB Washington office.

The group also heard the report of the publication committee under the direction of Dr. Ray H. Manson, Stromberg-Carlson Mag. Co., on the publication of a new brochure similar to the widely known "Better Mousetrap" piece issued by FM several years ago, designed to give the public a wider knowledge of FM. Distribution of the new brochure is expected to reach close to one million copies according to L. W. Herzog, FMIB secretary-treasurer.

The engineering allocation committee took cognizance of the desirability of establishing minimum standards of receiver performance to get full advantage of FM reception. "The grade of FM reception," it was said, "is more dependent upon good receiver design than is the case with AM reception."

The board meeting which followed the general membership session discussed procedures to be followed in bringing to the attention of Congress a possible amendment to the Communications Act which would give the FCC jurisdiction over interference caused by dyathermics and other ultra high frequency equipment. The board also discussed a proposal to urge the FCC to bar the use of common towers by FM stations.

No action was taken on recommendations for classification of FM stations since it was felt that if there is a wide enough band for FM, there will be no need for the establishment of station classifications. The board voted to return the annual membership dues to $300. At the close of the directors meeting it was announced that FMIB membership now totals 106 with the addition of 36 new members during the convention.

At the Meeting

Attending the board of directors meeting were: Mr. Damm, Mr. Streibert, Mr. Herzog, Mr. Lang, Franklin M. Doolittle, WBDR-WBRC-FM, Dr. Manson, Lee B. Walles, Westinghouse Radio Stations Inc., Arthur Church, KMBR-WXIER, John Shepard 3d, Yankee Network. John V. L. Hogan, WQXR-WQXQ, was absent.

Myles L. Loucks
Heads FM in D. C.

Capitol Attorney's Brother Appointed by FMIB Board

APPOINTMENT OF Myles L. Loucks, York, Pa., newspaperman, and younger brother of Philip G. Loucks, Washington attorney, as director of the Washington office of FM Broadcasters Inc., was announced last Wednesday by Walter J. Damm, FMIB president.

The appointment, approved by the FMIB board at its convention meeting in New York, became effective with the convention. Office will be opened at Suite 711, Colorado Building, Washington. Mr. Loucks, for the past 20 years on the editorial staff of the York Dispatch, follows in the footsteps of his older brother. Phil Loucks, also a former York newspaperman and attorney, became the managing director of the NAB in 1930, and built the organization from a membership of less than 50 to a representative trade association, after which he resigned in 1935 to reenter private practice. He is General Counsel of FMIB and is senior member of the Washington law firm of Loucks and Scharfard.

Myles Loucks was born in Jacobus, Pa., 41 years ago. He is married, but has no children.

Mr. Damm was in Washington this week to organize the new office. The FMIB bulletin will be written by the new office director.

Ford Adds Folk Music, Religion to Newscasts

FORD MOTOR CO., Detroit, is now offering Blue listeners a sequence of new folklore and church programs in the 8-8:15 p.m. period formerly occupied by Earl Godwin, commentator, and alternates until 8, when a major format change began to take shape.

Ray Henle, Ford newscaster since Godwin went off the air, was replaced last week by Paul Nelson, Blue newscaster, in the Monday through Friday slot. Effective Jan. 25 Early American Square Dances was substituted for the newscast on Saturday. Original contract to have Tommy Dorsey and his orchestra occupy the Monday through Saturday spot was canceled shortly before the program was to go on the air. Another change revealed last week was that the title of the Sunday program featuring the Greenfield Village Choir, from Greenfield, Mich., has been changed to Greenfield Village Chapel Servings. Agency is J. Walter Thompson Co., New York.

Socolow Forms Firm

A. WALTER SOCOLOW, attorney who represented the transcription industry in its legal action to stop the AFM ban on recordings, and Benjamin Pepper have formed a law partnership under the name of Socolow & Pepper, with offices at 580 Fifth Ave., New York.
When you buy WHO, you get the largest primary coverage, plus the largest secondary coverage, plus the greatest dealer influence available from any medium in the State! • • •

In polls conducted by Iowa Retail Grocers & Meat Dealers Assn., and Iowa Pharmaceutical Assn., 68.3% of grocers and 87.4% of druggists voted radio the best state-wide advertising medium in Iowa to help sell goods. • • • Of all radio stations heard by Iowa families, WHO was voted most effective
—by 54.7% of grocers vs. 10.1% for Station B
—by 61.9% of druggists vs. 1.5% for Station B

"Such popularity must be deserved!" Write for further facts—or ask Free & Peters!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
FCC-WPB Ease Construction Freeze

Joint Policy Permits Conditional Grants By Commission

IN SIMULTANEOUS statements issued last Wednesday, the FCC and War Production Board announced that in the future the Commission will issue conditional grants for new stations or change of facilities, involving critical materials, where it is shown that such grants would "serve an outstanding public need or national interest".

The new policy segregates the functions of the two agencies, the necessity of new construction to be determined by the FCC, with the WPB to decide upon the release of needed critical materials.

Heretofore the Commission has arbitrarily dismissed without prejudice, under its freeze order of April 27, 1942, some 500 applications for new construction and change of facilities. Under the new arrangement conditional grants will be issued in certain cases.

Not Invited to File

Applicants, whose petitions were dismissed under the freeze order, were given until March 26 to submit petitions for reconsideration "accompanies with amendments and supplemental information appropriate to any change in circumstances".

The new policy was seen as a move toward cutting red tape and expediting Commission action on proposed new construction. By deciding applications as they are filed, the FCC will avoid jamming its docket with scores of applications when the materials can finally be lifted after the war, it was said. It will relieve the Commission of attempting to decide a critical materials issue, placing that responsibility on WPB.

Both the FCC and WPB public notices pointed out that the statements were constructive, not as an invitation for the filing of applications; the policy set forth is intended only to permit grants that will serve an outstanding public need or national interest.

The WPB added that it could not adopt a policy of granting applications "merely because all required radio equipment was on hand or available".

Despite the decision to issue conditional grants, the Radio & Radar Division of WPB pointed out that the FCC policy does not mean a relaxation of WPB policy which is dictated by the need for conservation of manpower, materials and manufacturing facilities of radio equipment and supplies".

Present indications are that in spite of the tremendous expansion of radio production, the WPB statement said, the requirements of the armed forces in 1944 and 1945 will be "half again as large as in 1943".

"WPB efforts are now directed primarily to provide existing broadcast stations with essential replacement equipment such as microphones, turntables, studio amplifiers and recording equipment," said the announcement. "It is felt that before equipment is made available to new stations, existing stations should be provided with such equipment as is needed to maintain the service they have been offering in the past.

Both FCC and WPB made it plain that the new policy does not mean the suspension of FCC orders and practices "looking toward the conservation of equipment, such as Order 107 relating to operation with reduced power". The FCC held that it would "not be in the public interest to issue and have outstanding permits for authorizations, the terms of which cannot be met within a reasonable period".

"The Commission will give consideration to the issuance of conditional grants upon applications," said the FCC notice, adding that cases shown (1) that a grant will serve an outstanding public need or national interest; (2) that the operation proposed is consistent with the provisions of the Rules & Regulations of the Commission and the conditions and standards prescribed in the (Communications) Act; and (3) that, after due consideration of the policies and orders of the WPB the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay.

Following is the procedure outlined by the FCC:

(1) When a conditional grant is authorized, applicant will be notified to that effect and advised that the permit will not be issued until applicant has satisfied the Commission that the requirements within the conditions and standards prescribed in the Rules and Regulations of the Commission have been met.

(2) That applicant is in position to complete all construction necessary to the proposed operation within a reasonable period.

(3) Acceptance by the applicant of these conditions has been submitted in writing within 20 days of date of notice of grant.

(4) This time may be extended to a maximum of not to exceed 120 days from the date of notice of intent to grant upon a satisfactory showing that there is reasonable assurance that the conditions can be met within the extended time.

(5) Upon a showing that satisfies the conditions for a conditional grant the Commission will issue a regular authorization.

(6) If an applicant fails to satisfy the conditions within the time allowed, the application for permit will be dismissed for having not been properly supported by or given further consideration as may be found appropriate.

Following are the restrictions on radio construction under WPB orders, as outlined in last week's announcement:

1. General Limitation Order L-265 prohibits the issuance of any construction permit to a supplier or manufacturer unless he can demonstrate that he is A-1, or better. A rating of AA-4 or better indicates that the manufacturer of the equipment.

2. Conditional Limitation Order L-41 requires an authorization to start construction if the cost of construction is over $200,000.

Authorization must also be obtained from the Office of War Utilities to install power amplifiers in case of AA-4 and beyond.

4. Several other orders cover the transfer of materials, such as copper, even though they may be surplus stock.

Two are responsible for the tremendous growth of the BBC, he said.

Explaining that from the British Isles it is possible to reach all of Europe through standard broadcasts, he said that it did not require "it will ever be possible for the U.S. to do as effective job in Europe by means of shortwave" as the BBC can do by standard-band transmitters.

"I do not propose that the British will be disposed to misuse this tremendous advantage any more than we have felt in this country that the BBC have used their talent," said Mr. Shouse. "I do hope, however, that somehow it might be possible for the U. S., too, to find some combination of British talent, not only not only for commercial reasons, but for ideological reasons, to provide and control our own transmission to the continent of Europe just as, regardless of the British Navy, we, too, throughout most of our history, have elected to be a naval power.

"I think this is a serious problem, and the whole future, which is fraught with grave possibilities. Whether as a nation we like to admit it or not, or whether we think of it or not, Europe after the war will be a tremendously important part of any plan of world economy ... It will, for many years, be an important thing for the American philosophy and American thinking about the world of tomorrow to be kept crystal clear in the minds of the hundreds of millions of people in the Continent.

Mr. Shouse, after returning from overseas, was invited to write an article on his impressions for a British magazine. In it he wrote of the many programs of the BBC that are done excellently ... I heard with the greatest enjoyment and admiration some of the BBC's excellent documentary programs produced and handled with a touch and a sensitivity that we seldom achieve, but I also heard, on one particular Sunday, a revival of a 1923 musical comedy that compared with some of our worst."
RADIO STATION
W-I-T-H IN BALTIMORE
TIES IN 30 DAY
PROMOTION WITH
4TH WAR LOAN DRIVE!

KEEP TUNED IN TO THESE HIT SHOWS
You can't tell what show will interrupt to
give away the Bonds! Here's today's schedule:

1:00 News of the Hour (A.M.)
1:05 Highboy Time
1:05 Wake-Up Baltimore
1:10 Symphonies Hall
1:15 News of the Hour
1:16 Holiday Hour
1:25 Good Music
1:30 News of the Hour
1:35 Newscast
1:40 Newscast
1:45 Newscast
1:50 News of the Hour
1:55 Newscast
2:00 News of the Hour
2:05 Newscast
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5:50 News of the Hour
5:55 Newscast

Keep tuned in to W-I-T-H! Any minute of the
day your name may be read out of the city
directory if you haven't a phone. If you have a
phone we may call your number. If you aren't
listening to W-I-T-H, the value of that Bond is
added to the next name. Keep tuned in! $200 in
Bonds given away every day.

$6,000 IN WAR BONDS!

We've just begun to fight this war!
And this is the year of decision! We're
not to get up that FIGHTING money
now!

To pound this vast home to every
soul on the home-front of Maryland.
Radio Station W-I-T-H is going to
give away War Bonds. 44 of them!
Every $15.00 Bonds every day for 30
days. A total of $5,000. That's right.
So listen in to W-I-T-H. Eight times
every day we will name lucky Baltimoreans.
We'll ask you to identify the program
and we'll ask you a simple question.

TOM TINSLEY
President

KEEP TUNED IN ALL THE TIME TO

1230 ON YOUR DIAL

Good for the Bond Drive... for
the advertiser... for the listener... for the
station... Represented Nationally by Headley-Reed.

BROADCASTING • Broadcast Advertising

January 31, 1944 • Page 17
FCC Decision Answers Newspaper-Owner Question

FIRST construction permit to be granted a newspaper-affiliated organization for a commercial FM station, since the FCC suspended its newspaper-divorcement project last April, was issued last Tuesday by the Commission to the Head of the Lakes Broadcasting Co., Superior, Wis. The permit issued to WQXR, WECB Duluth, WMFG Hibbing and WHLB Virginia, Minn.

In many quarters the affirmative action was interpreted as the Commission's answer to the question: "Will the FCC permit newspapers or, newspaper-affiliated groups to operate FM stations?" That question came up before the Senate Interstate Commerce Committee during hearings last November and December on the White-Wheeler Bill (S-814), Commission witnesses, including Commissioner James Lawrence Fly, evaded direct reply on the grounds that the newspaper-divorcement question had not been decided.

Pioneer in FM

Pressure from both Houses of Congress, plus assertions that new radio legislation would contain prohibitions against discrimination in the ownership of radio, coupled with the valiant fight put up by Commissioner Craven are believed responsible for the Commission's dismissal of its newspaper-divorcement proceeding under Orders 79 and 79A. Sen. Chan Gurney (R-S.D.) announced recently that he planned to write an amendment into the White-Wheeler Bill, safeguarding newspaper-owned stations in the development of FM and television.

One of the early pioneers in high frequency radio was the Lakes Broadcasting Co. It began operation of WQXL in July 1929 and continued that station until April 1940. A month later WQXI was licensed but on Jan. 1, 1941, under Order 69 banning experimental FM stations, the FCC denied a license renewal.

Between Jan. 1, 1941, and April 20, 1943, WQXI was permitted to operate on special temporary authority. A class 2 experimental license, granted last April 20, will expire April 1, 1944, at which time the new FM station, WDUL, will begin operations under present plans of the Lakes Broadcasting Co. The Commission grants a lease.

Application for a commercial FM station was first filed by the Head of the Lakes firm on Dec. 5, 1939, by Henry L. Hogan, Jr., law firm. An amended petition was filed Dec. 17 the same year but on May 20, 1941, the Commission dismissed the application in the suspension file. On Aug. 7, 1941, petition was filed to remove the application from the suspension file and on Sept. 16, 1941, that petition was denied.

On June 1, 1943, Head of the Lakes company filed petition to retain its application in the suspension file or to dismiss it without prejudice, due to wartime conditions. The case was reopened last October, resulting in last Tuesday's action.

In its amended petition the Head of the Lakes firm set forth that no critical materials are being used for WDUL, which will operate on 44,500 kc, with 1,000 w power, giving a coverage of 407 square miles. One of the changes in equipping the transmitter to Superior from a high bluff overlooking Duluth, site of which already has been purchased.

Head of the Lakes Broadcasting Co., is headed by Morgan Murphy, president, Evening Telegraph Co., Superiors H. B. Stewart is secretary-treasurer of Central Broadcasting Co., Eau Claire, Wis., licensee of WEAU. E. F. Dupont, treasurer of the Northwestern Paper Co., Cloquet, Minn., is vice-president and director; W. C. Bridges, director-stockholder of Central Broadcasting Co., secretary-treasurer of which is handling the negotiations for the paper.

Fact that conversations between officials of WQXR and the Times have been going on is an open secret in radio circles. Mr. James, head of the Broadcasting Co., told Broadcasting, "We have nothing to announce. When there is, it will appear on the Times." Mr. Hogan said: "If a decision is made it will be announced. Nothing is certain at this time." He added that Leonard Lyons had "jumped the gun," referring to an item appearing in Mr. Lyons' column in the Evening Telegram. On Jan. 26 reporting that the station had been sold to the Times and that "the price was over a million". Figure is believed to be an exaggeration.

Danger of Musicians Strike At Originating Points Is Ended

REMOVING the danger of a walk-out of union musicians from the networks, originating points of the four nationwide networks when current contracts expire at midnight tonight [Monday, Jan. 20], James C. Petrillo, president of the American Federation of Musicians, on Thursday sent messages to AFM local unions in New York, Chicago and Hollywood authorizing them to negotiate new contracts with network officials in their cities.

Unsettled Problems

Mr. Petrillo had requested the locals not to enter into such negotiations early last fall, at the time that hearings of the AFM ban on recordings were started in New York by a panel appointed by the National War Labor Board to investigate the dispute between AFM and the recording companies, several of which have network affiliations. His removal of the prohibition on negotiations with the networks followed five meetings with network top executives, one taking place during Christmas week and four in the week preceding the Thursday announcement.

Stating that "there is not going to be any strike," Mr. Petrillo added that programs originating elsewhere have still have some unsettled problems to consider, but that they could be gone into at a later date and need not hold up negotiations with the locals. Union by-laws automatically become a part of all contracts, enabling the union to call a strike at any time.

No new deadline was set, but both sides agreed to push negotiations along as rapidly as possible to complete the new contracts, terms of which will be retroactive to Feb. 1, Last August, Local 802 in New York asked the networks for a 185% increase in minimum scale, retroactive to Aug. 1, 1943, under a cost-of-living clause in the contracts, and it is expected that similar increases will be asked by the other locals.

New York local also requested complete jurisdiction over music librarians employed by the networks and the elimination of a special provision for musicians working four hours out of an eight-hour day, placing all network staff musicians under the regular provisions for five hours work out of eight hours.

Other points raised by the New York union include a request for separate sliding scales for quarter-hour programs, instead of the present method of basing payment for work on individual programs, and a suggested increase in scale for one-time broadcasts from the present $12 for an hour's work or less, to a new scale calling for $12 for a 15-minute broadcast with $3 for each additional quarter-hour up to $20 for a full hour.

WLB Defers Action

National War Labor Board announced Friday it would take no action on the agreement between the AFM and seven recording and transcription companies pending a report by the WLB panel which held hearings on the dispute between the unions and the four record and transcription companies. The board stated the hearings have ended and a report is in preparation.

The action was unanimous, the board explaining it had not gone into the merits of the two questions concerned—whether payments to the employment fund provided for in the contract constitute wages, and whether if it is determined to be a wage agreement subject to the board's jurisdiction it is consistent with the wage stabilization program.

WQXR Acquisition By Times Denied

Reports that the New York Times had acquired ownership of WQXR New York were denied last Friday by both John V. L. Hogan, president of Interstate Broadcasting Co., owner of the station, and Edwin L. James, managing editor of Time Inc., publisher of Time, Life and Fortune. At the time of the acquisition of this stock by Time in August 1942 it was announced that the agreement was to cover only the arrangement whereby the publishing company and the station would collaborate in "experiments in radio programming." An announcement also stated that there would be no change in the ownership of common stock or the management of the broadcasting company.

WQXR went on the air in 1929 as W2XRA, an experimental television sound station with 100 w power, broadcasting classical records to accompany the images for no better reason than Mr. Hogan's fondness for good music. Few people could receive the pictures but many tuned in and liked the music and at their insistence the station was put into regular operation. Its schedule of 80% classical and light music, 20% news and commentary, based on the assumption that some listeners are intelligent people of good taste, has attracted listeners and advertisers. WQXR's power has been boosted seven times and it now operates with 10,000 w.
"Talk about Shell Loading Plants...

...I've got over 300 on my farm alone"

"Sometimes, out here in Nebraska, it seems that the war is pretty far away. So the youngsters and my wife and I remind ourselves that we are on the production-front by calling our hens 'shell-loading plants.' We heard George Round on KFAB call them that one day. He talks every morning from the College of Agriculture...and he says there are over 20,000,000 'shell-loading plants' in the KFAB area.

"Of course I don't specialize in poultry. Like most Nebraska farmers I have learned to diversify—to raise corn and wheat and other crops and to have chickens and hogs and milk cows and so on. That way, we always have money to spend.

"Nowadays I'm working harder than ever, trying to do my full share in producing food for Victory. And since prices are good on all farm products, I'm in a position to buy a good number of War Bonds and to get the things we need here on the farm, too.

"If you've got something to sell...something we ought to have...you can be sure we'll hear about it if you tell about it on KFAB. It's the 'friendly neighbor' we've listened to for more than 20 years."

"The BIG Farmer of

the Central States"

KFAB

LINCOLN, NEBRASKA

780 KC-10,000 WATTS

BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY
Behind-Scene Workers Named; WFD Discs to Run After Loan

Early Bond Totals From New York Stations; Cross-Section of Fourth Loan Activities

THOSE PERSONS who silently have shouldered the responsibility for the preparation of the great quantities of radio continuity required by the War Finance Division of the Treasury Dept. in its bond promotion activities were honored by WFD last week in a release to Broadcasting making public the list of names which has been donated in this respect.

Named were Joseph A. Moran, associate radio director of Young & Rubicam, New York, and his wife, radio actress Thelma Ritter; Reggie Morgan, radio continuity supervisor of Ruthrauff & Ryan, New York; and C. Halstead Cottington, radio director of Erwin Wasey, New York, Mr. Moran, who has been doing work for the Treasury for the past two years, was acquired by Young & Rubicam several years ago on the merit of his writing and winning abilities. He previously had been in theatrical work for a number of years. Miss Morgan worked up to her present position with Ruthrauff & Ryan from a secretarial post of ten years ago. She has been assisting the Treasury since April, 1942. Mr. Cottington, in view of his past agency experience, is in charge of continuity designated for rural areas by WFD.

These agency people have prepared all bond promotion continuity for the name and network bond broadcasts, all of the transcribed programs of the Treasury, the live and disc one-minute announcements released through OWI and other special programs and projects.

Orchestras conducting special bond promotion programs on which the material is used are Tommy Dorsey, heard 11:30-12 midnight Thursdays on the Blue; Horace Heidt, on the Blue Saturdays 1-2 p.m.; Guy Lombardo, Mutual, Wednesdays 11:25-12 midnight and Little Jack Little, who broadcasts Monday through Friday 3:45-4 p.m. on the Blue. All of these programs are sustaining.

The Treasury Star Parade, currently issued three per week, will continue to be released one per weekday, as of Friday, Dec. 11. The Treasury Salute series and the Treasury Song for Today series, which were inaugurated especially for the present Bond Drive, will be continued after the campaign. Frequency of release for these is as yet undecided but they will be sponsored as at present.

Common, campaign manager of the Treasury project, War Advertising Council, is credited with the organization of these extensive activities.

WHN Plan

WOR New York reports sales in excess of half-a-million dollars in response to the first two weeks of appeals from war plants and through the Chiekringer 4-1110 programs. With no specially built programs, WMCA New York claims $700,000 in bond sales as of Friday, Dec. 11. At 21. Station is carrying war bond pleas on every program during the Drive.

Plan at WHN New York is to have one program series each week plug the campaign. The four-hour morning, variety show, Hello Hodges, went into action last week and record md. Dick Gilbert is now scheduled to devote his three-and-a-half hours, during the day, to the Drive. WHN’s Swing Clubbers” sold $33,000 over a period of several days.

WINS New York is tying in with special sports events staged by the Treasury Dept. and the Sports Writers of New York, carrying on-the-scene accounts last week of basketball, tennis and hockey games from regimental headquarters and Madison Square Garden.

Policy of WOV New York is to have less “grinmiss” and more entertainment in its bond selling. Station is carrying a series of 20-band musical, single to single, three days a week for the first week and for one entire day will delete all commercials from its Italian-language programs, including only the sponsor’s name. Expect A Little Allpipe of Italian extraction will be the subject of special dramas.

WNEW New York sold $13,000 in bonds through one broadcast of Martin Block’s Make Believe Ballroom on the opening day of the Drive.

At the request of the Treasury Dept. the Red Skelton program on NBC Feb. 8, sponsored by the Brown & Williamson Tobacco Corp., Louisville (Raleigh ciga-

NEW TWIST to Bond selling—Lt. Comdr. Lawrence Brace, chief engineer of the Liberty Ship American Mariner, and Holly Wright, announcer of WRC Washington, describe by recording the function of the master control board of the ship, a part of the week’s hours of programs recorded aboard the ship during a 450-mile trip from New York to Washington broadcast later as WRC’s contribution to Fourth War Loan drive.

Sterling Effort

SO GREAT is the faith of Fred Sterling, chief engineer of WOAI San Antonio, in War Bonds, that the man has pledged his entire $44 salary for their purchase. Living up to his name as far as the war effort is concerned, Sterling invested $5,800 in war bonds from Dec. 7, 1941 until the end of 1943. Fred’s son, Lt. Jerry Sterling, Brooks Field, Tex., feels just about the same way, having contributed his maximum, $6,000 per year, for bonds.

Tabulations

Networks and local stations in New York began to tally up the first returns last week and the first overall broadcast war campaign, now being staged from Manhattan night clubs by CBS netted $4,118,900—sold from the “21 Club” Jan. 21. Sales at the Monte Carlo the next night ran to $415,000, at the Hotel Pierre $271,000 and at the Stork Club $456,000. The second of a Hollywood series of two special Regional Bond broadcasts was scheduled by CBS last Sunday, Jan. 30, and another Hollywood affair centering around Frank Sinatra on CBS was scheduled for Jan. 26. Admission was through bond purchase.

Mutual’s big event last week was a Saturday show featuring heroes of the “Golden Age of Sports” of the 1920’s, including Babe Ruth, Jack Dempsey, Bobby Jones and others and contemporary sports figures such as Alice Marble and Don Budge. Broadcast from the WOR-Mutual Threater, in cooperation with the Sports Broadcasters Assn., the program was expected to sell a million dollars worth of bonds, according to Mutual, MBS has set Feb. 1 as the date for a special program of original music to be broadcast from WGR Buffalo, bearing the title Ballad in Victory. Initial effort of NBC, which will concentrate on an intensive “ cleanup drive” beginning Feb. 8 in conjunction with the Boy Scout of America, brought $265,000 in bond sales from the broadcast. One million dollars for a “Battle of Life and Madness” in Glen Cove, Long Island.

The Treasury’s efforts to reach the individual buyer met with success last week. On Jan. 18, 11,000 citizens pledged $11,000,000 at the broadcast of Meet Your Navy on the Blue.
Young... and a FAST CLIMBER!

That's 5-year-old KXOK... the Blue Network station in St. Louis.

Youngest of all St. Louis radio stations, KXOK has outpaced a 21-year-old to rank second in morning listening appeal... and a 16-year-old to rank third in the afternoon and evening.

This "high" in listening audience for KXOK was revealed by a Robert S. Conlan & Associates coincidental telephone survey of radio listeners. The survey was made in St. Louis from December 8 to 14, 1943, inclusive.

During those seven days (Monday through Saturday) 56,709 basic calls were made. This was an average of 567 basic calls each hour... almost 142 basic calls every fifteen minutes... or better than 9 calls a minute.

A fast climber? Well... this husky "youngster" has gone far in five years. Keep an eye on KXOK... IT'S CLIMBING FAST!

KXOK
SAINT LOUIS, MISSOURI

630 Kilocycles • 5000 Watts—Full Time • Basic Blue Network

Owned and Operated by the St. Louis Star-Times

Affiliated With KEBI, Columbia, Missouri • Represented by John Blair & Company
Healy Has Praise
For Media Effort
Pointes to Achievements in
Giving OWI Public Contact

PAYING tribute to broadcasters for their cooperation in disseminating war information, George W. Healy Jr., new director of Domestic Operations, Office of War Information, last Monday pledged himself and office to tell the "full story of the war." He spoke at the luncheon at the Statler Hotel, Washington, given in his honor by Neville Miller, NAB president.

"After three weeks of reading records and looking through the files, I feel we're on the beam," said Mr. Healy. "The beam for us is trying to tell the full story of the war and to tell the American people how best they can help. I don't know of any group of industries that has cooperated more completely or adequately than the War Advertising Council, motion pictures, newspapers, advertising agencies and radio."

Tribute to Cohen

Mr. Healy recalled that eight months ago when he served on the OWI Advisory Committee, that group unanimously opposed the OWI issuing printed booklets or going into the newspaper or domestic radio business because "the established media were doing a good job!"

"You gentlemen have done everything we have asked you to do," he said. "We regard ourselves as your servant and want to help you do your job. Reading the files indicates to me that we have the best relationship with the radio industry." He paid tribute to Phil Cohen, chief of the Domestic Radio Broadcast Operations, an OWI employee.

C. E. Arney Jr., NAB secretary-treasurer, acted for President Miller who, a few hours before the meeting, was summoned for a luncheon session with Gen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee and co-author of the Wheeler-Howard bill. Guests included: Frank M. Russell, NBC Washington vice-president; J. Harold Ryan, assistant Director of Censorship in charge of broadcasting; Capt. C. J. Garrett, OWI, and Capt. E. W. Snow, Navy Bureau of Public Relations Radio Branch; Col. E. M. Kirby, chief, War Dept. Bureau of Public Relations Radio Branch; Thomas Lane, director of Advertising, Press & Radio, War Finance Divi-

nery; Treasury; John Hymes, OWI Domestic Radio Bureau.

Members of the NAB staff, in addition to Mr. Arney, were: E. G. Avery, director of broadcast advertising; Robert Bartley, director of war service activities; Willard Egolf, assistant to the president; Frank Frazier, director, engineering; Paul Peter, director of research; Arthur Stringer, director of promotion.

PLEASANT PHEASANT DINNER is anticipated by these Blue Net- work executives as they ogle the superman bird. Dinner was inspired by Bill Martin, manager of KMMJ Grand Island, Neb., who sent Ed Horst,- man, chief engineer of Blue's central division, 16 pheasants from Grand Island, on the promise that Ed would throw a dinner for executives. In the midst of the dinner, Ed Borroff, Blue central division vice-presi- dent, brought in a bird of the size raised around Chicago. Ready to eat are (l. to r.): Mr. Borroff, Milton L. Schoenfeld, sales manager of the network's central division; Mr. Horstman and Dwight Reed, of the Headley Reed Co., representatives of KMMJ. Chicago "pheasant" was a turkey.

Newspaper Divestment Data
Is Sent to Congress by FCC

A 38-PAGE summary of the record of the newspaper ownership investi- gation was submitted last week by the FCC to the Senate and House Committees investigating radio and radio for their edification and guidance.

The digest analyzed the testi- mony presented at public hearings which began July 23, 1941 and ran intermittently thereafter for 25 days until Feb. 12, 1942. The pro- ceedings were dismissed [BROAD- CASTING, Jan. 17] by the FCC last Jan. 13 at which time it announced that applications involving newspapers would be considered on their individual merits.

NRC to File

The FCC coincident with its dis- missal of the newspaper proceeding, promulgated a formal order closing the record. It made part of the record a series of exhibits introduced during the hearings but not heretofore admitted. The order stated that any party to the pro- ceeding could file by Feb. 1, a state- ment, for inclusion in the record with respect to these exhibits.

Harold V. Hough, chairman of the Newspaper Radio Committee, announced that these exhibits had been objected to by NRC counsel as "incorrect and misleading." He said that NRC counsel would file the necessary statements and ex- hibits for the purpose of "correcting" the exhibits.

It was presumed also that NRC would file with the Senate and House Interstate Commerce Com- mittee statements in connection with the summary of the record, if exceptions are taken to any of the FCC statements or conclusions. In its public notice dismissing the newspaper issue Jan. 13, the FCC said that a summary of the evidence would be forwarded to the Congressional Committees in order to inform them as to the facts developed by the investigation and for any consideration they may de- sire to give the matter.

In its summary, the FCC advised the Congressional Committees that the Newspaper Radio Committee in particular had "cooperated with the Commission in developing per- tinent material". The record, it pointed out, covers more than 3,400 pages and in excess of 400 exhibits. Fifty-four witnesses testified.

Data broken down in the sum- mary covered generally the de- velopment of radio in relation to the press from 1921 through 1941. Virtually all aspects of newspaper and radio competition for business were covered. The Commission said that although the effect of competition by radio on newspa- pers cannot be accurately stated, "radio has undoubtedly taken some of the advertising newspapers would otherwise have had."

Competition Covered

Polls of public opinion from 1938 to 1941 indicated that radio was being increasingly relied upon as a source of news. A survey in July 1941 resulted in 35.7% selecting radio as their primary news me- dium as against 24.5% for the newspaper and 26% selecting both.

Dependence upon radio became more prevalent as the income level of those interviewed fell, said the summary. The polls showed a pop- ular belief, especially among the lower income groups, that radio was more accurate and unbiassed.

In a lengthy breakdown of the extent and character of newspaper ownership of stations, the Commis- sioners recommended that the Commission should be able to examine standard stations licensed on July 30, 1941, 249 or about 31% had a newspaper association. Newspaper stations constituted a greater proportion of networks affiliated to non-network affiliated stations—35.6% against 24.2%.

Newspaper associated stations earning a profit (175 of the 237 in 1940) had an average broadc- ache of $41,507 as against $47,- 327 for non-newspaper stations. The 62 newspaper stations operating at a loss had an average deficit of $11,650 as against $6,656 for 125 non-associated stations.

Press Wires Reviewed

Several pages of the summary were devoted to the results of a questionaire sent out by the Com- mission regarding complaints against newspapers. These covered refusal of newspapers to carry display ad- vertising of stations or to give space to press releases or other radio news; exchange of time for space; newspaper sponsorship.

Another lengthy review was put with the acquisition of news serv- ices by broadcast stations from the major press associations. Covered in this matter were alleged "re- strictive" arrangements involving refusal of certain press associa- tions to sell their services to stations, and to purported rebates. Individual "case studies" involv- ing newspaper ownership of sta- tions also were abstracted. These related to WTMJ Charleston, S. C.; WDAF Kansas City; the Des Moines Register in Iowa and South Dakota, and the Hearst newspapers and their affil- iated stations.

The final chapter was given over to an analysis of "the public dependence" of a number of experts and college professors. Several witness- es, the Commission said, believed that a rule barring newspapers from radio ownership would be a restriction on freedom of the press. But the Commission added there was "fairly general agreement that there is an unwritten agreement if the Commission considered the individual circumstances of newspaper affiliation in each case as one element of public interest on a case by case basis."

Moreover, the Commission con- tended there was "fairly general agreement" among these witnesses that in the interest of attaining an equitable balance by the various media for communicating facts and opinion "a diversity of control over the media is desirable". There was the agreement, however, that the diversity of control is the paramount consideration or but one of the factors.
... but imagine how national buying power is piling up, Mortimer"

Whether it's the lowdown on air power, the coming national elections, or settling the Soviet-Polish frontier, most Clevelanders seem to have a better than average understanding of the important questions facing this old world of ours. And many of the discussions you hear everywhere in Cleveland, from drawing room to street car, have grown from forum programs planned and broadcast by WGAR.

Putting weighty subjects into words which will interest all listeners is the basic idea behind these programs. For instance, the City Club Forum, bringing nationally-known voices of authority, paired in down-to-earth debate. Or, Your Opinion, Please, with experts talking of rationing, housing, invasion, soldier bonus or whatnot in language all can understand.

Americans, whose heritage it is to think and speak freely, are more interested than ever in national and world affairs. It seems to us that one of the jobs of a radio station, then, is to serve up food for thought... to stimulate the thinking of people who want to think.

... this is **WGAR**

your friendly station in Cleveland

G. A. Richards, Pres...John F. Patt, V.P. & Gen. Mgr.
Basic Station, Columbia Broadcasting System
NOW AVAILABLE IN THE

WORLD PROGRAM SERVICE

ON WIDE RANGE VERTICAL CUT RECORDINGS
Brightest Stars

Dorothy Lamour

with DICK McINTIRE and his Harmony Hawaiians
adds her own exotic interpretations of the Love
Songs of the Islands to the growing galaxy of
features in the Quality Library of the World.

THE ONE ROSE (THAT'S LEFT IN MY HEART) • THE MOON OF MANAKOORA
MY LITTLE GRASS SHACK IN KEALAKEKUA, HAWAII • SONG OF OLD HAWAII
LITTLE BROWN GAL • HAWAIIAN HOSPITALITY • LOVELY HULA HANDS • MALIHINI MELE

World Broadcasting System, Inc.
A Subsidiary of Decca Records, Inc.
711 Fifth Avenue, New York
Chicago • New York • Hollywood • San Francisco • Washington
D'Arcy Heads List

In Blue's Billings

December Was Highest Month, Network Figures Reveal

D'Arcy ADV. Co, ranks first among advertising agencies placing billings on the Blue Network last year, a study of the network's 1943 billings reveals. The D'Arcy placements totaled $3,555,412, followed by Maxon Inc. with $2,486,978.

In third place for the year was J. Walter Thompson Co., $1,743,899; Compton Adv., fourth, $1,693,360; Ruthrauff & Ryan, fifth, $1,598,060.

By industries, food and beverages headed the Blue list of sponsors with billings totaling $6,355,412, followed by Ford Motor Co. with $2,355,908, followed by General Mills, $1,764,726; Miles Laboratories, and Socony-Vacuum Co., $1,503,784.

Best month of the year for Blue was December when billings totaled $2,504,920. Lowest month was February, with $1,747,083.

Blue Gross Billings by months in 1943 follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Billings</th>
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<tbody>
<tr>
<td>January</td>
<td>1,747,083</td>
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<tr>
<td>February</td>
<td>1,747,083</td>
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<tr>
<td>March</td>
<td>2,034,852</td>
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<tr>
<td>April</td>
<td>2,097,962</td>
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<tr>
<td>May</td>
<td>2,264,952</td>
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<td>June</td>
<td>2,513,958</td>
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<tr>
<td>July</td>
<td>1,848,935</td>
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<tr>
<td>August</td>
<td>2,003,351</td>
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<tr>
<td>September</td>
<td>2,345,109</td>
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<tr>
<td>October</td>
<td>2,086,189</td>
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<tr>
<td>November</td>
<td>2,345,109</td>
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<tr>
<td>December</td>
<td>2,504,920</td>
</tr>
</tbody>
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Total 24,869,948

Blue Billings by Agencies

<table>
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<tr>
<th>Agency</th>
<th>Billings</th>
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<tbody>
<tr>
<td>D'Arcy Adv. Co.</td>
<td>$3,555,412</td>
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<td>Maxon Inc.</td>
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<tr>
<td>Compton Adv.</td>
<td>1,693,360</td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td>1,598,060</td>
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</tbody>
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| Blue Network Gross by Clients

FAMILIAR VOICES were heard during the holidays over CKOC when Herbert Gordon, former employees, now in the armed services, took part on a special program. Other CKOC veterans included: Bill Westminster, former producer-announcer of the station, now in the U.S. Air Force; R. J. Small, former producer-announcer, with Royal Canadian Navy; Petty Officer Art Todt, former producer-operator, also with the Navy.

New Coffee Copy

PAN-AMERICAN COFFEE Bureau, New York, is inserting new copy in national advertising, which includes promotions on home economics programs on 29 stations, highlighting the theme "Have Another Cup," and stressing coffee as a year-round, all-purpose beverage, in line with the now am- ple demand for civil defense. Agency is J. M. Mathes Inc., New York.

Marglo Placing

MARGLO PRODUCTS, New York, distributors of foods for pets, has named S. Duane Lyon Inc., New York, to handle its advertising and promotional campaign of spot announcements on WHN New York, adding Philadelphia and Boston and perhaps expanding further.

CBS Makes Available Network Programs Free to Affiliated Stations With FM

BEGINNING Feb. 1, all CBS network programs will be available to FM stations owned and operated by the network's affiliated stations. CBS stations will be charged with any additional charges to network advertisers. CBS stations were notified of this change in CBS policy, which will presumably be made available for broadcast on all affiliated FM stations, beginning Feb. 1, 1944. "This was originally discussed as a post-war plan and now we are to make it available," a CBS executive said.

wire also announced plans for a series of engineering clinics to be held by groups of affiliated stations. "We believe that the network's engineering staff can also be made available to our stations, and where necessary and appropriate Governmental agencies," he explained. "It was not further disclosed at that time because many of our stations were not then prepared to make long-term plans for frequency modulation broadcasting and we desired to make no announcement which might prejudice their position or influence their decision.

Stations Seek Plans

"Several of our stations have recently asked for an earlier announcement of our plans and have sought assurance that they will not be forced to seek a wholly separate service and thus compete with themselves at their own additional expense," we have accordingly revised the entire question and discussed it with the Advisory Board and will now meet with them. The Board joins us in the conclusion that it is in the best interests of all affiliated stations to disclose these plans at this time.

Before the telegram was sent the subject of FM had been fully discussed by the Columbia Affiliates Advisory Board, meeting at CBS headquarters in New York City on January 19-24, Group also discussed with CBS executives plans for new sustaining programs, the White-Wheel bill, results of the network program promotion campaign, "CBS-Kate Smith Bond Day" to be held in Feb. 1, the AFM situation and plans for the 1944 election of members of the CAA.

Present nine members, representing nine geographical sections of the country, are completing their one-year terms which began when the board was organized in March of last year.

WRC GOES TO SEA ON A LIBERTY SHIP
Radio precedent set in 450 mile wartime convoy trip

AN ANTI-AIRCRAFT GUN, it's nomenclature and sighting positions are explained to Holly Wright by one of the ship's gunners. Wright had to learn such details as well as naval terminology in order to accurately describe the activities aboard the vessel.

WHEELHOUSE on the bridge is ship's "brain." The "talker" at left relays a command of the Executive Officer Lt. Cmdr. A. W. Beale to the lookout. The quartermaster, or helmsman, mans the wheel. At left is the engine room telegraph; at right, the ship's gyro-compass.

MARITIME TRAINEES SCRAMBLE down a cargo net hung over the side of the American Mariner during an abandon ship drill on the icy Potomac. A description of this drill and several others are a part of the many interesting programs being heard now by WRC audiences.

LARGEST SHIP ever to come up the Potomac, the American Mariner docks at Washington's municipal wharf. When the vessel passed Mt. Vernon, WRC was able to make the first recorded description of the traditional naval ceremony performed aboard every ship sailing past the historical landmark.


Aboard her, WRC's program crew began on-the-spot recordings. Interviews with officers and men, eye witness accounts of a blacked out convoy, description of abandon ship drill. From bridge to engine room, skipper to cook —these programs made Washington feel the tenseness of life—and the nearness of death—aboard a Liberty Ship.

Three hours of these programs have added power to the Fourth War Loan Drive in Washington. They have done something else.

They have added to the public mind another impression of the alertness of WRC programming and public service. Alertness that keeps WRC first in Washington morning, afternoon and night.
something wonderful is going to happen to your radio
Turn your dial to 770

Right on the split second of 6 o'clock tonight, when the hands of your watch point straight up and down, a switch will be thrown and WJZ's powerful new transmitting station will go into operation at its new location.

Its power is 50,000 watts. Its tonal quality more brilliant... its listening reception far stronger than ever before. Its clarity, that of a sleigh bell at midnight.

To understand the great difference on your radio, you must listen both before and after this change occurs. Notice how, at the instant of 6 o'clock, the strength and clarity of WJZ's programs are vastly improved.

Turn your radio dial to 770 and hear it happen for yourself.

Six o'clock sharp tonight.

Hear these great programs — See Newspaper Radio Listings for Day and Time

Music • The Metropolitan Opera, Metropolitan Audiences, The Boston Symphony, Victory Parade of Spotlights Bands, Nancy Martin, Meet Your Navy, Marion Denny, Keppelmeyer, Musical Theatres, Paul Whiteman, Diane Courtenay and The Justice, Sing Along, Seton, Muppets, Inc.

Farmer • America's Town Meeting of the Air, America To-morrow.


Foreign Correspondents • George Hink (with U.S. 10th Army in Italy), Arthur Fieldman (London), Donald Cox (Algeria), Harry Cottrell (Australia), Claus Ritter (New Guinea), Tom Gruen (London), Frederick B. Oppe (Changchun), Frank Shaw (Cairo).

Children's Programs • The Blue Playhouse, Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

Variety • Radio Hall of Fame, Duffy's, Chamber Music Society of Lower Basin Street, Breakfast at Sardi's, What's News, Breakfast Club, Ladies Be Reasonable, The Kibitzer, Breakfast in Bed, On Stage Everybody, Manned Show, Awake at the Switch.

THE Blue NETWORK WJZ NEW YORK 770 ON YOUR DIAL
YES, SIR!

AND SOMETHING WONDERFUL
DID HAPPEN...AT SIX O'CLOCK!

THE STATION MOVED!
moved its great transmitting
tower and equipment, lock, stock
and barrel—from Bound Brook,
New Jersey to Lodi, New Jersey,
where location, soil, distance and
the imponderables of radio en-
gineering render it closer—
clearer—stronger—louder—to
more people of the richest mar-
ket in the world!

NEW LISTENERS
who now hear—and hear dearly
and strongly any message you
want to send over the airwaves
via the Blue Network—to WJZ's
listening area—to more people
in the richest market in the
world!

A CAMPAIGN WAS RUN
Not just in all major New York
newspapers but in Brooklyn,
Queens, Long Island, Westches-
ter and Connecticut. Teaser ads!
large-scale announcement ads!
good, big follow-up ad! And, of
course, Radio. Teaser announce-
ments for 3 days and a special
half-hour WJZ Cavalcade pro-
gram dramatizing the full story.
To tell this new and clear recep-
tion story that would now place
the Blue Network's key station
closer and clearer to more people
in the richest market in the world!

NEW CLARITY—
BETTER SIGNAL STRENGTH
This move of WJZ cannot be
measured in terms of miles or
fathoms or yards or feet. It must
be measured in terms of the new
rich strong voice with which WJZ
will now broadcast your message
or that of your client—broadcast
it with new clarity—by virtue of
new signal strength to the richest
market in the world.

*This ad ran in metropolitan New York and suburban newspapers on January 2.
Manufacturers Promise Full Lines of FM

VOLUME production of full lines of FM equipment, both transmitting and receiving, as soon as wartime restrictions are lifted, was promised by executives of eight radio manufacturing companies in a symposium before the FMBI convention at the opening session last Wednesday in New York.

Intensive promotion of the medium was promised by all of the spokesmen, with combination AM and FM sets to be produced as soon as production lines can be established. The preponderant view was that local and regional stations would give way to FM for urban area coverage, and that a line of "transcontinental" clear channel stations on the AM frequencies will supply the "national" coverage.

Following are summaries of the statements of the manufacturing executives on their future FM plans:

C. B. JOLLIFFE
RCA Victor Division
RCA

FOR MANY years RCA has had a very considerable interest in the technical development of FM. Research has been carried forward in RCA Laboratories on specific FM circuits, propagation characteristics of very high frequency FM and on component elements required for FM broadcasting. RCA's research work on FM is continuing, but most of it is related to the war effort and is of a confidential or secret nature.

Prior to the war RCA had developed and was ready to put into application several novel FM circuits. We expect to incorporate these circuits in apparatus produced in the post-war period. We have manufactured and supplied FM broadcast transmitters prior to the war. As soon as civilian production is resumed we plan to offer for sale a complete line of FM transmitters.

Fidelity Standards

In the post-war period, all RCA standard broadcast audio equipment will meet the present standards of fidelity to FM and consequently all standard equipment will be satisfactory for use with FM transmitters. RCA has produced test and monitoring equipment required by FM stations and we expect to continue to offer this equipment for sale. RCA plans also to supply FM antennas suitable for use on steel towers or existing structural supports. RCA will be able to furnish studio-transmitter link circuit equipment and accessories. In fact, we plan to be in the same position as we have been in the AM broadcasting field; that is, we will offer a complete and coordinated line of studio, transmitter and accessory equipment. We expect to cooperate with stations and with their consulting engineers in equipment and installation problems.

With respect to the other portion of the FM field, on which the public is interested—the receiver—as one of the larger producers of home radio sets, we expect to offer for sale to the public FM receivers of high quality design at reasonable prices.

F. R. LACK
Western Electric Co.

WESTERN Electric has no statement to make on its post-war manufacturing plans. In 1943, we produced $575,000,000 in equipment for the armed forces, a good share of that was FM. In 1943 and 1946 we turned out $129,000,000 of FM equipment for military use. We are doing a war job now, but we are keeping our own people informed on the post-war operations. As soon as the story can be told, we will make available to the industry the results of our experience in FM, micro-wave and other new fields.

By W. R. DAVID
Transmitter Division, Electronic Department
General Electric Co.

IT SEEMS reasonable that FM will eventually supplant all local and long power AM stations. It would give the public FM and better AM reception. The present AM band would be cleaned up, making more clear channels available for more high power stations. Possibly in the future we can have super power, 500 kw AM stations for long range coverage. At this point I should point out that a large master FM station with a bunch of satellite stations or locally owned affiliate stations has far greater coverage possibilities than any high power station in the eastern or western parts of the United States.

A few months ago, I stuck my neck out and predicted 500 FM stations and 50 AM stations five years after the war. To complete the picture, add 100 television stations and 50 international stations. True, this is only one prediction but it is based upon our analysis of the trends and with some thought about the economics.

Our equipment reservation plan has been well received all over the country and it has created interest in Canada, Central and South America. Many stations have signed up and we expect many more. The information will permit intelligent planning of post-war production.

Our plans for the future are very definite. We intend to manufacture and offer for sale a complete line of FM transmitting equipment from microphone to antenna and in addition, vacuum tubes and high power AM transmitters both conventional and international. Work on these lines will be started as soon as our engineers are released from war work. Manufacturing will start as soon as we are authorized to produce transmitting equipment for commercial use.

K.C. McCANNE
Secretary and Asst. General Manager
Stromberg-Carlson Co.

IN THE post-war period, Stromberg-Carlson recognizes two fields for FM home sets: (1) The high quality field in which we have been predominate, and (2) a field for simpler FM sets with standard loud speakers and audio circuits to reproduce speech and music without the static and the interference between stations so frequently encountered on the AM band.

In fact, we recognize in this second type of receiver the means to gradually bring about a corresponding improvement and return to full usefulness of the AM band and its corresponding improvement and return to full usefulness of the AM band and its present service to the public.

Mr. David

Mr. David

IN RECOGNITION of cooperation during 1943, Pete Smythe, KZL program director, receives a special award presented to the station by Robert C. Wade (flight suit), president of the Denver Junior Chamber of Commerce. Joining in the ceremony are (1 to r): Bill Thompson, chairman of the J. C. of C. Award Committee; Harvey Wherman, KZL chief engineer; and Don McCraig, KZL traffic manager.

Mr. David

Charles M. SIEBROFF
President, Radio Engineering Laboratories

THE Radio Engineering Laboratories, Inc. are the pioneer manufacturers of FM broadcast transmitters, having closely collaborated with Major Edwin H. Armstrong in the construction of Radio Station W2XAM, of New York University.

As soon as restrictions are lifted, it is our intention to continue to supply FM broadcast stations complete with their necessary accessories and FM studio-to-station links. It is our intention to continue to employ the Armstrong phase-shift method of modulation. Field induced and actual experience gained from the operations of the many REL-FM stations now on the air more than substantiate the continued use of the Armstrong phase-shift method of modulation.

Sieves Post-War Advance

We feel that the post-war period will show a tremendous increase in the number of FM broadcast stations, that many of these new broadcasters will not come from the ranks of the present AM group, but will consist of the local banker, the grocer, newspaper or what-have-you. To give them a complete service, what some stations are doing for them everything that is necessary to get them properly started.

Along this line, REL has set up a program whereby the new broadcaster entering the field can secure
You are looking at the steepest incline in the world... an actual view of Lookout Mountain Incline. Incline cars, powered by cable, run up and down these tracks on regular schedule, serving the residents, as well as the thousands of tourists who come to Chattanooga for the breath-taking and awesome beauty of the surrounding mountains and lakes. At its steepest point, this is a 72.7% grade incline.

With the development of TVA power projects, Chattanooga has combined the beauty of its natural surroundings with the attendant and natural industrial development following in the wake of TVA. Today Chattanooga is not only on "the Great Lakes of the South"... it is the heart of the TVA power empire!

AND IN THE CHATTANOOGA MARKET TIME BUYERS ARE INCLINED TO CHOOSE WDOD

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

WDOD 76.9%
STATION B 18.3%
STATION C 4.8%

CBS FOR CHATTANOOGA 5,000 WATTS DAY AND NIGHT

WHERE NATURE AND INDUSTRY JOIN HANDS

National Representatives
PAUL H. RAYMER CO

BROADCASTING • Broadcast Advertising
January 31, 1944 • Page 31
PORTION OF FMBI CONVENTION IN NEW YORK

To insure complete satisfaction, FM will offer better antenna systems than those provided in the past. We have started doing the job already by urging builders of post-war homes to include antenna connections in every room in which a radio may be used, and to build an adequate aerial into every home.

J. E. BROWN
Beacon Corp.

IN DEVELOPING its post-war FM receiver planning, Zenith is of the opinion that the major problem will be that of the extension of the FM band to some upper frequency limit greater than 500 megacycles. It seems logical that the FM band might incorporate the space from 42-56 megacycles. Therefore Zenith planning calls for extension of the tuning range in its receivers to cover this band.

The greatest service the receiver industry can perform for the new FM broadcasting business is to secure the widest possible circulation of FM receivers. We believe this is best accomplished by making receivers combination FM and AM so that the purchasers of new receivers in the price brackets in which FM can fit will automatically be set up to receive the FM service as it expands.

JAMES S. RASMUSSEN
Crosley Corp.

IN 1940 and 1941 Crosley produced high-quality FM receivers, mainly combination FM-AM sets, ranging from $125 to $275 in price. As soon as the war is over and peacetime production is resumed, Crosley will be back in the field, again producing high-quality receivers in about the same price range.

Electronic Era Seen

KNOWLEDGE and experience gained by field service engineers of the radio and electronics industry during wartime will be valuable in the post-war "Age of Electronics", according to W. L. Jones, vice-president and manager of the RCA Service Co. Mr. Jones said last week that assignments to various interwar operations have taken RCA field men to war zones throughout the world.

WWNC Asheville, N. C., has named the Katz Agency Inc. as national representative effective Feb. 1.

A Dollar's Worth

F. R. LACK, Western Electric Co. engineering executive, told the FMBI convention in New York last Wednesday a story about Dr. Edwin H. Armstrong's faith in frequency modulation since 1940, we welcome to the ranks of FM a host of new manufacturers and broadcasters, who will share one of the most important jobs the industry faces. This is the education of the public and the dealer by the manufacturer and broadcaster to the full advantages of FM. That job should be well organized and receive the complete support of all branches of the industry.

Too little attention has been paid to the antenna requirements of FM.

Golden age of radio broadcasting started when Crosley introduced the first FM receiver, the "Tentative plans call for FM receivers in all but the low priced sets. We believe that our first set line produced under unrestricted conditions will consist of FM models to the extent of approximately 20% by units and 60% by dollar volume."

Omitting the AC/DC sets from the picture, we expect our post-war line to consist of FM sets to the extent of 90 to 90% of all remaining types.

A detailed survey made by our Company about 6 months ago indicates a probable deferred demand at the end of 1944 of approximately 25 million receivers. Another way to approach the problem is to consider the estimated national income for 1944 which has been placed at approximately 150 billion dollars. On the average, approximately 1% of national income is spent for radio receivers. This gives us a total of 750 million dollars, which we may expect would be spent for radio receivers in 1946 if merchandise were available. The average price paid for radio receivers in 1940-1941 season was approximately $30.00.

Assuming a price rise post-war of 30% and dividing our 750 million dollars by the new average price so obtained, we arrive at 19 million sets for 1944.

25 Million Market

Considering the factors of increased buying power, pent-up demand, and the effect of FM as an inflation factor, it is believed that 25 million receivers is a very conservative estimate of the potential market which will exist in the latter part of this year.

Assuming that other manufacturers feel at least as optimistic about FM as General Electric, we may expect a production of approximately 6 million FM receivers for the first full year of production following the lifting of all restrictions on manufacturing. As to the years following, I think we may well let them take care of themselves. The experience gained in producing and selling 5 million FM radio receivers will certainly give us the clue as to what to do in the succeeding years.

We have been told that we are headed for several years of prosperity after the war. If we accept this hypothesis and assume a conservative average of 15 million sets annually for 5 years, applying the same FM percentage for the entire period, 15 million FM sets should be in the hands of the public at the end of 5 years. I should like to point out, however, that this assumes little or no technical progress in FM for the 5 year period.

We at General Electric are not planning to produce FM receivers which do not provide the superior advantages which FM has to offer. We believe that the future success of FM will depend on maintaining high standards of performance. This does not necessarily mean that FM will be confined to the high priced end of the line. We believe that it would be possible to produce FM receivers with excellent performance at the present time that could retail at $60, based on pre-war prices. To reduce prices below this figure and at the same time maintain the high levels of performance which FM receivers must have, is not going to be an easy job. We think, however, that it can and will be done.

Perhaps no better answer can be given to the question "What do you think about the future of FM?"

In 1944 we are planning to spend 75% of our total advertising budget, or a million and a half dollars, to tell the story of FM.

ARTHUR FREED
Vice-President and General Manager
Freed Radio Corp.

AFTER the war we will continue, as before, to concentrate our efforts on serving the quality market for FM receivers.

Speaking for our organization, one of the small group of manufacturers and broadcasters who have supported Edwin H. Armstrong's faith in frequency modulation since 1940, we welcome to the ranks of FM a host of new manufacturers and broadcasters, who will share one of the most important jobs the industry faces. This is the education of the public and the dealer by the manufacturer and broadcaster to the full advantages of FM. That job should be well organized and receive the complete support of all branches of the industry.

Too little attention has been paid to the antenna requirements of FM.
THE ONLY 50,000 WATT STATION ALONG THE ATLANTIC COAST, SOUTH OF NEW YORK ON THE AIR--ALL NIGHT--EVERY NIGHT

ALL NIGHT STAR PARADE

- News every hour on the hour! Just the right type of music! A variety of features including “Rhythm Unlimited”, “Dizzy Quiz”, “Reflections in the Night”, “Battle in them thar Hills”, “The Zero Hour Club”!
- And you’ll find Bob Jones, Jack Halloran and Happy Johnny perfect hosts as “the programs most people listen to most” continue throughout the wee small hours.

Powerfully Programmed!
Extensive Promotion!
Excellent Coverage!
Low Rates!

On The Air 24 Hours Daily—7 Days a Week With The Programs Most People Listen to Most!

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
FBI Chief Faces Possible Contempt Charge in Congress

Again Declines to Answer Questions Before FCC Probers on Orders of President

POSSIBILITIES loomed last week that Director J. Edgar Hoover of the FBI may be cited for contempt of Congress because he has consistently refused, under a presidential directive, to answer questions before the House Select Committee to Investigate the FCC.

Appearing before the Committee last Wednesday for the second time, Mr. Hoover declined to produce the Presidential directive and to answer questions, despite specific instructions from the Committee transmitted by Chairman Lea (D-Cal.).

Attorney General Rules

"The chair directs that you answer questions," said Mr. Lea.

"I must decline, Mr. Chairman, for reasons set forth previously," replied Mr. Hoover. He was referring Jan. 20 to questions on advice of Assistant Solicitor General Hugh B. Cox [Broadcasting, Jan. 24].

Do you understand that the chairman has now directed you to produce the written directive from the President and to answer questions?" asked Committee General Counsel Eugene Meyerhoff, the FBI chief. Mr. Hoover said he understood but that he must "again decline for reasons previously stated."

Mr. Garey read into the record a letter from Attorney General Biddle to Chairman Lea in which the Attorney General said that he had instructed Mr. Hoover not to produce the Presidential directive for the Committee and to decline to answer questions outlined the previous week on the grounds that answers would involve "internal security."

"The position created by this letter and by Mr. Hoover's position, Mr. Chairman," said Counsel Garey, "is of course a matter of the Committee to determine and in view of the fact it may decide to refer the matter to the House for instructions and for action, I think perhaps we should have the recorded in such a way, that in the event the House elects to exercise its constitutional powers and compel answers to these questions, there are a few questions I should put to Mr. Hoover."

Garey Scouts Security Angle

"The chairman, speaking for the Committee," Mr. Lea addressed Mr. Hoover, "directs you to answer questions put to you."

"I must decline, Mr. Chairman, for reasons previously stated by me as well as the directive in the letter just read."

"You have no other reasons for declining?" asked Rep. Hart (D-N.J.).

"Absolutely no other reason," the FBI chief replied emphatically.

Through a series of questions to Mr. Garey Rep. Miller (R-Mo.) brought out that answers to the proposed questions did use, in Garey's opinion, deal in internal security; they would not interfere with the war but would, in fact, be an aid to winning the war and in "such cases" Congress could not "legislate properly without this information."

Mr. Hoover told Rep. Hart that he did not have a copy of the Presidential directive on his person, although he did have a copy in his pocket Jan. 20, when he first appeared as a witness. When Mr. Garey asked Mr. Hoover if he would answer the questions in executive session, Rep. Hart objected, saying that if the Committee felt it expedient to call Mr. Hoover into executive session such action would be taken.

"I don't have in mind Mr. Hoover's appearance in executive session at this time," said Chairman Lea. "Perhaps later we'll want to call him. I think the Committee should first decide its course of action."

Executive Session

Although the Committee did go into executive session at the close of Wednesday's public hearing, action on Mr. Hoover's case was deferred, it was understood, until the full Committee could participate. Reps. Magnuson (D-Wash.) and Wigglesworth (R-Mass.) were absent.

Olive Amelia Merrill, former secretary to Chester A. Teight, supervisor of translators and transcribers of the Foreign Broadcast Intelligence Service, was closoted with the Committee in executive session. Miss Merrill is scheduled to testify in open hearing Tuesday (Feb. 1), when hearings are resumed at 10 a.m.

Following is text of the letter dated Jan. 24 from Attorney General Biddle to Chairman Lea:

My dear Mr. Chairman:

I have carefully considered the request of Mr. Garey, counsel for the Committee, that I produce before your Committee a copy of the document that I received from the office of Mr. Hoover which he refused to testify before your Committee about certain communications between this Department and the FCC.

It is my view that as a matter of law and fact Mr. Hoover has a constitutional duty to answer questions in any proceeding in which he is under oath, because of his official capacity and privileged and not subject to the seventh amendment of the Constitution of the United States and the Houses of Congress. In this instance, it does not appear to me that the privilege of the President be involved, but to do so would be to establish an unfortunate precedent, inconsistent with the position taken by my predecessors. It could, moreover, open the door to further similar actions, and so I believe it is necessary to establish a precedent which I believe will be respected.

Furthermore, I should point out that number of Mr. Garey's reasons for declining to answer questions related to the methods and results of investigations by the President and the FBI, and that I decline to answer questions based on these investigations.

It is my view that the President has a constitutional duty to answer questions in any proceeding in which he is under oath, because of his official capacity and privileged and not subject to the seventh amendment of the Constitution of the United States and the Houses of Congress. In this instance, it does not appear to me that the privilege of the President be involved, but to do so would be to establish an unfortunate precedent, inconsistent with the position taken by my predecessors. It could, moreover, open the door to further similar actions, and so I believe it is necessary to establish a precedent which I believe will be respected.

Furthermore, I should point out that number of Mr. Garey's reasons for declining to answer questions related to the methods and results of investigations by the President and the FBI, and that I decline to answer questions based on these investigations.

I look forward to your favorable response to this request.

FAVORITE SYMPHONY

"We'll play the Civilization Symphony." That was the announcement made by Mr. Hoover, who was referring to the program that would be broadcast by the Mutual Broadcasting System this Friday, Friday night, the opening night of the program. The symphony is based on the famous Civilization theme, which has been heard on Mutual for a number of years, and is one of the most popular works in the repertoire. The program will feature the Foods of the World, a selection that will be repeated several times during the season. The orchestra is conducted by Mr. Hoover, and the musicians are drawn from the finest orchestras in the country. The broadcast will begin at 8 p.m., and will be heard over all the Mutual stations.

Elaine Ewing to JWT

ELAINE EWING, assistant chief of station relations and editor of the Women's Radio Program Guide for the Domestic Radio Bureau of the Office of War Information, has joined J. Walter Thompson Co. on special assignment in Washington.

She will assist John A. Bier of the new Thompson radio office in Washington several weeks ago at 630 Bond Bldg. Mrs. Ewing will work, to work with Mr. Bier, to make the radio Bureau of OWI. Mrs. Ewing will assist in obtaining talent and writing and production on Thompson show. Inc., the Owens-Illinois Broadway five-times weekly series and RCA's What's New.

Hunt Bros. Revision

HUNT BROS. PACKING CO., San Francisco (food packers), which started radio for the first time Jan. 1, with Vanguard Hotel, has dropped the show and on Feb. 15 begins sponsorship of Fulton Lewis Jr., on Pacific Life, in radio Network stations Tuesday, Thursday (9:45-10 p.m. PWT). Firm also will sponsor Deane Dickason, commentator, on 610 WKNQ (KQW) KRYO KGDM) Tuesday, Thursday (9:45-10 p.m. PWT). Account is handled by Garfield & Guild, San Francisco.

WHBU Transfer

CONSENT to acquisition of CONSUMER OF WHBU, Inc., L. M. Kennett, through sale of 500 shares (50%) of common stock for $4,000. (1 share) was granted last week by the FCC. Messrs. Blossom and Kennett own 50% of the total 1,000 shares. Mr. Blossom is retiring because of ill health.

New Yankee Show

LITTLE CROW MILLING Co., Warsaw, Ind., sponsors a new show titled Happy Hanky on Mutual which is available at Harris and Rhode Island Yankee Network stations Monday through Friday, 7:30-8:45, starting Jan. 31. A successful children's program in the Detroit area, Happy Hanky will introduce New Englanders to Cocoa-Cheat, a hot wheat cereal with a mild cocoa flavoring.

Universal Spots

UNIVERSAL PICTURES, New York, last week spent nearly $4,000 for a spot radio campaign on six New York stations to promote the local showing of "Gung Ho!" A series of 100 five-minute programs now being distributed to branch managers for use of local distributors. Agency for Universal is for A. Walter Thompson Co., New York.
NOW YOU CAN REACH AMERICA'S MOST ACTIVE NEW MARKET

THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. * It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. * With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation.

It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. * New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. * Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. * A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

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

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING

KINY
5000 Watts Juneau
KTKN
1000 Watts Ketchikan

KINY-KTKN Programs
Released through cooperation with U.S. Army:

BING CROSBY
RED SKELETON
FRED ALLEN
ALBUM FAMILIAR MUSIC
JOHN CHARLES THOMAS
HARRY JAMES
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNS FOR YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND

ANDRE KOSTELANETZ
SAMMY KAYE
FAMILY HOUR
PAUL WHITEMAN
TOMMY DORSEY
ITCH BANDWAGON
CHARLIE McCARTHY
CONTENDED HOUR
MAXWELL HOUSE SHOW
YANK'S SWING SESSION
GREAT GILDERSLEEVE
DUFFY'S TAVERN
DINAH SHORE
COMMAND PERFORMANCE
BOB CROSBY

BROADCASTING • Broadcast Advertising
January 31, 1944 • Page 35
Fly Tells Broadcasters FM Is ‘Of Age’

Warns Hurry-Up Plans Will Sacrifice FM Quality

FM WAS DECLARED “of age” by FCC Chairman James Lawrence Fly in an extemporaneous address to the 650 delegates at the convention luncheon of FM Broadcasters Inc, last Wednesday in New York. Mixing a plea for cooperation in establishing a larger use of radio service, with a sort of Will Rogers brand of homespun humor, Chairman Fly did not try to answer seriously the questions propounded by broadcasters on FM’s future, economic or regulatory.

Instead of introducing Chairman Fly to the overflowing luncheon audience, President Damm, in reversing the order, first asked that the 46 FM licensees, who have pioneered the field, stand for recognition. Then he called upon the 72 applicants for FM stations, and finally the “100 other individuals” who had come to get first-hand information on the medium.

“Here to Stay”

Mr. Fly commented that the convention constituted the biggest and most pleasant group he had met in radio “since the first day of the convention at St. Louis”, alluding to his bitter fight at the 1941 NAB Convention. He then read the President’s letter to Mr. Damm, observing that he was happy that the President “recognized the significance of the contributions of the great scientists”. He paid high tribute to Dr. Armstrong, and called upon broadcasters and manufacturers to avoid “hurry up” schemes that would sacrifice the quality and high-fidelity of FM.

“FM is of age”, Mr. Fly declared. “It is going to stay. No one of us can stop it!”

Alluding to the appointment of RTPB to provide for orderly allocation of the high frequency spectrum, Mr. Fly said that the very opportunity afforded by FM, as a high fidelity service, would be frustrated unless the entire technical task is coordinated. He stressed the importance of “overall, sound long-range planning”.

FCC Will Cooperate

“Hurry-up schemes for mass production,” Mr. Fly cautioned, “should be avoided. FM quality can be no greater than the narrowest inside ‘choke point’ in the system from microphone to receiver.”

RTPB, Mr. Fly declared, constitutes the most competent group of technical men ever assembled. This board, he said, is entitled to the cooperation of FM broadcasters.

Pointing to the “golden opportunity” in FM, Mr. Fly advised that “instead of rushing pell-mell into injurious production, we have what we might call a beneficent stalemate”. He pleaded for the cooperation of the FCC in FM development.

Calling for “completely free enterprise”, Mr. Fly said the trend must be away from “monopolistic tendencies”. He also predicted FM today to standard broadcasting in the 1920’s and predicted that it may become a greater service. That it will go ahead, he said, is certain.

Departing from his technical discussion, Mr. Fly reopened his crusade against soap operas, racing result programs and the “hawking of money” over the air. After having stressed the importance of high fidelity he said that it won’t be necessary on FM to use such program devices. “Some broadcasters may have to have a high colonic irrigation” he asserted in prefacing his tirade against program quality. That type of programming, he said, can be “put out with baling wire—that’s about what it rates”.

Humorous Mood

Putting on a brand of humorous monologue, Chairman Fly read a number of the questions which had been prepared in advance by broadcasters for the panel of FM experts on Thursday. To the question whether FM would replace AM, Mr. Fly remarked: “This is one of the most serious questions facing the radio industry today”.

As to the elimination of automobile ignition interference to FM, the Chairman dryly proposed that the automotive industry ought to provide propulsion eliminating spark emissions. One broadcaster had asked whether he would be cutting his own throat by going into FM and thereby building a competitor. Mr. Fly thought the answer would be for him not to go into FM but simply “cut his throat and let it go at that”.

The Chairman made no serious attempt to answer any of the questions troubling broadcasters. Finally, he admonished broadcasters to “get together on this tremendous task”.

Sheaffer on NBC

W. A. SHEAFFER PEN Co. Fort Madison, Ia., on Feb. 13 will begin sponsorship of a quarterly-hour program on NBC stations, Sundays, 3-3:30 p.m. Contract is for 52 weeks. Agency is Russel M. Seeds Adv., Chicago.
ANOTHER GREAT PERSONALITY SCOOP FOR KWK

THEY'RE IN *FIRST PLACE... WITH A 7.0 RATING... AFTER ONE WEEK.

NOW AVAILABLE

The SMOOTHIES

JOIN THE KWK STAFF OF PERSONALITIES

MONDAY THRU FRIDAY
6:00 P.M. to 6:15 P.M. CWT

The SMOOTHIES have been network stars for a number of years. They were featured with Fred Waring, Burns and Allen, Kate Smith and many others.

*Bee Angell & Associates completed 451 coincidental telephone calls which showed the SMOOTHIES in first place with a 7.0 rating. This survey was conducted Friday, January 5, 1944 during their fifth broadcast.

Survey details on request

IN ST. LOUIS THE TREND IS TO KWK

PAUL H. RAYMER, REPRESENTATIVE
IT HAS BEEN SAID: "YOU CAN LEAD A HORSE TO WATER BUT YOU CAN'T MAKE HIM DRINK."

But

WHEN HORSES WANT WATER YOU DON'T HAVE TO BOTHER ABOUT MAKING THEM DRINK!

To be sure, radio listeners are not horses, but they, too, have certain habits which are peculiarly their own. They invariably "drink" heartily of programs to their liking — and head for the "trough" often!

That's the way Fort Industry Company Stations go about getting listeners — keyed to the markets they serve is the thing!

Granted it's a homespun theory, but people are people the world over and if they get what they prefer they are satisfied friends. Every Fort Industry Station has many such satisfied friends ready to hand over to advertisers who have "drinking water" to offer. The capacity of these listeners is making numerous campaigns outstanding successes.

They'll "drink" for you, too!

**WSPD**
Toledo, Ohio

**WAGA**
Atlanta, Georgia

**WWVA**
Wheeling, West Virginia

**WMMN**
Fairmont, West Virginia

**WHIZ**
Zanesville, Ohio

**WLOK**
Lima, Ohio
Radio’s Fighting Sons

THAT RADIO is doing its share to win the war on the battle fields as well as on the home front is brought home vividly in the Honor Roll of broadcasters and employees who left their jobs for the armed services. The Honor Roll, to be published in the 1944 Broadcasting Year Book Number, now in the presses, lists 5,513 men, including 35 who have given their lives or are missing in action, and six known to be prisoners of war.

A careful check of listings, provided by networks and stations, disclosed that many radio men now in the service were not listed. Some have been inducted since the tabulation was compiled; others were not listed by stations.

Conversely, the estimate places radio’s fighting men at well over one-fourth of the industry’s total personnel. Those listed in the Honor Roll represent more than 23% of broadcasting’s executives and employees.

When they get back, radio will have room for them all. Better jobs in many cases will await them, even if the war’s termination means the end of the dollar-a-month jobs. The FCC has already established precedent for inverting forced sales by allowing an indefinite time for disposition of the Blue network. The multiple owners, generally, are smaller independent operators. They should be given the same privileges as the larger entities.

In disposing of the newspaper ownership order, the FCC wisely decided to consider situations on their individual merits. The same formula could be applied to dual ownership. The circumstances are not dissimilar. The “duopoly” order was not demanded by the public or in Congress. It just popped up without warning. The result is that every broadcaster affected feels he has a gun against his head.

Every broadcaster who feels he is affected by the order, whether it is an out-and-out dual ownership situation or a rather strained overlapping coverage condition, should do something about it. The FCC order is ambiguous. It is untimely. And, in these times, it is onerous. These broadcasters should unite, under a common banner, and make a joint appeal to the FCC to postpone the order. They have a valid and reasonable case. They are facing the pistol muzzle. Relief won’t be forthcoming unless the FCC is asked for it.

Radio-Building

THESE are lush advertising days. All media are enjoying unprecedented demand. Newspapers and magazines, limited as to size, in many cases are rationing display space. Radio, with only so many waking hours of the day and with a war job, likewise is in a position to pick accounts.

It won’t always be thus. Many accounts now on the air are first-timers. The demand for desirable time is at the peak. Stations in the more important markets don’t have to merchandise, nor do their competitors.

The obvious tendency is to let things slide, because time is at a premium. It’s a seller’s market. But advertisers don’t forget. There will come the day when the yardstick again will be cost-per-impression, not institutional.

Even the radio building for post-war era when hard-buying again will be the order. The commodity the station has to sell is time, but that time must be the vehicle for programs which attract audience right to the outer-limit of the station’s signal. The programs must be means to an end.

Many far-sighted broadcasters are doing this now. They are servicing their local business, along with the national. They are en-voicing of the long program that radio is a potent medium all the time. They are avoiding a “take-it-or-leave-it” attitude, simply because business, at this writing, couldn’t be better.

The renaissance of the printed media as a result of the war advertising boom will give them the momentum to put on a heavy campaign for the advertising dollar after the war. They now are limbering up their guns.

Everyone in radio should be thinking along the lines of investing part of the profit to create that extra-plus audience that makes radio a “must” buy in post-war advertising.

Our Respects To –

FANNY NEYMAN LITVIN

ARGUING a case before the District Court of Appeals a few years back, a blond-haired young man, eyes snapping, was letting her tongue run a mile a second pleading her case. Abruptly the venerable Justice Hitz leaned down from the bench and stopped her short. "Fanny Neyman," he said, shaking a finger in the young lawyer’s face, "you back up. You’re exceeding the speed limit."

Speed limits, detours, untravelled roads are nothing more than a challenge to Fanny Neyman Litvin. The first woman lawyer—and the only one for 10 years—in the Federal Communications, she is now celebrating her 15th year with the law department.

She arrived at the newly-formed division in December 1938 when it was the Federal Radio Commission. Louis G. Caldwell, then chief, could scarcely have hoped for anyone with more interest or background for the job than eager Fanny Neyman. While working with the late Sen. Thomas J. Walsh (D-Mont.), and going to George Washington Law School, though she already was a member of the D. C. Bar, she attended as many as possible of the hearings on the original bill. That was 1926-27. Not only did she sit in on the hearings, but she also combed the Library of Congress for books and articles on the radio and the regulations of communications.

"From then on," she said, "there was no question as to what I was going to do." And so when the Commission was formed, Fanny Neyman was one of the first to join the staff.

Today the files of her bibliography on communications, the laws governing them, and the disputes concerning them cover a side of her office. Her communications files—radio, telephone, telegraph—go back to the exploratory pioneer days of 1935, and follow the history up through the formative years to the present.

They form endless answers to the endless questions that stream into Mrs. Litvin’s office daily in the FCC Broadcast Section. They are a main source of information for the rules and regulations she draws up for the Commission. She uses them when reviewing the petition for rehearings of broadcast cases that go through her busy office. And the Commission refers to them constantly.

But Fanny Litvin’s job is more comprehensive than her separate duties would imply. She is the walking encyclopedia of the FCC. Rosel Hyde, FCC Assistant General Counsel in charge of broadcasting, who joined the Com- (Continued on page 48)
Portland's prominent TED GAMBLE, National Director of War Finance Division of U.S. Treasury, receives membership certificate in KOIN's bond-selling Million Dollar Club from Chet.

SUZANNE BURCE, KOIN's singing discovery and now M-G-M starlet, Jane Powell, was soloist at City Park concerts, m.c'd by Duncan.

Subjects of Preceding Public Service Stories

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

This is Public Service Story #6 in a series about KOIN activities that ensure its Number 1 position in prestige as well as audience... Presenting

CHET DUNCAN
Director of Public Relations
...and Song Leader Extraordinary

With a smile and a song Chet ably represents KOIN in a wide variety of wartime and community activities... working on committees... making talks... m.c.'ing public gatherings and broadcasts... in continual demand as Portland's best known song leader... his efforts contribute continuously to this station's public service program. He appeared before approximately 200,000 people in 1943.

KOIN
PORTLAND OREGON

Duncan m.c.'s War Bond show in Portland's 4000-seat Municipal Auditorium.

FREE & PETERS, INC.
National Representatives

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Our Respects to
(Continued from page 40)

mission: at the same time, and in-
cidently, attended classes with her
at George Washington U., says of
her, "Fanney is the kind of person
that has to be available to all
groups at all times. She is our
"congressman-at-large."-

When Mr. Hyde had an appen-
dectomy some time ago, Mrs.
Litvin took over until he returned.
"And as usual she did a fine piece
of work."

Speaking of her college days,
Mrs. Litvin went through her high-
er education at full speed—back-
wards. She graduated only from high
school at 15. That was in Butte, Mont.,
where she was born in 1900. Having career ideas,
she chose the Silver Bowl Law
College in Butte as the next step.

And so, a full-fledged lawyer when
she graduated from Sil-
ver Bowl in 1921, young Fanney
Neyman got herself a job as secre-
tary for Jim Murray, who had
been an attorney-at-law shingle
in Butte and who is now junior
Democrat senator from Montana.
There she met Senator Walsh. "We
practically set up Democratic head-
quar ters in that office," she recalls.

Everything was progressing
beautifully toward her career,
when Fanney decided she would
like a college degree to hang be-
side her law degree. So she had
the courage to enter Montana State
College as a freshman. After fly-
ing through her academic courses
there, she looked to greener fields
and the inevitable happened:

Fanney Neyman went to Wash-
ington.

Still with educational gears in
reverse, she matriculated at George
Washington U. Law School to ob-
tain a degree from a large, full-
credentialed law college. By that
time, she was already a member of the D. C. Bar, and working prac-
tically full time for Sen. Walsh.

But the schedule was under con-
trol, and in 1928, very much of a
lawyer, Fanney Neyman received her LL.D. from George Wash-
ington University.

But Fanney's education is a pro-
gressive, fascinating thing. Among stacks of law and radio books on her desk is
a well-thumbed copy of the War-
time Refresher in Fundamental
Mathematics. She has an intense
curiosity that keeps her eyes
every time something new catches
her interest. If she hadn't chosen
the law and communications, she

would undoubtedly have made an
ace reporter.

In 1938 Fanney Neyman was
married to "a really very splendid
person," a psychiatrist and lawyer,
Dr. Philip Litvin. He is now at
Camp Hulin, Texas, serving as a
major in the Medical Corps. Mrs.
Litvin tells about the time she was
in court with him shortly after they
were married. She was mov-
ing his admission to the District
Bar when the judge turned to a
clock and shouted in a stage whis-
per, "That's Miss Neyman's hus-
band."

She'll never live it down.

One of Mrs. Litvin's pet pleas-
ures is traveling. "If I have a
vacation," she says, "that's it."
She has been to every state in the
Union, Canada, England and
France. England captured her
heart completely. "But I loved
France, too. And Canada is very
beautiful, but of course there is
nothing lovelier than the United
States."

That's typical of Fanney Litvin.
She is intrigued by everything.
Her tremendous vitality spends it-
self in a thousand different ways
on a thousand different things a
day. She makes a hobby of her
husband, communications, law, travel,
people, and especially her 12-lb.
puddy-cat, "Slug."

With all her thoroughness, in-
sistence on "the right way to do
it," her deep knowledge of her
work, Mrs. Litvin is still a very
bustling, vivacious woman. She loves to hear or to tell a good story. A very
feminine "lawyerlike" perfume
floats across her desk, and "her
girls" in the next office bring her
glass of orange juice every day to
"keep up her vitamin B."

Little things like that are the key
to a woman. They tell more about her personality than anything
else. Mrs. Litvin is a member of the Federal, D. C.,
and Montana Bar Associations; the
National Women Lawyers; the
Medical Auxiliary and several col-
eges and clubs.

But the greater part of her time
and energy are dedicated to the
FCC. The fifteen years she has
spent there are worthy of congrat-
ulation. And also, because this
Tuesday (Feb. 1) is her birthday,
may we add, Happy Birthday, Fanney.

O'Halloran Named
PAT O'HALLORAN has been
appointed general manager of KPOW
Powell, Wyo. He previously was
commercial manager of WDLS
Jacksonville, Ill., and formerly was
with KFAM St. Cloud, Minn.
There have been no other changes
made in the KPOW staff since Mr.
O'Halloran took over his new posi-
tion.

MILLER McLINTOCK, Mutual
president, will leave for Mexico for a
combination business and vacation
trip Feb. 4 and 5. He will divide his time between Acapulco,
Mexico and San Antonio
City, where he will confer with executives of Radio Mil, Mexican chain asso-
ciated with him.

STANLEY YOUNG, sales executive,
will be transferred from the New
York office of Spot Sales Inc., station
representatives, to Chicago, to be
come general manager of the Chicago
district of Spot Sales, effective Jan.
31. He succeeds M. J. McGeehan,
whose resignation is effective Feb. 7.

HERMAN MAXWELL, RMSC, U. S.
Army, former executive of WOR New
York, has graduated with honors as a radio man from Keene
State Normal Training School, Bedford Springs, Pa. He is
remaining at the school as an
instructor.

FRANK ELPHICKE, manager of CKWX
Vancouver, is on an extended busi-
ness trip eastern Canada and the
United States.

Hugh R. Terry, manager of KLZ
Denver, has been elected to the ex-
ecutive board of the Denver Council
for the Boy Scouts of America.

WHCU Adds to Staff
ANNOUNCEMENT was made last
week by WHCU Hhaca, N. Y., of
the following additions to its staff: Mrs.
I. A. Viviano of Haver-
pur's Bazaar, to the sales promotion
staff, and Miss Helen George, former
Cornell's administrative assistant;
now sales manager.

CAPT. JAMES B. ROCK, USMC,
former KDKA Pittsburgh manager,
has been transferred to the Army
Signal Supply Depot, Phila-
delphia, from Camp Murphy, Fla.

CLARENCE S. TAY, former branch
manager of the Crosley Corp. Chicago
factory, has been transferred to the
main concern in Cincinnati to
serve as automotive product
manager.

WILLLIAM L. SMITH Jr., recently
released from the Army, has been ap-
pointed commercial manager of
WSPA Spartanburg, S. C.
Prior to his induction he was assistant
manager of WAYS Charlotte, N. C.

MURRAY B. GRABHORN, man-
ger of Blue spot sales, returned to
his New York office last Thursday
after an extensive trip to Hollywood,
San Francisco and Chicago.

WADE BARNES, formerly with
WYND WCAU and WSPR, has joined
Broadcasting System, has joined
NBC's Radio Recording Division
as a representative to replace
John C. Treacy, now in the
armed forces. Helen K. Bernard, for-
merly secretary to C. Lloyd Egner,
NBC vice-president in charge of the
division, has been appointed sales rep
responsible for syndicated programs.

ROBERT KRIEGER, with the
advertising department of the N. Y.
Pipers, and former research man
for Today, has joined WQXR New
York as account executive.

John N. Miller, formerly of O'FAC
Calgary, has been appointed regional
sales manager of CKWX Vancouver,
with R. L. Croxty as service sales
manager.
A PUNCH IN BOTH HANDS

That’s WOV, the station with a double selling sock! Two markets listen to WOV . . . both vast, rich and responsive.

During the daytime WOV dominates metropolitan New York’s Italian-speaking audience. It reaches as many as 58% of the 520,000 Italian radio homes and never less than 23% during any particular hour.

In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches the most radio homes at the lowest cost per thousand listeners of any other New York Independent station . . . and at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCILVRA, NAT’L. REP.
BLUE NETWORK SHOWS + NEWS + GOOD LOCAL SHOWS = AUDIENCE

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

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

Page 44 • January 31, 1944

BROADCASTING • Broadcast Advertising
Please take a Bow!

We don't need to tell you that when Reader’s Digest runs a piece about you, or prints an article of yours, or an excerpt from one of your broadcasts, or a quip of yours — it’s a laurel wreath of which you may well be proud. These honors are yours, for you are all in the January, 1944, issue.

We, of course, are proud for you. And proud of you, because you are on our Network. So, gentlemen, will you please each take a bow — for these specific laurels? Thank you.

THE DUMP TRUCK NOBODY COULD BUY

This feature in the January issue was excerpted from a broadcast by Henry J. Taylor, BLUE commentator, early in September, 1943. Taylor gave chapter and verse of an unusual incident . . . a dump-truck that nobody could buy. The sequel is reported by Reader’s Digest in these words: “Two months after this broadcast, which attracted national attention, the truck was sold.” Henry J. Taylor has just returned from overseas, and is back on The BLUE.

BABY MIRACLE

who is none other than Joel Kupperman, mathematical genius of “QUIZ KIDS.” The Reader’s Digest article, from The American Magazine, is by Jerome Beatty — who calls Joel the “most entertaining son-of-a-gun, little or big, on the radio.” Hear Joel and the Quiz Kids Sunday nights on The BLUE at 7:30 EWT. Sponsor: Alka-Seltzer.

DUNNINGER

“Radio’s Master Mind Reader” is the subject of an article condensed from the full-length story which ran in “Variety”— show-business authority. The story, written by Earl Sparling, explains why, after only a few weeks sustaining, Dunninger is now sponsored Wednesdays at 9:00 p.m. EWT by the makers of Kem-Tone.

ASCENSION ISLAND

an article about the “Mighty Midget” of the middle wastes of the South Atlantic and its strategic importance in this war. John Gunther, BLUE commentator, reveals in this article the inside story of one of the war’s best-guarded secrets. John Gunther is heard on The BLUE, Friday and Saturday evenings at 10 EWT. Sponsor: General Mills.

LEON HENDERSON

once OPA Administrator and now one of the most incisive and trenchant commentators of the American scene, is represented in the January Reader’s Digest by a pointed anecdote about inflation. And what an anecdote! Listen to Leon Henderson over The BLUE every Saturday at 6:45 p.m. EWT. Sponsor: O’Sullivan Rubber Heels.

THE BLUE NETWORK
KATHERINE REYNER, actress and freelance writer in England and this country, has been named supervisor of production of all-night programs of WABC New York. Lucille Hudiburg, formerly with Standard Oil Co. of N.J., and previously with WGN Chicago, and NBC, has been made assistant supervisor.

TED COTT and Jo Rason, program manager and director of publicity and special events respectively of WNEW New York, will conduct a twice-weekly evening course in radio administration and production starting Feb. 15 at N. Y. City College.

IRA MARION, Blue network script writer, has been inducted into the service.

ROGER KRUPP has resigned from WHN New York announcing staff to take the announcing assignment on the new and Thomas newspaper leased by Standard Oil of California on 16 West Coast Blue stations.

PAUL GLASS, former conductor of the School of the Air on CBS, is joining WLIP Brooklyn as assistant musical director. Sabine Moss joins the music staff as assistant librarian and Shirley Wolfe becomes a member of the sales promotion staff.

CECIL Secrest, formerly with the New York office of the Treasury War Savings Staff, and previously with CBS as writer-producer, has been named head of the productions staff of WHN New York.

PAUL GILMAN (Jack Darbour) of NBC One Man’s Family and son of Don E. Gilman, Blue Western radio’s vice-president, has been permitted a second lieutenant in the Army after completing the training course at Fort Sill, Okla.

WILLIAM GOULD, sound effects engineer of KNX Hollywood, is the father of a girl.

FERRY LEROY, whose recorded piano lessons are heard on three midwestern stations, is the father of a boy.

W. ARTUR RUSH, owner and president of Art Rush Inc., Hollywood talent agency, has been named manager of RCA Victrola artists relations, with headquarters in Hollywood.

AIRCRAFTSMAN HAL LAWRENCE, formerly of CGK Timmins, is now stationed in Vancouver as radio script writer in the Royal Canadian Air Force.

McCormick Overseas

ROBERT McCORMICK, NBC Washington news commentator, has arrived in Honolulu aboard the seaplane Mars to do a series of newscasts from the Pacific area. In his absence Leif Eide, director of news and special events, has taken over Mr. McCormick’s air spots and William R. McAndrew has succeeded Mr. Eide. Mr. McAndrew, news editor for Earl Godwin, Blue Network commentator, of N.J., and a former member of the 40th Division, has been doing news items for the Navy in recent months.

Robinson Decorated

ANNOUNCEMENT was made last week by the Army, public relations office, that Sgt. Neil S. Robinson, former production man of WSBA York, Pa., has become a Good Conduct Medal for “faithful service and devotion to duty.” The award was made at ceremonies held in the Scranton Pennsylvania theatre of operations after Sgt. Robinson became eligible for the award on the recommendation of his squadron commander. He is attached to the Twelfth Troop Carrier Command.

C. H. Garland of WBBM, Runs on GOP Ticket

CHARLES H. GARLAND, Illinois radio man, has been selected by the Republican organization as the regular G.O.P. candidate for Congress in the 7th District. Mr. Garland, who has been with WBBM Chicago for 19 years, is sales manager of the station.

Mr. Garland joined WBBM in 1928 as announcer and program director. In 1928 when WBBM became a CBS affiliate, Garland transferred to radio’s sales staff.

In addition to his radio activities, Garland has been active in Republican politics for the past 12 years. He was selected chairman of Des Plaines (Ill.) in 1937, and in 1940 became Mayor of the Township. He is vice-president of the Illinois Municipal League.

Tele Press Club

SOME 25 writers and editors of publications covering television met in New York for a week-long organization luncheon meeting of the Television Press Club, which will meet on the fourth Tuesday of each month. Al W. Berns of Check; Richard W. Hubbell, N. W. Ayer and television consultant of Time, New York; Moderitelle; and Stanley Kemper, Retailing Home Furnishings, were the organization committees. J. R. Popple, chief engineer of WOR New York and publicity chairman of the IRE Winter Technical Meeting, and Keith Shackelford, head of RCA’s frequency bureau and chairman of the IRE meeting, were speakers.

CBS News Plans

CHARLES COLLINGWOOD, CBS foreign correspondent, during a special War Bond broadcast last Monday, announced that he would leave this country in a few days to cover the European invasion. Eric Sevareid, who returned to the United States several months ago after his plane crash in India, is also slated for a European assignment. Mr. Shoutt will remain in this country until the national party conventions.

Brings Symphony

BILL DOWNS, CBS correspondent, who has arrived from Moscow with the sound of Shostakovich’s Eighth Symphony, for which CBS has obtained premiate rights in the Western Hemisphere, was guest of honor at a CBS luncheon for newsmen, correspondents and music critics at the Ambassador Hotel New York, Jan. 26.

WENR Sales Up

HIGHEST in the history of WENR Chicago, are revenue compilation figures for 1943. The 12-month period showed over $400,000 over the total 1942 sales figures. Ten new period advertisers, an added amount of spot announce- ment revenue and several client’s renewals of 1942 contracts were factors.

Video Described As Peace Factor

Raibourn Sees in Television

Ambassador of Goodwill

TELEVISION alone holds the promise of becoming the ambassador of goodwill that will bring about an enduring peace, Paul Raibourn, executive vice-president of Paramount Pictures and president of Television Productions Inc., told a meeting of the American Television Association, at the Hotel Capitol, New York, last week.

Citing the history of American motion pictures in creating an international desire for articles shown in the screen and the important role in building international understanding, Mr. Raibourn urged that television networks be established across the country as quickly as possible.

“Only by striking out boldly at once can we hope to capture world leadership in television programming as we did in motion pictures,” he declared.

FM Seen as Danger

Norman D. Waters, ATS president, condemned the selfish “money” motives of those who propose that television be withheld from the public until it has been perfected in every detail. Another problem, he said, was FCC regulation limiting any company to the operation of three television stations, which he branded as “unfair discrimination against television that has been instrumental in retarding its progress.”

A third hazard is FM, he said, “because television will be delayed if the public refuses to buy FM sets due to high-powered promotion methods after the war; it will be that much longer before they will be able to afford television sets. Yet television will revolutionize their lives, not FM.”

Proposal of Mr. Waters that ATS be reorganized as a membership corporation under the laws of New York was approved by the membership which also approved the appointment of a seven-member committee to sign the incorporation papers and manage ATS affairs until new officers are elected.

Mr. Waters announced his resignation as president, stating that the pressure of expanding business of the organization, of which he is head made it impossible for him to continue to devote nearly half his time to ATS business.

ANPA Booklet

A BOOKLET, “And Not Only the News”, issued last week by the Bureau of Advertising, American Newspaper Publishers Assn., details the way in which newspapers, “above and beyond the call of duty as reporters of the news,” have helped the war effort by collecting war loans, scrap and fat salvage, informing their readers about rationing, helping solve the manpower problem and other wartime projects.

ART MOORE, account executive of KMO Tacoma, Wash., has joined KFAC Los Angeles.
BROADCAST BY MORE STATIONS THAN ANY OTHER WAR SHOW IN THE WORLD

Soldiers of the Press!

These weekly transcribed shows dramatizing the experiences and the exploits of United Press fighting-front correspondents have won dramatic success.

United Press first presented them two years ago. They proved instant winners with tuner-inners, were promptly spotted by sponsors to run interference for sales-scores.

The "Soldiers of the Press" series furthermore has continued steadily to augment audiences and increase incomes of United Press clients. Because of this it is today broadcast by more stations than any other war show in the world.

The shows run 15 minutes, including three for announcements and commercials.

"Soldiers of the Press" is only one of many United Press radio news accessories. But its pre-eminence is characteristic of every element of United Press radio news service.

UNITED PRESS

Foremost because it offers most!
DOUGHTY F. LAMB, former president and treasurer of Lamb Adv., New York, now dissolved, has joined Lawrence Fertig & Co., New York, to supervise women's accounts.

LISTER A. LOEB, a member of the planning board of Charles M. Storm Co., New York, has been named a vice-president.

WAXELBAUM & Co., New York, agency specializing in advertising in the Jewish market, has moved from 182 W. 34th St., to 10 East 43rd St. Telephone is now Murray Hill 2-T888.

JULIAN HEINEMANN, former account executive of KPEL Denver, has joined the art department of J. Walter Thompson Co., New York.

SHAW Co. has redecorated as well as expanded its office facilities at 316 W. Fifth St., Los Angeles.


Derum to Brischer
JAMES P. DERUM, account executive of Ralph H. Jones Co., Cincinnati, where he handled the Kroger Grocery & Baking Co., account, has been named general manager of the New York office of Brisher Van Norden & Staff. Mr. Van Norden, who formerly held this post, is now vice-president and manager of the Los Angeles office.

Mr. Derum was at one time executive vice-president and general manager of the former Green, Fulton, Cunningham agency, and has been associated with Ruthrauff & Ryan, and Campbell-Ewald Co.

Charles P. Fritsche, former production man at Donahue & Coe, New York, and traffic manager of Lord & Thomas, New York, has joined the Cables Co.

FREE & PETERS, station representatives, and the Sonovox division of that firm, have moved Hollywood office to larger quarters at 6331 Hollywood Blvd. Telephone is Glendale 3949. Hal W. Hoag is Southern California manager. Jack Rose is in charge of the Sonovox division.

MONTGOMERY N. MCKINNEY, former partner and account executive of Earle Ludgin & Co., Chicago, recently was commissioned a lieutenant (j.g.) in the Navy. Replacing Mr. McKinney is Paul C. Stlake, for 12 years a partner in Stlake & Schoonmaker Co., Kalamazoo, Mich.

CARL H. BREESE, former assistant art director of Western Advertising, has joined the art department of Needham, Louis & Brorby, Chicago.

FRANK R. STEEL ASSOC., Chicago, will change its name to Fremont Adv. Agency, effective Feb. 1. No change in personnel is involved. Frank R. Steel left the agency in 1943 to join WBBM Chicago.

GEORGE E. BLISS, formerly with BDDO, New York, is now with J. Thompson Co., New York, as an account executive.

GEORGE E. HALLEMAN Jr., Chicago, has joined Howard H. Wilson Co., Chicago, as a member of the agency, and Gordon E. Ryan, Chicago, has joined the agency, and Gordon E. Ryan, Chicago, has joined the agency, and Gordon E. Ryan, Chicago, has joined the agency.

JOSEPH J. FINN and Gordon E. Taylor were recently appointed vice-presidents of Young & Rubicam, New York, to establish a Chicago office. Mr. Finn, formerly with BBDO, New York, will handle the agency's network buying, Richard C. Grantham, vice-president, has assumed direction of spot buying. Tom Lynch, formerly supervising Esty net and spot buying, resigned recently to join Grant Adv. as media director.

It's Only One...
The giant lumber industry is only one of the many rich industries down in KWHK-land. Producing annually from some 14 million acres more than 5 million board feet of lumber to add to the spendable wealth. It is one of the industries that spell opportunity to sell now...build sales for the future.

Seeds N. Y. Plans
C. A. (Fritz) SNYDER, formerly an account executive of J. Stirling Gellert, New York, and later a member of the Blue Network station relations department, has been named manager of the newly opened New York Office of the Russell M. Seeds Adv. agency, Chicago, it was announced by Freeman Keyes, president. Seeds' eastern offices will be located at 363 Madison Ave. Snyder will handle the Mennen account's eastern activities.

Named Esty Buyers
JOHN C. ESTY, magazine space-buyer of William Esty & Co., has taken over the agency's network timebuying. Richard C. Grahl, outdoor space-buyer, has assumed direction of spot timebuying. Tom Lynch, who formerly supervised Esty net and spot timebuying, resigned recently to join Grant Adv. as media director.

DADE R. EPSTEIN has established a Chicago general advertising agency under his name in Chicago. Vice-president of McFunkin Inc., Chicago, for three years, Mr. Epstein has been identified with retail merchandising for several years.

WILLIAM R. BAKER, vice-president of Benton & Bowles, New York and currently is in Hollywood for program conferences with Al Kaye, agency producer of NBC Maxwell House Coffee Time.

FORD C. MCGLIGOT, well-known in West Coast food and packaging industry, has been appointed copy director of Davis & Beaver Adv., Los Angeles.

BRISCOE B. RANSON III, assistant account executive of Ruthrauff & Ryan, New York, has been appointed an officer in the Army Transport Service for overseas duty.

FRANK J. SCHNEIDER Jr., formerly a member of the agency staff of Mitchell-Faust Adv. Co., Chicago, has joined the Phil Gordon Agency, Chicago.

9 out of the first 10
15 out of the first 20
33 out of the first 50
of all programs on the air
—are on WSAV.

NAME THAT TOWN

KWHK
50,000 WATTS
REPRESENTED BY
THE BRANHAM CO.

CBS
50,000 WATTS

BROADCASTING • Broadcast Advertising

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EDWARD HALPERIN, formerly account executive of McCarty Co., Los Angeles agency, has joined Hillman-Shane-Breyer.


ENTIRE media department of Ivy & Ellington has been transferred to New York from the Philadelphia headquarters, which continues as service office. Stella M. Kilcolben, radio timebuyer, and Mrs. Elizabeth Rohne, also in timebuying, are now working in the New York office.

ROB SOPER, account executive of the Kern Advertising Agency, reports to the Army on Feb. 7.

WILLIAM CAYTON, formerly advertising and sales manager of Loew Bros., and with Newell-Emnett Co., New York, has been named copy chief of Picard Adv., New York.

NELLE KELLY, formerly with the research department of Curtis Publishing Co., has joined Pulse of New York Inc., radio research firm, as assistant to Sydney Roslow, director.

FRANC DILLON, formerly of KPRO Riverside, Calif., has joined the publicity department of J. Walter Thompson Co., Hollywood.

EARL KENNEDY of the publicity staff of Young & Rubicam, New York, has been assigned as script writer on We the People at War, CBS-Gulf Oil Corp. program, effective Feb. 2.

TOM HARRINGTON, vice-president in charge of radio for Young & Rubicam, will take an extended vacation upon his return from the west coast in the early part of February. hole Morrison left the staff of Variety last week to join Y&H’s radio department, assigned to talent and program creation.

MILTON F. DECKER, with Scripps-Howard Newspapers for a number of years, has been named director of marketing and media research of Fuller & Smith, New York.

HARRY ENGEL, formerly West Coast manager of Broadcast Music Inc., has joined Republic Production Inc., as member of the production advisory committee.

EARL E. SPROUL has resigned his position as vice-president of Western Newspaper Union, Chicago, and its affiliated Publishers’ Auxiliary to form the Agency Service Corp., effective Feb. 1. Mr. Sproul plans general advertising and public relations accounts.

PAULINE WATROUS, with the radio department of Footh, Cone & Beldaing, Chicago, for several years, has joined Leo Burnett Inc., Chicago.

ALAN H. SCHROEDER, a member of the advertising staff of Diamond Match Co., Chicago, for nine years, has joined the Paul H. Ruyner Co., Chicago.

New Ad Agency
OPENING of a new advertising agency, Royal & de Guzman, 452 Fifth Ave., New York, was announced last week. Three associates of the new firm, which officially starts operations Feb. 1, are: Royal de Guzman, account executive, director of copy and president of J. M. Hickerson Inc., N. Y., Edward F. Royal, formerly of the public relations staff of Pan-American Airways, and Catherine A. Noone, formerly of the publicity department of American Airlines.

Initial projects will be to conduct field studies of two groups of magazines, and to do radio and television experimental work for an unnamed film producer. The agency will specialize in one-minute transcriptions.

AT REQUEST of the networks and the National Foundation for Infants’ Paralysis, the FRC has granted waiver of its rules so as to authorize elimination of identification break during the period 11:15 p.m. Jan. 29 to 12:15 a.m. Jan. 30, only, while broadcasting the birthday celebration of the President.

Nicholls Leaves Morse
To Join Donahue & Coe; Slaybaugh Is Successor
RICHARD NICHOLLS, director of the radio department of Morse International Inc., New York, for four years, has resigned to join Donahue & Coe, New York, succeeding Ed Fitzgerald, who resigned as radio director Feb. 15. Chester Slaybaugh, who joined Morse seven months ago as assistant to Mr. Nicholls, will become radio director of Morse.

Mr. Slaybaugh was in the banking field until 1940, when he joined BBDO, New York, as timebuyer. Mr. Nicholls was with N. W. Ayer & Son as a director for 1½ years. He has been with WLB in New York, as assistant general manager in charge of all production, and as director of the radio department of Cecil, Warwick & Cecil.

Y & R Names Two
JOE MccARThY, manager of radio commercials, and Harry Ackerman, manager of radio production of Young & Rubicam, New York, have been made associate directors of radio. Mr. Moran has been with Y&R since 1934, in charge of creation of radio commercial announcements. Mr. Ackerman has been with the agency since 1936. His duties will include radio policy planning and creative planning on new radio productions, while continuing supervision of all radio production.

Durstein in Chicago
ROY S. DURSTEIN Inc., New York and Cincinnati, will open its new Chicago office at 333 N. Michigan Ave., on Feb. 1. Ellis Travers, former director of advertising and sales promotion of Copley Corp., will serve as manager of the new office. Walter J. Daily has resigned as assistant treasurer of the agency to join Bendix Home Appliances, South Bend, as advertising director.
OLIVO Inc., Philadelphia, to promote its shaving cream and hair tonic, has begun a 10-minute program on WFL, Philadelphia, for 13 weeks. Place thru Philip Klein Agency, Philadelphia.


WESTINGHOUSE E. & M. Co., Bloomfield, N. J., has started three times daily weather forecasts on KTW Philadelphia to promote products of its lamp division.

C. E. JACOBS PACKING CO., Chicago, has appointed Rogers, Gano & Bechrodt, Chicago, to handle advertising for newspaper and radio.

REPUBLIC PICTURES Corp., New York, has announced additional advertising schedules for "The Fighting Seabees" following up initial radio promotion in Chicago, Memphis, Philadelphia and Washington. Spot announcements are scheduled prior to local opening dates for the film on: WIZ, WEEI, WFL, WKCY, KOCA, WDSO, WWL, WSM, WNOE, KDQ, KNOX, WIL, KNOK, KWEY, WTMY, KF1, KNX, WEMP, WISN, KMBC, WDX, WFAA, WIDY, KITA, KOIT, Agency for Republic is Donahue & Co., New York.

INTERNATIONAL Labs., have begun sponsoring on WMP in Memphis the quarter-hour "Rhythm Ranchers" program, Mondays through Thursdays. For Vitavine and Oculine.

CANADIAN BANKERS ASN., Toronto, (chartered banks) has started "People Enjoy Facts," transcribed program, on 17 Canadian stations. Account was placed by Cochfield Brown & Co., A. McKim, and R. C. Smith & Son, Toronto.

LORÉ LTD., Toronto (watch) on Feb. 7 starts weekly quarter-hour musical program on CKAC Montreal. Account was placed by A. McKim, Toronto.

PARR VITAMIN Co., Chicago, began sponsorship Jan. 17 of a quarter-hour musical program Mondays through Saturdays on WAIH Chicago. Contract is for 13 weeks. Agency is Leo Burnett Co., Chicago.

LAWRENCE H. LIPSCHIN, who was formerly in advertising department of Columbia Pictures, will return as advertising manager. In the interim he has been with Donahue & Co., New York. D. A. Lipton continues as director of advertising and publicity.

"NOW AND THEN" huddles found the first and the current agency producers of NBC Jack Benny Show chatting with the star after a recent broadcast. Grape-Nuts-ninety cent are (1 to r): Walter Banker, current producer for Young & Rubicam; Tom Harrington, first producer and now agency New York vice-president and radio director, in Hollywood on company business; and Jack Benny. General Foods Corp. sponsors the series.

GREGORY FOUNT-O-INK, Los Angeles (writing sets); Vogue Products (cosmetics), and Allergy Food Products, Hollywood (health foods), have appointed Davis & Beaven Adv., Los Angeles, as their agency.


PILLSBURY FLOUR MILLS Co., Minneapolis (Best Enriched flour) renewed its quarter-hour show "Meet the Misses," three-weekly, on WBBM Chicago. Contract is for 16 weeks. Agency is McCann-Erickson, Chicago.

GEORGE WESTON Ltd., Passaic, N. J., has named Calkins & Holden, New York, to handle advertising of Weston English Biscuits. Firm has used radio, but there are no plans for the present.

JEAN A. HOLLANDER with Can Manufacturers Institute since 1939, has been named director of consumer information.

FOREST LAWN LIFE Insurance Co., Glendale, Calif., new to radio, on Jan. 17 started an extensive 15-week promotional campaign in the Los Angeles area, utilizing five local stations. KMTR KNPC KNX KECO KJXI. Agency is Dan B. Miner Co., Los Angeles.

FOREST LAWN Memorial Park Assn., Glendale, Cal. (cemetery), on Jan. 15 started sponsoring a daily quarter-hour transcribed and live talent program "Memories on KECO Los Angeles. Contract is for 13 weeks. Agency is Dan B. Miner Co., Los Angeles.

PARAMOUNT PICTURES, Hollywood, to promote the film "Lady in the Dark," in a 26-day local campaign starting Feb. 22 will use an approximate total of 265 live spot announcements on eight Southern California stations. List includes KFWB KNX KJH KFAC KRKD KMPK KBEF. Agency is Buchanan & Co., Los Angeles.

JACK NELSON, vice-president, general manager and publicity and public relations director of Rock-Ola Mfg. Corp., Chicago, has resigned effective Feb. 1.

New High-Power Tubes Are Developed by RCA

ANNOUNCEMENT was made last week by RCA of the development of two new high power triodes, RCA-9C21, a water-cooled type, and the RCA-9C22, a forced-air-cooled type. Both are recommended for use in the Class B modulator stage and in the plate-modulated Class C final amplifier stage of high-power transmitters. Also, they can be used in industrial r-f heating applications when high power is required.

The new tubes may be used at maximum ratings at frequencies as high as 5 mc and with reduced ratings up to 25 mc. A feature of these tubes is the metal header which is entrap to provide short internal connections between filament and filament terminals. In addition, the grid is mounted directly on the header, the flange of which serves as the grid terminal. This provides extremely short, heavy-current, low-inductance path to the grid. A pair of either type has ample power-delivering ability for the final stage of a 50 kw high-level-modulated broadcast transmitter.

Dept. X Marks Time

REPORTS to the contrary, CBS' "Department X," continues in operation though reduced to a skeleton staff, according to Dr. Lyman S. Bryson, CBS director of education and chairman of the network's adult education board. Dr. Bryson is director of the so-called "Department X," organized just before Pearl Harbor to study war aims, and post-war planning. With CBS President William S. Paley abroad on the OWI assignment, majority of the staff has been absorbed by the program research division of the CBS reference department, headed by Bill Ackerman.

C of C Discs on 150

DISCS of the U. S. Chamber of Commerce have been made available to 150 stations. Titled, "The War of Enterprise," transcriptions have been distributed so that every station is covered despite the shortage in materials. The quarter-hour programs tell the story of business and industry at war, with Hardy Burt, former Chamber radio director, as commentator. Collaborating are: Automotive Council for War Production, Edison Electric Institute, American Trucking Assn., American Merchant Marine Inst., Assn. of American Railroads, Assn. of Casualty & Surety Executives.

Spot Entre

UNSHAKABLE belief in results of spot announcements is evidenced by the sign Norman F. Elliott, advertising manager of Sears, Roebuck's South Bend store, has on his office door. The sign reads: "No admittance without copy information for one or more spot announcements over WSBN." The store has been using seven quarter-hour programs per week and 96 spot announcements per month over WSBN South Bend.

Blue Moves

THE Blue has announced a number of new assignments for announcers, including the appointment of Don Gardner to do the commercials on "What's Now," the RCA show. Jim Ameche, m.c. has been doing the commercials. Gene Hamilton, who reported for induction in the Army Feb. 4, is being replaced on one show by Fred Cole, while George Gunn is taking over his duties on the Bethlehem Steel's "What's Your War Job on WJZ," also handling the "Tootsie-Roll-Dick Tracy" program. Wylie Adams has been assigned producer-director on the latter series. George Ambro now announces the new WJZ program for Tangee products, Beat the Band, while Robert Moss is replacing John Wellington as producer on Coca-Cola's "Victory Parade of Spotlight Bands." Jim Bennett, NBC announcer, has been named to handle the Auto-Lite series Everything for the Boys.

Site for Video

TELEVISION PRODUCTIONS Inc., Hollywood, subsidiary of Paramount Pictures Inc., in mid-January acquired on long-term lease an acre atop Mt. Wilson, near Pasadena, Calif., as site for proposed new television transmitter, W6XYZ. Klaus Landsberg, director of television, said construction would start within the next few months. Studios remain on the Paramount lot at 5451 Marathon St., Hollywood.

Sweet-Orr Studying

SWEET-ORR & Co., New York, has named Bill Adv., New York, to handle advertising for its work clothes for men. Following a market study comparing work clothes for the post-war situation, a campaign will be launched which may include radio. A limited newspaper drive is now in progress.

BROADCASTING • Broadcast Advertising

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A NET PAID registration of approximately 650 was reported by Walter J. Damm, president of PM Broadcasters Inc. last Thursday. Gross registration aggregated about 700 with the attendance at the sessions exceeding 750.

Following are additional registrations released last week, supplemen-ting the advanced list published in BROADCASTING Jan. 17:

E. C. Abbott, G-E.
Roy L. Albertson, WBYN.
Ernest L. Adams, WHIO.
Wendell Adams, CBS.
Herbert V. Akervl, CBS.
Fred W. Allison, Dow & Lohes, Al.,
W. J. Aiston, WGTM.
C. R. Barndt, G-E.
Claude Farrere, NRC Radio Recording.
Annsela B. Becker, WTRA.
Fritz T. Bregy, Inc.
A. G. Belle Isle, WSBY.
Bernard S. Berk, WAKE.
Andrew W. Bennett, WWPQ.
Haskell Bloomberg, WILM.
George Blumenstock, WODT.
A. G. Boden, Tong-Sol.
W. M. Bolante, G-E.
V. P. Brown, KOMA.
R. E. Burrows, G-E.
F. E. Busby, WMOB, Mobile, Ala.
Edward N. Benedict, Free & Peters, Inc.
Frank E. Campbell, WNOX.
John B. Caraway Jr., WBOA.
Paul L. Chamberlain, G-E.
William Chandler, Scripps-Howard.
William B. Childs, WIOD.
Slocum Chopin, WJZ.
Russell Claypen, AF.
Ples C. Clark, KFR.
Roy Collins, WFAB.
George R. Cook, WLS.
Wayne R. Cook, WCAR.

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for just what they want to hear, and lavishly support the sponsors. For Better Than Average Results for your radio dollars, call or write.

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

1480 Kilocycles   Full Time Operation

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th St., New York City
Here's Your
Best Audience!

Rural radio listeners are the most responsive radio listeners. That’s what certified public accountants found when they tabulated the 493,479 pieces of commercial mail KMA received from April, 1942, through March, 1943.

From the 2,086,182 people who live on farms or in small towns, the station received 302,006 responses, making a response ratio of 14.8%;
from the 249,669 people who live in towns between 4,000 and 10,000 population, the station received 24,827 responses, making a response ratio of 9.9%;
from the 617,381 people who live in towns of 10,000 or more population, the station received 43,726 responses, making a response ratio of 7.1%.

This simply means that farm and small-town listeners are 49.5% more responsive than those in medium-sized cities and 108.5% more responsive than those in large cities. Listeners in medium-sized cities are 39.4% more responsive than those in large cities.

It means, too, that for maximum results in the No. 1 Farm Market, you need KMA.

For your copy of this big “Complete Mail Study” and pertinent KMA market facts, please write now—to the KMA Research Director—as our supply is limited.
WABC New York
Taylor-Rood Corp., Manhattan, N.Y. (Lumio Pudding), weekly, thru Tracy, Kent & Co., N.Y.
Farmerson Pictures, New York ("Lady in the Dark"), 6 ea., thru Buchanan & Co., N.Y.
Astor Theatre, New York ("Song of Bernadette"), 3 ea., thru Donahue & Co., N.Y.

KFI Los Angeles
Mutual Orange Distributors, Redlands, Calif. (Pure Gold Oranges), 2p weekly, 13 weeks, thru Dana Jones Co., Los Angeles.
National Schools, Los Angeles (instructions), weekly, thru 5 weeks, thru Adriola Westland Adv., Los Angeles.
Lane Publishing Co., San Francisco (Sunday magazine), 3 ap weekly, 13 weeks, thru Brasher, Van Norden & Staff, San Francisco.

KFRC San Francisco
Boll Brook Dairies, San Francisco (milk), 1 ea., thru 12 weeks, thru Botaford, Constantine & Gardner, San Francisco.
Coronet Magazine, Chicago (Coronet magazine), 5 ea. thru, 52 weeks, thru Schwimmer & Scott, Chicago.

KPAS Pasada, Cal.
Palm Springs Land & Irrigation Co., Los Angeles (real estate), 6 weekly, thru 13 weeks, thru Pacific Coast Adv., Los Angeles.
Delancy Sales Corp., Los Angeles (health foods), 4 weekly, thru 52 weeks, thru Werner P. Feilman Adv., Los Angeles.
Pioneer Sport Motor Co., Los Angeles (chains), 5 weekly, thru 52 weeks, thru McIvor, Wells Adv., San Francisco.

KNX Hollywood
Pittsman (show), Los Angeles (chains), weekly, thru 52 weeks, thru McIvor Adv., Los Angeles.

KSPM Springfield, Mass.
Russell-Miller Milling Co., Minneapolis (Occident flour), renewal, 3 t weekly, thru Campbell-Mithun, Minneapolis.
Mogus-Educator Food Co. (Crazy), 5 t weekly, thru Dager & Browning, Boston.
Walton Drug Stores, Springfield (Fruit & vegetable), thru 52 weeks, thru Schwimmer & Scott, Chicago.
Drugstore Bakers, Holyoke (Orange Wreath Bread), 25 ea. thru 52 weeks, thru direct.

WENR Chicago
Erasure Inc., Chicago (Coronet), 8 ea. thru 1 week, thru Schwimmer & Scott, Chicago.
Pilbrow Flour Mills Co., Minneapolis (Golden Bake Mix), as series, thru 13 weeks, thru Janis, Minneapolis.

WXQR New York
Black, Harry & Scott, New York (jewel- ers), thru, thru Abbott-Kimbrell Co., N.Y.
WPAT Paterson, N.J.
Evol Pharmacal Co., Pompton Lakes, N.J. (nose drops), as direct.

Red Cross Sponsors
CANADIAN Red Cross will use paid radio time as well as free time on practically all Canadian stations for the 1944 campaign to raise $100,000,000, which starts on Feb. 25 for three weeks. A total of 53 dramatized spots will be used in addition to Mutual Network features. The Canadian Red Cross, Canadian Assn. of Broadcasters and the Canadian Broadcasting Co. will be carried on the radio section of the campaign, and all paid advertising is being placed by A. McKim, Cockfield Brown & Co., J. J. Gibbons, all of Toronto, and Russell T. Kelley, Hamilton, Ont.

CONVENTIONS AND GROUP MEETINGS

NAB Victory Conference—April 10-13
Waldorf-Astoria, New York
Associated Press Annual Meeting—April 24, Waldorf-Astoria, New York
Advertising Federation of America War Advertising Conference—June 4-7, Hotel Statler, New York

NAB Regional Meetings—
District 1, Indianapolis, Club, Feb. 1.
District 2, Des Moines, Iowa, Des Moines, Feb. 7-8.
District 3, San Francisco, Calif., (to be announced), Feb. 18-20.
District 4, Dallas, Texas, Baker Hotel, Feb. 17.
District 5, Tulsa, Okla., (to be announced), Feb. 24-26.
District 6, Memphis, Tenn., Peabody Hotel, Feb. 24-26.
District 7, Pittsburgh, Pa., (to be announced), Feb. 24-26.

KMAC, in San Antonio,
To Join MBS Feb. 15
NEW MEMBER of MBS is KMAC San Antonio which joins Mutual Network effective the full-time Mutual Network service, both sustaining and commercial, according to an announcement last week by John H. Davis, vice president and general manager of KMAC.

In addition to Mutual Network features, KMAC will also carry Texas State Network shows, having recently installed lines connecting it with KNAB Laredo, KBTC and KWBW Corpus Christi, all of which are fed shows by KMAC.

KMAC was established in 1926, operates full time on 1240 kc and has been managed by Howard W. Davis during the past 10 years.

OWL Region Shifts

RESIGNATION of Richard Shafts of WIS Columbus, S. C., as OWI regional consultant for North and South Carolina and announcement of separate consultants in each state was announced last week by John D. Hoyt, acting manager of the relations division, Radio Bureau. John Rivers of WSCS Charleston, S. C., has been named consultant for South Carolina and Richard Mason of WPTF Raleigh, N. C., has been given the North Carolina assignment. Mr. Hyatt also announced that H. K. Carpenter of WHK Cleveland will take over duties in West Virginia, in addition to his work as consultant for Ohio and Kentucky. Regional consultant for South Carolina is James H. Moore of WLSI Knoxville, Va.

Miles Cal. Renewal
MILES CALIFORNIA Co., Los Angeles, has been granted, on Feb. 1, renewal for the eighth consecutive year the seven-weekly twice daily news- cast, "America's News," on 34 Don Lee Pacific stations, Sunday through Saturday, 10-10:15 a.m. (PWT) and 9-9:15 p.m. (PWT). Glenn D. Cloutier, manager, with Fred Shields, announcer. B u d Rutherford is copy editor. Agency is Wade Adv., Chicago.
Dominion Net Problems Are Discussed by CBC

PROBLEMS of the Dominion Network of the Canadian Broadcasting Corp. were discussed at a meeting held in the CBC offices in Montreal with western Canadian station operators. Overlapping of contracts, finding time for local sponsored and sustaining shows, problems of growth of the network and of use of transcriptions by private stations after the network closes down, were aired at this meeting, the first since the start of the Dominion Network Jan. 2.

The network plans to operate three evening hours by September.

Attending the meeting were Gerry Gaetz, CKRC Winnipeg, who was chairman; Frank Giplich, CKWX Vancouver; G. R. A. Rice, CFRN Edmonton; Gordon Love, CFCN Calgary; Lloyd Moffat, CKCH Prince Albert; A. A. Murphy, CFQC Saskatoon; H. C. Buchanan, CHAB Moose Jaw; F. V. Scanlan, CKRM Regina; A. L. Garside, CJGX Yorkton and CJRL Kenora; Harold Carson, CJVI Victoria; Dr. A. Frigon, CBC acting general manager; and E. A. Weir, CBC commercial manager, Toronto.

Hires' New Program

CHARLES E. HIRES Co., Philadelphia (rock beer), on Jan. 24 started 7:30 p.m. (EWT), with West Coast repeat 7:30-8 p.m. (PWT). Talent includes Fred Lowry, blind whistle; Ollie O'Toole, comedian; and Bob Matthews, vocalist. Jack Rourke, New York producer of N. W. Ayer & Son, has been shifted to Hollywood to handle the show. During each broadcast three honorably discharged servicemen are interviewed and every effort made to locate kind of job each wants and in region preferred. Where possible, Western Union line to Blue station in that region is open to network's Hollywood studios to relay job offers.

FIELDING ROBINSON, coordinator with various Government agencies for Hazelite Electronics Corp. New York, has been named vice-president of the company. John D. Grayson, controller for Hazelite since 1941, has been elected treasurer.

S. O. S.

QUICK ACTION in the use of spot announcements by the Southern Union Gas Co. over KOB and KGGM Albuquerque, N. M., urging citizens to choke off all use of gas, because of repairs to a broken main, resulted in a 70% curtailment of consumption. Placing an ad recently in the Albuquerque Journal, the Southern Union Gas Co. thanked the people for their cooperation, stating in the ad that "withina few minutes after the local radio broadcast, gas consumption in Albuquerque was curtailed approximately 70%, permitting repairs... and preventing a prolonged shortage."

THIS IS JOE RIZUNSKI

Joe is a die setter. He makes $115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the Polish Variety Hour, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts.

WBNX, New York 51, N. Y.

IN THE PRIMARY SERVICE AREA OF WBNX THERE ARE:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

BROADCASTING • Broadcast Advertising January 31, 1944 • Page 55
OWI PACKET, WEEK FEB. 21

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 21. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP 1</th>
<th>GROUP 2</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td>Save Fats and Grease</td>
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<td>Hold Prices Down</td>
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<td>Pay Your Taxes</td>
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<td>Home Front Pledge</td>
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<td>Books for the Merchant Man-</td>
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See OWI Schedule of War Messages 36 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Three New Subjects on OWI's Packet Schedule for Week Beginning Feb. 21

THREE NEW SUBJECTS are listed in the Station Announcement Allocation Plan in the OWI Domestic Radio Bureau schedule for the week beginning Feb. 21 and a fourth campaign is continued from the previous week. Join the WAC messages, assigned also on Network allocation, will be carried by the KW group of stations. Transcribed announcements will emphasize the many attractions which membership in the WAC offers — opportunities for travel, associations, training for post-war jobs, good food, recreation, medical care, clothing, and compensation equivalent to civilian jobs paying from $150 to $225 a month.

In fact sheets sent to network advertisers, the need for additional recruits will be stressed but program producers will be asked to give equal emphasis to the personal advantages to be gained from joining the WAC. The fact that the WAC is the only women's military service which sends its members abroad will be included in recruiting appeals.

Department stores and theatres are regarded as likely sponsors for the WAC transcriptions. In many cities recruiting booths have been installed at these locations, offering further incentive for sponsoring the messages. Additional possibilities may be found among firms who have been devoting part of their advertising in other media to war themes.

Save Fats and Grease announcements, scheduled on both the KW and OI groups of stations, emphasize the value of this salvage material in making life-saving medicinals as well as glycerine for explosives. Because of this phase of the appeal, the spots are regarded as suitable for drug store as well as super market and grocery chain sponsorship.

With an increasing number of troops now overseas and shipping space limited, the Army Postal Service has again called upon OWI to obtain the assistance of the radio industry in furthering the use of V-Mail. Previous campaigns have been followed by conspicuous expansion in use of the forms but it is imperative that the public continue the V-Mail practice.

Stations may find sponsors for these spots among drug chains, five and ten cent stores and other retailers which sell stationery. The announcements are also regarded as suitable for sponsorship by department stores, which in some cities have arranged special V-Mail exhibits featuring gifts for soldiers and other merchandise attractive to V-Mail customers.

Price Plea

Hold Prices Down messages are continued on the Station Announcement plan, allocations this week going to the OI group of stations. In addition to general advertisers who have been promoting War Bonds, sponsors for the spots may be found among banks and insurance companies. These institutions are mentioned in the campaign messages as places to invest surplus earnings in the fight against inflation.

Books for the Merchant Marine appears on the OWI allocation schedule for the first time. This campaign will last two weeks and will be promoted exclusively through radio. Coverage is being handled only through the National Spot plan, involving about 2800 individual broadcasts on commercial programs on several hundred selected stations.

Messages on the Home Front Pledge and Pay Your Taxes campaigns are confined to the Network plan during the week. Appeals to stamp out Black Markets and Fight Waste are carried on Special Assignments and the Womanpower drive continues through the Women's War Guide.

You Can Say it AGAIN in '44

...to an even greater market than ever! And 610 on the dial gives you complete coverage of the best market in Florida ... and one of the best markets in the South.

Miami's (Dade County) effective buying power $346,888,000 — up over $86,600,000 in '43 over '42 ... with a population increase of 16.7.

You Can Say it AGAIN in '44

As Completely As Miami's Magic Sun

MIAMI

Miami's (Dade County) effective buying power $346,888,000 — up over $86,600,000 in '43 over '42 ... with a population increase of 16.7.

National Representatives:
GEORGE P. NOWAKOWSKI
Southeast Representative
HARRY E. SUMMINGS

5,000 WATTS - 610 KC - NBC

WIOD Covers This New Rich Market

You Can Say it AGAIN in '44

As Completely As Miami's Magic Sun

Miami's (Dade County) effective buying power $346,888,000 — up over $86,600,000 in '43 over '42 ... with a population increase of 16.7.
KRNT-KSO FETE
Manufacturers' Group Guests

In Des Moines

OPENING of new quarters for the promotion and publicity departments of KRNT and KSO Des Moines was celebrated recently when members of the Des Moines Manufacturers' Representatives' Assn. were invited to a house warming on the 11th floor of the Register & Tribune Bldg.

A tour of the new offices as well as the studios, control room and newsroom of the jointly operated stations was conducted by John Drake, promotion manager; Mary Little, radio editor; Wilda White-scarver, trade paper publicist; Gene Pond, Barbara Oliver and Virginia Black. Craig Lawrence, general manager, and Ted Enns, national sales manager also greeted the MRA guests.

After the tour, the station played host to MRA members in the American Room. Following a schedule, W. W. Lemke then conducted the club's regular Saturday business and social meeting.

Going through the studio's new quarters are (l to r): Glen Law, KRNT news editor, G. B. Aldrich, Sweetheart Soap (sponsor), and Ten Enns, national sales manager of KRNT, WMT and KSO.

GE Names Williams

PROMOTION of E. E. Williams to the post of sales manager of the laboratory and measuring equipment section of General Electric Company's Speciality Division was announced last week by H. W. Bennett, division manager. Mr. Williams will be located in Schenectady, where he was employed as a student engineer by E. G. in 1928 after his graduation from the U. of Idaho, with a B.S. in electrical engineering. Following his year in the test department, he became engaged in commercial engineering on radio transmitting equipment. In his new capacity, Mr. Williams will be responsible for sale of laboratory, electronic measuring and test equipment.

NBC Video Course

PREPARING for the post-war development of television, NBC has started a 50-week course of television instruction for its staff engineers, to be conducted by George Maedel, chief instructor of RCA Institutes. Two-hour weekly classroom sessions are scheduled at several periods, so that each enrollee can choose the one that fits in best with his free time. New York course opened Jan. 17 with an initial enrollment of 158.

Sees Video Nets

RAPID EXPANSION of television and establishment of a series of regional networks immediately following the war are foreseen by O. B. Hanson, vice-president and chief engineer of NBC. "Instead of waiting for television to expand slowly from the east coast's three city network," he said, "I expect it to reach national scope in a comparatively short time following establishment of a series of regional networks set up in Chicago, Los Angeles, San Francisco and other important cities. From the nuclei around these key cities the television web could be expected to expand in all directions and merge into a transcontinental network."

Nebraska Appeal

GREAT need by the Army for registered nurses was explained over the Nebraska Network by Brig. Gen. C. H. Danielson of the Seventh Service Command in a quarter-hour broadcast, over KOLI Omaha. Serving all the member stations, KOII provided studio and equipment. The Nebraska Network consists of all 13 stations in the state: KFGP Kearney, KODY North Platte, KMMJ Grand Island, KORN Fremont, WJAG Norfolk, KHAS Hastings, KGKY Scottsbluff, KFAB and KFOR Lincoln, and WOW KBON KOWH and KOLI Omaha.


CELLOPHANE TAPE RECORDER SHOWN

SOUND recording on cellophane tape has just been demonstrated to the radio trade and technical press by the Fona Corp., New York, which displayed its first commercial model, said to be capable of up to eight hours recording and playback.

Tape, about an inch wide, is an endless loop 390 feet long, capable of carrying 60 parallel grooves and running at about 40 feet a minute. At that point, the company stated, the useful frequency response extends to 3,000 cycles per second, adding that at 60 feet per minute the range is extended to 6,000 cps.

Recording and reproducing needles have permanent gem points which do not require changing. Instrument's chief use probably will be for reference use.

Janitors' Union on Air

AS A Step toward more amicable public relations, Chicago Flat Janitors' Local No. 1, Building Service Employees International Union, Chicago, began sponsorship on Monday, Jan. 24 of an evening quarter-hour serial titled Who Dunit? on WCL. Anticipated in a transcription network in all major cities. Contract is for 13 weeks. Carl Euloh Riblet Jr., public relations counselor for the union, is writer and producer of the mystery-comedy scripts in which Carl Kroenke and Nannette Sargent, Chicago radio stars, have feature roles.
CONSERVATION
WIBW Merchandising Angle
Brings Results

CONSERVATION tied in with merchandising is the story behind the boxes surrounding Ben Ludy, general manager of WIBW Topeka. Early in January the station sent out a set of salt and pepper shakers to its national advertisers and their agencies, asking them to mail back the empty shipping boxes for re-use, postage prepaid. By mid-January, 95% of the 1729 pieces mailed had been returned.

Carter-Owens, Kansas City agency handling WIBW's advertising, had estimated returns would be

20%. Mr. Ludy's expectations exceeded 65%.

Directions for remailing were on the inside of the smaller gift box, originally mailed within the shipping container. On the return label—slightly larger than the original bearing the address of the advertisers—was printed, "Will you help UNCLE SAM and WIBW, too? Because of the paper shortage we may not be able to get any more of these shipping boxes or inside boxes. Will you, therefore... please mail back to us at your convenience both this shipping box and the main box?"

Salt and pepper merchandising piece is explained by the message enclosed, "Season your Selling in '44 with dollars and cents results. Salt away a new high record in Kansas sales for 1944...

Bozes Back to Ben

Get All 3 in Hartford...

An important market calls for a good advertising (job Get all 3 on WDRC—1) coverage, 2) programs, 3) rate! That's the tried and true formula of successful adcasters.

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Mutual Schedules
Three-Day Meet
Program Board Session Today
Opens Executive Sessions
THREE-DAY meeting of directors, shareholders and executive committees of the Mutual Broadcasting System will be held at the Waldorf-Astoria Hotel, New York, this week, opening today (Jan. 31) with a meeting of the program operating board. On Tuesday the executive committee will meet and the board of directors and shareholders will be assembled on Wednesday.

Network executives will be hosted to all MBS department heads and their wives at a dinner Tuesday evening.

Program Board Speakers
Speakers at the program operating board meeting today were to include: Theodore C. Streibert of WOR, MBS executive vice-president; Richard Connor, network station relations director; Robert Schmid, director of sales promotion and research; Edward Wood Jr., sales manager, and Allen de Castro, director of commercial programming.

The program operating board is composed of the following program heads of key Mutual stations and network offices: Miller McClutcheon, MBS president, chairman; Alphonso Opting, MBS program director, vice-chairman; Lewis Allen, Weis, Don Lee, network, Hollywood; C. M. Hunter, WHK, Cleveland; Julian F. Seebach Jr., WOR; Frank Schreiber, WGN; Linus Travers, Yankee Network, Boston.

Executive committee includes: W. E. Macfarlane, WGN, chairman; H. K. Cargenere, WHK; Mr. McClutcheon; John Shepard 3d, Yankee Network, Boston; Mr. Streibert; Mr. Weiss.

The board of directors includes: Alfred J. McClutcheon, chairman; E. M. Antrim, WGN; Hope E. Berroll Jr., WPBR Baltimore; J. E. Carneu, CKY, Detroit-Windsor; Mr. Carneu; Benedict Gimbel Jr., WIP Philadelphia; Leonard Kaplan, WCCB Pittsburg; Mr. Macfarlane; Mr. McClutcheon; Mr. Shepard; Mr. Streibert; Mr. Weiss.

WILLSON WOODSIDE, news commentator of CBC Toronto, is in Great Britain as a guest of the British Ministry of Information.

NEW ‘POST’ SERIES
KEYED TO ISSUES
KEYED to each week’s current issue, on most newstands by Wednesday, the Blue series for the Saturday Evening Post will be heard on a 65-station hook-up starting Tuesday, and continuing through Friday in the 10:45-11 p.m. period. Program starts off Feb. 8 with a dramatization of a story appearing in the Feb. 12 issue, a future Tuesday broadcasts will usually be devoted to a variety show, leaving the remaining three programs of the week open for dramatizations of articles and fiction. Talent for the series include Patry O’Shea, child actress, Everett Sloane, and Ethel Owen.

This is the first regular network series for Curtis Publishing Co., publisher of the magazine. Company has used the Blue for several one-time spots during the past year, tying in with a “Four Freedom War Bond Show.” Spot schedule for the Post will continue, with some revisions to eliminate duplication of markets. Agency is MacFarland-Aveyard Co., Chicago.

Proprietary Clinic
PROPRIETARY ASSN. of America, Washington, D. C., trade organization, will hold an advertising clinic in New York May 16 in conjunction with its 62d annual convention. The meeting will be addressed by representatives of the bureau of advertising of the American Newspaper Publishers Assn., the sales managers committee of the NAB with the Periodical Publishers Assn. also participating.

Mack Drug Test
MACK DRUG CO., Hackensack, N. J., through Surety Adv. Co., New York, is testing spot radio on WKPJ Roughhouse, N. Y., as a preliminary to a radio advertising campaign in behalf of its chain drug stores, located in New York, New Jersey and Massachusetts. Plan is to build up prescription department exclusively through radio. Newspaper advertising will continue to promote the packaged product. The WKPJ test, which is considered successful, consists of a six-weekly five-minute news spot.
FM lays Post-War Expansion Program

Many Outlets, Adequate Space in Spectrum Foreseen

(Continued from page 12)

FM’s greatest contribution to the future of broadcasting under our concept of freedom of speech, he recommended to the FMBI board formulation of a legislative policy which will aid Congress “in delineating a more definite national legislative policy which will guide us toward perfection of a free American radio.”

William D. Bootwell of the U. S. Office of Education, Washington, told the convention that education joins in the movement for extending the FM allocation because the education band of five FM channels is already too narrow to accommodate the school and college applications now coming to the FCC. More than 25 school systems, 16 state departments of education and upward of 50 state universities and colleges either have filed or contemplated FM applications, he said.

Specifically, he said, Commissioner of Education J. W. Studebaker has recommended three times the number of channels now available adjacent to the commercial band along with ten relay-transmission facilities to facilitate the change of programs among educational stations. Also recommended were at least two television channels for educational assignments.

Damm Traces History of FM

Walter J. Damm, president of FMBI, opened the Wednesday morning session with a review of frequency modulation history, beginning with the winter afternoon five years ago when a small group of men met in Maj. Armstrong’s apartment in New York to listen to something new in radio—FM. Tracing the medium’s rapid growth in 1938, which culminated in the FCC’s calling a hearing to study FM, which in turn called for a unified front among the 20 FM licensees and holders of construction permits that resulted in the formation of FMBI, Mr. Damm described the group’s presentation to the Commission, which on May 20, 1940, “gave FM the green light, assigning the band from 42,100 kc-46,000 kc to FM and announcing full commercial authorization as of Jan. 1, 1941.”

FM and FMBI flourished for a period, Mr. Damm reported, but “then came March 17, 1941, and the Commission’s orders No. 79 and 79A—the so-called newspaper orders. These were followed by Dec. 7, 1941—and Pearl Harbor. The rest you know.”

Keeping on—with a restricted budget and reduced dues—FMBI has fought for and secured liberalization of the FCC rules to alleviate to some degree the difficulties of wartime operation for FM stations. Mr. Damm reported. The organization’s December meeting in Chicago, he said, showed that the increasing interest in FM, plus the need for post-war planning, has made it again desirable for FMBI to open an office, preferably in Washington.

“As I see FMBI of the future,” Mr. Damm stated, “I see its actions limited to FM problems and what we generally call overall industry problems — unless, of course, it becomes evident that such general broadcasting problems are not being handled as the membership thinks they ought to be. Under such circumstances, FMBI ought to be able to do a good job for its members at a cost of $20,000 to $25,000 per year.”

Jansky Urges Increased Allocations

The “superior potentialities” of FM over AM for sound broadcasting stem from two basic differences, C. M. Jansky of Jayson & Bailey told the convention in his report as consulting engineer to FMBI. First, he explained, radio waves act “more reasonably” around 50,000 kc than they do in the standard broadcast band between 550 and 1600 kc, so that FM stations have substantially the same coverage day and night as in a city of interference and fading” of the AM signals.

Second, he continued, with AM broadcasting the desired signal must be about 100 times as strong as interference and come in clearly, while in FM this ratio is reduced to two to one. “It takes approximately 2,500 times as much power at an AM station to deliver clear reception as it does as it would for an FM station operating on the same frequency at the same place,” he declared, adding that the localized propagation characteristics of FM make it possible for many stations throughout the country to share a single broadcast channel.

Even so, Dr. Jansky stated, more than the present 40 channels should be allotted to FM as “already in some parts of the U. S. there are more applications than can be granted in the existing band.” Backing up the request of FMBI that these additional channels be adjacent to the present 42mc-50mc assignment, he averred that “there is no tangible evidence to prove that this is not the best place in the spectrum for FM and there is plenty to prove that it is”.

Discussing the FCC regulations of FM, Dr. Jansky called attention to the contradictions between the Commission’s philosophy that all FM stations near a city should, for competitive purposes, serve the same coverage area and its practice of licensing three classes of stations, and to the fact that the use of trade areas as a basis for FM allocations is faulty because of the variable nature of trade areas which does not agree with the laws of radio propagation.

The FMBI board has approved the following recommendations of its special engineering committee, Dr. Jansky said: (1) that station assignments on a basis of service areas be retained but that their rigid coupling to trade areas be dropped; (2) that new classification of stations, if necessary, be made on a regional rather than a national basis; (3) that “FM broadcasting stations,” common industry and public usage, replace “high frequency broadcast sta-
tions" in the FCC's official usage; (4) that in granting FM licenses the commission consider the natural coverage area the station would have and its ability to deliver adequate service to its primary area and that the FCC define the area in which the station shall be protected against interference from other stations; (5) that the FCC allow a period of commercial, program and engineering development to provide for normal growth before requiring installation of facilities to cover the ultimate area proposed, allowing also for different rates of growth in audience in different parts of the country.

Armstrong Urges Widening FM Band

With an eye toward past and future FM developments, Dr. Edwin H. Armstrong, speaking before the Wednesday afternoon session of the FMBI in New York, advocated the widening of the FM band to occupy the channel between 50 and 56 megacycles now allocated to television. This allocation would be almost double the width of the FM band which at present stretches from 42 to 50 megcyycle and would enable a wider granting of FM licenses, according to Dr. Armstrong. The modification has been proposed officially through the FMBI.

Dr. Armstrong paid glowing tribute to those broadcasters who supported and experimented with FM during its early days. He traced the development of FM from its beginning in 1912 when the search began for a static eliminator in a telegraph system. The objective was to utilize a type of radio wave different from the natural electrical wave. The result was a development of wide band FM which reduced the noise level by 1,000 to 1. After experimenting for 2½ years, using the transmitter atop the Empire State Bldg., Dr. Armstrong said he could not persuade anyone to put FM in use and in 1935 undertook the job himself, and built W2AG at Alpine, N. J.

The opposition of television's proponents to crowd FM out of the experimental purposes. In 1940, after John Shepard 3d of the Yankee Network, advised by Paul De Mars, and Franklin M. Doolittle, WDRF Hartford, advised by Professor Noble, obtained licenses to erect stations. Followed by a series of FM applications by broadcasters, the FCC in 1940 allocated to FM the channel from 42 to 50 megcycles, the channel it now occupies. Dr. Armstrong characterized this allocation as the greatest single service of the FCC and praised the "far-sightedness" of FCC Chairman Fly.

Dr. Baker Describes RTPB Panel Functions

Dr. W. R. G. Baker, vice-president of G-E and chairman of the Radio Technical Planning Board, outlined to the convention the scope, organization and activity of this group which will devise systems, standards and frequency allocations required for existing and new services in collaboration with the Government. The end result of the work of the RTPB, he said, should be the submission to the proper governmental agencies of a plan or plans incorporating the

Boots on MBS

HIGHLIGHTING activities and personalities in the aircraft industry, an elaborate format has been set for the Boots Aircraft Nut Corp. program Wide Horizons, which starts Feb. 27 on 83 Mutual stations Sunday, 4-4:30 p.m. With Eddie Dowling, actor, as m.c., its features will include interviews with prominent figures in the aviation industry and with entertainers who have given up their profession to work in aircraft plants. Talks by Casey Jones, flying ace, David Mendez' orchestra, a review of theatrical events, and selection of a "Star of the Future," from the entertainment world. Agency is Cecil & Presbrey Inc. New York.
The Only BLUE Network Station Serving the 28th * U. S. Metropolitan District
WFMJ
Youngstown, O.

For Rates: 

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.

For Rates: Apply Station Director CHNS • Lord Nelson Hotel Halifax, Nova Scotia or Joe Weed, New York City

SUCCESSORS to the post vacated recently by Edwin K. Cohan, former CBS director of general engineering, are Henry Grossman (1), network operations engineer, and William B. Lodge, who will handle OBS's general engineering design and developmental activities [Broadcasting, Jan. 24].

When asked if FM had lived up to expectations, runs with the disappointing in New York and Philadelphia were about 54% with FM reproduction and 46% with FM programs, with the situation reversed in the midwestern cities. In terms of the total sample, slightly more than 15% of all FM set owners said that reception was unsatisfactory. Mr. Pumphrey reported, adding that of 16 makes reported on, all but three showed uniformly satisfactory results.

Amount of listening varies from city to city, in almost direct proportion to the number of FM stations in each community, he said. Asked what programs they liked best, "their vote was overwhelmingly for musical programs, probably due to the fact that the programs on FM are overwhelmingly musical," he asserted. "Much of the dissatisfaction also was expressed in connection with the same programs; dissatisfaction due to imperfect and worn records whose defects were more easily recognizable on FM transmission than they might have been on a standard broadcasting station."

Boutwell Sees FM
As Education Aid

Concluding speaker on the first day's program, William D. Boutwell, director of Information and Research Services, U. S. Office of Education, stated: "Education sees in FM an opportunity to extend and amplify the present services commercial stations render education on the regular broadcast band."

He reported that more than 25 school systems or colleges have submitted applications for FM stations or are preparing them, that 15 state departments of education have asked the Office of Education for plans showing how education radio channels can be used to bring programs to every school in the state, that more than 50 state universities and land grant colleges have named committees to study FM opportunities and that 30 existing college and school board owned stations already have developed practical patterns of educational broadcasting.

Commissioner of Education J. W. Studebaker, Mr. Boutwell said, has requested the FCC to increase the educational FM band to provide three times the number of 200-kc channels currently available, that this increased educational band be adjacent to the commercial FM band, that regional and statewide allocation bands be formulated as a guide for assigning frequencies to educational station applicants; that 10 relay transmission frequencies be given to education to aid the exchange of programs among educational stations operating on a statewide network basis, and that at least two television channels be reserved for educational use.

New CBS Show
PILLSBURY FLOUR MILLS CO., Minneapolis, is scheduled to start Grand Central Station on CBS Saturday, 10-10:30 a.m. in late February, subject to time clearance on CBS stations, according to the New York office of McCann-Erickson, agency in charge. Featuring human interest dramas centering around New York's Grand Central Station, the program has been sponsored successfully by Lambert Pharmaceutical Co. on CBS for Listerine from 1937-1940, and by Lever Bros. on NBC-Blue for Listerine 1940-1942. Since its last network program Clara Lou, and Eve, discontinued on CBS in 1942, Pillsbury has been using spot radio.

KFEI Denver has celebrated its 224 year of continuous operation. Although on the air under temporary authority since 1922, KFEI was granted its first license Jan. 4, 1923.
Jett’s Political Status Heard

Chief Engineer Tells House Appropriations Subcommittee He Has No Party Affiliation

DESPITE instructions from FCC Chairman James E. Jett, Committee-designate, told the Independent Offices subcommittee of the House Appropriations Committee that he was neither Democrat nor Republican, it was disclosed last week when the record of hearings before the subcommittee Jan. 19 were made public.

Meanwhile the Senate Interstate Commerce Committee has postponed consideration of Mr. Jett’s nomination, Chairman Wheeler (D-Mont.), said, at the request of Sen. White (Me.), acting minority leader. Sen. White said last Friday that although Senate Republicans had planned to discuss Mr. Jett’s politics at a session last Thursday, “other matters were discussed” and the Jett nomination was not touched. Sen. Wheeler said he would delay Committee consideration pending Sen. White’s wishes.

Fly Tries Sidetrack

Mr. Jett’s politics crept into the Appropriations subcommittee, of which Rep. Woodrum (D-Va.) is chairman, when Rep. Wigglesworth (R-Ohio) asked Commissioner Ray C. Wakefield about his own political affiliations.

“How about Mr. Jett, who is now nominated for Commissioner Payne’s place, as I understand it?” asked Rep. Wigglesworth, also a member of the House Select Committee to Investigate the FCC.

“I suggest that is a matter pending before the Senate Committee at this time,” interposed Chairman Fly. When Rep. Wigglesworth pressed further, and Mr. Fly remarked that the chief engineer’s appointments are all come from Republicans, I think.” Mr. Jett said:

“I am not trying to qualify as a Republican now, or a Democrat either.” Chairman Fly exorted his chief engineer:

“Now do not make a statement unless you are directed to.”

Woodrum Lauds Jett

Rep. Wigglesworth continued to press and Mr. Fly appealed to Chairman Wigglesworth, “Mr. Chairman, this is a matter pending before the other committee at this time, and that question has been raised in the Senate Committee. I do not have any objection to his making a statement, but I question the propriety.”

“Whether a Republican, Democrat or Socialist, Mr. Jett has had a lot of fine experience in this business,” said Chairman Wigglesworth “and I think the Communications Commission ought to have the benefit of his active participation.” Rep. Slayton (D-Minn.) seconded Mr. Jett, ignoring instructions from Chairman Fly not to make a statement, gave the following information:

“I hope the record is not muddied so far as to make it appear that I have never belonged to any political organization, have never taken part in any political campaign or attended a dinner given for a political purpose. And while I have registered to vote, I have never voted in my lifetime. I am not registered to vote for a party; I can only vote in a general election. In other words I cannot vote in the primaries.

“The reason I have not voted is because I was in the Navy for 18 years; following that, I lived in the District until I moved to Maryland, and when I got in a position to vote in Maryland, where I have resided since 1932, I was then assistant chief engineer of the Commission, appointed by the then Federal Radio Commission, which had a Republican majority in 1931, and I felt it would be a bad idea at that late date in life, being in the engineering department, to get active in politics, and so I stayed out of it. Those are the facts.”

Rep. Case (R-S.D.), declared: “I think that is a much better contribution to the record than to avoid answering the question, as the chairman, Mr. Fly, suggested. I think Mr. Jett has helped himself.” To which Chairman Fly fired this parting shot:

“I think that is right, but I am sort of reluctant to try issues here that are before the Cox Committee, the Select Committee, or before other committees. I have no objections, of course, to any statement he may make and I would not want any cloud in the record on that account, so far as I am concerned.”

NBC War Clinic

THIRD ANNUAL war clinic of NBC will start in New York at the Waldorf-Astoria Hotel Feb. 28 and will wind up March 22 in Los Angeles, lasting for three days in each of five cities. Instituted in 1942 to provide an opportunity for discussion of war-time network operations by executives of the network and its affiliates, the 1944 clinic will meet in New York Feb. 28-March 1, in Atlanta March 5-7, in Dallas March 9-11, in Chicago March 13-15 and in Los Angeles March 20-22.

WTAG-FMNow-Commercial

WXTG, FM station of WTG Worcester, altered its call letters Jan. 30 to WTAG-FM, when it changed over from an experimental to a commercial status. The new FM outlet, which received its commercial grant from the FCC last month, was also assigned the new frequency, 46.1 mc. Within a short time WTAG-FM is scheduled to broadcast CBS commercial and sustaining programs in accordance with CBS policy as outlined in a telegram from Paul Kesten, executive vice-p-y., Jan. 24. (See p. 26.)

WCFL Names Keegan

HOWARD KEEGAN has been appointed manager of WCFL Chicago, replacing Maynard Marquard who resigned recently. Keegan will continue to act as program director.

BOEKE CARTER on MBS

Jett Predicts Utility Relays
(Continued from page 13)

Jett Predicts Utility Relays

“Don’t figure on filing an application and then doing nothing about it until competition forces you to,” Mr. Adair told his audience. “When the FCC issues a construction permit it expects the work to be carried forward diligently,” he said, adding that the rules call for work to begin within two months of the granting of the CP and to be concluded within six months of that date.

Revision of the present system of allocating FM station coverage to coincide with trade areas is under study by the FCC in cooperation with RTPB, Mr. Adair said. Asked about regulations covering the use of directional antennas for FM stations, Mr. Adair said the Commission does not require a circular pattern but expressed the opinion that it would generally be advisable to stay away from directional antennas for FM broadcasting. In response to another question about dual operation of AM and FM stations in a community, he replied that the FCC already had granted a number of FM licenses to AM operators and that there has been no discussion of changing that policy.

Asked about antenna locations for FM, and the relative advantages and costs of in town and out of town locations, Dr. Janesky said the answer is more a matter of economics and sociology than of engineering techniques. In AM, he explained, the broadcaster usually gets less coverage than he desires, so he plans to get all he can. But in FM this is not the case, so he should decide his antenna location on the size of the area he can profitably cover and to which he can render public service, Dr. Janesky averred.

Denying the common statement that “FM coverage goes only to the horizon,” Dr. Armstrong said that a number of FM stations are currently reaching to three or four hundred miles. Considering the factor of soil conductivity, he said that in New England conditions are such that no 50 kw AM station can attain any coverage that the Mt. Washington FM station gets with 3 kw, while in the Midwest FM won’t go as far as AM.

FM Good to 100 Miles

He added that up to 100 miles the FM signal is so far superior that the listeners, given a choice, will choose FM, and that when stations share frequencies the AM station’s night coverage is pushed back about 20% from its daytime scope while the FM station coverage remains the same.

Clearing up a confusion indicated by some of the questions between rebroadcasting and relay broadcasting of FM programs, Mr. Damm explained that the former is extensively employed in New England, means that each station in a series picks up and rebroadcasts the broadcast signal of another station, whereas in relay broadcasting the program is broadcast on an ultra-high frequency beam from which all stations in the group take the program. In rebroadcasting if one station drops out, the chain is broken at that point and the program goes no farther, he explained, but in relay broadcasting the service continues regardless of whether all or none of the stations served by the relay broadcast any particular program.

Video Relays Studied

Comparing network service by radio relays and by wire lines, Dr. Armstrong said that the choice may depend upon where the stations are located, pointing out that in New England no one has yet been able to erect telephone lines over the mountains, which will stand up through the winter, so a radio relay is essential there. On a cross-country basis, he said, radio relays would be competing at a disadvantage with telephone circuits, adding that the future will expand the present 500-mile service into areas of radio relays to trans-continental proportions.

Mr. Jett said that serious thought is being given to the problem of radio relays for television as well as for FM, and added that if the telephone and telegraph companies are monopolies operating under Government supervision, radio relays might well fall into the common carrier class. Recent improvements in high quality wire lines and coaxial cables make it questionable this time, he added, as to whether these services may not prove superior to radio relays for nationwide program service for FM and television. The FCC, however, will be one for Congress to decide, he stated.

As asked why some listeners think FM sounds “tinny,” Dr. Armstrong said that broadcasters are experiencing in placing microphones in a studio to produce the best effect in the receiver, but that when the same placement is used in FM the listener gets the effect of being seated right next to the orchestra. He added that FM’s brilliant reproduction may seem sharp when first heard by listeners accustomed to standard radio reception.

Dr. Armstrong predicted that some means would soon be found of suppressing motor interference with FM so as to permit FM auto radios, if for no other reason than that it will provide such a great competitive advantage to the automobile manufacturer first bringing out a car with FM radio. Mr. Jett said that the FCC had some time ago recommended to Congress that the law be changed so as to permit some control over all sorts of radiation machinery which produces interference with radio reception.

Mr. Adair said that although the FCC rules did not specify whether an FM station had to put on some live programs or could depend entirely on recorded music, a station’s public service would be considered when licenses were issued or renewed. Dr. Armstrong reported on a demonstration some three years ago of a 15,000-cycle record produced by Bell Labs. When these are available to stations, he said, an FM broadcaster can send out music of a quality much better than any which can be transmitted over today’s network lines.

Listening in New York
Increased in Past Year

LISTENING in New York during 1943 was 22.8% greater than in 1942, according to the January issue of The Radio Audience, newsletter issued by the Pulse of New York Inc. In the metropolitan area listening showed an increase of 12.4% from 1941 to 1942.

Average listening time per radio home per day in 1943 was 4.84 hours. Total listening for December 1943 was 15.7% higher than in the same month of 1942. Listening as affected by sets out of order, the audience statistics of daytime serials and overall sets-in-use last year were covered in the newsletter.
OWI War Message Audience Up; Listener Impressions Increase

Radio Bureau Index Shows Steady Circulation Gain With Growth of Allocation Plans

Reflecting a general upward trend in audience coverage for home front war messages, OWI's Domestic Radio Bureau estimated last Friday that an allocation plan obtained for its various campaigns had reached a total of 658,499,000 listener impressions, representing a gain of 44% over the corresponding week of last year.

The estimate of listener impressions is prepared by the Radio Bureau each week to provide the OWI campaign planners with a common denominator by which they can appraise the emphasis given through radio to war messages. Computed in advance on the basis of campaigns scheduled through the OWI allocation plan, the estimate does not include additional voluntary efforts by networks and stations or special events such as the following compilation of the figures:

Good Yardstick

The listener impression serves as a convenient measurement to measure the percentage of the total radio effort devoted to a particular campaign. It is particularly suited to the needs of the Government which has the problem of reaching as much of the population as can possibly be reached through the radio medium and to get its message heard as often as is necessary to obtain effective public response.

Records compiled by William F. Fairbanks, chief of the Allocations Division of the Bureau, reveal an almost uncorrected rise in the growth of radio circulation accorded war messages since the inception of the OWI allocation plan in the week beginning April 27, 1942. At that time, OWI had only the Network Allocation plan in operation and the home front problems created by the war were just emerging. Three campaigns were scheduled (ear pooling, scrap collection, and the first War Bond drive) and the total of listener impressions obtained was estimated at 189,600,000.

Except for occasional declines caused by seasonal factors, the listener impression figures rose steadily during the next few months and, with the addition in August of the National Spot Allocation plan, reached 949,100,000 for the week beginning Jan. 11, 1943.

New Allocation Plans

Two additional allocation plans then went into operation, Mr. Fairbanks recalled, which boosted the listener impression figure for the next week to 448,800,000. These plans were the Station Announcement Allocation, which then carried a 25% greater announcement load than at present, and the

Local Transmission series of 15-minute "Uncle Sam" programs which were assigned to 820 stations. This series expired July 31, 1943.

The trend continued upward in February and March, accentuated by seasonal gains in listening and the adoption of the Special Assignment Allocation plan, releasing an all-time high of 989,189,000 listener impressions in the week beginning April 12 when special coverage, embracing 221 network programs, was devoted to the Second War Loan.

Audience Figures Up

The additional audience obtained by the Special Assignment plan was offset by seasonal declines in the following months, reaching a low point of 378,140,000 impressions in the week beginning July 19. Also contributing to this decline was the reduction of 25% in the number of announcements allocated under the Station Announcement plan.

From July to October the audience figures registered a constant increase, reaching a peak of 740,300,000 listener impressions in the week beginning Oct. 25 when a three-week emergency paper salvage campaign was superimposed upon the regular allocation schedule. With the conclusion of the campaign, the listener impression total declined to 531,818,000 for the week of Nov. 8. Except for the week beginning Dec. 20, when allocations were reduced because of the Christmas holiday, the trend has continued upward since that time.

Aside from the impetus provided by the addition of allocation plans, Mr. Fairbanks explained, the expansion in listener impressions has been due to the steadily growing number of programs participating in the plans and the increase in program ratings of network shows. OWI uses commercial ratings as a basis for its own projections.

Listener Impressions Up

The increasing audience obtained through the Network Allocation plan has been particularly important in the growth of the war message audience, he pointed out. This plan, devised by the War Advertising Council at the outset of OWI operations, now provides two-thirds of the total number of listener impressions.

Mr. Fairbanks emphasized that while the 683,499,000 listener impression figure may appear large, it should be appreciated that this is the equivalent of only 64% messages heard by the average listener in one week. Whether or not 64% messages per week to each of the 100,000,000 radio listeners will arm the nation with the information it needs to wage a war on the home front is a moot question.

There has been no evidence presented to OWI that this volume of radio messages is more than is needed or wanted by the American listener. On the other hand, Mr. Fairbanks pointed out, a recent listener survey made at the request of OWI showed that listeners do not feel that the volume of programming was excessive.

A breakdown of the listener impression estimate for the week of Jan. 24-31 shows that facilities allocated to the Fourth War Loan drive accounted for 59% of the total audience. The campaign to enlist women for war work provided 15.5%; the rubber conservation drive 11%; Navy aviation cadet recruitment 7%; and promotion of wartime nutrition practices 2.4%.

The audience breakdown by allocation plans shows that the Network Plan provided approximately 66% of the week's listener impressions, Special Assignment 21%, Station Announcement 10%, and National Spot 3%.

JAMES L. FOUCH, president of Universal Microphone Co., Ingleside, Cal., has been named membership chairman of newly-formed West Coast Electronics Mfrs. Assn.

The TEXAS RANGERS

now

also selling Bread

on

WCHS

Charleston, W. Va.

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FOR NOVEMBER & DECEMBER, 1943

what better proof of an audience can you ask for?

WGRG Mutual

LOUISVILLE'S TRADING AREA

=47% OF KENTUCKY'S POPULATION

=57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

BROADCASTING • Broadcast Advertising

January 31, 1944 • Page 65
Million Cut From FCC—RID Budget

FBIS Also Is Slashed; House Committee Defies FDR

DEFYING President Roosevelt, who last September ordered radio intelligence activities kept within the FCC rather than transferred to the military services as recommended by the Joint Chiefs of Staff, the House Appropriations Committee last week all but abolished the Commission's much-dis- cussed Radio Intelligence Division by lopping off more than half of the budget requested for that operation.

Reporting out the 1946 fiscal year Independent Offices Appropriations Bill (HR-4070) Wednesday, the Committee slashed the FCC budget request by $1,654,867, of which an even million was taken from the RID and another half million from the Foreign Broadcast Intelligence Service. Congressional observers saw in the Committee's action a move to force transfer of radio intelligence duties from the FCC to the armed services.

President Roosevelt, in his budget message, had requested $8,571,700 for the FCC. If the House sustains the Committee, the Commission will be left with $6,716,843. For the current fiscal year the budget was reduced from $8,089,000 to $7,609,914, but William B. Robertson, FCC director of Budget & Planning, testified that overtime pay had caused the Commission to obligate $757,154 additionally, bringing the current year's operational costs to $8,367,068.

Under the reduction, RID was left $385,175 for operations while the PBIS request of $2,002,998 was pared to $1,602,998. In addition to the 1½ million dollars cut from "national defense" activities, the Committee turned down a $118,607 request for 34 new employees; lopped $21,897 from the Personnel Division and sliced another $19,533 from the Budget & Planning Division.

Reports were current on Capitol Hill that Congressmen on the floor would demand still further cuts. With reference to the severe pruning which it gave the RID budget request, the Committee said in its report which accompanied the appropriations bill:

Committee Believes Military

"The reduction of $1,000,000 in the estimate for the RID is specifically applied to that part of the work of the division relating to war activities now being performed by the Commission and which, in the opinion of the Committee, should be performed by the War and Navy Dept., as recommended by the Secretary of the Navy in a letter dated Feb. 1, 1943, and signed by Adm. William D. Leahy for the Joint Chiefs of Staff, and in a joint letter dated Feb. 8, 1943, addressed to the President and signed by the Secretary of War and the Secretary of the Navy."

"The Committee believes that the statements and recommendations contained in the letters referred to give sufficient justification for the action it has recommended and it is of the belief that appropriate provision should be made at the earliest possible date to the end that the facilities of the FCC should not be used for purposes pertaining to the military unless specifically requested by the Joint Chiefs of Staff.

"The Committee thinks it appropriate to point out, however, that after the receipt of the aforementioned recommendations the President investigated the matter, did not concur in the recommendations, and submitted the budget estimate for continuation of the work under the FCC."

The Committee left untouched the budget estimate for $2,206,000 for regular operations and $16,700 for printing and binding, but the President's request for "national defense" activities was slashed more than 25%.

At an all-day hearing Jan. 19, FCC Chairman James Lawrence Fly and other Commission executives were subjected to minute cross-examination by members of the Independent Offices subcommittee of the House Appropriations Committee, of which Rep. Woodrum (D-Va.) is chairman. Leading the barrage of questions was many of which were based on testimony presented to the House Select Committee to Investigate the FCC, were Rep. Wigginsworth (R-Mass.), also a member of the Select Committee, and Rep. Starnes (D-Ala.).

On behalf of the RID Mr. Fly called it the "largest single activity in the Engineering Department". The $1,866,987 requested was $85,000 less than the current fiscal year's appropriation, he said.

Chairman Woodrum delved into the deferment of 485 FCC employees. Commissioner T. A. M. Craven, member of the FCC committee of three named to cooperate with the War Manpower Commission, testified that if of those deferred, 51 were over 38; 70 were outside the Continental U.S. and 85 were pre-Pearl Harbor fathers. A tabulation of deferments filed for the record shows that the majority, not called for military service were employed in the Engineering Dept.

Testifying on the RID, Chairman Fly expressed doubt that "this committee would want to take over, or for that matter, review the exercise of administrative judgments, particularly the wartime judgments..."
FEMININE and expert touch is given news copy when manpower shortage is recognized at NBC central division news and special events departments by recent acquisition of pulchritudinous pair. William Ray, head of the department, feeds copy from the printers to (I), Margaret L. Whitehead, former news writer at WLYC, Cincinnati, and (2), Myrtle Robison, Northwestern U. graduate and former student of NBC-Northwestern U. Summer Radio Institute.

that are exercised by the Commander-in-Chief. In other words," he declared, "I doubt if the committee would want to take the responsibility of saying that the Commander-in-Chief is wrong and that these activities ought to be transferred to the Army and Navy and thus, by process of indirection, accomplished that result."

Fly Lists Espionage:
"Your position is we have the constitutional power to cut off the entire appropriation, if we desire, but we have no business and no right to inquire as to what this money is to be used for, or how it is to be expended?" demanded Rep. Starres.

Mr. Fly said the "vast quantity" of the work by RIO is "done for departments other than the Army and the Navy, a great deal for the FBI. Work in regard to espionage stations has been done both in this country and in South America on an extensive scale, in cooperation with the State Dept., and we have extensive work to do for the Office of Foreign Economic Administration," he added.

He introduced several letters from various Government agencies praising the RIO and FBI, but when letters of the Joint Chiefs of Staff and Secretaries Knox and Stimson, urging the President to transfer radio intelligence to the armed services, were read he asked that they be "off the record" since they were still classified as "secret". When they were made part of the record, however, Mr. Fly asked that the President's letter of Sept. 7, 1945 to Secretary Knox, in which he decided to leave radio intelligence with the FCC, also be included.

Of the total budget request for $8,524,122,309 for independent offices, the Committee recommended a reduction of $20,000. Only two other agencies were given reductions higher than that recommended for the FCC. From the Federal Works Administration the Committee stripped $10,000,000 and from the U. S. Maritime Commission $10,000,000. Both were for proposed construction. The Bureau of the Budget was reduced $604,000.

The House is expected to take final action on the Independent Offices Appropriations Bill today (Jan. 31) after two days' debate.

NOW THEY KNOW WCLO Shows Ration Board—Why Gas is Needed—
TO CONVINCE the Janesville, Wis., ration board that gasoline is a vital necessity in the business of broadcasting if a station is to function in the "public interest, convenience and necessity", WCLO invited members of the board to sit in on a special presentation.

With Sidney Bliss, station president, backed by Announcer Art Olsom and Dorothy Alan, continuity chief who doubles in air duties, a local interpretation of Dr. J.Q. was presented. Mr. Bliss acting as m.c. Pat Alan, singer, did some solos and led the ration board members in group singing.

The program was recorded and played back. It demonstrated that broadcasting involves a lot more than pushing a button and that if WCLO is to provide Janesville with remote pickups of general interest and otherwise serve its community properly, gasoline is necessary for the autos which transport engineers, announcers, producers, and remote and recording equipment.
Radio's Personnel in Service

(Continued from page 11)


Scores of radio men have given extraordinary service, both on the field of battle and in technical work in the Army, Navy, Marines and Maritime Service. One of the most outstanding is Comdr. Harry G. Butler, CBS Washington vice-president, naval aide to Gen. Dwight D. Eisenhower.

Radio's first hero to be decorated with the Distinguished Service Cross is Capt. Thomas E. Knodke, Inf., retired, director of public relations for NBC Washington. Capt. Knodke left his post as NBC Washington news editor at the outbreak of war to serve as a second lieutenant in the infantry. He was twice wounded in New Guinea but refused to be evacuated until he had given instructions to the men of his platoon. He was retired last late fall after several months of hospitalization.

Throughout the war broadcasters and broadcasting personnel have played important parts in all branches of the service. In key posts of the War Dept. Bureau of Public Relations in Washington are several radio executives and employees. Col. J. Noel Macy, broadcaster of White Plains, N. Y., is chief of the News Division, including the Press, Radio, Pictorial, Analysis and Publications branches. His executive officer is Capt. Frank Mayborn, president of KTEM Temple, Tex.

Assigned to Washington

Heading the Press branch is Lt. Col. Albert Warner, CBS Washington news chief. Col. E. M. Kirby, formerly WSM Nashville and the NAB, is chief of the Radio branch, while his executive officer is Maj. Jack Harris, director of news and special events, WSM. Capt. Lester Lindow, manager of WFMB Indianapolis, is on duty with the Radio Branch.

Maj. Hal B. Rorke, in civilian life assistant publicity director of CBS, is assistant to Col. William Nickols, chief of Army Air Forces Public Relations. Maj. Frank Pellegrin, formerly of KOIL Omaha and director of Broadcast Advertising of the NAB, is on duty with Allied forces in Italy.


Col. Luther L. Hill, vice-president of the Iowa Broadcasting System (the Cowles stations), is Commanding Officer of the Army Air Forces Redistribution Center, Miami. Lt. Col. Sam Rosenbaum, president of WFIL Philadelphia, is said to be on an overseas assignment for the Allied Military Government.

In the Navy, J. Harrison Harley, assistant director of news and special events of NBC New York, is chief of the Radio Branch, Bureau of Public Relations. Lt. William J. Bailey of KYW Philadelphia, heads the Radio Section, Industrial Incentive Division of the Navy. He is credited with putting across warcesas in Navy production plants (BROADCASTING, Jan. 3).

Scripps Executives Serve

Another radio executive who ranks high in the Navy is Capt. John A. Kennedy, president of the John A. Kennedy stations, WCSH Charleston; WBLK Clarksburg; WPAR Parkersburg and WASZ Huntington, all in West Virginia. Lt. Comdr. George Storer, president of the Fort Industry group, is on duty with the Navy in Chicago.

Lt. Jack Howard, president, and Maj. James C. Hanrahan, executive vice-president, of Scripps-Howard Radio, are serving with the Navy and Army, respectively.

Lt. James Hurlbut, director of publicity for CBS Washington, distinguished himself as a combat cor-

respondent with the Marine Corps on Guadalcanal. He is now on duty in Washington. Another Marine Corps combat correspondent who was returned to the States from the Pacific to write eye-witness accounts of action at Bougainville and other battle grounds is Sgt. Harold Asine of WBAL Baltimore.

In Government civilian agencies several practical broadcasters hold high positions. The list is headed by Elmer Davis, CBS New York news analyst on leave as director of the Office of War Information. His deputy director is Edward Klauber, former chairman of the executive committee of CBS. Chief of the Domestic Radio Bureau is Phil Cohen, former NBC producer.

William S. Paley, CBS president, is overseas on a special mission for the OWI, while Niles Trammell, president, and John Royal, vice-president, of NBC recently were abroad as special emissaries of the OWI, as was James D. House, vice-president of the Crosley Corp., and general manager of WLW Cincinnati.

Oil Promotion Canceled

PLANS for a national network broadcast by five major oil companies in connection with the dedication of the opening of a synthetic rubber plant in Port Neches, Tex., Feb. 24, have been abandoned, but the ceremonies may be broadcast on one of the Texas regional networks on that day. Original plan for a network show featuring government and oil company officials speaking from a luncheon in New York [BROADCASTING, Jan. 17] fell through with the cancellation of the affair in favor of concentration of activities in Texas where Gulf Oil Corp., Atlantic Refining Co., Texas Co., Pure Oil and Socony Vacuum have cooperated with other companies and the government in building the Butadiene plant. N. W. Ayer & Sons, New York, Atlantic agency, is handling public relations for the event.

WOMEN'S National Radio Committee, New York, has set up a committee of 12 to further the use of radio as a means of combating juvenile delinquency, according to Miss. Yolanda Mero-Iron, founder and chairman of the WNRC.

It's Leap Year in Texas, Too!

WOAI woos its feminine listeners ardently. For example, 129 broadcasts per week of the current schedule are tailored for woman audiences.

Small wonder, then, that women of Central and South Texas—with their vastly increased spendable income—respond so eagerly to WOAI in this leap year of 1944! They are intensely loyal to the station that shows them such devoted attention.

Which helps explain why WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

**WOAI San Antonio**

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

Page 68 • January 31, 1944
Woodell Advises Selling Friendship to S. America

SHIRLEY WOODELL, assistant account executive of the foreign department of McCann-Erickson, New York, told members of the executive field last week that their post-war objective for the Latin American market should be not so much to sell more goods, but to establish in Latin American minds the fact that we in America are permanent friends and fair to do business with. "God help us if we don't," he added. Mr. Woodell spoke before a luncheon meeting of the Export Advertising Assn., at the Belmont-Plaza Hotel, Wednesday, Jan. 26.

Regarding American export advertising activities in southern countries after the war, he said that either someone else will offer more generous terms, or "we will stop pumping with the chase of war necessities that will no longer be needed in peacetime economy.

Following a market-by-market analysis of advertising outlets, Mr. Woodell was asked for an estimate on the number of radio sets in Latin America. He said that he believed about 5% of the population has a radio set available.

Pinkham Increases Time

ADDING ANOTHER transcribed daytime serial to its schedule and moving into Eastern and Mid-West markets, Lydia E. Pinkham Medicine Co., Lynn, Mass., on Feb. 1 starts Mr. Good on WIRE WCAE and WJAY WMCA at a five-times weekly quarter-hour feature. New series promotes Lydia E. Pinkham tablets, and centers around the title character, a kindly person who helps people with their problems. Just Home Folks, a similar quarter-hour program last fall, continues on six southern outlets. Firm maintains a limited spot announcement schedule as well. Agency is Erwin Wasey & Co., New York.

Esso Farm Program

STANDARD OIL Co., of Indiana, on April 1 begins sponsorship of a series of noon farm broadcasts daily on 100 spot stations. Awards, false representations in radio, and other advertising that its product, Cuprolene, is a cure for various skin conditions.

Quiz Moves to WMCA

AFTER three years on the Blue, Wake Up—America! the quiz-debate program presented by the American Economic Foundation, went quietly off the network a month or so ago, and is now heard as a transcription on 147 stations, and live on WMCA New York. It is carried by NBC Radio Recording Division. WMCA New York started carrying the debates live last Sunday, Jan. 30, in the 5:30-6 p.m. period.

AT&T to Reduce Interstate Rates

Cut Effective March 1 Will Effect 10-million Savings

A REDUCTION approximately $10,500,000 annually in interstate telephone and teletype rates, effective March 1, was agreed to last week by AT&T following negotiations with the FCC.

Designed particularly to aid members of the armed services and war workers away from home, the reduction of an average hour, 6-7 p.m., in the lower night rate bracket for long distance calls, also will aid in easing the peak traffic loads which usually jam the lines in the early evening hours by spreading the traffic over a longer period.

TWX Overtime Cut

Overtime rates on interstate tele-type messages will be cut from one-third to one-fourth the initial-period rate on all traffic for which the initial-period rate exceeds 30c. It was stated that benefits from this reduction will go principally to the Government and war industry subscribers. The Government alone now makes up one-half of the TWX traffic.

Through arrangements with the Bell System, all surcharges now collected by hotels, apartments, clubs, etc., on interstate and foreign calls will be prohibited effective Feb. 15. This is expected to save the public an additional $1,700,000 annually.

In January 1943 the largest single rate reduction in Bell System history was announced. The cut of approximately $34,700,000 annual related to overtime charges on all interstate calls and rates charged for interstate leased private-line telephone, telegraph, and radio program transmission services. It was estimated that this reduction would effect savings of $2,145,000 yearly to the radio industry [BROADCASTING, Jan. 25, 1943], particularly aiding the small station group.

Fulton Lewis, jr. 

GOES EVERYWHERE HUNTING FOR NEWS

Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

CHARBOY PRODUCTS Inc., Red Bank, N. J. (Medicinal Preparation) has been ordered by the Federal Trade Commission to cease and desist from false representations in radio and other advertising that its product, Cuprolene, is a cure for various skin conditions.

FLU BARMAID treating flu victim, John Kent, announcer of WWL New Orleans, is that station's sports commentator, Jack Jackson. Empty bottle of flu bar's most popular remedy has sign: "Sorry Boys, All Gone."

DON McNEILL, m.c. of the Blu Network's Breakfast Club program, is taking his second vacation from the program in 11 years, spending two weeks in Florida. He served as m.c. for the annual President's Birthday Ball at Jacksonville. Darwood Kirby is handling the Breakfast Club.
Standardizing Trends Cited At New York Meeting of IRE

Lubcke Tells of Don Lee Television Experience In Using Orthicon Cameras in Studio

DEVELOPMENTS toward standardization of radio transmitting and receiving equipment by the military during the war as well as postwar engineering standards were reviewed at the winter technical meeting of the Institute of Radio Engineers held last Friday and Saturday at the Hotel Commodore in New York.

The two-day meeting was highlighted by a symposium held last Friday afternoon on the progress of the Radio Technical Planning Board, which is working on standardization problems of AM, FM, television, facsimile, high-frequency and other radio systems.

The establishment of specifications for U. S. Army Signal Corps and Bureau of Ships radio tube requirements was described by J. C. W. Martel of the Signal Corps. By pooling their requirements in tube specifications, the Army and Navy hope to improve the quality of many of the types of tubes used. He quoted from a British report that stated “American tubes are superior because they are sturdier, standardized and interchangeable.

Lubcke Talks

The experience of Don Lee television station KATS Los Angeles in the use of the Orthicon cameras in the studio work was related in a paper delivered before the IRE by H. R. Lubcke, Don Lee television engineer. Although the Orthicon camera transmitted a clearer, more life-like picture with less light than the Iconoscope camera, Mr. Lubcke stated that the Orthicon camera required sensitive adjustments to get maximum results.

The engineer pointed out that Orthicon produces more flexible shading, gives a more realistic picture of depth as against the flat pictures reflected by the Iconoscope cameras, he said.

The engineering principle behind

WRGA Joins MBS

WRGA Rome, Georgia, will begin operation as a Mutual outlet as soon as line facilities are available. It was announced last week. Station is operated by Rome Broadcasting Corp. with 250 w on 1,490 kc. The station will have renewed their affiliations with Mutual under the new standard contracts.

Pfunder on 15

F. H. PFUNDER Co., Minneapolis (pharmaceutical), in January began sponsorship of a quarter-hour transcription musical program, Memory Kassel, with Art Kassel’s orchestra, Sundays, on 15 U.S. and Canadian stations. Contracts are for 13 weeks. Agency is Kayton-Sperio Co., N. Y.

Networks Rotate Battle Recordings

MEETING with the Army in New York last Tuesday, the four major networks decided on a plan of review and allocation of the Army’s wire recorder transcriptions now being made at the front lines.

NBC, CBS, Mutual and Blue are to have the privilege, in turn, of considering a transcription as the Army makes it available. In order of rotation, the network may either use it or pass it on to the next in line. Recordings of special importance will be released simultaneously to all the networks. Blue, on Jan. 28 with a transcription from Italy recorded by Maj. Frank Pellegrini, Radio Branch.

Because of the scarcity of recorders in the field, most are now being used by Army personnel in the front lines, according to Maj. Jack Harrington, the radio branch, War Dept. However, he added, more are now en route to be allotted to the network correspondents so that they may cover landings, field operations, and other action in the combat areas.

Those assigned to Mutual were Maj. Harris in New York were: Paul White, CBS; William B. Miller, Frank Mellett, Lathrup Mach, NBC; Tom Slater, Mussorgsky, G. W. (Johnny) Johnstone, Tommy Velotta, Blue.

Eversharp on Blue

Eversharp Inc., Chicago, will have two network programs on the air by March 1, date for a new series in the Tuesday, 7:30-8:30, period on some 165 Blue stations. Phil Baker, Take It or Leave It, sponsored on CBS by Eversharp, for a number of years, will continue. Format for the Blue program had not been set last Friday. Blow Co., New York, handles the account.

Norwich to Recomel

NORWICH PHARMACAL Co., Norwich, N. Y., on Jan. 14 discontinued its five-week five-minute music program featuring Jean Colin, as previously announced by the late Grace Morgan on WJZ New York. Farm has completed its early winter spot radio schedule with Will not resume spot radio advertising until spring. Agency is Lawrence C. Guminer Adv., N. Y.

FIRST RECORDING of an actual attack at sea against a German U-boat was broadcast over the Blue Network last Friday, 8:30 p.m. Navy engineers aboard an escort aircraft carrier recorded the incident on an Amertype Record Graph Film Recorder.

POSITION WANTED IN SPECIAL EVENTS, NEWS, PUBLICITY

Applicant, 41, married, is now working for a non-government national war agency. Background includes extensive radio, publicity and newspaper work. Interested in FM or telecasting with post-war future. Prefer northeast.

NO. 798, BROADCASTING
MEMBERS of the CBS Affiliates Advisory Board, all of whom attended the recent meeting held at network headquarters in New York City Jan. 24-25, are: Front row (1 to r): Leo Fitzpatrick, WJR Detroit; I. R. Loumberry, WKBW Buffalo; Hoyt B. Woodman, WREC Memphis; C. T. Lucy, chairman of the board, WRVA Richmond; Arthur B. Church, KMBC Kansas City. Back row, Clyde W. Rembert, KRLD Dallas; Franklin Doolittle, WORC Hartford; C. W. Myers, KOIN Portland; John M. Rivers of WGST Charleston, S. C.

Wheeler, White Considering New Law Requiring Report to Congress by FCC

LEGISLATION requiring the FCC to report periodically to Congress as well as to the Executive Branch of Government is being considered by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Sen. White (R-Me.), acting minority leader, co-authors of S-814 to revamp the Federal Communications Act, it was learned last week. Reports have gained circulation that Congress feels it is being slighted by several Congress-created agencies, especially the FCC. Hearings involving the FCC before committees in both Houses have been punctuated by demands of Senators and Representatives to know why the Commission took certain actions without first consulting the legislative branch.

Latest outbursts came last Thursday when the House debated the Independent Offices Appropriations Bill (HR-4090). Chairman Woodrum (D-Va.) of the Independent Offices subcommittee of the Appropriations Committee, said that while he was opposed to lopping off a million dollars from the FCC appropriation for Radio Intelligence Division and an additional half-million from the Foreign Broadcast Intelligence Service, "the majority of the Committee thought otherwise."

Rep. Woodrum explained that letters of the Joint Chiefs of Staff and the Secretaries of War and Navy, urging President Roosevelt to transfer radio intelligence activities from the FCC to the armed services, were responsible for the budget reduction. Mr. Woodrum pointed out that a subsequent letter from President Roosevelt to Secretary of the Navy Knox did not concur with the Joint Chiefs of Staff recommendations, but left the radio intelligence activities within the Commission.

Rep. May (D-Ky.), chairman of the House powerful Military Affairs Committee, complimented the Independent Offices subcommittee for its action and declared the fact that the Joint Chiefs of Staff had "changed their attitude in the face of the attitude of the President is conclusive to me that they still believe what they said."

In view of the general Congressional criticism of the FCC, it was reported Sen. Wheeler feels it an obligation to his colleagues to formulate a provision in the law to compel the Commission to keep Congress informed of its functions.

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

The Bee-Line

McClatchy Broadcasting Company
Sacramento, California

National Accounts
All line Eastern Wartime unless indicated

New Business

BARBASOL Co., Indianapolis (shave cream), on Jan. 31 starts for 52 weeks. Dean Dickenson-Commentator, on 5 CBS Pacific stations, Mon.-Sat., 10-11:30 a.m. (PWT). Agency: Erwin, Wasey & Co., N. Y.


BOOTS AIRCRAFT Nut Corp., New York, started Jan. 27 for 52 weeks starts Wide Horizons on 33 MBS stations, Mon.-Fri., 11:30-12:30 a.m. Agency: Cecil & Fresbrey Inc., N. Y.


EASTERN COLUMBIA (Bradbury Clothes), on Jan. 16 started for 26 weeks with a 15-minute promotion of Bradbury Clothes on 18 Blue Pacific stations, Sun., 5:30-5:45 p.m. (PWT). Agency: Robert Smith Adv., Portland, Ore.


BROADBAND ACCOUNTS

FOOD PRODUCTS

GET MORE ATTENTION ON WAGA

Ask us or Headley-Reed about the WAGA-QUIF food promotion in more than 200 Atlanta-market stores!

BUILD UP MORALE ON THE FIGHTING FRONT

A gun doesn't need morale, but the man behind it does. Send him cheerful news from home . . . often.

BROADCASTING • Broadcast Advertising
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**JANUARY 22 TO JANUARY 28 INCLUSIVE**

**Decisions**

**JANUARY 25**

KXL Portland, Ore.—Denied special service authorization to operate unlimited time, DA-DN, 2/1/46.

WHDH Boston—Designated for hearing application for mod. license to operate with DA after Gainesville, Fla., sunset.

WEEI Reading, Pa.—Pending special service authorization operate 6:45 a.m. to local sunrise during November 1943 through March 1944 and October 1944.

WRUF Gainesville, Fla.—Denied extension special temporary authority operate unlimited time, 100 w, after sunset at Denver for period 2/1/44 to 11/1/44.

WHBH Anderson, Ind.—Granted extension special temporary authority operate unlimited time, 100 w, after sunset at Denver for period 2/1/44 to 11/1/44.

WWBC Anchorage, Alaska—Pending renewal license hearing.

**APPROVED DURING**

WDDW New York—Transfer of mod. license to WNYC, New York City, to operate transmitter at 100 kw, D/N, 1944.

**APPLICATIONS**

**JANUARY 26**

WRBL Columbus, Ga.—CFP install synchronous amplifier near Ft. Benning, Ga., amended re changes antenna system.

KFOR Lincoln, Neb.—Transfer control from Riders Co., State Journal Printing Co. and Star Printing Co. to Charles T. Stuart and James Stuart.

KRL Omaha, Neb.—Same.


WMAZ Macon, Ga.—Acquisition control by George P. Rankin Jr. through sale of 776 shares common stock by E. E. Cargill to Southeastern Broadcasting Co., licensees corporation, to be held as treasury stock.

State University of Iowa, Iowa City—CFP new non-commercial educational FM station, 6170 kc, A/m, incomplete.

**JANUARY 28**

WSDU New Orleans—License to use presently licensed transmitter as 1 kw auxiliary.

WMJ Rice Lake, Wis.—Vol. assign. license to Walter C. Bridges.

J. E. Rodman, Fresno, Calif.—CF new FM station, 4430 kc, 407 sq. mi.


**HERE’S HOW TO GET “HEP”**

KGO takes pleasure in announcing the new streamlined “Advertiser and Agency News.” This useful broadside is released every two weeks to keep advertisers informed of all new developments. You can’t cover the San Francisco Bay Area properly unless you know the picture at KGO, so if you’re not on our mailing list... advise us immediately. The San Francisco radio picture has changed.
Situations Wanted

Help Wanted

WANTED COMBINATION PRODUCTION MAN-WRITER-ANNOUNCER — Fast growing Southern advertising agency specializing in educational and training programs for radio, television, and film is looking for an experienced producer-writer-announcer with a background in comedy material as well as commercial radio copy. Excellent salary, ideal working conditions. A real opportunity for the right man, draft writer. Write or wire Simon & Gwynn, 424 Commerce Bldg., Memphis, Tennessee.

WANTED BROADCASTING ANNOUNCER

SALES MANAGER WANTED

Title Building, a leading merchandising manager. Box 785, KGY, MINNEAPOLIS.

WANTED BROADCASTING ANNOUNCER

WANTED LOCALLY - Chief Engineer. Experienced, highly trained. Prefer non-defense. Send full particulars to KSEI, Pocatello, Idaho.

Help Wanted (Cont’d)

Situations Wanted (Cont’d)

Wanted to Buy

Equipment wanted — RCA or Federal Field Strength meter; State condition, last calibration date and price. Box 781, BROADCASTING.

HELP WANTED

• One of south’s leading stations, major market, network affiliated, needs experienced salesman immediately. Prefer southerner, salary and bonus. Permanent position

Box 784

BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

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

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7859

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. District 8456

Washington, D. C.

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FIELD SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA


Commercial Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. District 2347

RING & CLARK

Consulting Radio Engineers

WORLDWIDE SERVICE

Back the Attack! 'Til They Come Back!

Radio Engineering Consultants

Frequency Monitoring

R. C. Communications, Inc.

666 Broadway, New York 6, N. Y.

George C. Davis Consulting Radio Engineer

Consulting Radio Engineer

Specializing in Broadcast and Television Network Engineering

60 East 42nd St., New York 17, N. Y.

John Barron

Radio Technician and Salesmen

201-5th Ave., 58 Park Place Bldg., New York 13, N. Y.

Classified Advertising

BROADCASTING • Broadcast Advertising

Payable in Advance

January 31, 1944 • Page 73
8 Station Owners Are Notified Multiple Holdings Must End

SHOWING no disposition toward leniency in the enforcement of its "dupoly" regulation banning multi-ownership of broadcast stations in the same or overlapping areas, the FCC late Friday by a split vote ordered eight stations whose license renewals expire prior to May 31 to comply with the rule by that date. This presumably means that, unless extensions are obtained, each owner will be forced to dispose of one outlet.

The FCC first rejected a motion that the effective date be extended to Jan. 1, 1945. Then by a 3-3 tie vote it rejected proposal for extension to Nov. 23, 1944—which would give a year of grace from date of adoption of Order 84-A [Broadcasting, Nov. 29, 1943]. The initial proposal was offered by Commissioner T. A. M. Craven, and the amendment by Commissioner Norman S. Case. Commissioner Ray C. Wakefield voted for the postponements, but Chairman James Lawrence Fly and Commissioners Paul Walker and C. J. Durr opposed any deviation.

Those stations which must comply with the order by May 31 as the first to have their renewals expire included: KFI Los Angeles, WFAA Dallas, WBAP Fort Worth, WLW Cincinnati, WJZ Chicago, KIEV Glendale, Cal., KFAB Lincoln and WBBM Chicago, which synchronize on the same frequency with KFAB.

Renewals also considered, but evidently construed as not requiring action under the multiple ownership order, included: WABC New York key of CBS (because of connection with WCAU Philadelphia); WJR Detroit, which overlaps with WGR Cleveland, owned by the Richards interests, but it was found that these constitute different communities.

The action was viewed as a determination by the FCC to rigidly enforce the regulation, despite the contentions that it works a hardship in these times of equipment shortages and the critical manpower situation. Most of the "multiple" stations—some 50—use the same staff and common studios and transmitter houses.

WJMC Assignment

THE FCC last week received an application from WJMC Rice Lake, Wis., for voluntary assignment of the license of the station from Walter H. McCarty, sole owner and publisher of the farm journal Stock & Dairy Farmer, to Walter C. Bridges, for the consideration of $17,500. It is reported that he is retiring from broadcasting because of ill health and in order to devote more time to his other business interests. The new owner, Mr. Bridges, is president of WEAU Eau Claire, Wis., and secretary-treasurer of Head of the Lakes Broadcasting Co., licensee of WFCR Wisco, in which he holds 10% interest.

WMAZ Transfer

APPLICATION was received by the FCC last week from WMAZ Macon, Ga., for acquisition of control of the station by George F. Rankin Jr. through the sale of 279 shares of common stock by Lt. E. K. Cargill, USNR, president and general manager, to the Southwestern Broadcasting Co., WMAZ licensee, for $120,000. Stock will be held as treasury stock and possibly later offered for resale, it was reported. Mr. Rankin, chief engineer of the station and vice-president, holds 280 shares which before the sale constituted 42 1/4% interest.

RELIGIOUS GROUP ANNOUNCES AWARDS

FIVE Awards of Distinguished Merit for promotion of goodwill and brotherhood through radio broadcasting were announced last week by the National Conference of Christians & Jews, New York. Carl Van Doren's Our American Scriptures, an intermission feature of the N.Y. Philharmonic Symphony, sponsored on CBS by U. S. Rubber Co., was voted the most distinguished series. Agency is Campbell-Ewald.

A dramatization highlighting work of chaplains on the Sept. 7, 1943 broadcast of Goodyear Tire & Rubber Co.'s Salute to Youth, recently discontinued on NBC, was selected as the most distinguished one-time program. Agency is Arthur Kudner Inc.

WHP Harrisburg was named as the individual station contributing to tolerance through various broadcasts in its year-round schedule.

Dr. Walter Van Kirk, who conducts Religion in the News, a NBC public service series, was singled out as the individual meeting recognition, and a special award has been made to Mutual for Minute of Prayer.

The awards will be conferred on the winners at a special luncheon during Brotherhood Week Feb. 20-26, national celebration sponsored by the NAB, and declared by presidential proclamation.

RYAN NOMINATION

UP TO NAB BOARD

CONSIDERATION of the nomination of John M. Ryan, as assistant director of Censorship, as successor to Neville Miller in the NAB board, was the primary function of the special meeting of the NAB board of directors in Chicago Feb. 5-6. According to the agenda set for the 26-man board last week [Broadcasting, Jan. 24].

The agenda specifies the "Report of the NAB Committee on nominations," which is said to have agreed unanimously on the Ryan nomination, as the "nominations" were the only topic of the meeting. The meeting was called at the request of the six-man committee, of which Don S. Elias, executive director of WNIB, was the chairman, and Mr. Miller, whose term expires July 1, is understood to be a candidate to succeed himself.

The board also will discuss plans for the NAB Victory-War Conference tentatively set for New York April 10-13. Final arrangements, it is understood, have not been completed, particularly as to the head- quarters.

Gene O'Fallon, KFEL Denver, opposed the Nominating Committee's recommendation. In a telegram to the Committee he said he thought the meeting was "a serious mistake" and should not have been held because of the church's stricter district meetings now scheduled to elect district directors. These elections are to be held in 1,000 districts of the federation.

The Districts is to receive a Minute of Prayer, if required, "if required to attend the meetings."

Other items on the agenda include legislation, music, labor relations, the definite influence of the weekly meetings, and his staff would be embarrassed "if required to attend the meetings."

WLB Approves Raises

For NAB Technicians

WAGE increases affecting approximately 300 technical employees in the engineering department of NBC New York, Chicago, San Francisco, Hollywood, Washington, Cleveland and Denver were approved last Friday by the Labor War Board.

The employees, members of the National Assn. of Broadcasting Engineers & Technicians, are given salary boosts ranging from $7.50 to $47.75 per month in the minimum rates in four of the 12 groups and increases of $14.57 and $14.67 maximum rates in two of the classifications covered. In addition to these changes, all employees are to receive a 5% increase on the first $300 of their monthly salaries. The increases are retroactive to June 1, 1943, and are subject to a decrease under the Little Steel formula.

The NAB Audience Measurement Bureau Committee, which held a special meeting Jan. 27 in the Palmer House, Chicago, prepared a confidential report of its study made since the committee's inception, April 29, 1943, which has been submitted to the NAB board of directors. The board will make the findings public during the NAB meeting in Chicago Feb. 2.
These, too, are fighting flags of freedom... In ever-increasing numbers, flags like these fly over an America at war. They are symbols of the strength of a free people, aroused in spirit, united in purpose. Battle flags of Victory today... they are won by the energy and skill that will build a better world tomorrow.