how to make a woman say "YES"*

Which is not meant to infer that WOR can't make men do the same thing. But the facts, you'll notice, clear this up as we proceed. Now to proceed...

DURING THE EXIT months of 1943 — November and December, to be exact — WOR's research people sat biting a meditative thumb; making marks on paper. Out of the meditation, paper-marking came this question:

OF ALL THE PEOPLE BROADCASTING DURING THE DAYTIME, WHOSE ADVICE WOULD YOU BE THE MOST LIKELY TO FOLLOW IF HE OR SHE ASKED YOU TO BUY A PRODUCT?

"Ah!" said the man who usually says "Ah!" or throws suggested questions in the wastebasket. "Let's ask it!"

But Crossley, Inc., not we, did the asking. More specifically, Crossley, Inc. asked 6,806 people — face to face — all kinds of people in all kinds of homes; from the lady who cleaned your office last night to the late-trick foreman at the local bullet plant.

The results? Look...

1. The people questioned mentioned 25 top-ranking New York station personalities. However...

10 OF THE 25 SELECTED WERE HARD-SELLING WOR DAYTIME ARTISTS. OR, MORE THAN TWICE THE NUMBER MENTIONED FOR ANY OTHER NEW YORK NETWORK OR INDEPENDENT STATION!

To the people now selling goods, or services, or keeping brand names alive by using WOR daytime, no list of these WOR personalities is necessary — though we'll be glad to send it.

Their answer to the question we've asked comes to them daily as cash changes hands, as women nod "Yes" and men say "Sure" in front of dealers' counters. (Not to mention the goodwill WOR builds and the brand names it is helping to keep alive.)

This is rather a pretty direct hint to those advertisers and agencies who are not using WOR to get in touch with our Executive Sales Office now. The number is PENnsylvania 6-8600. The address...

that power-full station WOR

at 1440 Broadway, in New York
## WLS SERVICE RECORD

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>ANNOUNCEMENTS</th>
<th>GUEST SPEAKERS</th>
<th>PROGRAMS</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>War Activities Hours</td>
<td>Programs</td>
<td>1326</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Guest Speakers</td>
<td>3811</td>
<td></td>
<td>557</td>
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<td></td>
<td>Announcements</td>
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<td>Agriculture Hours</td>
<td>Programs</td>
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<td>217</td>
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<tr>
<td></td>
<td>Guest Speakers</td>
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<tr>
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<td>Announcements</td>
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<td>Religion Hours</td>
<td>Programs</td>
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<td>Programs</td>
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<td>Guest Speakers</td>
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<td>2257</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td></td>
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</tbody>
</table>

Last year, more than one-third of the total broadcasting time on WLS was devoted to service features—extensive cooperation in varied war activities, such as farm aids as markets and crop reports, homemaker helps and classroom educational programs. WLS has always recognized its obligation to the families of Midwest America—in cities and towns as well as on farms.

What makes the figures quoted here impressive: WLS is a half-time station, doing a full-time job of service in the public interest. Our heavy schedule of such services as those listed here has earned us the loyalty of Midwestern radio listeners. They depend on us . . . for constructive service and entertainment . . . and that's why WLS Gets Results!
HIT YOUR AUDIENCE in PHILADELPHIA

with THE Station THAT SELLS

WPEN 950 ON THE DIAL • 5000 WATTS
Omahans Work Hard ... and they have a Knack for "play"

- One of the surest indexes to any city's "civic-mindedness" is the area it devotes to public playgrounds and parks. Omaha has 2,500 acres of park area ... divided into 52 different spots for outdoor recreation ... including 5 public golf courses, 21 ball fields, 25 tennis courts, a lake, boathouse and pool.

Omahans enjoy stimulating play as much as they do profitable work.

A RICH MARKET

During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power.

Represented Nationally by Edward Petry Co., Inc.
When You Think Of
AMERICA'S 4<sup>TH</sup> LARGEST MARKET

1943 BOX SCORE
Comparative 1/4 Hour Ratings
12 Noon to 6 P.M.

<table>
<thead>
<tr>
<th>WAAT vs. THRE</th>
<th>LEADS</th>
<th>435 1/4 Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 WATTED WATTERS COMBINED</td>
<td>TRAILS</td>
<td>360 1/4 Hrs.</td>
</tr>
<tr>
<td></td>
<td>TIED</td>
<td>69 1/4 Hrs.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>WAAT vs. FOUR LEADING INDEPENDENTS COMBINED</th>
<th>LEADS</th>
<th>893 1/4 Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TRAILS</td>
<td>207 1/4 Hrs.</td>
</tr>
<tr>
<td></td>
<td>TIED</td>
<td>52 1/4 Hrs.</td>
</tr>
</tbody>
</table>

Yes—these figures speak for themselves! They’re the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey’s best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.*

If you’d like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

*Do you realize this market contains over 31/2 million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

National Representatives (Outside New York Area) Spot Sales, Inc.
This Ad dramatizes two of WEAF's strong points—programming and promotion. Strong point one: re-programming its 6-to-7 hour, WEAF is attracting even more listeners to the station. Strong point two: heavy promotion behind the hour in an intense advertising drive, appearing in New York newspapers, having a total circulation of almost 4,000,000.

Here's another typical example of WEAF's wide-awake aggressiveness in building audiences and holding them for all WEAF advertisers. That's why it's New York's No. 1 Station—for advertisers and listeners alike.

WEAF
The Showcase of NBC

Represented by NBC Spot Sales
Radio City, New York 20, N. Y.
TONIGHT AT 6:00

WEAF Has Six Appeal

Tune in 660 at 6 for 60 minutes of Great Radio Entertainment!

Here's an outstanding program—so varied it appeals to all tastes. Top personalities in news...music...and sports combine to bring you a radio hour, brilliant in change of pace.

Starting at 6 p.m., a great line-up consisting of—George Putnam...H. Leopold Spitalny...Bill Stern...and (beginning next Monday) Lowell Thomas—gives you a full hour of superlative radio listening. You're in for 60 solid minutes of top-flight radio when you turn to—660 at 6!

6:00—GEORGE PUTNAM, News
George Putnam leads off the great 6-to-7 hour by bringing you the latest news. Hear him for a concise digest of the world scene.

6:15—H. LEOPOLD SPITALNY, Music
H. Leopold Spitalny brings you the finest in light music on Serenade to America—25 minutes of top-flight musical entertainment.

6:40—BILL STERN, Sports
Bill Stern packs a wallop with his five-minute sports commentary. Hear this crack reporter for expert highlights from the sports world.

6:45—LOWELL THOMAS, News
Big news! Lowell Thomas moves to WEAF next Monday. Hear him at his usual time—6:45—and round out 60 great minutes on—660 on your dial.

Together with WEAF's mammoth 660 campaign in New York newspapers...repeated "on-the-air" announcements...local exploitation tie-ins...this adds up to the most intensive program promotion ever run in New York by a radio station. All this is motivated by a dual aim: build 'em and hold 'em for WEAF sponsors.
R. J. Scott, Partner, Schwimmer & Scott, Chicago

Says—"The volume of business we place is proof of our belief in spot broadcasting"

That, Sir, is what we call a whole mouthful of brass tacks! So, after thanking you kindly, we'll follow your example:

Here at Free & Peters, we believe in spot broadcasting (and deliberately chose it for our life work) because spot broadcasting is the only system in radio by which a businessman can exactly fit his advertising to his present distribution and his real potential of sales. It's the only radio method by which he can buy exactly what he needs in each market, on exactly the stations that can best do his job. It's the only radio method by which he can plan his advertising exactly as intelligently as he plans the other phases of selling. . . . Those are the reasons we chose spot broadcasting. We think they're pretty good reasons for advertisers, too.
Net Time Sales Are $233,900,000 in 1943

21.8% Gain Over Previous Year Shown;
Gross Time Sales $307,191,000

BROADCASTING advertising volume in 1943 forged over the two hundred million mark for the first time ever, reaching $233,900,000 in net time sales—21.8% ahead of the 1942 peak.

Gross time sales, the “quick figure” comparison with the volume of other media, reached an estimated $307,191,000, as compared with $254,800,000 the preceding year, an increase of 20.5%. This figure represented the one-time rate of stations and networks multiplied by the medium's use, without regard to frequency, discount or sales expense.

Big Network Gain

These figures are based upon estimates made by BROADCASTING to be released in its 1944 Yearbook Number, now in distribution. Annual estimates have been made by BROADCASTING since 1935, with the margin of error averaging less than 2%.

Radio's 1943 increase of 21.8% compared with 14.6% estimated for all advertising volume. National magazines had an estimated increase of 27%, while newspaper lineage increased about 13% over the preceding year.

The $233,900,000 net time sales (gross billings less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in net time sales increased in all classifications, the greatest increase was in national network volume. Net time sales of national networks increased 24.8% to $104,900,000 and represented 44.8% of the total volume. A considerable portion of the network increase came from new types of sponsors and from a rising volume of institutional advertising.

For the first time in several years, local broadcast advertising gained strength. It was 21.1% ahead of 1942. Aggregating $65,400,000 of the 1943 total, it represented 27.9% of the net time sales. The increase was ascribed in some measure to wartime development of erstwhile secondary markets, heavy demand for luxury goods and style merchandise and the “boomtown” development.

National and regional non-network (spot) continued to show strength, increasing 15.6% as compared with 1942. Aggregating $62,200,000 of the total, spot represented 26% of the 1942 total. Regional network business was up 18% to a total of $3,900,000 and represented 1.3% of the year's volume.

Since revenue from the sale of time has accounted for between 90 and 95% of the medium's income, it is probable that the total receipts of radio during 1943 amounted to about $256,000,000, although receipts from sale of talent and similar miscellaneous income are difficult to estimate. To these figures should be added approximately $45,000,000 in direct expenditures by advertisers for programs, so the grand total of expenditures on radio advertising in 1943 should be close to $300,000,000.

Spectacular Gains

Radio made its spectacular gains during 1943 despite shortages, rationing, market dislocations and other wartime problems. In accomplishing this, however, it showed the main reflected trends which were general throughout advertising in 1943. Advertising volume in magazines and newspapers showed healthy increases, despite paper restrictions. The radio gains shown for 1943 are the greatest experienced since the 1938 business recession.

Of the estimated gross billings of $207,191,000, in 1943, national network business accounted for $151,791,000 of the total, as compared with $118,200,000 in 1942. National and regional non-network (spot) business totaled $72,500,000 as against $69,300,000, with local business aggregating $78,200,000 as compared with $64,800,000. Regional networks accounted for the residue of $3,700,000, as against $3,500,000 in 1942.

It was emphasized that gross billings are helpful only in comparing radio volume with that of other media, because variations in discount structures and limitations of available statistics make it difficult to compare volume except on the one-time rate. No advertising medium ever receives its gross billings as dollar receipts.

The analysis of 1943 revenues is based on a formula successfully used by BROADCASTING since it began compilation of Yearbook statistics in 1936. Until the war’s outbreak, Dr. Herman S. Hettinger, associate professor of marketing, U. of Pennsylvania, had served as BROADCASTING's consulting economist in the preparation of the annual analysis. Dr. Hettinger now is in the Government service, with OWI. The methods he has employed, which have shown a remarkable degree of accuracy, were used in projecting this analysis, and that for 1942, which proved to be accurate within fractional percentage points.

While no data were sought on net earnings, after taxes, it was clear, based on informal reports from broadcast executives, that profits shrunken for 1943, despite the healthy increase in volume. Excess profits taxes, manpower replacement costs and the generally increased overhead have cut into earnings appreciably, these reports state without exception.

Contrasting radio’s 1943 record with other media, it appeared that all methods showed improvement except outdoor, which suffered from restrictions on automotive travel. The estimated 27% increase in magazine volume was reflected in a somewhat higher percentage in lineage in general magazines. Gains in women's magazines and national weeklies seem to have been slightly under the general average. Relative availability of space probably was a conditioning factor in this trade.

Newspaper advertising, on the basis of Media Records figures for the first 11 months of 1943, showed a lineage increase of 13.2% over 1942. The greatest increase was in classified advertising, which rose 31.4% and is accounted for by the manpower shortage. General advertising rose 27.5%, or slightly more than either national network or spot radio volume. Retail advertising appears to have lagged, as indicated by a rise of but 4.1% in newspaper department store lineage.

While it is difficult to estimate changes in advertising volume by class of stations on the basis of preliminary data secured by sam-

(Continued on page 58)

BROADCASTING • Broadcast Advertising
February 7, 1944 • Page 9
The Order Changeth: Ryan for Miller—An Editorial

IN KEEPING with democratic processes, the NAB order has changed. Neville Miller, after a six-year tenure, turns over the radio helm to John Harold Ryan, selected by the NAB board to carry on for a one-year interim term and to reorganize the association.

Mr. Miller can look upon his job in retrospect as one well done. His has been a thankless task in many ways. He has shouldered the burden of performing as spokesman for a radio industry that has been anything but united on major policy issues. He has been repeatedly engaged in a running fight with an FCC majority bent upon wreaking the NAB and upon dividing the industry. He has given no ground.

Miller’s Fine Record

The board expressed the sentiment of every man in radio when it paid tribute to Mr. Miller for his “loyal and untiring service” during these last half-dozen arduous years for radio. Mr. Miller didn’t seek the NAB presidency in 1938. The job sought him. That he became ennobled in controversies with those who would strait-jacket and garrot radio proved that he performed his job without yielding to pressures and to the best of his ability.

Wherever Mr. Miller goes, he will carry with him the gratitude and good wishes of radio. His popularity among rank and file broadcasters is unquestioned. He performed meritoriously and fearlessly.

In prevailing upon Harold Ryan to accept the NAB leadership, the NAB board made an ideal move. He is a practical broadcaster of broad experience and vision. He leaves his post as Assistant Director of Censorship to accept the call of his colleagues in his chosen field of radio.

The task ahead isn’t easy. The trade association champions a free and unrestricted radio. Forces in Government, under leadership of FCC Chairman James Lawrence Flye, have demonstrated that their move is toward rigid regulation, tightening up everywhere. That, the NAB must resist. And for that reason, the NAB must fight with an FCC majority bent upon wrecking the NAB and upon dividing the industry. He has given no ground.

Fetzer Reelected NAB District Head

Promotion, Music, Copyright

Discussed at Indianapolis

RE ELECTION of John Fetzer, WKZO Kalamazoo, Mich., as director for the eighth NAB district, comprising Michigan and Indiana, was effected without opposition last Tuesday at the district meeting in Indianapolis. Mr. Fetzer was the sole nominee.

The one-day meeting featured a report by Neville Miller, NAB president, on new legislation, ASCAP and AFM, along with post-war problems.

William D. Egolf, assistant to the president, discussed NAB public relations activities and presented, item by item, the evidence covered in a proposed inspirational book on public relations for the broadcasting industry.

L. H. Avery, NAB Bureau of Radio Advertising director, reported favorably in connection with the Retail Promotion Committees Plan, especially in the retail trade association field, and summarized the activities to date. Action of the Sales Managers’ Executive Committee on the subjects of the continuing annual discount, new promotions similar to the recent Retail Promotion Committee Plan, post-war planning, resolutions against spot announcements advertising, two unrelated products, and granting staggered interchange of products in participating programs were discussed.

At the BMI, discussed in detail the implications of ASCAP and Petrillo activities, past and future.

Maj. Lestar Linder, Bureau of Public Relations, War Dept., on leave from WFBM Indianapolis where he was manager, urged broadcasters to help counteract over-optimism regarding the war.

OWI Speakers

The meeting also heard A. H. Llewellyn, and Clinton Schwartz, representing OWI from Cleveland and Chicago respectively, and K. A. Jadassohn from the Treasury Department, on Government campaigns.

Added remarks were made by Frank Chizinski, NBC Thesaurus; Milton Blink, Standard Radio; Leonard Callahan, SESAC. The meeting ended with the showing of three sound films: “On the Air!”, Westinghouse Inc. history of radio, followed by two G-features on FM and television.

Registration, in addition to those mentioned, included: Robert L. Mackin, Harmon L. Stevens, WRLS

Miller Reviews Achievements of NAB, Extends Good Wishes to New President

FOLLOWING is the full text of the statement issued by Neville Miller, retiring president of the NAB, in his address before the NAB convention, held Wednesday in Chicago:

Approximately six years ago, Mr. Miller was elected president of the NAB when it was recognized for the first time that solving such problems as ASCAP’s monopolistic control of music, which had been a threat of great importance.

By the creation of Broadcast Music Inc., and help ASCAP’s monopoly and provided a competitive market in music at an annual saving to the industry of approximately $4,000,000.

The NAB code was adopted and has become firmly established.

We have also expressed the viciousness of Petrillo’s claims and thwarted his attempts to mutilate the industry.

We have presented the industry’s case before the Senate and the House of Representatives showing the need for new legislation to preserve a free radio for America.

Port Huron, Mich.; A. Josephsen, RCA; John Carl Jeffery, WRMO Kokomo, Ind.; R. R. Baker, WTRC Elkhart, Ind.; R. E. Baker, Radio spokesman for WISH Indianapolis; Burt Squire, SESAC; Robert Pace, WDAN Danville; Eldon Campbell, Steve Conley, WOWO-WQL Fort Wayne; Bert Julian, WJOL Niles, WIBC Indianapolis; Wade Barnes, NBC Thesaurus; Felix D. Adams Jr., Bruce McConnell, WISH Indianapolis; George M. Jackson, WHOW Terre Haute, Ind.; Dan E. Jayne, WELL Battle Creek; Owen F. Uridge, WJR Detroit.

In addition to our manifold services to the member stations and the public we inaugurated many major beneficial activities such as the Department of Broadcast Advertising and have carried on many worthwhile projects. We have assisted the industry in its splendid cooperation with all government agencies in fighting the war.

We have built up our membership to the highest level in its history.

This is a record of accomplishment of which we may all be proud.

Harold Ryan, the new president, has my very best wishes for a most successful administration.

New Campbell Line

CAMPBELL SOUP Co., Camden, N. J., launched a spot campaign on three Philadelphia stations to support its nationwide advertising campaign for its line of Franco-American dehydrated packaged soups. Started Feb. 7, and continuing indefinitely, an average of 80 radio spots per day are being featured.

Additional spots have been scheduled collectively on KYW, WCAU and WFIL. In addition, three participating weekly spots are scheduled for Ruth Wells’ women’s program on WIP, KYW.

The radio campaign supplements a newspaper campaign which will be extended to other markets as distribution channels are developed. Ward Wheelock Co., Philadelphia, is agency with Arthur A. Bailey in charge of the account.

Page 10 • February 7, 1944

BROADCASTING • Broadcast Advertising
Ryan Is Elected New President of NAB

Convention Tentatively Set Aug. 28-31
At Palmer House, Chicago

By SOL TAISHOFF

DRAFTING John Harold Ryan, Assistant Director of Censorship, as its new president, the NAB Board of Directors at an extraordinary session in Chicago last week set in motion machinery to reorganize the trade association as the overall radio policy-making body. Mr. Ryan succeeds Neville Miller, first paid president, who has served nearly six years.

The new president, a veteran broadcaster, has agreed to serve until July 1, 1945, as the interim executive. While he was asked to take office Feb. 15, it was doubtful whether Mr. Ryan would be able to leave his Government post for 30 to 60 days. April 15 was set as the outside date.

Mr. Miller plans to go on leave Feb. 15 but will hold himself available for consultation. Mr. Ryan’s resignation as radio censor—a post he has held virtually since the war’s outbreak—has been accepted reluctantly by Byron Price, Director of Censorship.

Arney Advanced

Possible transfer of the Domestic Branch of OWI to the Office of Censorship, speculated upon in news reports, might tend to delay Mr. Ryan’s assumption of the NAB post, but not beyond the April 15 deadline.

At its Thursday session the board designated C. E. Arney Jr., secretary-treasurer of NAB, to serve as temporary managing director until Mr. Ryan assumes office. Mr. Arney, it is understood, then will revert to his regular duties as secretary-treasurer. The board also authorized Mr. Ryan to appoint a committee of three members of the board to counsel with him on NAB operations until the new president is able to take over. Mr. Ryan said the appointments soon would be made.

Simultaneously, the board canceled tentative arrangements for the NAB annual meeting and war conference scheduled for New York for April 10-13. The meeting was postponed until latter-August in Chicago, with the new tentative dates Aug. 28-31 at the Palmer House. These arrangements will stand unless they are found inconsistent with the policies of the Office of Defense Transportation, which is discouraging all conventions unless vital to the war interest.

Mr. Ryan retains his status as an executive of the Fort Industry Co. stations, from which he took leave when called to Washington on Dec. 26, 1941. Stations in this group, of which Mr. Ryan is part-owner, are WSPD Toledo (Mr. Ryan’s headquarters); WWVA Wheeling, WMMN Fairmont W. Va.; WLOK Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta. An application for acquisition of WFTL, Fort Lauderdale, Fla., is pending.

Acting upon the unanimous recommendation of its Nominating Committee named last July, the board, by a vote of 17 to 3, approved Mr. Ryan’s appointment. Mr. Ryan was elected to succeed Mr. Miller upon expiration of the latter’s term on June 30 but Mr. Miller, upon being advised of the board’s action, agreed that the best interests of radio would be served by Mr. Ryan’s assumption of office at the earliest date. Feb. 15, therefore, was set for Mr. Miller’s separation, or such other time as proves mutually satisfactory.

Mr. Ryan was not a candidate for the post, and several times declined it. He was prevailed upon by the Nominating Committee, however, to accept the interim appointment for the critical year ahead. He agreed, it is understood, to assume the post only for the one-year tenure. It is expected that Mr. Ryan, who has served two terms as a NAB director, and has been prominently identified with the trade association’s affairs, will effect a reorganization looking toward “streamlining” operations.

The board, concurrent with its election of the new president, expressed its “sincere appreciation and that of the industry for the loyal and untiring service rendered by Mr. Miller during the past 5¼ years as president of the association.”

Mr. Miller has not announced his plans. An attorney, and a native of Louisville, he may return to private practice of law. There were reports that he might join a Government agency in connection with the war effort, after taking a vacation—his first since he became president of the NAB in 1938.

Coincident with its election of Mr. Ryan the board adopted the resolution designating Mr. Arney as temporary managing director until such time as Mr. Ryan can take over. In recognition of Mr. Arney’s services during the last five years, he was accorded an increase in salary to $12,000. The salary of Lew H. Avery, Director of Broadcast Advertising, also was increased. Mr. Miller’s salary has been $35,000 per year with $5,000 in allowances.

Meetings to Be Held

NAB district meetings will be held according to schedule. Mr. Miller however, will not attend the sessions, and Mr. Arney will cover the meetings, along with other NAB staff members. Whether Mr. Ryan will attend scheduled sessions after assumption of office has not been decided.

The board announced Wednesday evening, after having been in session all day, that it had approved the recommendations of its Nominating Committee, headed by Don S. Elia, WWNC Asheville. Other members of the committee, named (Continued on Page 4)

Revised White-Wheeler Plan
Ready for Committee’s Study

Periodical Reports by FCC to Congress Thought Among New Policies to Be Considered

A REVISED version of the White-Wheeler Bill (S-814), incorporating definite policies, will be ready for consideration of the Senate Interstate Commerce Committee possibly early this week, Chairman Wheeler (D-Mont.) announced last Friday.

Although the Senator, co-author of the bill with Sen. White (R-Me.), acting minority leader, was not specific, he did say the measure would contain definite policies “as far as I can write them into the law so there’ll be no misunderstandings of the intent of Congress.”

Report to Congress Hints

“In times past I have felt that the Commission went beyond the intent of Congress in formulating certain regulations,” Chairman Wheeler continued, “without coming here for advice or to find out what our intent was. I think any Government agency should consult Congress if there’s any question as to the intent of the law.”

That gave credence to reports that Sen. Wheeler plans to write into the Bill a proviso requiring the Commission to report periodically to Congress as well as to the Executive branch [Broadcasting, Jan. 31].

One of the policies scheduled to be written into the law will embrace the FCC network regulations, on which the Supreme Court ruled that the Commission has supervision over “the control of that traffic.” During hearings, Sen. White informed FCC Chairman James Lawrence Fly that he planned to incorporate the substance of

NEW AND RETIRING PRESIDENTS

JOHN HAROLD RYAN
NEVILLE MILLER
Recording of All Net Shows Required by FCC Proposal

FOR THE SECOND time within a fortnight the FCC last Tuesday moved another step closer to more rigid control over radio, especially networks, when it announced a proposed rule (Order No. 119), which would require all networks—national and regional—to record every network broadcast. Oral argument on adoption of the regulation was set for March 15, with a March 1 deadline for filing requests, accompanied by briefs.

Under Order 119, adoption of which was voted 5-1, with Commissioner T. A. M. Craven dissenting, the originating stations of all network programs would be held responsible for the recordings. Such records must be kept for one year, the Commission rule would provide.

Networks to Protest

On Jan 18 the FCC announced Order 118, which would make public all records of contractual relations and transfers of stock. Oral argument on that proposed rule has been set for 10:30 a.m. March 1, with deadline for filing requests fixed at Feb. 16.

That the four major networks plan to oppose adoption of both rules was made plain in all quarters. Louis G. Caldwell, Mutual's Washington counsel, was in conference with network officials in New York Wednesday. NBC, CBS and the Blue networks also probed the situation and plan to file briefs, it was understood.

The networks indicated that during peacetime they recorded all programs, but after the outbreak of war and the equipment shortage became acute, they voluntarily dropped the practice, at the suggestion of Government officials, to conserve materials. It was pointed out that the major networks do, however, record most of the commentators and public speakers.

Despite recent statements by the War Production Board on the shortage of transcription equipment, particularly turntables and platters, the Commission majority, it is understood, plans to put its rule into force immediately if it is adopted after oral argument. To do otherwise would be, according to WPB officials, a gross violation of recording facilities and materials.

War Campaigns Hit?

It was pointed out that transcription equipment is not sufficient to permit commercial organizations to carry on normal business, and the promulgation of such a regulation would tax recording facilities far beyond the barest necessities for necessary operations.

Most of the large recording companies have been engaged since the war in putting out special transcriptions for the Army, Navy, Marines, OWI and other Government agencies for use in the war information campaigns. Additional recording needs would mean that either commercial production would be stymied or the war campaigns, allocated through the OWI, would suffer.

And those expected to be hit if the networks are forced to record all programs would be small stations, it was explained, inasmuch as the majority of them depend almost entirely upon recordings and transcriptions. The FCC denied there was any idea of program control in the proposed regulation, although the Commission's public notice, announcing the rule, specifically gave the inference of such supervision.

Nets Resentful

"The Communications Act of 1934—basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries and the use of obscene, indecent or profane language on the air," said the public notice. "It is proposed to amend the rule (under these sections of the Act) frequently becomes important for the Commission to know what was said on a particular program." Further authority for the proposed rule is found, said the public notice, in Section 303 (J), which "authorizes the FCC to make general regulations requiring stations 'to adhere to such or similar rules as may be necessary to prevent interference of radio or wireless communication, or signals or information it may deem desirable.'" The rule would not affect non-network programs "since to require recording of such programs might impose a hardship on many of the smaller stations," said the FCC announcement, which added: "No similar hardship would be involved for network programs, it is felt."

Network officials were inclined, however, to disagree with the

(Continued on page 48)

Transfer of WMCA to Noble
To Be Probed by House Group

ECHOING threats of a Congressional investigation into the sale in December 1940 of WMCA to Edward J. Noble, chairman of the board, Blue Network Co., [BROADCASTING, Jan. 1, 1941], the House Select Committee to Investigate the FCC will delve into all phases of the transaction, which was protested at the time by Donald Flamann, president of the Knickerbocker Broadcasting Co., transferor.

That announcement was made late last Thursday by Chairman Lea (D-Cal.), following lengthy conferences with Charles R. Denny Jr., FCC general counsel. Mr. Lea said hearings will be resumed at 10 a.m. Tuesday (Feb. 8) and at the conclusion of the WMCA case, he said, would take several days, "we expect to bring up the FCC."

In the meantime the Committee last Tuesday heard Olive Amelia Merrill, former secretary to Chester A. Teitgen, until last September night supervisor of the Transmission, Transcription & Typest Division of Foreign Broadcasting In-

A post-war planning committee with Mr. Raibourn as chairman was appointed to study the "problems and potentials of commercialized television not only in terms of telecasting, set manufacture and trade, but even more as a huge employment opportunity."

Other committees and their chairmen are: program, Mr. Miner, to study, develop and improve programs and technical equipment for programs; engineering, Mr. Bingley; membership, Mr. Poppele; publicity and promotion, Mr. Gibson and Mr. Raibourn, co-chairmen. A manufacturing committee is to be appointed shortly.

To Join RTPB Plan

Directors voted that TBA accept the invitation of the Radio Technical Planning Board to become an affiliate sponsor of that organization, which is supported by a dozen similar non-profit associations which participate in the RTPB program of preparing technical plans for the future of the entire radio industry and services.

Du Mont Elected Video Assn. Head

Post-War Committee Named; RTPB Sponsorship Voted

ALEX ALLEN Weis, vice-president of General Electric Co., has been elected video association president, and Mr. Du Mont, director of Televisi-
sion Broadcasters Assn. at the first meeting of the organization, held in New York Jan. 29. Organization was incorporated in Wilmington, Mr. Du Mont, Del., that week following its formation at a meeting held in Chicago in mid-Janu-

ry [BROADCASTING, Jan. 24].

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Baltimore radio station ties in with 4th War Loan Drive by offering $6,000 worth of War Bonds ... 8 prizes a day ... for 30 days ... 24 hours a day ... 240 prizes in all!

Maryland is all set to go over the top again. And down here at W-I-T-H we're ready to help. It's an idea that's right on the button. Everyone wins! Uncle Sam gets a boost. Advertisers reach people with money to spend. The listener adds a Bond ... and the station makes a lot of friends. Many of them new ... to add to the present W-I-T-H audience that produces sales at lowest-cost-per-dollar spent.

Some time is available ... but not too much. If you'd like to try a 30-day drive in Baltimore ... here's the chance of a lifetime. Write or phone for availabilities.
Protest Indicated In WOV Transfer
O'Dea May Claim His Waiver
Of Rights Does Not Hold

PROTEST against the sale of WOV New York to the Mester Bros., Brooklyn food product distributors, may be filed with the FCC by Richard F. O'Dea, minority stockholder in Wodaam Corp., operator of the station, it was learned last week. Such action would, of course, be to wait until the application for transfer of the station has been resubmitted to the Commission, which recently returned the application as improperly executed.

Previous Option

Filed early last month [Broadcasting, Jan. 10], application requested approval for the transfer of approximately 80% of the common stock in the company, plus 50% of the preferred stock, owned by Arde Bulova and her brother-in-law, Maj. Harry Henschel, former manager of the station, to Mester Bros. for $300,000 with Mr. O'Dea retaining his 20% of the common and half of the preferred stock. Sale was reportedly made as a result of an option given by Mr. Bulova to Mester Bros. in August 1942 when an application for a similar transfer was withdrawn after it had been set for hearing by the Commission.

L. A. Warren, of Warren & Mc-Groddy, attorneys for Mr. O'Dea, said last week that Mr. O'Dea holds a prior option for purchase of the Bulova-Henschel interests in Wodaam Corp., and that the sale to Mester Bros. in 1942 was based on a waiver given by Mr. O'Dea. His present position, Mr. Warren explained, is that he was for that time only and does not hold now, despite the fact that the proposed purchasers are the same. A letter to the FCC with the request that it be added to their papers on the transaction, Mr. Warren said.

Safety Razor Sponsors Hourly Weather Reports

WEATHER FORECASTS are now sponsored by American Safety Razor Co., Brooklyn, every hour or the hour from 12 midnight to 6 a.m. daily during Art Ford's Milkman's Matinee on WNEW New York. Mr. Ford will introduce several special features including a "Gem" swing session, in team with the sponsor's Gem razors and blades; and a "Music to Shave By," routine. Agency is Federal Adv., N. Y. Benjamin Parr, meteorologist in charge, the New York division of the Weather Bureau, pointed out that "Prior to the whole-hearted cooperation of all the advertisers and the telephone company, our telephone lines here were jammed, and any combination of statistical data were unable to get through..." Radio and telephone weather news service now relieves the lines.

Agreement Reached for Sale Of WQXR, WQXQ to 'Times'

Price Reported 'Over Million'; Hogan, Sanger Remain as Executives, Says Sulzberger

ANNOUNCEMENT of an agreement for the acquisition of WQXR New York and its FM affiliate, WQXQ New York, by the New York Times was made last Tuesday by Arthur Hays Sulzberger, president and publisher of the Times, and John V. L. Hogan and Elliott M. Sanger, president and executive vice-president, respectively, of Interstate Broadcasting Co., operator of the stations.

Announced last week by John Shepherd by the FCC. An application for transfer of the licenses will be made within about two weeks. It was reported. Purchase price was not disclosed, but a station official said reports that it was over $1,000,000 were "accurate." Mr. Sulzberger said Mr. Hogan and Mr. Sanger will continue as chief executives of the broadcasting company under five-year contracts, stressing the fact that the Times did not contemplate any change in personnel or program policy. "The Times is proud to acquire a broadcasting station which, throughout its history, has consistently maintained policies and programs of high standard and unique quality," he said.

Messrs. Hogan and Sanger said they would not have been willing to sell except for the purchaser which, like the Times, was determined to continue the essential character of the station. Under the agreement the Times acquires all of the stock of Interstate Broadcasting Co., including the 1,000 shares of preferred stock held by Time Inc., publisher of Times, Life and Forum.

Times' news bulletins, currently broadcast on WMCA New York for three minutes at the beginning of every hour, will be continued on that station for the time being, the announcement stated. Mr. Sulzberger also announced the appointment of Nicholas Roosevelt as "director executive" between the newspaper and the stations. Appointment marks a return to the Times for Mr. Roosevelt, who had been an editorial writer and special correspondent for the paper prior to 1930, since when he has served as United States Minister to Hungary, editorial writer on the New York Herald Tribune, and deputy director of the Office of War Information.

Mr. Sulzberger Mr. Hogan

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Ideal Program Structure? Is Planned By American Network, States Shepard

PLANS for an "ideal program structure" for FM stations, to be put into operation at such time as conditions permit resumption of station construction, were announced by John Shepard 3d, president of the American Network Inc., organized in 1941 for the sole purpose of broadcasting network programs by FM. "We believe that a radio network can have as distinct a personality as a great newspaper or magazine," Mr. Shepard declared. "The American Network will be a network with a definite programming policy, a policy of bringing listeners the kind of programs they want to hear at the time they want to hear them.

Best of Everything"

"We will provide the best of everything," he stated, "music, drama, comedy, variety, service material, news—not in hodgepodge confusion, but in a well-ordered arrangement that will furnish entertainment and information without needless duplication."

These programming plans will be based on information derived from an extensive listener survey to be conducted by Kenyon & Eckhardt, New York. Application of these results will be as pleasing to advertisers as to listeners, Mr. Shepard predicted, stating: "We will provide a wide, net select, audience to which a sponsor can direct intelligently written commercials."

Other officers of the network are William B. Lewis, executive vice-president and general manager, and Walter J. Damm (WTMJ-WFMF), treasurer. Mr. Lewis will become active with the American network April 1 at the station of his own program, where he is conducting for CBS, where he was previously vice-president in charge of programs. He will make his headquarters in the newly-opened offices of the ANI in the Chasin Bldg., New York. Directors are: John Shepard 3d,

SITTING IN A JEEP Somewhere in Italy is CBC engineer Paul Johnson, who is making a recording with portable equipment, by Matthew Hallon, CBC commentator. CBC is broadcasting to Canada from Italy. Commentators and engineers of CB'S Overseas Unit are with the Canadian Army on the Italian front, operating to pick up broadcasts of the fighting there.

WLBZ Transfer Granted Eastland Broadcasting

THE FCC last week granted consent to the involuntary transfer of control of Maine Broadcasting Co., licensee of WLBZ Bangor, Me., from Thompson L. Guernsey to the Eastland Broadcasting Co., granting a transfer of 438 shares capital stock for $150,000. The Eastland Broadcasting Co. is 98% owned by Adeline B. Rines, who owns WDWO Augusta, Me., and WFEA Manchester, N.H. As executor of her husband's estate, the late Henry P. Rines, controls the Con- group insurance company, plus the insurance of WCHS Portland, Me.

According to FCC records, a note of $175,000 has been outstanding CB'S for more than a year, and originally the courts ordered the stock of the station to be sold at auction to meet the obligation. Mr. Guernsey had then asked the courts to permit Eastland Broadcasting to take over operation of WLBZ for $150,000 in lieu of the auction. The stock, though, was sold at auction for that sum to Eastland, the only bidder.

Congress Square Hotel had tried to purchase the station several years ago, but the application was dismissed by the FCC. [Broadcasting, July 16, 1940]. WLBZ operates on 1015 kc with 1 kw day and 500 w night.

The Saturday evening post program, titled 'The Listening Post,' will be heard on the Blue Tuesday through Friday from 10:45-11:15 p.m., and not at 10:45 p.m. as previously reported. Agency is MacFarland, Aveyard & Co., New York and Chicago.

Wallter J. Damm, Gordon Gray, Harry Bennett, Lewis Gardner Cowles Jr., and Eric V. Hay.

W-G-N TO HAVE A NEW BUILDING WHEN WAR ENDS

Its Radio Theater Will Seat 2,000.

BY AL CHASE.

One of the Chicago Tribune's contributions to this city's post-war construction program will be a new W-G-N building, the most modern and spacious structure in the world, costing $10 million dollars. It was announced yesterday by Frank Schreiber, general manager of W-G-N. It will be built soon as war time building restrictions are lifted, on land recently purchased by the Tribune, south of Tribune Tower, from Michigan avenue and overlooking the river.

In the new structure, designed to harmonize architecturally with both Tribune Tower and present W-G-N building, it was concentrated all of the dramatic, mechanical, and business activities of W-G-N and the western offices of the broadcasting system, now housed in Tribune Tower and present four story W-G-N. The latter will become a part of Tribune's activities.

Six or Seven Stories The new W-G-N building, six or seven stories in height, will be planned to take full advantage of expected tremendous war developments in terms of new F.M. (frequency modulation), any changes or developments in the present prevalent A.M. (amplitude modulation). The outstanding feature of the new W-G-N building will be a modern and complete theater stage capable of housing complete casts of forty players. It also will have a small stage for radio theater, live, modern, and best equipped in the world. It will have a television studio designed for picture and sound. It will also have a concert platform large enough to accommodate a cast of 150 musicians and players.

Again WGN leads the way in Chicago radio. Not content with its present outstanding facility, WGN will erect the finest radio structure in the world as soon as building is again permitted.

Again WGN is making a major contribution to the growth of Chicago and the Midwest. It is another reason why the people of Chicago and the Middle West consider WGN their own "community" station.

A CLEAR CHANNEL STATION

CHICAGO 11
50,000 WATTS

ILLINOIS

720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
Controlling Interest in WBT
Goes to KFAB in 3-Way Deal

Transaction Would Give WBBM Clear Channel
Ending Synchronization With KFAB

IN A THREE-PHASE transaction which will ultimately clear the 780 kc channel for WBBM Chicago, CBS and KFAB Broadcasting Co., Lincoln, Neb., have completed contracts, subject to FCC approval, which would make the station 45% partner in KFAB Lincoln, and WBT Charlie, the latter now owned entirely by CBS. The transaction is understood to involve approximately a half-million dollars, to be paid by KFAB Broadcasting Co. for the majority interest in WBT.

Under the contracts, to be filed with the Commission for approval, KFAB Broadcasting Co. secures WBT, clear channel 50,000-watt station and CBS' southern key. CBS, in turn, acquires 45% interest in WBBM and 25% interest in KFAB Broadcasting Co., which will operate both KFAB and WBT.

Multiple Ownership Affected

The KFAB-CBS transaction follows announcement last month of the acquisition, subject to FCC approval, of KFRA Lincoln, and KOIL Omaha, by Charles T. Stuart and James Stuart, of Lincoln, for $350,000. Both stations are operated by the Sides Co. and the Lincoln newspapers, the Journal and Star, jointly. They also operate KFAB.

If the transactions are consummated, all WBBM, here's how the stations would line up:

1. KOIL, 5,000 w on 790 kc and a CBS outlet, and KFOR, 250 w on 1240 kc and the outlet in Lincoln for Blue and Mutual, would be sold and operated by the Stuart Brothers. They were formerly identified with the Sides Co. This transaction would eliminate duplicated facilities in the same area, in compliance with the recent FCC order.

2. WBT would be controlled by the KFAB Broadcasting Co. through the Sides Co., and the Lincoln newspapers, with CBS owning 45%. A. D. (Jess) Willard Jr. would remain station manager and retain his present staff.

3. KFAB would be controlled by the Sides-Lincoln newspaper interests, with CBS owning 45%. It would remain a CBS outlet.

4. Separation of KFAB and WBBM at night on the 780 kc clear channel, which has existed for more than a decade to permit both stations to operate fulltime, would be terminated as soon as materials are available for realignment of operations. KFAB would shift in frequency to 1110 kc, operating simultaneously with WBT. Each station would use 50,000 watts, although KFAB now uses 10,000 watts. Thereby, 780 kc would be eliminated.

The KFAB shift to 1110 kc is provided for under the Havana Treaty of 1941, but the move was blocked by war restrictions.

The WBT sales transaction is in accordance with the FCC's network monopoly regulations prohibiting a network from owning facilities in other than key station cities or where network competition cannot acquire competing facilities. This situation obtained in Charlotte, where WBT was one of three stations serving the market.

Announcement of the consummation of the CBS-KFAB transaction was made by the FCC Jan. 25, after principals in the transaction had conferred with FCC Chairman James Lawrence Fly.

KHUB to Blue

KHUB Watsonville, Cal., operating full time with 250 w on 1,340 kc, becomes affiliated with the Blue Feb. 15, bringing the total number of Blue stations to 178. Station is owned by Luther E. Gibson.

O. L. (Ted) Taylor, president of the Taxicab-Hoover-Stover Co., has announced last week, on behalf of the Texas, a new FM outlet and station, to be known as TKOJ (102.3), operated by the Mobile, Ala., station, and will be controlled by the news-making group.

O. L. (Ted) TAYLOR

ONE AM, THREE FM APPLICATIONS FILED

THREE new FM outlets and one new standard station were requested in applications filed with the FCC last week.

WGAR Cleveland has requested a new FM station for the Cleveland area to operate on 45.500 kc with a power of 5,500 w. An FM station for San Antonio, Texas, has been applied for by Southland Industries Inc., licensee of WOAI. Facilities asked are 44,500 w with coverage of 16,500 sq. mi.

Also, KETV, Des Moines, Iowa, has applied for KETV-AM and a new FM outlet for that area to operate on 105.100 mc with coverage of 14,120 sq. mi.

The application for a new standard station was filed by A. W. Talbot, owner of KFAB Los Angeles, for the station of 1410 kc, 5 kw day and 1 kw night, unlimited hours of operation, are requested. Mr. Talbot is president of Hartley Rogers & Co., investment bankers; owner of the Bellingham Iron Works and the Bellingham Marine Railway & Boatbuilding Co. He is also owner of KEVR Seattle and KEVE Yakima, Wash.

Fried Leaves KXL

RESIGNATION of Adriel Fried, general manager of KXL Oakland, was announced last week, facilities of 1410 kc, 5 kw day and 1 kw night, unlimited hours of operation, are requested. Mr. Talbot is president of Hartley Rogers & Co., investment bankers; owner of the Bellingham Iron Works and the Bellingham Marine Railway & Boatbuilding Co. He is also owner of KEVR Seattle and KEVE Yakima, Wash.

Fried has been with KXL since 1932, received nationwide publicity by defending a network's claim of exclusive right to broadcast Madame Chiang Kai-shek's public service talk. KXL next month will announce Mr. Fried's successor.

Taylor Sells Interest in 4 Texas Stations;
Waits FCC Approval of KTOK

O. L. (Ted) Taylor, president of the Taxicab-Hoover-Stover Co., has announced last week, on behalf of the Texas, a new FM outlet and station, to be known as TKOJ (102.3), operated by the Mobile, Ala., station, and will be controlled by the news-making group.

O. L. (Ted) TAYLOR

Three Station Sales
Submittted to FCC

Transfer Applications Filed
By KOVC WDSM WPRP

APPLICATION was received by the FCC last week for the voluntary transfer of control of KGVN Valley City, N. D. from Milton Holiday, president, Herman Stern and E. J. Pegg to Robert E. Ingstad, general manager, through transfer of 1110 kc station. Agreement is that should cash be paid for the stock, the price will be $35 per share. However, if the transferees, Valley City businessmen, wish to settle for advertising on the station, the price will be $50 per share.

Filed at the same time was an application of WDSM Superior, Wis., for the relinquishment of control by Victoria B. Conroy and James J. Conroy through the sale of 45 shares of common stock by Mrs. Conroy to Roland C. Buck for $180. No individual in the licensee corporation will gain control of the station through the transaction. Stockholders under the new setup will be: Mrs. Conroy, 36 shares; Roland C. Buck, 45 shares; P. G. Stratton, 23 shares; Joseph Weisberg, 1 share. Mr. Buck is president and holds more than one-third interest in Roland C. Buck Inc., engineers, architects and contractors.

WPRP Request

WPRP Ponce, Puerto Rico, also filed application last week for the voluntary assignment of license from Mr. Conesa, sole owner, to the Voice of Puerto Rico Inc. for the sum of $30,000.

COMPOSING the new corporation and holding 20% interest each are: Mr. Conesa, treasurer—Felipe Segarra, holder of half interest in Valdely & Segarra, which operates a chain of dry goods and furniture stores, and manager in Empresas Comercials Habana-Delicias; Senor Camesa, present owner of WPRP.

Educational Plans

MORE wavelengths for educational radio service will be sought, U. S. Commissioner of Education John W. Studebaker informed the Jan. 28 meeting of the Federal Radio Education Committee, meeting in Washington. Mr. Studebaker said he had asked Chairman Fly of the FCC for 10 FM channels in addition to those allocated for educational use; 10 relay transmission frequencies for program exchange among stations; and two television channels.

Page 16 • February 7, 1944

Broadcasting • Broadcast Advertising
For 75 years, Western Electric has been a leader in the field of communications apparatus. That is one reason why the nation's largest producer of electronic and communications equipment for war today is...
To A TOP-NOTCH TIME-BUYER WHO WANTS TO DO MORE THAN JUST BUY TIME

We think our staff of time-buyers is one of the best in the land. Now we’re looking for another of equal caliber. If you’re the man we want, you’ll naturally have the ability to cover all these bases, and if your present job doesn’t include all these opportunities, we’d like to talk it over with you.

1. ANALYSIS—Can you appraise coverage figures, ratings and rates—make their meaning quickly apparent to others?

2. PLANNING—Can you contribute to selling strategy from a radio viewpoint?

3. PERSONALITY—Have you the presence needed to deal with clients as well as broadcasters and networks?

4. ADMINISTRATION—Can you farm out details to others and get the right results?

5. SELLING—When you reach a sound conclusion can you sell it to others—orally or in writing?

What We’ve Got To Offer You:

1. A swell bunch of people to work with.
2. A staff of skilled helpers—rating analysts, estimators and statistical workers.
3. Stability—Look up our list of accounts.
4. Pension Plan—No other company we ever heard of has so generous a plan—and it costs you nothing.
5. Advancement—It’s up to you.

This is a tough job, but you’ll like it if you’re good. Ask your radio friends about us. Then make believe we’re a client and sell us in a letter. If we are sold, no matter where you live, we will try to arrange an interview.

WRITE: Murray Carpenter, COMPTON ADVERTISING, INC., 630 Fifth Avenue, New York 20, N. Y.

White-Wheeler Bill (Continued from Page 11)

the regulations into the law. Sen. Wheeler is known to be favorable to making such policy regulations law to avert misunderstanding.

Whether the Act will incorporate the regulations as laid down by the FCC could not be determined, but it was generally conceded on Capitol Hill that some version of the rules will become law. Such a provision, it was pointed out, would eliminate the diversity of interpretation of the FCC’s powers over radio and would reflect the attitude of方形.

“Equal Time” Clause

Whether the Commission’s latest proposal to require networks to record all programs would meet with Senate approval could not be ascertained. Sen. Wheeler said he hadn’t gone into the recent proposed rules, but that the law “will be very definite along policy lines”. Sen. Wheeler’s statement was interpreted as reflecting the views of Congress—that the lawmakers alone shall legislate and that there shall be no doubt as to how Congress wants the law carried out.

A provision on “equal time“ to reply to commentators who assail individuals is likely to be included. Although both Sen. Wheeler and Sen. White have expressed some doubts as to how a feasible law could be written, but creating a cycle of endless “replies”, Sen. Wheeler still contends, as he did during hearings, that “if it’s in the law, these fellows will think a long time before they make attacks”.

“When we get through with the bill, there should be no doubts as to the interpretation of ‘public interest, convenience and necessity’,“ Sen. Moore, who followed hearings on the White-Wheeler Bill (S-814) in November and December with keen interest. “I believe we should have men in public office who are qualified because of their abilities. That is especially true of the Communications Commission, so many technicalities are involved.”

Some Objection Anticipated

Sen. Moore’s question as to Mr. Jett’s nomination was based on reports he had received that the Presidential designation was an attempt of the administration to “pack” the Commission with New Dealers in violation of the law. “If Mr. Jett is not a New Dealer and he qualifies otherwise, I see no reason to object to his appointment,” the Oklahoma Senator added.

It was understood, however, that possibly some question as to Mr. Jett’s political faith would be raised by other Republican members of the Senate Committee. Sen. Styles Bridges has written Sen. White, protesting the Jett nomination on the grounds that he is not a Republican. It was pointed out, however, the commissioners interpreted the law to provide that no more than four Commissioners of any one political party may serve on the Commission.

As the FCC now stands it is composed as follows: Chairman Fly, Paul A. Walker, Clifford J. Durr and T. A. M. Craven, appointed as Democrats; Norman S. Case and Ray C. Wakefield, named as Republicans.

Moore Paint Returns

FOR the 15th season, Benjamin Moore Co., New York paint manufacturer, will go on the air as the spring house-cleaning and painting period approaches, taking the Saturday 10:30-10:45 a.m. period on 84 NBC stations this year, beginning March 1, for a series of talks on home “Decorations by Betty Moore”. Pet Parade, sponsored by John Morrell & Co., Ottumwa, la., is vacating the 10:30 a.m. spot on 83 NBC stations with the conclusion of a 13-week cycle for Red Heart Dog Food. Morrell agency is Henri Hurst & MacDonald, Chicago, while Moore placed their business direct.

White-Wheeler Bill (Continued from Page 11)

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POST-BELLUM
PITTSBURGH
and the Tri-State
Industrial Area

When the time comes . . and who
doesn't pray it will be soon . . for
the transition from war to peace
production . . coal, iron, steel, alumi-
num, glass, etc., will insure basic
and fundamental prosperity for the
KDKA area.

The production of both raw and
finished materials to be used at home
. . as well as sent to earth's four
corners . . will keep Pittsburgh and
the surrounding area in the lead
marketwise.

Insure continuance of acceptance
for your product. Schedule 50,000-
watt KDKA. NBC Spot Sales will
handle the details.

Upon request, we will cheerfully
furnish a new Coverage and
Market Map for KDKA—one
of America's Great Radio Stations.
How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to concentrate your radio efforts in this booming Nashville area, and at a coverage cost that will show bigger profits, we will be glad to show you what WSIX can do.

Spot Sales, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

POTENT FACTOR of radio in flour sales has been illustrated to flour salesmen in a campaign arranged by the Buchanan-Thomas Advertising Co., Omaha. The plan was to inform the salesmen thoroughly about the advertising campaign for a new product, Butter-Nut Flour, so that the salesmen could pass along the information to the retailers. Media used were newspapers, farm papers and time on WOW KFAB KODY KOBH KMA KROW. Each salesmen had his picture taken behind the microphone of the station covering his territory.

Blow-ups of the current ration stamp were distributed to the men to be given to grocers for store display. Across the bottom of the 23" x 14" cards was a picture of the announcer at a microphone giving the Butter-Nut Flour message.

At sales meetings, a transcription of the program was previewed to give salesmen a knowledge of the radio advertising to follow. Then a Buchanan-Thomas representative supplemented the transcription preview with a talk on advertising.

At a table illustrating the stations used in the campaign, C. Coe Buchanan explains a fine point on Butter-Nut to Harold Soderland, of Buchanan-Thomas, at left.

Goodyear Series

AL NEWMAN, general music director of 20th Century-Fox Film Corp., has been signed as musical director of the weekly program, The Star and the Story which starts Feb. 6 on CBS stations, Sunday, 8:30-9:30 p.m. (EST). Sponsor is Goodyear Tire & Rubber Co. Starring Walter Pidgeon, dramatic series will feature a different guest film star each week. Irene Dunne has been signed for initial broadcast in a radio adaptation of "The Awful Truth". Charles Raxwell will write adaptations, with Rupert Lucas assigned producer of Young & Rubicam, on the show. Ted Bliss takes over Lucas' assignment as agency producer of the CBS Silver Theatre, sponsored by International Silver Co.

Video for Hospitals

NBC and RCA, with cooperation of General Electric Co., have begun installation of 45 additional television sets in hospitals in and around New York, through which wounded service men can watch the telecasts of WNBT, NBC's video station, and other television transmitters in the area. General Electric Co. is supplying 25 of these receivers, which are in addition to the 10 installed by NBC last fall. As part of this program of serving the wounded veterans, NBC, in cooperation with Army and Navy officials, secured permission to televise boxing bouts, hockey matches and other sporting events from Madison Square Garden.

Plasma Premiere

RETAIL Advertisers tied in closely with the "Plasma Premiere" of the United Artists' film "Three Russian Girls", in Cincinnati Jan. 27, are either buying additional spot announcements or turning over their regular time to call attention to the event. Tying in with the fact that the Russians are believed to be the first to use plasma on the battlefield, tickets to the Premiere were offered in exchange for blood donations to the Red Cross. Nine local merchants contributed time, using WSAI WKRC WCKY.

CBC Political Time

BETWEEN ELECTIONS, a half hour a month will be available on the Canadian Broadcasting Corp. networks for political broadcasts by leaders of federal political parties it was decided at the recent CBC board of governors meeting at Ottawa. Restrictions on federal party leaders with respect to submission of manuscripts have also been relaxed. Details of the plan have not yet been announced.

Auto Exchange Spots

VICTORY AUTO EXCHANGE, New York, through its newly-appointed agency, Berne W. Wilkins & Sound Adv., New York, started Victory Varieties on WOV New York, Jan. 31 as a five-times weekly 25-minute program. Expansion to other stations in the New York area, Bridgeport, and Albany is being arranged.
$50 worth of broadcasts on WBAL at 4:05 in the morning brought in $390 cash in direct orders in just one week! The product: an automobile mechanic's handbook. The orders came from 22 different states.

That's only one of several success stories about midnight-to-dawn advertising on WBAL.

Here's the explanation: There are a surprisingly large number of people listening to the radio all through the night. Not only in the big industrial centers—but scattered through the country.

WBAL is one of the few stations that can be heard clearly in these "wee" hours. It is the ONLY 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Its powerful programming —the ALL NIGHT STAR PARADE—builds a big listening audience that is widely scattered but huge in the aggregate.

Mail returns and direct orders indicate that WBAL is listened to at night consistently in the twenty Eastern Seaboard States east of Ohio, with a population of more than 75 million. You have to reach only a very small percentage of such an audience to make your advertising at WBAL's low, midnight-to-dawn rates tremendously profitable. Call in the Petry man for details.
Radio Key Factor in War, IRE Informed

Reports on RTPB Panels Feature Of Sessions

LARGEST congregation of radio engineers ever assembled, with more than 1,700 registrations and an estimated total of more than 2,000 persons attending one or more of the sessions, was the record set by the 1944 Winter Technical Meeting of the Institute of Radio Engineers, held Jan. 28-29 at the Hotel Commodore, New York.

Another attendance record was set at the banquet on Friday evening, Jan. 26, where more than 800 IRE members and guests heard Comdr. J. J. Raby, U. S. Navy, praise the vital contribution of radio to the war effort. "Such reliance is placed on this material," he declared, "that the outcome of any engagement can well be determined by the radio aids employed." IRE President L. P. Wheeler, chief of the information division of the FCC Department of Engineering, delivered his president's report at the dinner and also presented the IRE Medal of Honor for 1944 to Haraden Pratt, vice-president and chief engineer, Mackay Radio & Telegraph Co., and the Morris Liebhman Memorial Prize for the year to W. L. Barrow, Sperry Gyroscope Co., and Fellowship Awards to 11 other engineers.

Symposiums Featured

In addition to the customary technical papers, the meeting this year highlighted two symposiums, one on the work of the Radio Television Planning Board and the other dealing with characteristics of the FCC's duty. Both of these sessions speakers emphasized one of the main problems of wartime planning: the reconciliation of necessary restrictions on discussion of important wartime developments of equipment and techniques for reasons of national security with the difficulties of making proper post-war plans without full knowledge of these revolutionary developments.

In tribute to the IRE for its part in "the creation of the greatest system of mass communication the world has ever known—American Broadcasting," NAB President Stringer, NAB director of promotion, presented the Institute with a plaque from the NAB, which was accepted by Dr. Wheeler. After receiving the president's gavel from Dr. Wheeler, H. M. Turner, associate secretary of IRE, announced that Arthur Stringer, engineer at Yale, 1944 president, conducted the annual IRE meeting, a brief business session concerned chiefly with amending the by-laws to permit an expanded scope of IRE activities.

An exhibit of captured enemy radio equipment, revealing that the Nazis froze their radio design five years ago, with a gain of speed in production that has boomeranged by allowing the modern equipment of the United Nations to surpass that of the Germans in effectiveness, was displayed in the foyer of the convention room during the two days. Japanese radio sets were mostly handmade of inferior material—much of which had been salvaged from U.S. store markets during the depression.

Introducing the RTPB symposium, W. R. G. Baker, General Electric Co., chairman of the RTPB, outlined the major purposes of the organization in formulating plans for the technical future of the radio industry. RTPB, he said, is a challenge to the engineers of the radio industry through which they can play an important part in establishing the future of their industry.

**Plans Outlined**

A. N. Goldsmith, consulting engineer, chairman of Panel 1, on Spectrum Utilization, described his group as a guiding panel to prepare a basis of sound engineering principles for the other panels to use in solving their particular problems. Declaring that it is a major responsibility of the RTPB to set up standards for application immediately upon the end of the war, that reconversion to peacetime production and employment may be hastened, Dr. Goldsmith said that another function is to establish ultimate standards for the future, with the means of transition from one to the other the hardest part of the job.

Reporting for Panel 2, on Frequency Allocation, Chairman C. B. Jolliffe, RCA, said that since nature has not provided an unlimited frequency spectrum his panel must be able to force compromises to give reasonable space to all services needing it, a task he predicted would not make Panel 2 members very popular.

R. M. Wise, Sylvania Electric Products, chairman of Panel 3, on High-Frequency Generation, said that the hardest job of his panel would be to get Army-Navy clearance for information requested by the other panels with the limited number of equipment that will be available in two, five or ten years.

**Dual Operations Seen**

Howard S. Frazier, NAB director of engineering, chairman of Panel 4, on Standard Broadcasting, predicted dual operation of AM and FM for some time after the war. AM broadcasting has not yet been utilized "to the fullest extent consistent with the present development of the art," he said.

Mr. Frazier told the engineers that regional topography, conductive density, population, availability of channels, etc., will probably determine the method of broadcasting such type of broadcasting, he said, will in time "find its proper use and function in best serving the public interest."

Panel 5, on Very-High-Frequency Broadcasting, has in effect a panel on FM, Vice-Chairman C. M. Jan- sky Jr., Janisky & Bailey, reported, as it is the only service of this type of present commercial importance. He described the problem of securing more FM channels the most pressing problem of his panel.

**Other Panel Reports**

The need for more channels was also stressed by D. B. Smith, Philco Corp., chairman of Panel 6, on Television, who, after outlining some of the problems to be met, predicted that nationwide television networks will be possible after the war.

John V. L. Hogan, WQXR, WQXQ, Faximile Inc., chairman of Panel 7, on Facsimile, said that his panel was not yet organized and invited those interested in participating in its work to get in touch with him promptly, so that the panel could get under way without further delay.

E. M. Engstrom, RCA, chairman of Panel 9, on Relay Systems, and W. P. Hilliard, Bendix Corp., chairman of Panel 10, on Radio Range, Direction and Recognition, also reported that their panels were interested in the process of organization and had not yet held their first meetings.

**Aeronautic Aids**

Panel 11, on Aeronautical Radio, covers the safety services, communications and navigational aids, Chairman D. W. Wenzel, American Airlines, said, stating that his panel would work closely with Panels 9 and 10.

C. V. Aggers, Westinghouse Electric & Mfg. Co., chairman, Panel 12, on Industrial, Scientific and Medical Equipment, said that the goal of his panel is to develop satisfactory shielding wherever possible to prevent interference with radio broadcasts and to immunize equipment which it proves impossible to shield.

Panel 13, on Police, Emergency Services, chairman D. E. Noble, Galvin Mfg. Corp., reported, covers radio communications for police, fire and forest fire departments, as well as for industries, utilities and public transit companies, highway and industrial communication systems. His group, he said, will deal with the development of a national system of planned frequency allocation so as to avoid interference, beginning with a survey and then establishing standard systems for a community, a city, a county, a state region and finally for the nation. Project is a five-to-ten year plan, he stated.

Opening the Saturday morning symposium on the engineering work of the FCC, E. K. Jett, chief engineer of the Commission, gave a detailed review of the FCC's decisions and responsibilities, pointing out that the difficulties facing the Commission in issuing licenses for such post-war services as FM, television, and facsimile make it fortunate in some respects that the present "freeze order" is in effect, giving some time to develop satisfactory standards in line with wartime developments in radio engineering (excerpt of address on page 28).

G. P. Adair, assistant chief en-
We mean Radio Station KXOK—up to second position in morning listening appeal. This "youngster" has forged ahead of a 21-year-old "adult" in the morning and is in third position for the afternoon and evening periods.

This new rating was revealed as a result of a Robert S. Conlan & Associates coincidental telephone survey of radio listeners conducted in St. Louis, from December 8th through December 14th, inclusive.

Youngest of all St. Louis radio stations, 5-year-old KXOK ... on the Blue Network ... reached this "high" in listening audience in competition with St. Louis stations many years its senior.

During the seven-day Conlan survey (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.

Small wonder we say something is UP in St. Louis ... and we DO mean KXOK!

KXOK
SAINT LOUIS, MISSOURI

430 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & COMPANY
engineer of the Commission and chief of the Broadcast Division of the Engineering Dept., outlined some of the Commission's problems in licensing the broadcast services. Citing a study made in 1938, showing that there were 998,747 people or 5.1% of the total population without primary daytime service from even one radio station, and 21,308,453 people or 17.4% of the total population without primary service at night, he said that another study in 1942 showed only a 3% to 5% reduction in the areas not getting primary service. The rural population accounted for most of those not receiving primary service, he added, with 16.9% of the country's rural residents without daytime primary service and 32.4% without primary service at night.

"These studies," he stated, "indicate that there is a greater need to extend primary service to rural listeners than to urban listeners although the nighttime picture is not quite as bad as it appears since secondary service is available to every portion of the United States where the noise level is sufficiently low." *Super-Power Suggested* Asking how primary service may be extended to the remote rural areas, Mr. Adair mentioned super-power as one suggested solution and noted that "following the 1938 hearing the experimental license of the only station operating with power in excess of 50 kw was not renewed and that at that time the Senate adopted a resolution against the use of power in excess of 50 kw."

Improvement of rural service by a more efficient geographical distribution of stations, he said, runs up against the economic fact that "in most of the areas where no service is available at this time the density of population is such that a station would be forced to operate at a loss." The often suggested use of very low frequencies has the disadvantages that these frequencies are of great value to the services now using them, that for satisfactory operation the antennas would have to be so high as to "involve distinct hazards to air navigation," that only a few receivers now in use can receive such frequencies and that only a limited number of channels would be available. Extension of the broadcast band upwards also raises the problem of lack of adequate receivers and of competition with other services now occupying them.

Turning from the standard broadcast band to FM, noncommercial educational, television and facsimile stations, Mr. Adair pointed out that in addition to the major problem of how many channels should be provided for each service and in what frequency bands should they be allocated, there are such detailed problems as "whether trade areas are satisfactory or should other means of allocation be established; what standards of operation should be adopted; what provisions should be made now for color television; should the aural transmitter of a television station be operated only when the video transmitter is operated or should it be permitted to operate as only an aural station at times; should multiplexing be permitted on FM broadcasting, particularly facsimile, or should a separate facsimile service be provided; what and how should relay systems or other means of providing the network of FM and television service be established and in what frequency band should they be established."

Mr. Adair concluded by stating that the problems, however, are not peculiar to radio and other problems can be reached only through the closest cooperation of the industry and Government and that when they have been solved domestically there is the whole question of international allocations to be faced.

W. N. Krebs, chief of the Safety and Special Services Division of the FCC Engineering Dept., pointed out the importance of frequencies required by the police, aviation and maritime services. P. F. Siling, chief, International Division, discussed "International Point-to-Point and Allocation Problems."

**Sturdy Sets Urged**

Arthur C. Stringer, NAB director of promotion, stressed the need for sturdier construction of sets and minimum need of servicing. When additional services can be made available to the public, he said, "I have the hope that the most qualified group will assume the obligation of providing expert maintenance facilities and personnel to maintain the products of radio factories."

"Unless manufacturers do this, or unless it is done by other persons, the American radio public is going to be faced with an unprecedented era of "set butchery" at the hands of an army of tinkerers."

The end of the war, Mr. Stringer reminded his audience, will see the return to the industry of "former radar maintenance men who will come nearest to possessing the desired prerequisites of competent servicemen."

He pointed out that just as programs influence purchase of sets, so does good construction and ease of repair determine continued success for the manufacturer.

In the final session of the two-day convention on Saturday afternoon, R. A. Hackbusch, vice-president, Stromberg Carlson Co., Canada, reviewed radio progress in Canada from the days of the early Marconi experiments to the present. T. M. Liang of the Chinese Supply Mission, presented a vivid picture of what radio has already meant to the 450,000,000 people of his country and of its future in the post-war era. Commander A. B. Chamberlain, U. S. Navy, formerly chief engineer of CBS, described standardization of service equipment.

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A total of 757,885 pieces of listener mail for the twelve months of 1943 speaks for itself. But we do wish to point out the soundness of this enormous total as it is emphasized by the fact that 96.19 percent was of the desired commercial variety. No "phoneyes" there! . . . Radio Station WWVA, Wheeling, West Virginia's 50,000-watter serving 123 primary area counties in Ohio, Pennsylvania, West Virginia, Maryland and Virginia. Blue Network and represented nationally by John Blair & Company.
First in LISTENERS

and

★ FIRST IN POWER
★ FIRST IN COVERAGE
★ FIRST IN MARKET

WNOX IS First in EVERY WAY

WNOX

10,000 WATTS • 990 KC • KNOXVILLE, TENN.

WNOX IS UNDER THE SAME SOUND MANAGEMENT POLICY AS WCPO - CINCINNATI, OHIO; WMP - MEMPHIS, TENNESSEE
The Story Behind the Plaque. Awarded to General Electric for outstanding contributions in television programming, this American Television Society recognition climaxes four years of intensive programming activity.

Despite the restrictions imposed by General Electric's all-out war effort, WRGB programming is being maintained on a regular 9-hour-per-week basis. This continued activity is the result of G.E.'s conviction that television will grow into a mighty post-war enterprise.

After the war, General Electric will again build complete television systems—cameras and other studio equipment, monitors, relays, antennas, and a complete line of home receivers.

Here is WRGB, the nation's outstanding television station, in action.
A PLAN that will secure your place in radio broadcasting post-war

General Electric offers you "The G-E Equipment-Reservation Plan"... a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

Investigate this plan today and assure your place in radio broadcasting post-war. Write for your copy of "The G-E Equipment-Reservation Plan." Electronics Department, General Electric, Schenectady, New York.

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

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • RECEIVERS

GENERAL ELECTRIC FM • TELEVISION • AM

See G.E. for all three!
Rising War Needs Delay Freeze Letus

Editor’s Note: What is the overall allocations outlook for television, facsimile, FM, and the non-broadcast services? Will there be more than enough frequencies available to go around if a freeze on construction be lifted? These questions, constantly arising in radio, and heretofore answered piece-meal, were rounded up by E. K. Jett, Chief Engineer and commissioner-designate in an address Jan. 90 before the annual technical meeting of the Institute of Radio Engineers in New York. Following is an abstract of Mr. Jett’s address:

By E. K. JETT
Chief Engineer.
Federal Communications Commission

APPLICATIONS for radio and wire authorizations were acted upon prior to the freeze without having to consider the availability of manpower, materials, and manufacturing facilities. The companies, however, were beginning to realize that materials were becoming scarce and that priorities were needed in order to maintain or complete construction of their facilities.

Almost from the beginning of the war it has been necessary to limit new construction to facilities which would serve a vital public need or any national policy need. Today, however, the principal difficulty is lack of manpower and manufacturing plant facilities. In checking with Mr. Frank H. McIntosh, Chief of the Domestic and Foreign Branch of the Radio and Radar Division of the War Production Board, just before leaving Washington, he assured me that the situation today is not very different than in 1943. He emphasized that the need for conservation of manpower and manufacturing facilities of radio equipment and maintenance supplies still exists. He also authorized me to say that present indications are that despite the tremendous expansion of radio facilities that has taken place in the last two years, the requirements of the armed forces in 1944 are half again as large as in 1943.

“Freeze” to Continue

Generally speaking, this large burden on industry will not allow production of equipment for new stations or the expansion of existing facilities unless such facilities are required for war purposes. However, the WPB has always been, and always will be, glad to review any case presented to it and if special circumstances justify unusual action, the WPB will be governed by the circumstances of the case. In view of this information, there is no immediate possibility of the Commission cancelling its “freeze” policies. On the other hand, WPB representatives day to day liaison with the Commission and will keep us advised of current developments so that no time will be lost in releasing equipment from the policies whenever it may be possible to do so.

In some respects, it is fortunate that we cannot proceed with normal licensing at this particular time. For example, there is great interest on the part of the general public in the future of broadcasting, including television, facsimile, and FM broadcasting. All of these services are regulated under the Commission’s regulations on a commercial basis and were it not for the “freeze” on materials the public would be called upon to consider many applications for the construction of new stations. This would require that applications be filed in accordance with engineering standards and allocations which were adopted prior to the war.

Fortunately, we have limited the amount of time to consider and approve of new facilities. The WPB is faced with the necessity of making the best possible plan for the future of broadcast radio. But it is important to realize the tremendous opportunities which new television facilities offer, as well as the great possibilities for the application of radio frequencies to other services.

Demands for Channels

But you may ask, will there be room enough in the ether for all of the claims? Any engineer will be glad to tell you that there is plenty of room in the ether for all of the claims, but only if the claims are properly justified. The WPB must be able to make a decision on the basis of the facts and the facts alone.

It is true, of course, that after the war we will have a much larger usable spectrum than we had before the war. And engineers, by pointing to new frequencies above 300 mc can make a very plausible case for the view that there will thereafter be more than enough frequencies to go around. But that approach was not made by the WPB in its freeze deliberations.

In considering these postwar broadcasting services we must also plan the necessary relay channels for network programming. It is my understanding that considerable advancement has been made since Pearl Harbor in developing frequency assignments for the distribution of such programs; also, the same networks may just as easily carry telegraph and telephone messages and compete with the services now furnished by the wire carriers.

Questions of Policy

We know, for example, that these relay stations will be installed on towers which will be spaced from thirty to fifty miles apart. The transmitter for each channel of communication will be of very low power and there will be no limit on the number of such transmitters. Interference will be minimized and efficiency increased through the use of directional beam antennas. The result is that the same frequency may be utilized in many sections of the country. There is no reason why this nationwide network should not also carry network services and broadcasting facilities and as a result the WPB must consider the frequency of radio services.

More Channels Needed

Many problems of a technical nature must be solved before we will be in a position to adopt new standards. In television the allocation problem is foremost in our minds because, in addition to the interference problems resulting from multiple transmission paths, we know that the present 18 channels and the standards governing this service are inadequate for an efficient nation-wide competitive system of television broadcasting. In my opinion, we should have at least twice this number of channels. The same is true of FM broadcasting, in the band from 42 to 76 mc, which is inefficient on both counts. Also, there are 35 non-commercial educational broadcast channels and 35 commercial channels. Considering the problem of channel interference and the geographical separation required for co-channel operation, it is not unreasonable to ask for at least twice the number of channels for these services.

In television broadcasting, the WPB must also plan these postwar broadcasting services we must also plan the necessary relay channels for network programming. It is my understanding that considerable advancement has been made since Pearl Harbor in developing frequency assignments for the distribution of such programs; also, the same networks may just as easily carry telegraph and telephone messages and compete with the services now furnished by the wire carriers.

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carrying on his important work. Station WNAX has given the midwest farmer a carefully checked and reliable advertising service at all times. This advertising service has been of mutual benefit both to seller and to buyer. The station has kept the mid.

"THANKS, GOVERNOR"

No wonder Big Aggie thanks the governor. Such a tribute from a high public official is unique in the annals of radio. Yet equally unique is the record which inspired the tribute, the record of Big Aggie's station, WNAX.

As top CBS farm-station, WNAX for years has been the buying guide of nearly four million people in Minnesota, Iowa, Nebraska, North and South Dakota. With the greater signal-strength made possible by America's tallest radio tower, engineers now estimate that WNAX reaches 25% to 40% more families than ever before... families living in a great agricultural region whose tremendous production and income will continue through postwar years.

Yes, to five million folks in five states, WNAX is now "one of the family"—a friend in whose words and whose advertisers they believe.

WNAX The Billion Dollar Market
SIOUX CITY • YANKTON

570 on the dial

America's TALLEST Radio Tower

A CBS Station • Affiliated with Columbia • Represented by the Katz Agency
exclusive recognition, as exemplified in the realm of fantasia. In particular, at the New York World premiere of the animated feature short "Snow White and the Seven Dwarfs," government officials and top executives of Walt Disney's studio were present. The film, which was released on February 2, has been praised for its innovative animation techniques and its ability to engage both young and adult audiences. The film's success has prompted interest in the possibility of similar projects being developed in the future. 

In addition to "Snow White and the Seven Dwarfs," another notable film released in 1937 was "Boys' Life," which depicted the adventures of a group of boys on a camping trip. The film was well-received by critics and audiences alike, and its success helped to increase the popularity of outdoor activities among children. Overall, the year 1937 was a year of significant growth and innovation in the film industry, with a number of films notable for their creative contributions to the art form.
London's famed Crystal Palace was the scene, in 1934, of the first foreign demonstration of the Farnsworth electronic system of television.

In the years since, electronic television has been brought to an advanced state of technical excellence. It is assured a place as a huge post-war industry... opening attractive opportunities for owners and operators of telecasting studios.

For individuals with experience and interest in radio, television's appeal is clear, because the two are destined to ride together — sight and sound.

Right now, although our production is 100% military, Farnsworth is preparing the huge television market. Our advertising is directed to tomorrow's audience and sponsors, explaining the wonders of television, making the people want television. For, after Victory is won, home television will come — close on the heels of television equipment for countless commercial, industrial and institutional jobs.

Farnsworth research, for 18 years, has pioneered the technical developments of this new art. After the war, which temporarily has halted television's public growth, our unusual experience and facilities will be ready to serve you.

Look for the Farnsworth Television advertising in: November 27 Collier's, and November 15 and December 13 Newsweek.
DEAD HEAT FOR
IN PUBLIC
IN PROFESSIONAL

F1
Spree of ’43

ADVERTISING business was good last year. It was up about 15% for all media. Radio enjoyed a boost in volume of 21.8% in net time sales, for a new total of $253,000,000.

These 1943 figures cannot be accepted as normal. The demand for both time and space was unprecedented. Magazines, despite paper rationing, were up some 27% while newspapers gained about 13%. In 1942 overall advertising volume decreased 5% while radio increased 6%.

In 1942 all media shifted from a peacetime economy to war operation. The whole advertising theme underwent a transition, along with conversion of industry for war. The accent wasn’t on sale of goods, but on selling Democracy and hastening victory.

Now another transition is underway. Reconversion to peacetime pursuits, perhaps prematurely, is the talk. When the European phase of the war ends (and that’s hoped for this year) industry is anticipating unfreezing of many materials and return to production of goods wanted by the public. There should be an unprecedented advertising boom.

An analysis of 1943 advertising reveals that most of the increase can be attributed to institutional copy tied into the war effort, but designed to maintain brand-name identity for the era when goods will be plentiful. The water will be wrung out of the advertising dollar—the measured return will count.

Radio, no less than other media, benefited from the windfall created by the war. This has made possible donation of hundreds of millions in time and space by the media in furthering the war effort on the home front—promoting War Bond drives, salvage campaigns, rationing, employment and in maintaining morale. The campaign was well-conceived and cooperation between industry and Government, despite occasional intrusions, evolved the kind of teamwork that has produced results. Government now should know the value of advertising, properly geared and professionally directed.

Broadcasters should not be lulled into the belief that it will be easy going from now on. The analysis of radio advertising for 1943 compiled for the 1944 Yearbook Number of Broadcasting, and reported in this issue, shows that radio’s experience paralleled that of other major media in most particulars.

After the war, competition will reach a level never before attained. Radio will have to cope not only with other media, but also with new radio services as television and FM—not overnight, but in a relatively short span of years. Newspapers and magazines will undergo far-reaching improvements, too.

Despite increased volume, profits after taxes generally will be lower in 1943 as compared with preceding years. Farsighted broadcasters have planned reserves for replacement of plant and equipment and for the new radio services ahead. They have also maintained their selling and servicing efforts against the day when accounts must be sold the hard way.

Ostrich Press

NEWSPAPERS, all other things equal, are free to enter radio by virtue of the action of the FCC dropping its newspaper-divortement project. That presupposes of course, that there will be no shenanigans. That’s as it should be—a result we have advocated in these columns since the newspaper control issue first arose.

Now another issue involving newspapers arises—one that has no bearing on Government policy or decree. A survey recently completed by the American Newspaper Publishers Assn. reveals that 271 newspapers publish radio program listings only as paid advertising. Of that number 111 don’t carry listings because broadcasters haven’t paid. Of 563 newspapers which do publish listings without charge, only 186 carry logs of all stations in their respective communities, while 326 publish partial listings. There are 128 which never have carried radio logs and 106 which did once, but don’t now.

What is the function of a newspaper? Having been reared in the craft and steeped in its tradition, we thought that in addition to news coverage and editorial comment, features were designed to meet subscriber demand. That’s why baseball, football, boxing, horse-racing, amusements and other commercial enterprises are seen in special departments and specialized coverage. It’s a matter of service to readers.

Are radio program logs in demand? Surveys, published and unpublished alike, show that radio program listings rank among the top features—the first in many instances. To say that radio is competitive isn’t the answer. Radio refers its listeners to the newspapers for detailed news counts.

Radio can (and does) survive without newspaper listings, although admittedly they are desirable. In the facsimile era to come, radio will print its own programs electronically; lay them neatly in a receptacle attached to the receiver. Moreover, listeners do considerable program “shopping” at the station break, and must listeners know their program schedules every hour of the day anyway.

Radio makes news these days. Practically every big story of the war has been broken by radio. The new State Department Speaks program on NBC warranted publication of the full text in the New York Times, the nation’s top newspaper.

So it is an ostrich-like policy for newspapers not to publish radio logs as news. Baseball and other sports coverage require special staffs on metropolitan papers, and rate special editions. Papers that list news programs as “studio,” and sponsored features as “music” or “comedy,” likewise are doing a disservice to listeners. It is not an account of a baseball game without mentioning the players, or a motion picture preview without naming the stars.

The press as a whole has done an outstanding job of public service. War service has been particularly notable. There are exceptions, of course.

Radio, too, is in war service. Its function is to entertain, enlighten and inform. The newspaper function is similar. One is a printed medium, the other aural. Their services are complementary. Certainly no newspaper can possibly provide a well rounded service if it doesn’t give to its readers what an admittedly overwhelming majority want.
Westinghouse believes that wider public recognition of broadcasters' splendid wartime job will bring long-time benefits to the entire radio broadcasting industry.

Advertisements like that shown below—sponsored by Westinghouse in opinion-forming magazines like Fortune, Time, Newsweek, Nation’s Business—are building good will for broadcasters...by bringing radio's wartime job into sharp focus for the first time.

They tell how radio is serving on the global "3rd front"—where men's minds are targets...their thinking and morale the objective.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime again, we'll turn our war-won experience to serving American radio broadcasters better than ever...with high quality AM and FM transmitters.

Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania, Dept. 7-N.
Our Respects to

(Continued from page 34)

buyers is affected with the product.

It especially was Jack Scott's theory that effective use of radio advertising called for an "identifiable" voice dramatizing commercial material in station breaks. In the initial tryout, the whining "Mom-me, I want a Salerno Butter Cookie" was used, with such success that it evolved the "showmanized" technique which eventually found the man on the street conducting a telephone air campaign, his wife reminding a mythical Mortimer not to forget a specific coffee.

Among the first programs S. & S. had was that on WMAQ Chicago, starring the team now known to millions as "Fiber McFee & Molly," announced by a man named Bill Hay. The program was sponsored by Klee Brothers, Chicago clothing merchants.

Meanwhile, although their advertising plane daily were producing better results, they still were in the state of development when showmanized advertising emerged from the theoretical stage into a practical and powerful expression of the S. & S. policy. Today, with figures before him to prove his contention, Jack Scott says that "inadequate use of advertising and of the radio medium in particular, is little better than no advertising at all. To obtain the full benefit the client must insist that his campaign is saturated to the point where his message reaches beyond the ordinary spheres of mental perception,—in other words, to the point of penetration."

Among the national and regional accounts handled by S. & S. are Congress Cigar Co., New York (La Palina); Schutter Candy Co., Chicago (Bit of Honey and Old Nick); Venus; Rudolph Wurzitter Co., Chicago (pianos); Peter Fox Brewing Co., Chicago (Fox DeLuxe Beer); Walgreen Co., Chicago (drugs); Salerno-Megowen Biscuit Co., Chicago (cookies and crackers); Thos. J. Webb Co., Chicago (coffee); Esquire Publications, Chicago (Coronet); Pearl Sates, Elgin, Ill. (Elgin Oelomargarine).

According to independent surveys the Salerno account in 1937 jumped from eighth place in the Chicago area in the packaged cookies group to the leading place it still holds, within three years. The Thos. J. Webb account, through the same treatment, sold 600% more coffee within its first year on air, with Fox DeLuxe, also utilizing the penetration technique, jumped from sales of 125,000 barrels in 1936 to an annual sale well over 500,000 barrel today.

With such success stories as these to back him up, there is little wonder that Jack Scott considers advertising his hobby. At any rate he is interested enough in his work to arrive at the office around six every morning and stay at his desk until the last dog is hung in the twilight.

Fishing and golf claim some part of Jack's time. A member of the North Shore Country Club, where he plays frequently if indifferently, Jack claims his only handicap in golf is his memory for the score.

His war activities include chairmanship of the Chicago group of the Radio Advisory Committee of the OWI; past chairmanship of the Central Council of the AAAA, and former Radio Chief of the War Savings Staff of Chicago and Illinois branches.

As a native Arkansan, Jack's recollections include those gathered during the time his family lived in Van Buren, where on more than one occasion he was part of the audience in the local drug store that listened to a fellow named Bob Burns entertain the folk with selections on his bazooka. But more important of that era was his meeting his wife, the former Grace Drennen, whom he married five years ago in Arkansas. Today, with their eight-year-old son Richard, the Scotts live in Evans- ton, III.

EDWIN T. JAMESON, who recently received an honorable discharge from the Army, has joined the sales staff of WABC New York. Before entering the Army he was in the circulation and advertising departments of the New York Post. He replaces Jerome Harrison, who resigned from the Post to enter the Navy as a lieutenant...


B. M. MIDDLETON, formerly of CBS New York sales office, and now with Army Special Services Division, has been assigned to Army Radio Forces, Los Angeles.

ROBERT WHITE, salesman of WOR New York has joined the Chicago office of the station.

VERNE W. FORKEL was recently appointed sales manager of Midwest division, Hooper-Holmes Bureau, Inc., Chicago.

PVT. FRED M. SHEPHERD, former time salesman of WNOX Knoxville, Tenn., now stationed at Camp Wheeler, Hattiesburg, Miss, has been honored as Knoxville's "Outstanding Young Man of 1943" by a joint meeting of all Knoxville civic clubs.

SINDY STROITZ, NBC western division vice-president, and John Elwood, station manager of KPO San Francisco, are in New York.

D. W. MAY, eastern regional manager of the GE electronics department has resigned to form his own sales firm.

JIM KEENAN has joined the WBBM Chicago sales department.

CLAY COE, salesman for WSGN Birmingham, has entered the Merchant Marine and is replaced by Warren Wilson.

HAROLD CASSILL, manager of WGN Chicago (cookies), who has been appointed director of the Merchants' Retail committee of the Provo Chamber of Commerce.

JOHNNY BETTS, WGN Chicago "Singing Salesman", is the father of a boy.

SQT. G. WILLIAM ANDERSON Jr., former CBS network sales promotion writer in New York and previously with the network's Los Angeles station, KNX, left Washington February 4th for Miami Beach, Florida to attend the Army Air Forces Officer Candidate School. He is with the Statistical Control Division of the AAF and will complete his training at Harvard Business School in the AAF Statistical School.

EDWARD K. WHEELER, Washington radio attorney, has been commissioned an ensign in the Navy and is stationed at Harvard U.

PLUG KENDRICK SAYS:

"Blue Network Shows + News + Good Local Shows = Audience"

WINNLouisville with

WINN
Your
BLUE NETWORK STATION
in LOUISVILLE, KY.

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

No. 1 Station in a No. 1 Market

KON
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

WAR BOND WARRIORS. "It's a happy job, boosting War Bonds" is the joint sentiment of Arthur B. Church (left), president of KMBC Kansas City, and C. W. (Chuck) Myers, president of KOIN Portland. Because of KMBC's outstanding wartime efforts, particularly in the promotion of War Bonds, Mr. Church was honored with membership in the KOIN Million Dollar Club, the 103 members of which are individually credited with a million-or-over in War Bond sales.

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Page 36 • February 7, 1944 BROADCASTING • Broadcast Advertising
A Faucet . . . and the Denver Market

A faucet? The Denver Market? . . . What have they got to do with each other? Simply this . . .

The American people know that a faucet is essential . . . or back we might go to the backyard pump.

And American businessmen know that advertising in the right market is essential—particularly today . . . or back they might go to celluloid collars and moustache cups.

Denver is one of these right markets . . . and KOA, Denver, is the essential station . . . in that market. There, retail sales are 22% above the national average; 94% of the people own radios; and cash income is at the highest level in years. Because there is no other 50,000-watt station within 350 miles of Denver in any direction, KOA's influence extends far beyond the city.

KOA . . . DENVER
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales

KOA is one of eleven essential stations in eleven essential markets. Here's why all eleven are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.

2. They are in markets whose buying power is 34.2% higher than the country's average.

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

KOA—DENVER
WEAF—New York
KYW—Philadelphia
WRC—Washington
WMAQ—Chicago
KPO—San Francisco
KDKA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA
In Charleston, W. Va.—WCHS has more listeners than all other stations combined. Ask Crossley, he knows!

WCHS
Charleston, W. Va.
5000 on 580 • CBS
RICH, GROWING TEXAS
Leads The Nation with 5 of the 16 “AI” MARKETS - and 2 of them are thoroughly covered by KTSA!

KTSA DELIVERS A STRONG SALES PUNCH into one of America’s richest, most productive market areas. For in KTSA’s 64 county primary area—are two of Texas’ five markets classed by Dr. Philip M. Hauser of the U. S. Census Bureau as “AI”—San Antonio and Corpus Christi.

Growing amazingly during these war times, these two metropolitan areas are among the 16 U. S. markets which Dr. Hauser declares show the best prospects for retaining their war time growth. To get in tune with this rich, productive market area—use KTSA. San Antonio!
CARL KENT, announcer of KHJ Hollywood, has resigned to accept a film contract with RKO Radio Pictures.

BILL HERBERT, special events department of the CBC Vancouver, has been assigned war correspondent to the North Pacific area, with headquarters at Prince Rupert, B. C.

NANCY HOPE HAMBURY, formerly with CBF Vancouver, has joined CBL Toronto, as network announcer.

STANLEY MAXTED, former CBC producer, now with BBC London, has been appointed a war correspondent.

ISAAC PLACK is the new program director of KWBW Hutchinson, Kan. Kay Bigler is the new music director.

EVELYN HART, script writer of WFIN Findlay, Ohio, has joined the script department of WABC New York.

FRED GARRIGUS, director of war programs and special broadcasts for WEEL Boston, for the next three months will act as radio planning and production consultant for the 1944 Red Cross War Fund radio bureau in Boston.

MARY COLLETT BLACK, formerly a member of the traffic department of WSGN Birmingham, Ala., is now in the continuity department.

EUGENE STINSON, acting director of WABC-FM, CBS FM station in New York, has taken on additional duties as music director of WABC New York.

CHARLES LEVINE, formerly on the editorial staff of various newspapers and magazines, has joined CBS Hollywood press information department.

MAX HENDERSON, formerly of WMN Minneapolis, has joined the announcing staff of KSO-KINT Des Moines.

RITA HACKETT, WSAI Cincinnati fashion commentator, has returned to the air following birth of a girl. She is the wife of James Cassidy, WLW-WSAI director of special events.

FIGHTERS' ROSARIES

6,000 ROSARIES are on route to South Pacific fighters because of a letter sent to Paul B. Saltimieras, director of the Lithuanian Victory Hour, WGES Chicago, by former musical director of the program, Pvt. Stanley Raukasas, now a chaplain's assistant, who requested the beads for Catholic boys who "all seem to have lost their rosaries in combat." The request was fulfilled by WGES listeners after six, brief, nightly references to the letter. Army and Navy supported the drive and arranged for their own chaplains to bless the rosaries received.

PITCH FOR EX-SERVICEMEN

seeking jobs, as feature of the weekly "Blue Heidt Time for the Hires," was discussed by this agency-talent network group after initial broadcast on Jan. 25. Sponsored by Charles E. Hires Co. (root beer), series stars Horace Heidt and each week presents two ex-servicemen for whom sponsor attempts to locate jobs. Checking job offers (to r, front row) are Lou Foulton, writer of the program; Robert C. Cole, West Coast radio manager of N. W. Ayer & Son, agency servicing account; Horace Heidt; Back row, Max Wykle, agency New York radio production manager; Jack Rourke, agency producer; Terry O'Sullivan, announcer; Leo Tyson, Blue Western division program director.

'Look' Experiments

ALBERT R. PERKINS, former script director, and manager of the program writing staff of CBS, joins Look magazine Feb. 21 as film and radio director to supervise radio and television research, and to handle motion-picture releases. The appointment is in line with a plan to do experimental work in both radio, television and motion pictures, according to Harlan Logan, editor and general manager.

Freeland Honored

WESTINGHOUSE Electric and Manufacturing Co. has chosen Frederick Freeland, WOWO-WGL, WOWO-FM production manager, as recipient of two patent awards for inventions made in the field of television. Public announcement of the systems will be made later.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.
There's new activity at Detrola Radio. Under the direction of Mr. C. Russell Feldmann—a radio-electronic pioneer who led the way in the development of the automobile radio—the Detrola plant and personnel have been completely reorganized. Large sums of money have been spent—for the installation of the most modern research, development and production facilities. Many new workers, including some of the best minds in radio engineering, now proudly wear the Detrola badge.

All this plant and personnel are now engaged in supplying the armed forces with an ever increasing flow of precision-built equipment. That's our job today. All of it will be available for the production of ultra-modern, ultra-quality peacetime radio and other devices. That's our aim for tomorrow.
**The Business of Broadcasting**

**STATION ACCOUNTS**

ep—studio programs
eve—news programs
—transcriptions

**WHO Des Moines**

DePree Chemical Co., Holland, Mich. (Whitewater tablet), 7 p.m., thru Koehne, Williams & Cunningham, Chicago.

Johnson & Johnson Co., New Brunswick, N. J. (baby powder), 7 a.m., thru Young & Rubicam, N. Y.

Iowa Herald Am., Washington, Iowa. (Satchel sale), 6 a.m., thru.


Vick Chemical Co., N. Y. ( all products), 5 a.m., thru.

American Chicle Co., Long Island City, N. Y. ( Adams Chewy Gum), 7 a.m., thru.

Pilsbury Flour Mills, Minneapolis ( Golden Bake Mix), 8 a.m., thru McCann-Erickson, Minneapolis.

**KDKA Pittsburgh**

Pens Tobacco Co., Wilkes-Barre ( Kentucky Club Tobacco), 3 a.m., thru.

Mennen Co., Newark ( shaving products), 5 a.m., thru Russel M. Seeds Co., Chicago.

DuQuance Brewing Co., Pittsburgh, 2 p.m., thru. 8, thru.

Pilsbury Flour Mills, Minneapolis ( Golden Bake Mix), at, weekly, thru.

Pure Foods Co., Manassas, N. Y. ( Herb Gras ), 11 a.m., thru.

Sterling Oil Co., Emlenton, Pa. ( oil & gas ), 9 a.m., thru.

Visk Chemical Co., New York ( cough drops ), 2 a.m., thru.

**WENN Chicago**

Goldcoast Cream Co., Chicago, 51 weeks, thru Goodrich, Joles & Moran, Chicago.

Republic Farmers, N. Y. ( Fighting Seafood, movie), 10 a.m., thru Donahue & Coe, N. Y.

**WCAE Pittsburgh**

American Chicle Co., N. Y. ( gum ), 9 a.m., thru.

Blue Moon Foods, Thorpe, Wis. ( cheese ), 9 a.m., thru.


Carter Products, New York ( Arrid ), 2 a.m., thru.

Curtis Publishing Co., Philadelphia ( Salt!, sweater ), 13 a.m., thru.

Chauffeur Taxiedermy Co., Pittsburgh, 7 a.m., thru.

Clark Bros. Chewing Gum Co., Pittsburgh ( Threemore Gum ), 5 a.m., thru.

Drake Baking Co., Pittsburgh, 5 a.m., thru.

Dr. Ellis Sales Corp., Pittsburgh ( beauty products ), 5 a.m., thru.

Durkee Famous Foods, N. Y. ( Soyflour & Soyta Bits ), 5 a.m., thru.

**WOR New York**


Biue Moon Foods Int., Thorpe, Wis. ( cheese specialties ), 9 a.m., thru.

Aspen of Mfgers. of Confectionery, and Chocolate, New York ( institutional ), 5 a.m., thru.


**KYA San Francisco**

Chronicle, San Francisco ( newspaper ), 5 a.m., thru.

**KMOX St. Louis**

Hunter Packing Co., East St. Louis, Ill. 3 p.m., thru.

Fletcher Meat Co., St. Louis, 5 a.m., thru.

**KWZQ Kalamazoo—Grand Rapids**

Automobile Club of Michigan, 5 a.m., thru.

**RADIO DRIVE AIDS PA. COAL OUTPUT**

**FRE Meeting**

**New Tone Control**

**MBS Up in January**

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MILES LABS. Promotes Beardysley to Presidency
CHARLES S. BEARDYSLY, vice-president and director of sales and advertising of Miles Laboratories, Inc., Elk hart, Ind., was named president last month, succeeding his brother, the late Arthur L. Beardsley. At the same time, Franklin B. Miles, grandson of the founder of the company was elected treasurer, and two new directors, Walter R. Loeper of Elk hart, and Dr. David E. Beardsley, Cedar Rapids, Iowa, were elected to fill board vacancies.

In assuming his new duties as president, Mr. Beardsley will continue the sales and advertising policies which he has been active in developing since he joined the Miles organization in 1926. Well-known to the industry, he served three years as president of the Proprietary Assn., and is now Chairman of the public relations committee of that body. He is also vice-president of the American Foundation for Pharmaceutical Education.

LYONS VAN & STORAGE Co., Los Angeles, formerly a consistent user of West Coast spot radio, on Feb. 7 started using a three-quarter hour of music on 10 Blue Calif ornia and Nevada stations, Mon., Wed. Fri., 4:30-4:45 p.m. (PDT). Contract is for 52 weeks. Placement is through BBDO, Los Angeles.

BROADWAY DEPARTMENT STORES Inc., Los Angeles, on Jan. 25 renewed for the seven consecutive months, twice daily quarter-hour newscasts BROADWAY NEWS on KJH Hollywood, Lee Ringer Adv., Los Angeles, has the same post. The account was filled by A. Mckim Ltd., Toronto.

SUN SHOE MFG. Co., Chicago, and Hart Schaffner & Marx, Chicago (men's clothing) began sponsorship Jan. 4 of a 24-week, 60-minute program, I Want A Job, Mondays, on WAIT Chicago. Contract is direct for 13 weeks.

HOOVER GLASS & PAINT MFG. Co., Chicago, about Mar. 1 will begin sponsorship of a varied campaign of spot announcements through the Chicago advertising manager, WGN, will continue in that position. Mr. Jones, advertising manager since 1916, will continue to direct all advertising. Mr. Willis, former purchasing agent, was also named assistant to the president.

MAX AMS Inc., New York, makers of Airline pruine juice, on Feb. 21 joined the sponsor list of Beaty's quarter-hour participating program on WOR New York, Monday through Friday. Contract is for 52 weeks. Agency is Ideas, New York.

MONTHLY DISTRIBUTIONS

BROADCASTING • Broadcast Advertising

February 7, 1944 • Page 43
FRANK P. ROSENBERG, exploitation manager of Columbia Pictures Corp., New York, will become director of advertising, publicity and exploitation, Feb. 7. He succeeds David A. Lipton, who will be inducted into the Army on Feb. 5. Harry McWilliams of the exploitation department will succeed Mr. Rosenberg.

VERNON RADCLIFFE, NBC program director for eight years, and previously in the agency field, has been appointed vice-president and production manager for all programs presented by the American Institute of Food Products, New York, headed by Dr. Walter H. Eddy. Current radio activities include Dr. Eddy's cooperatively sponsored Food and Home Forum on WOR New York, and spot recordings for various member companies.

VERNOR'S GINGER ALE Co., Toronto, has appointed McConnell Eastman & Co., Toronto, as agency, and is continuing weekly half-hour recorded musical programs on CFRB Toronto. Other radio plans have not yet been formulated.

PERFECT CIRCLE Co., Toronto, (piston rings), starts live and recorded spot announcement campaign in March on 17 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

VOGUE RUBBER Co., Chicago (Vogue Tyres) and Dowson Ltd., Los Angeles, Southern California distributors, announced that they have appointed Davis & Beaven, Los Angeles, as agency.

MANCHESTER BISCUIT Co. has added KSO Des Moines to its radio schedule which already includes the Cowles station at Yankton, S. Dak., WNAV. Quarter-hour program started on KSO is Tune Crackers, for Waldorf crackers.


NEW LIFE FOUNDATION, Los Angeles (religious), new to radio, on Jan. 23 started sponsoring a weekly quarter-hour Sunday morning program Afternoon Melody on KPAC Los Angeles. Contract is for 52 weeks. Smith & Bull Adv, Los Angeles, has the account.

DEAN JOHNSTON, Los Angeles (religious), on Jan. 23 started a weekly quarter-hour Sunday morning program Christian Hour on KMTR Hollywood. Contract is for 52 weeks. Smith & Bull Adv, Los Angeles, has the account.

OLD WORLD FOODS Inc., Beverly Hills, Cal. (Barn's wine sauce), new to radio, in a 13-week campaign which started in early January, is sponsoring three-weekly participation in Norton Young's Happy Home on KJIT Hollywood. In addition, daily transcribed spot announcements are being used on KBEA WMAF. Agency is Barrett & Co., Beverly Hills.

FRENCH KITCHEN FOODS, Los Angeles (dehydrated foods), has named Buecher, Van Alen & Staff, Los Angeles, to handle its account. Spot radio and sectional newspaper advertising is planned.

MAJESTIC Radio & Television Corp., Chicago, has named Irving Vosburg & Co., New York, to handle its advertising. Newspaper and export trade papers will be used. No radio contemplated.

MALCOLM HART, sales manager of Region 1-Pepsi Cola Co., Chicago, was recently appointed to the newly-created position of director of sales. Phil Kiech, former division manager of Colgate-Palmolive-Peet, was named sales manager. Paul Munde, Pacific Coast district manager, has been moved to the position of western sales manager.

RBN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), on Feb. 21 starts for 52 weeks sponsoring a daily half-hour daytime comedy-dramatic program, Aunt Mary, on 8 NBC California and Arizona stations (KPF, KMI, KGO, KFSD, KTRK, KVOA, KGLU, KFZM), Monday through Friday, 10:30-11:15 a.m. (PDT). George Fogle has been signed as producer, with cast now being assigned. Series will supplement weekly half-hour Hollywood Showcase sponsored on 7 CBS California and Arizona stations. Friday, 8-9:30 p.m. (PDT). Latter program features Hedda Hopper as m.c., with new discoveries as talent. Agency is Barton A. Stebbins Adv, Los Angeles.
Davidson a V-P

JOHN S. DAVIDSON, director of radio of Federal Adv., New York, has been named a vice-president. Mr. Davidson has headed the radio activities of a number of agencies during the past 17 years. He entered broadcasting as a member of the sales and daytime program department of NBC, 1926-27. Joining Ruthrauff & Ryan, New York, he remained there as radio director for four years, and then held the same post at Federal Adv., leaving after one year to become manager of the radio department of Young & Rubicam, New York. He also served for a period as radio director of J. M. Mathes Inc., New York, and returned to Federal about 1939.

LESTER J. MALLETTS, who has served with the media department of Lord & Thomas, and with its successor, Foor, Cope & Belding, New York, last week became radio and media director of Weiss & Geller, New York. Mr. Malletts has been in the advertising field for 20 years. He succeeds Joe R. Bloom, who assumes a managerial post with the retail cosmetic house, Gally Co.

VANGUARD ADVERTISING has moved to new quarters at 15 E. 40th St., New York. Telephone Murray Hill 5-4086.

AND STILL GROWING

STOP—LOOK and take advantage of C. E. Hooper survey in Memphs.

It's showmanship that counts and here our cost for showmanship—and leadership—is low. Swing to WMPS and you'll get the listeners.

BLUE AND MUTUAL

WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tennessee.
H. B. CLARKE, formerly in charge of copy and planning for McCann-Erickson, New York, and more recently consultant for both agencies and advertisers, and Roy A. Dempsey, recently of the Air Corps and formerly publisher of the California Hi-School magazine, have joined the Dan B. Miner Agency, Los Angeles, as account executives.

PHILIP MOND CONWAY, formerly with Raymond Specter Co. and previously with Kenyon & Bellandi, has joined Winer Co., New York, as copy chief.

J. G. STEVENS, formerly account executive of Raymond R. Morgan Co., Hollywood, has joined Glasser-Galley & Co., Los Angeles, in a similar capacity.

THOMAS H. MORIARTY, formerly San Francisco executive of Campbell-Ewald Co. and now with the Special Information Office of Headquarters Air Service Command, was recently promoted to major.

CHUCK LEWIN, radio production manager of Hillman-Shane-Ebyer Inc., Los Angeles, has resigned.

NORMAN ROGERS, night supervisor of KFVD, Hollywood, has joined Smith & Bull Adv., Los Angeles, as account executive.

CELEBRATING OPENING of the San Francisco office of Spence W. Curtis Inc., representatives of stations and networks on the West Coast gathered with Spence W. Curtis (foreground), president of the agency, at a reception for the occasion. Standing (l to r): Carl Nielsen, NBC; Dave Simmons, NBC; Dave Sandberg, Paul H. Raymer Co.; Walter G. Tolleson, NBC; Don Norman, NBC; Glenn H. Tice, CBS; Walt Gunzen-dorfer, KSRO Santa Rosa, Cal.

J. DUDLEY FLEISCHMANN, formerly associated with various Buffalo agencies, recently was appointed production manager of Prague & Prosser, Seattle. Arthur G. Loux, former production manager, has been made a vice-president and account executive.

JAMES D. KYSOR, manager of research and media for Griswold, Embrella man Co., Cleveland, and for several years associated with Campbell-Ewald Co., Detroit, has joined the media department of Foote-Cone & Belding, Chicago.

THE McCARTY Co., headquarters in Los Angeles, has opened offices in the Kepners Bldg., Pittsburgh, with R. S. Reed Jr., in charge as manager. Firm also maintains San Francisco offices. Hill Youngblood, formerly of McCann-Erickson Inc., Minneapolis, and Roland Jacobson, associated with various newspapers, have been added to the agency's Los Angeles staff as account executives.

WIN CLINE, head of Cline Adv. Co., Los Angeles, has been elected a vice-president and co-manager of the Seattle office of Botsford, Constantine & Gardner. Continuing to operate his own agency, Mr. Clines will work closely with C. P. Constantine in administering accounts of Botsford, Constantine & Gardner in Seattle.

MARCUS TREMOTHET recently joined the media department of Simmonds & Simmonds Inc., Chicago.

Van Nostrand to B & B

ROLAND VAN NOSTRAND, former media director of Ivey & Ellington, New York, has been named network timebuyer of Benton & Bowles, New York. Frank Palmer, with Benton & Bowles' media department for a number of years, has been placed in charge of spot buying. Before joining Ivey & Ellington, Mr. Van Nostrand served as assistant media director and radio timebuyer of Joseph Katz Co., New York. Buying has been under the direction of Franklin Owens, who has resigned.

Avoset Plans

RADIO AND newspapers in Alaska and Hawaii are now being used to promote the sale of Avoset, a "stabilized" cream which can be kept for long periods without refrigeration. When wartime restrictions are lifted, national distribution will be developed. Agency for Avoset Inc. is Beaumont & Homan, San Francisco, Douglas R. Young account executive.

Olive C. Curtis

OLIVER C. CURTIS, account executive of Dorence & Co., Philadelphia advertising agency, died Jan. 28 in Hahnemann Hospital, Philadelphia, after a short illness. Before joining the agency in 1942 he was engaged in newspaper advertising in this city. His wife, Dorothy, and a daughter, survive.

14,000,000 acres...

Fourteen million acres of pine and hardwood timber represents only one of the rich industries down in KWKH-land. Now running at peak production for war the lumber industry promises to add even greater values after Victory is won. It adds to the opportunity for you to sell now and build sales for the future.

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

CBS 50,000 WATTS KWKH REPRESENTED BY THE BRANHAM CO.

DAYTON, Ohio
Where 261,722 people spent $410,000 last year for things you sell.

Use Basic Blue WING

Ronald B. Woodward Exec. Vice President

Page 46 • February 7, 1944

BROADCASTING • Broadcast Advertising
Hooper, CAB Expand Reports To Cover Wider City Range

Both Are Based on Cross-Section of Country; Scheduled to Begin in Early April

EXPLANATION of their activities to provide reports on the complete urban radio audience beyond the cities in which all the nationwide networks offer service was announced last week by the two national network program rating organizations, C. E. Hooper Inc. and the Cooperative Analysis of Broadcasting.

The Hooper urban audience reports, it was announced, will be "based on a national cross-section of all American cities of over 25,000 population, properly balanced for population groups and broadcast facilities to truly represent 57,748,999 urban Americans." For each half-hour program reported on, a 4,290 calls will be available for a five-week-quarter-hour-daytime program, 10,725 homes will be sampled. These reports will be issued periodically, probably from two to four times a month.

Mr. Hooper, said, beginning with April, when a report dated mid-winter 1944, containing three comparative ratings on each sponsored network program was announced, will be issued. The report was on 10,050 calls for a full hour program, 10,050 for a quarter-hour program broadcast five times a week and 2,025 for a five-week-quarter-hour-daytime program.

These data, which will become part of the regular CAB semi-monthly reports, will be collected by the telephone coincidental method, the CAB dropping the dual ratings based on both coincidental and recall methods it has used for the last year and a half. Previously, all CAB reports were based on the dial recall method.

For historical comparative purposes, Mr. Lehman stated, the CAB reports will show a rating for listening in the present 33 CAB cities as well as in the urban cities of the country. In addition to continuing its regular semi-monthly and monthly reports, he said, the CAB will increase its comprehensive reports from two to three a year, each covering a four-month span, instead of the present six-month-weekly and five-month summer reports.

Two additional services were also announced by C. E. Hooper Inc. One is a report on network cross-section audience, based on interviews conducted in a cross-section of each network city of more than 25,000 population, transmitting each program. The other is a monthly rating for sponsored network programs, showing the rating of the program, the ratings of its competitive programs on the other three networks, and the ratings of the preceding and following programs on its network station in each city. These city-by-city reports will be issued three times a year for the 32-hour-network-service cities covered by the regular network Hooper reports, at a cost of $40 per month per program on an annual order basis.

Regular Reports Separate

To avoid confusion, Mr. Hooper explained, none of these new services will be combined with the regular Hooper reports, which will continue report on sets-in-use, ratings, share of audience, men, women and children listening, sponsor identification, etc. on a monthly basis in the 32 four-network-service cities. All Hooper reports are based on coincidental telephone interviews, method used consistently by this organization since 1934.

The new reports on U. S. urban audiences for sponsored network programs, Mr. Hooper stated, are in large part made possible by present subscribers to the network ratings and the station audience reports, which supply much of the data needed, but, he added, "the industry is indebted to the four networks for supplying the funds required currently for supplementary field work, tabulation and the ultimate publication of the complete report which will be delivered without charge to any other subscriber."

Mr. Lehman described the CAB expansion to 81 cities as the first step toward a goal of supplying a "true national rating service" which will cover "all homes in the country, telephone and non-telephone, urban and rural!" At present impossible to achieve, due to the manpower, transportation and other wartime shortages, he said, that further approaches toward this ideal will be made as soon as they are feasible.

The immediate expansion to 81 cities, he said, will increase the number of CAB interviews to 8,300,000 a year, nearly three times the present number. This entails an increased operating budget, with the networks bearing the largest percentage increases, he said, adding that despite the cost of the plans they have "heartily supported" the CAB's program of expansion. Crosley Inc. handles the collection of data for the CAB reports.

Effort Seen to Restore FCC Intelligence Funds

AN ADMINISTRATION effort to restore $1,664,857, cut from the FCC 1945 fiscal year budget request by the House, was reported in the Senate last week. Administration figures were said to have told some members of the Senate Appropriations Committee the President wanted to keep radio intelligence activities in the FCC despite recommendations of the Joint Chiefs of Staff that such activities be transferred to the military.

The 1945 Independent Offices Appropriations Bill (HR-4070) now is before the Senate Committee, having been passed by the House last Monday. Under a million-dollar reduction from the RID and another half-million from the FBI's, virtually all FCC radio intelligence activities, other than normal peacetime functions such as monitoring in this country for unlicensed broadcasting, will be abolished which, in effect, would transfer those duties to the armed services.

Three Promotions For Radio Officers

Schechter, Williamson and Lindow Get Higher Ranks

THREE radio men, now in the Army, were promoted last week to majors. They include Maj. A. Schechter, in charge of radio for the Army Air Forces; Maj. William and Lester W. Lindow, on duty last May at the Office of Public Relations Branch.

At the same time it was learned that Maj. Williamson, formerly of the Russel M. Seeds Co., Chicago, is on 60-day temporary assignment with the Office of the Petroleum Coordinator on the West Coast. Maj. Williamson, who formerly produced the Red Skelton program and the Army's Wings, will serve as consultant in the production of special high-octane gasoline, vital to air bombing on all fronts. He has had several years' experience in the petroleum industry.

Maj. Lindow, manager of WFBM Indianapolis before he entered the service, was notified of his majorcy in the control room of WFBM, while supervising a pick-up for the Army Hour from there. He also attended the NAB District 8 meeting in Indianapolis last Tuesday.

Maj. Schechter, former director of news and special events of WBO New York, left the network to accept an assignment with the OWI. He was commissioned captain in the Army Air Forces a year ago and following a brief tour of duty overseas was assigned to AAF public relations headquarters in Washington, in charge of radio.

Another change in the Radio Branch took place on Jan. 22 when Maj. Barton A. Stebbins, of the advertising firm of the same name, was released at the request of the Coordinator of Inter-American Affairs to become associate director of the CIAA Radio Division. Following the Army order allowing release of men over 38 if requested, Maj. Stebbins was placed on inactive status, and March 8 will be retired from the Army. He became a major last December. Maj. William P. Mullen succeeds him.

OWI PACKET, WEEK FEB. 26

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 28. All stations are requested to pick those 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.

W A R  M E S S A G E S

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<td>See OWI Schedule of War Messages 97, for names and time of programs carrying messages under National Spot and Network Allocation Plan</td>
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ADMIRAL CORP., Chicago, has entered into an agreement under which it plans to acquire the refrigerator and electric ware business of the Stewart-Warner Corp., Chicago, according to an announcement made by Ross D. Kirgus, president of Admiral Corp.
DIFFERING OPINIONS seemingly characterized this huddle of agency executive, commentator and network representatives after initial broadcast of weekly quarter-hour program featuring Walter Duranty on 9 Eastern Columbia Co. (Bradbury Clothes) started sponsoring commentary 16. Discussing Moscow (1 to r) are Walter Duranty, former foreign correspondent for New York Times; Robert Smith, president of Robert E. Smith Adv., Portland, Ore., agency servicing account; Frank Himesway and Maury Rider, Blue announcer and producer, respectively, assigned to series.

by briefs, must be filed with the FCC by March 1.

Text of Order No. 119 follows:

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 1st day of February, 1944,

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

Section 3.409. Requirements for making and preserving recordings or transcriptions of programs.

Any program broadcast over a regional or national network shall be transcribed by means of an off-the-line recording at the station at which the program originates and the transcription shall be retained for one year. If the program itself is a transcription, no further recording need be made, but the transcription shall be retained for one year.

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

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument shall be held before the Commission on March 15, 1944, at 10:30 A.M., as to why the above proposal should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before March 1, 1944 and each such request shall be accompanied by a brief.

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service

Member of NBC and New England Regional Network

Represented by: WEEC & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Western Electric Publishes Booklet
`Battle Talk' Tells Workers Their Part in the War

DESIGNED to show its employees how their daily work fits into the overall war effort, Western Electric's Co. has issued a magazine-size booklet, 'Battle Talk', now being distributed to 90,000 office and factory workers. The publication, F. R. Lack, Western Electric's vice-president, told the FM broadcasters Inc. meeting in New York Jan. 26, represents the latest activity of the company in its present policy of concentrating all its publicity efforts on its employees.

As alluded to by Mr. Lack, "Battle Talk" traces the rise of Western Electric's war production from $500,000 in 1939 to $575,000,000 in 1943. The company's FM output, which accounted for $129,000,000 during 1942 and 1943, has provided valuable experience which will be available in the development of FM after the war, he said.

Copiously illustrated with excellent black and white and color photographs, drawings and pictograms, "Battle Talk" is a 42-page glossy booklet which graphically describes how Western Electric's various communications products contribute to winning the war. It points out that approximately half of the company's employees are engaged in the manufacture of various communications products which must be shrouded in mystery until the war's end.

These employees, denied the privilege of speaking about their work or hearing it publicly proclaimed, are "unsung heroes of this war", it is stated.

"Battle Talk" is edited by Will Whitmore, Advertising Supervisor for Western Electric, assisted by Vance Hilliard and Joseph Dillon.

Pinch Hitter
CAUGHT without anyone to write the script for their afternoon TNT' Tea Party one day last week, WCKY Cincinnati accepted a volunteer for the job in Dorothy Wortman, new station receptionist. It was her first venture in radio scriptwriting but it clicked—the show went on, and it was good.

Station Relation Position
At NBC Given Watson

CARL M. WATSON, formerly in charge of the production of English language programs of NBC's international division, has succeeded James M. Gaines in the station relations department of NBC. Mr. Gaines was recently appointed NBC assistant director of advertising and promotion. For the past six months Mr. Watson has been on loan to the Canadian government's wartime information board.

After three years with CYNB Frederickton, New Brunswick, as announcer, program producer and time salesman, Mr. Watson joined WWKL New York as director of special events. Coming to NBC in 1938 as page and guide, he later became head of the music section of the international division, and later production chief of the English section.

McRaney Named Manager

BOB McRANEY, general manager of WCBI Columbus, Miss., has been appointed to take over the post of general manager of a new standard station approved by the FCC for Tupelo, Miss. He will retain his present post at WCBI. Announcement of the appointment was made last week by Capt. Birney Imes Jr., owner of WCBI and holder of the construction permit for the new Tupelo outlet. Capt. Imes stated that a station manager would be appointed to head local operation. No other members of the staff have been announced yet. Construction of the outlet is scheduled to get underway within the next few days.

EDMOND M. DELOORINA, general director of the laboratories division of the Federal Telephone & Radio Corp., since 1941, has been elected to the board of directors of International Telephone & Telegraph Corp., of which FT&RC is an affiliate.

WORLD'S LARGEST
Woolworth Store
in WORCESTER, MASS.

in the heart of WTAG'S Big Market

The largest Woolworth Store in the world in counter footage, is in the heart of the huge, compact Central New England Market.

Stop a minute to think what this means!

This is no accidental record of size. Woolworth knows from the past the retail sales volume of Central New England . . . and can accurately estimate future potentials.

Woolworth sees Worcester as a big market, worthy of big coverage. WTAG is Worcester's big station, that gives big coverage . . . and coverage from the INSIDE.

Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette

BROADCASTING • Broadcast Advertising
February 7, 1944 • Page 49
Chairman Fly's Views on FM Future

Text of Speech Shows Chairman's Position On New Medium

Because of the demand from broadcasters unable to attend FM Broadcasters' Fall Annual meeting for copies of the address by FCC Chairman James Lawrence Fly in New York Jan. 26, it is published herewith as transcribed by the official reporter:

Mr. President, Major Armstrong, ladies and gentlemen: It is certainly very encouraging to see this great gathering here today, and I think that it is about the largest and the pleasantest group I have met since the first day of the convention at St. Louis. (Laughter)

Jan. 21, 1944.

Dear Mr. Damn: 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 abreast of this new science and that they will continue to lift radio broadcasting to ever broader planes of public service.

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

(Signed) Franklin D. Roosevelt.

I am happy to note the President recognized the significance of the contribution made by the great scientists of this industry, I should think that this should remain and should ever be regretful if we failed to pay tribute to Major Armstrong who has contributed so greatly to this great science.

(Continued audience arose and applauded.)

We broadcasters are expendable, but without us, atmospheres would fall. radio would not be. We broadcasters are wont to crow about our own accomplishments, the great jobs we have done, and, of course, you all have done some great jobs. But we should never long lose sight of the inexorable fact that these great scientists are the men who are utterly indispensable.

Challenge of FM

Frequency modulation is of age and it has come to stay. Without a doubt, it will have a place of ever-increasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, or an alternative service, but, much more important, it is a higher quality radio service, to remind you again of the simple but important fact that the engineering factor is the key to both the use and the demand for point-to-point communications.

The great opportunities of FM represent a challenge to all of us and to the industry's planning agencies, and I would stress the importance of ever-increasing, well-planned, technical planning.

Much has to be done. The most readily obvious danger to FM may well be in the hurry-up schemes for mass production. The very quality that distinguishes FM can be choked out of the studio, at the studio transmitter link, in the program transmission lines, at the transmitter, and, not least of all, at the receiver. The frequency range delivered by the processes of production can be no broader than the narrowest choke point, from the point of origin to the ear.

But planning is much more important. We have to be fortunate to have faced perhaps the most competent group of technical men who have ever been assembled in the industry. I ask you all in laying the firm foundation, from an engineering point of view, for this service. Of course, I refer to the Radio Technical Planning Board. I have no doubt that they will have the complete cooperation of the frequency modulation broadcasters, and I want to stress that today we have a golden opportunity. We are developing an ever-increasing efficiency in frequency modulation and in radio art generally, but instead of rushing headlong into production, perhaps injurious production, we have what might be called a beneficent stalemate. One of the important benefits that have resulted from this thing is that we have to-day this opportunity to get right to the bottom of this thing and to plan it in a thoroughgoing and orderly way for the development of a broad and efficient comprehensive public service.

FCC Cooperation

We have a great opportunity at this time. While we have the time, I think we ought to avoid any procrastinating because of the sake of having the full development of the potentials of FM in terms of a broad, comprehensive public service upon an optimum engineering and mechanical basis.

At the Commission you will have our every encouragement in this effort. As it is set forth in the Communications Act, we have a duty to make available to all of the people of the United States an efficient, national-wide and worldwide radio service.

We, of course, to a substantial degree all of us have problems. There are many uses for FM other than broadcasting; however, as we commonly understand it, educational broadcasting is coming to the fore and must be given continued and increasing recognition. Point-to-point communications will take advantage of frequency modulation.

The many services, fire and police, and, the many other point-to-point and related radio services, all these and more must be provided for.

I, as Chairman of the Radio Technical Planning Board, with the cooperation of all of you, will be fully equipped to meet these problems and to render great assistance to the Government on them. I need hardly reiterate that the Commission, and I am sure the Government as a whole, not only welcomes but has sought this very cooperation.

We do want to encourage in every way scientific development and a completely free enterprise, the absence of restraining influences of monopolistic controls, and we want to afford a free and healthy basis for the complete development of a nationwide industry.

That, of course, must be geared to the best opinion of the industry itself, in terms of the soundest engineering principles, and in the light of the ultimate goal which all of us will strive for.

Threshold of Development

FM stands today on the threshold of tremendous development as did the AM in the 1920's—perhaps a much greater development and a faster rate of growth. Five hundred thousand FM receivers were placed in operation between the date of the commercialization of frequency modulation and the freeze order. That we are going ahead is certain. What we must doubly assure ourselves is against such things as hasty manufacturing on a quantity basis and perhaps some all too cheap equipment. Let us not manufacture the very thing that will probably be the greatest advantage of FM. Let's plan the optimum in terms of the public service made possible by this great invention.

As I have before, time has played into our hands, and I hope we can take advantage of it.

Before turning to the specific questions which have been submitted to a number of us, I want again to stress the importance of high fidelity. To capture anything approaching the

5000 WATTS  DAY AND NIGHT

WAW 950

The Blue
Infor- tion, Nortohtheast Ohio, for

BROADCASTING • Broadcast Advertising

Page 50 • February 7, 1944

LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

Page 50 • February 7, 1944

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NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

Page 50 • February 7, 1944

LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES
In Kansas City

the Swing is to WHB

"PHONE US for a summary of swell WHB availabilities: choice, early-evening time around the dinner hour...participation on daytime shows for women...sponsorship or participation in Kansas City's newest, most-friendy "hill-billy" show (a sure-fire mail puller). As of mid-March, we'll have some good chain-break and minute e. t. spots open, too!—along with news strips and a summer sports summary. Ask Don Davis for details:

KANSAS CITY — Scarritt Building — Harrison 107

NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550

CHICAGO — 333 North Michigan Blvd. — Central 7900

KANSAS CITY — 1525 Hollywood Blvd. — May 911

KEY STATION for the KANSAS STATE NETWORK

Kansas City · Wichita · Salina · Great Bend · Emporia

Missouri · Kansas · Kansas · Kansas · Kansas

MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415

MORNING INDEX MONDAY THRU FRIDAY 6-12 A.M.

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<th>Station D</th>
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AFTERNOON INDEX MONDAY THRU FRIDAY 12-6 P.M.

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BROADCASTING • Broadcast Advertising

Correction

OWNER and operator of KVOO Tulsa is Southwestern Sales Corp., and not Skelly Oil Co., as stated in the Jan. 24 BROADCASTING. Southwestern is an interest of W. G. Skelly, president of Skelly Oil Co.
Radio Support Credited by Cohen With Success of Fats, Nurse, Canning Drives

SUCCESSES achieved by several national war information drives were made possible in large measure by the "wholehearted support" of the radio industry, Philip H. Cohen, chief of the OWI Domestic Radio Bureau, disclosed last week.

In a memorandum to networks, stations, advertisers, agencies and talent cooperating with OWI allocation plans, Mr. Cohen revealed substantial gains in collection of fats and greases, recruitment of nurses, and household canning and preserving. He also presented data showing radio as the most effective media promotion in certain campaigns.

Mr. Cohen cited figures reported to OWI by representative renderers which showed increases of 53% to 138% in weekly collections of salvaged household fats as the result of a campaign following the introduction Dec. 13 of the points-for-fats system. Radio promotion for the drive was handled through OWI Special Assignments and the Women's War Program Guide and unallocated messages carried by advertisers on network shows.

Another radio "success story" listed by Mr. Cohen was a three-week recruiting drive for the Cadet Nurse Corps which ended Jan. 16, 1944 and brought 38,000 inquiries to a postoffice box address used only in radio appeals. This brought the total number of radio-stimulated inquiries to nearly 200,000 since the first drive for nurses started in December 1942, exclusive of many thousands who applied at local hospitals. A majority of the applicants were found to be acceptable for training.

Evidence of the part played by radio in the campaign to promote home canning of fruits and vegetables last summer, Mr. Cohen pointed out, was shown in a recent Gallup poll which credited the OWI campaign with increasing home canning activities. Radio announcements last July and August brought in 1,500,000 requests for the booklet "Wartime Canning of Fruits and Vegetables."

The OWI official also pointed to a special survey by the Treasury Dept. which showed that during the Third War Loan the proportion of people listening radio as the "type of War Bond promotion found most appealing" jumped 29% over the Second War Loan. In this connection, Radio Bureau monitors have been impressed with the high quality of the appeals carried on the radio for the Fourth War Loan. The character of the messages and the manner of delivery show a sincerity, originality and imagination which surpass previous War Bond drives, the Bureau declares, and have brought praise from Treasury officials directly charged with the promotion of the campaign.

Gilbert Plans Disc Firm
DICK GILBERT, record m.c. of WHN New York, has begun plans for a recording business which will release discs featuring his own vocal interpretations with orchestral accompaniment. Mr. Gilbert said last week that he had applied to Albany to determine what games were available for the firm. He has made arrangements with the recording studios of WOR New York to make two initial records.
BROADCASTING

WLB Urged to Aid White Collar Men
Radio Personnel in Critical Work Areas Would Benefit

RECOMMENDATIONS that the National War Labor Board simplify and speed up the granting of salary increases for "white-collar" employees in the radio field, were made last week in a joint statement by Sen. Elbert D. Thomas (D-Utah), chairman of the Senate Committee on Education & Labor, and Sen. Claude Pepper (D-Fla.), chairman of a subcommittee on Wartime Health & Education, following a week's hearings.

The subcommittee is scheduled to meet at 10 a.m. Wednesday (Feb. 9) in room 357, Senate office building, to hear A. F. Hinrichs, Commissioner of Labor Statistics. Testimony during the week of Jan. 21 disclosed, said the joint statement, that some 20 million Americans and their dependents are living on incomes that have not risen appreciably...while prices have moved up sharply, with the consequence that living standards have been drastically cut.

Price Control
Rigid control over the price structure and a stringent stabilization policy were strongly urged in the statement as a "responsibility of the Federal Government." Action should be taken to "unfix" the fixed incomes, "to bring them into line with new price levels, and to provide such relief from taxes and other financial burdens as can be furnished consistently with prosecution of the war," the statement said.

Although no radio interests appeared at the hearings, every station in the critical manpower areas is affected under the wage freeze of April 1, 1943, it was pointed out. It was learned that some Washington stations attempted to give wage increases to employees but that the WLB Philadelphia office, which controls the Washington area, rejected them under the freeze order.

WOR Hits New High in Dollar Volume

TOTAL SALES of WOR New York for the fiscal year ending Jan. 31, 1944 show a 23% increase in dollar volume over the previous all-time high in 1941, according to Eugene S. Thomas, sales manager. Renewals represented 80% of the total sales.

Dollar volume for the film industry is 31% over the 1942 total. Metro-Goldwyn-Mayer, sponsor of The People's Reporter on WOR and its parent network, Mutual, is the largest advertiser in terms of billings, followed by 20th Century-Fox Film Corp., while the leadership is reversed in the number of individual films advertised on WOR.

Jack Lowe, account executive of WOR, received a watch for having passed the million-dollar mark in total time sales—the third WOR executive to achieve this. Otis Williams and George Schmidt each obtained $500,000 worth of business and John Nell and William Crawford exceeded $100,000 in new business.

Englander Bed on CBS

ENGLANDER BED Co., Brooklyn, a division of Superior Pelt & Bedding Co., understood to have signed the Friday 7:15-7:30 p.m. on CBS, starting March 15. Nancy's Bow Co., New York.

Coca-Cola's program Songs of Morton Downey, heard on the Blue, started a six-week cross-country tour with a visit to Chicago Feb. 1. Show will make appearances at Army Camps and at War Bond rallies.

A 50,000 watt audience rate a 250 watt rate

C. E. Hooper

FOR NOVEMBER & DECEMBER, 1943

PROFESSIONAL INDEX

MON. THRU FRI.,
9:00 - 12:00 A.M.
A WOR B C 13.2 27.7 32.7 25.8
A WOR B C 26.7 27.7 13.2 32.7

AFTERNOON INDEX

MON. THRU FRI.,
12:00 - 6:00 P.M.
A WOR B C 27.1 30.6 24.5 15.9
A WOR B C 15.9 30.6 24.5 27.1

SAT.-SUN., SAT.
EVENING INDEX

9:00 - 12:00 P.M.
A WOR B C 41.8 13.7 34.4 8.6

WHAT BETTER PROOF of an audience can you ask for?

Special Broadcast to the Land of "WRITHING SONS!"

A variety show, indeed...the rhythm of booming guns...the quickening tempo of marching feet...and the whining whistle of a block-buster.

From the foxhole in the jungle to the cockpit of a "fighting Tiger"...Gates' communications equipment helps form the network for this "broadcast" of American anger no Jap will ever forget!

Yes, the same Gates whose equipment you'll find throughout the broadcasting industry...is now a name that will be remembered wherever the action is the thickest! In tanks, jeeps, planes, ships and mobile units...Gates communications takes the roughest handling and comes back for more!

Back of Gates' ruggedness and performance are new production techniques...new engineering developments...that keep our enlarged plant busy...but tomorrow, these manufacturing "know-hows" will be applied to providing better performance and greater economy...

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

WBNX

5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE - FOR DEFENSE
BUY U.S. BONDS TODAY

WGRC

WGNR

Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

Burn-Smith National Representative

Gates Radio and Supply Co.

Quincy, Illinois, U. S. A.

Manufacturing Engineers Since 1922
Ryan Elected NAB President
(Continued from Page 11)

by the board last July, were: J. O. Maland, WHO Des Moines; John J. Gillin Jr., WOW Omaha; Paul W. Morency, WTIC Hartford; James D. Shouse, WLW Cincinnati, and G. Richard Shafio, WIS Columbia, S. C.

Mr. Miller promptly advised the board that he felt Mr. Ryan should take over at the earliest possible date. In a statement to Broadcasters (see text on page 10) he recounted the attainments of the NAB during his nearly six years of stewardship, including the victorious ASCAP fight, the AFM campaign, legislation, and radio cooperation in the war effort. He extended to Mr. Ryan "my very best wishes for a most successful administration."

While the board was in session Thursday, announcement of the return to the association of two prominent broadcasters, representing nine stations, was made. Ed Craney, Montana broadcaster now serving ex officio with the Senate Interstate Commerce Committee, and O. L. (Ted) Taylor, Texas broadcaster, submitted applications for return to NAB membership. The applications were approved at the meeting. Both broadcasters had been at loggerheads with NAB direction and had withdrawn their stations. The Taylor-Howe-Snowden stations are:

KGNC Amarillo; KTSA San Antonio; KFYO Lubbock and KRGV Waxahachie. The Craney-Symons stations:

KGIR Butte; KFPY Spokane; KXL Portland, Ore.; KPPA Helena and KRBK Bozeman. Mr. Craney, it is reported, expressed his opposition to network membership in the NAB in telephonically applying for reinstatement of his stations.

With the additions, the NAB membership now totals 555 stations, 18 associate organization members and two networks (NBC and CBS). Blue and Mutual are not now members.

Postponement of the annual meeting scheduled for New York in April was decided upon to permit the new Ryan administration to become oriented, and also because of the plea of Joseph B. Eastman, ODT director, that organizations cancel all spring meetings in view of war travel conditions. While Mr. Arney completed arrangements to hold the Chicago session at the Palmer House from Aug. 28-31, formal confirmation was withheld pending specific approval of ODT.

Before Mr. Arney made these plans the board announced that in cooperation with ODT and in recognition of the congested travel and hotel conditions prevailing, it had decided to cancel all plans for a victory-war conference in New York in April. Mr. Arney, the board stated, had been instructed to ascertain hotel and other available dates in the period between Aug. 15 and Sept. 15.

Two-Day Meeting

The board met at the Palmer House all day Wednesday and the forenoon of Thursday. There were 21 of its 25 members present. F. M. Russell, NBC Washington vice-president, did not vote on the Ryan appointment, or on a previous ballot on the proposed reappraisal of Mr. Miller upon expiration of his term. That vote was 12 to 8 against entertaining such a proposal. Mr. Miller and Mr. Arney were not present during the executive session Wednesday when the election report was discussed.

Wednesday afternoon a committee comprising Herb Hollister, KANS Wichita, Ray Thompson, WFBG Altoona, Nathan Lord, WAVE Louisville and Barney Lavin, WDAY Fargo, called on Mr. Miller, to advise him of the board action. Mr. Miller afterward made his statement, and presided over the remaining sessions.

Members of the board unable to attend the meeting were: James W. Woodruff Jr., WIBL, Columbus, Ga.; Hugh A. L. Half, WOAI San Antonio; Harry R. Spence, KKRO Aberdeen, Wash., and Frank King, WMIR Jacksonville, Fla.

Aside from those mentioned, board members present were: Kolin Hager, WGY Schenectady; Hoyt B. Wooten, WREC Memphis; John E. Petzer, WZKO Kalama; Leslie C. Johnson, WHBF Rock Island; E. K. Hayek, KATE Albert Lea Minn.; William B. Way, KVOO Tulsa; Ed Yocum, KGHL Billings; Calvin J. Smith, KPAC

FAMOUS FIRST WORDS

RICHARD

Get the Flemoly!

That's the way Mrs. Jean Morone of 48-37 188th St., Flushing, L. I., greeted Joe Tobin when he called her on the HOUSEWIVES JACKPOT, on Monday, January 17th. Knowing the product of the day she won the $1,000 Jackpot.

Flemoly is one of four participants on the HOUSEWIVES JACKPOT, heard every Monday through Saturday, 10:30-11:00 on WINS. There is still time for participation for your product.-Call or write

GENNETT • SPEEDY-Q

Sound Effect Records

LARGEST LIBRARY IN THE WORLD

All $2.00 Each

INCLUDING LATEST ACTUAL WARFARE EFFECTS

IMMEDIATE DELIVERIES

Order From Nearest Office

CHARLES MICHELSON

52-46 1st Ave. New York, N. Y.

67 W. 44th St.

STARR PIANO CO. • STAR PIANO CO.

Richmond, Ind. • Los Angeles, Cal. • San Fran.

1534 S. Flower St.

Page 54 • February 7, 1944

BROADCASTING • Broadcast Advertising
Broadcasting

Los Angeles, and Paul W. Keeten, CBS vice-president and general manager.

Mr. Ryan's selection culminated a search of more than a year. One segment of the board and of the membership favored a "practical broadcaster" to head the association; another an important public figure. Mr. Ryan was sought as a man who met both qualifications, by virtue of his background as a broadcaster since 1928. And since the war, his performance as radio censor has won the acclaim of those both in radio and in public life.

Mr. Ryan entered radio with his brother-in-law, Lt. Condr. George B. Storer, through purchase of WTAL, now WSPD Toledo. Mr. Storer is president of Fort Industry, but is on leave while on active service in the Navy, attached to the 9th Naval District in Chicago. Thoroughly familiar with NAB operations by reason of two tenures on its board and as chairman of its Budget Committee, Mr. Ryan will be no stranger to the job.

Mr. Miller became the NAB's first paid president in 1938 under a broad-gauged reorganization. Therefore the presidency had been held by an active broadcaster for a customary one-year tenure, with the executive direction of the association reposing in the managing director. The office was abolished with the establishment of the paid presidency.

A former mayor of Louisville, and business manager of Princeton U. at the time of his election, Mr. Miller was highly commended for his victorious music copyright fight, which he entered when he took over the presidency. Several previous efforts to reorganize the NAB failed, the last in July, when the Nominating Committee was created by the board itself to bring in a recommendation for the presidency upon expiration of Mr. Miller's term. The committee fulfilled its mission with its report to the board last Wednesday at the session called for that express purpose.

WCHI Columbus, Miss., has renewed its affiliation with Mutual under the terms of the new station affiliation contract announced by Miller McClintock, MBS president (Broadcasting, Nov. 22).

Baseball Sponsor

WALGREEN Co., Chicago (drug stores), and P. Lorillard Co., New York (Old Gold) will co-sponsor all Cubs and White Sox baseball games in the 1944 season on stations WIND and WJJD Chicago, exclusively. WIND will broadcast all home and out of town games as well as 14 home night games for the White Sox, while WJJD will cover home and out of town daytime games for the Cubs. Walgreen Drug stores and Old Gold cigarettes will alternate sponsorship of games on both stations. Walgreen account is handled by Flamm & Company, Chicago, while J. Walter Thompson, N. Y., is the agency for P. Lorillard Co.

Flamm Amends Suit

MOTION to amend the suit of Donald Flamm against Edward J. Noble from a suit for rescission of the sale of WMCA New York by Mr. Flamm to Mr. Noble in 1941 to a suit for damages was made in the New York Supreme Court last Monday by Philip Handelman of Handelman & Ives, attorneys for Mr. Flamm. Plaintiff is asking for $2,250,000 damages under the proviso that where fraud is concerned, as Mr. Flamm alleges, triple damages will be awarded. Mr. Flamm claims actual damages of $975,000. Change in nature of the action follows the purchase of WMCA from Mr. Noble by Nathan Straus, former United States Housing Administrator, subsequent to Mr. Noble's purchase of the Blue Network.

Broadcast Tribute Is Paid to Clapper

FELLOW commentators and high Government officials joined in a radio tribute to Raymond Clapper on the Mutual Network last Thursday, the day of the announcement of his death in a plane crash in the Marshall Islands. White Owl Cigar Co., sponsors of his 10-10:15 p.m. nightly spot on Mutual, relinquished the time for the broadcast.

Frank Mason, former vice-president of NBC, and now special assistant to the Secretary of the Navy, who left the U. S. with Clapper and had traveled with him, was not involved in the crash, according to the Navy.

Marlin on 45

MARLIN FIREARMS Co., New Haven, has started a series of spot announcements for razor blades on some 45 stations according to Craven & Hedrick, New York, agency in charge.

Clinton Watch Test

CLINTON WATCH Co., Chicago, has placed its first advertising campaign through Malcolm Howard Ad Agency, Chicago. Time signals are being used in the Chicago area on WGN and WCFL.

JOHN GUNTHER, Blue commentator and author, now on vacation, is being replaced by guest substitutes on the Clark Candy Sunday program Where Do We Stand.

"Mama! Daddy zoomed in—just like Captain Midnight on WFDF Flint!"
WMCA Sale to be Probed

(Continued from page 12)

sented Mr. Noble; William Weis- man, vice-president and attorney of the Northern Broadcasting Co., as well as Sydney Flamman, brother of Donald and former commercial manager of WMCA.

When Mr. Noble filed application before the FCC on Dec. 2, 1948, to acquire WMCA, Mr. Flamman protested. On Dec. 17, 1940, however, the FCC approved the transfer, which involved $95,000 cash.

Rep. Wigglesworth (R-Minnesota), a member of the House Appropriations Committee and of the Select Committee, requested full details of the sale from the FCC at the time the deal was consummated. He is understood to have insisted to Chairman Lea that the WMCA investigation be completed before the Commission's defense is presented.

Mr. Corcoran, reported to be preparing for a mission to China, will appear before the investigators Tuesday, according to Com- mittee headquarters. He was served with a subpoena last week.

At the hearing last Tuesday Miss Merrill told the Committee that Mr. Teitgen instructed her to "pad" worksheets for the typists and to "keep it quiet".

Under examination by Eugene L. Garey, Committee general counsel, Chairman Lea and Rep. Wigglesworth, Miss Merrill identified worksheets, told the Committee that she was instructed to "cover up" the absence of one stenographer from June 22 to July 26, 1943, and to see that another was given a good production record, despite the fact that Miss Merrill said the typist in question "wrote letters and read True Story magazine" while on duty.

"True" Records Kept

Miss Merrill told the Committee that Mrs. Lulu Martin Adder- ley, stenographer, was in a hospital from June 22 to July 26 last year, that she had been instructed by Mr. Teitgen to "sign her in and out" and turn in work- sheets for Mrs. Adderley during her absence. The former secre- tary, who last week enlisted in the WAC, also testified that Mr. Teitgen instructed her to take up a collection among employees to pay for Mrs. Adderley's hospitalization and arrange to have other typists do her work on their off days.

The former secretary, who said she resigned voluntarily from the FCC last Sept. 21 because "things were so unsettled," also told the Committee, after identifying a worksheet which showed that Mrs. Katie Hopkins, another stenographer, worked full-time: "She went home about 10 o'clock." Introduced into the record, in addition to the alleged falsified props, were documents which Miss Merrill identified as "true records before they were falsified.

"Generous" Says Fly

With reference to Mrs. Hop- kins, Miss Merrill testified that she frequently went home early and that Mr. Teitgen made her his secretary to "get her a raise". When Chairman Lea asked if Miss Merrill had dis- cussed Mrs. Hopkins with her supervisor, she replied: "Yes, he liked her."

Mr. Garey read into the record testimony of Robert D. Leigh, FBIS chief, and FCC Chairman James Lawrence Fly given Jan. 19 before the Independent Offices subcommittee of the House Appropriations Committee, in which Mr. Leigh, referring to the alleged falsification of records, said:

"The case was fully investigat- ed and there was an irregular- ity. . . . The irregularity was discovered and the records were corrected; the immediate supervisor resigned and went into the Army and, as a matter of fact, the thing was cleared up in that way."

Chairman Fly added:

"And the other people would come in and take over her duties in order that she would not have her pay docked . . . and while, as Dr. Leigh says, it was irregular, it was with the most generous intentions on the part of the people who participated in the irregularity."

Although in open hearing no mention was made of their race, both Mrs. Adderley and Mrs. Hop- kins are Negroes, according to Committee members who questioned Miss Merrill and others in executive session.

Mr. Garey read into the record a brief biography of Mr. Teitgen in which he said the former

CHANGES AT BLUE CENTRAL DIVISION

MAURICE ELLIS, associated with NBC's central division for 12 years, has recently been supervising remote dance band pickups for the Blue. Miss Anderson has been conducting a program on WENR Chicago.

Personnel of the Blue's central division news staff were also named last week by Gene Rouse, manager of the newly organized news and special events department. Vedder Stevens, formerly with the NBC newsroom in Chicago, and KOIL Omaha, will be Mr. Rouse's assistant.

Other staff members of news and special events include Mervin Clough, formerly of WJAR Providence, and Chris Pettiford, formerly with CBS special events department in Chicago, and before that in UP's radio division in that city. New head is to be located on the 18th floor of the Merchandise Mart, with seven newsmen, half-hour coverage from AP, UP and INS.

New additions to the division's sales promotion department include Don O'Meara, formerly of WLW Cincinnati, as assistant to E. J. (Mike) Huber, sales promotion foreman, and E. E. Hale, also from WLW, as sales research manager, assisting Jerry Vernon.

SONORA RADIO & Television Corp., Chicago, is extending the distri- bution of its Sonora phonograph records to nationwide proportions. Company does all of its recording at the studios of WOR New York.

FCC supervisor was born in Man- itowoc, Wis., spent much less time in Germany, inducting into the Army in Septem- her 1940 but placed in the enlisted reserve at the behest of Harold N. Graves, then assistant FBIS director (now a naval en- sign). Mr. Teitgen was returned to active duty following his resignation from the FCC.
Radio Executives’ Club
Hears Pumphrey on FM
FM was the theme of the Radio Executives Club luncheon last Thursday in New York at which P. R. Pumphrey of Maxon Inc., delivered his paper, “What an Advertising Agency Found Out About FM.” The General Electric film explaining the fundamentals of FM was exhibited under the direction of Paul Yergens of GE.


NEW FACTS ON
WHAT MAKES
PEOPLE WRITE

The “Complete Mail Study” recently published by KMA gives some new facts on the types of radio offers that produce the greatest response.

It was found that listeners are 2.9 times more responsive to catalog offers than they are to booklet offers. They are 21.3 times more responsive to catalog offers than to “Write for More Information Today” appeals.

That it is as easy to sell samples of the product as it is to give them away was another important discovery. Furthermore, that it is 22 times easier to sell premium offers than it is to send them out free.

If you haven’t got your copy yet of this “Complete Mail Study” containing these and dozens of other important facts, perhaps you can still get one—if you write now, to the KMA Research Director. A limited supply is yet on hand.

If you aren’t getting your maximum from the No. 1 Farm Market, perhaps you can—if you write KMA about your schedule today.

KMA
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, VA.

BROADCASTING • Broadcast Advertising February 7, 1944 • Page 57
Time Sales Record
(Continued from page 9)

tpling, nevertheless a number of tendencies seem reasonably clear with regard to 1943. Barring the smallest stations, situated in the poorest markets, stations of all classes seem to have fared well during the year just passed. Non-network advertising on 50 kw clear channel stations seems to have increased about 25% during 1943 with somewhat greater increases having taken place in local volume than in national and regional non-network business. Saturating the most desirable hours with network programs probably is an important factor in explaining this interesting development. Gains seem to have been somewhat less on 5 to 25 kw clear channel stations.

Increase on Locals

National and regional non-network volume on unlimited time regional stations seems to have increased slightly less than 15%, while local volume seems to have gained approximately 20%.

One of the most interesting developments of the year was an increase of between 40% and 45% in national and regional business on unlimited time local stations. Undoubtedly one of the important reasons for this development is the extension of network facilities to increasing numbers of local stations; since national non-network business tends to favor network affiliation. This gain alone probably can be explained in part by the relative saturation of full time clear channel and regional stations and by the emergence of a number of secondary markets to major importance due to war-time shifts in industry and the proximity of army camps.

Comparison With Pre-War Years

Following a brief period of uncertainty in 1942, when volume increased less than usual, radio advertising has forged steadily ahead during the war years. Estimated net time sales in 1943 were 80% greater than in 1939—the year of the outbreak of the European conflict—and were 29.5% above the level of 1941 when this country entered the war.

Gains have been fairly general throughout the medium since 1941, national network volume having increased 31%, national and regional non-network advertising 34% and local broadcast advertising volume 25%.

Increases since 1939 have been as follows: national networks, 54%; national and regional non-network, 90%; and local, 87%. The greater relative gain of the non-network volume since 1939 reflects a general trend toward those portions of the medium which had been active ever since the recovery from the 1929-1933 depression.

Total net time sales for the last seven years are set forth in the following table:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net time sales</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>$117,908,978</td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td>$117,908,978</td>
<td>-0.4%</td>
</tr>
<tr>
<td>1937</td>
<td>$117,908,978</td>
<td>-19.7%</td>
</tr>
<tr>
<td>1936</td>
<td>$117,908,978</td>
<td>-21.8%</td>
</tr>
<tr>
<td>1935</td>
<td>$117,908,978</td>
<td>-13.8%</td>
</tr>
<tr>
<td>1934</td>
<td>$117,908,978</td>
<td>-19.7%</td>
</tr>
<tr>
<td>1933</td>
<td>$117,908,978</td>
<td>-10.7%</td>
</tr>
</tbody>
</table>

National Network Advertising by Class of Product

Practically all product groups increased their network advertising expenditures during 1943, the only exception being the soap, cleanser and household product classification which declined 2.6%.

Automotive advertising led the field in relative increase with a gain of 112.0% followed by an increase of 102.1% in the volume of the miscellaneous group. As mentioned previously, this was due primarily to the entrance of new forms of business into the radio field and even more, probably, to the increase in institutional advertising.

Financial advertising volume rose 84.7% during the year, due mainly to increased insurance volume. Advertising by electrical household equipment manufacturers rose 65.2% due mainly to new institutional programs.

Food advertising increased 28.1% and still remains the backbone of network business, together with the pharmaceutical and cosmetics fields. Network volume of the latter product group rose 26.6% during the year.

Advertising by household equipment manufacturers gained 13.2% over the 1942 level, while advertising of cigarettes and other smoking materials rose 15.6%.

Brown Shoe Regional

BROWN SHOE CO., St. Louis, on Feb. 26 will begin sponsorship of a new weekly quarter-hour juvenile program, "Smilin' Ed McConnell & His Buster Brown Gang," from 3-3:30 p.m., Saturdays, on 9 NBC mountain and west coast stations. The songs and patter show is designed for children 2 to 12 years old. Agency is Leo Burnett Co., Chicago.

---

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

WWL

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Natl Rep. - The Katz Agency Inc.

BLAZING NEW SALES IN IDAHO

If you buy or plan advertising for Iowa, you need THE 1943 IOWA RADIO AUDIENCE SURVEY

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

CENTRAL BROADCASTING CO.
102 Walnut St., Des Moines, Iowa

ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>Product group</th>
<th>1948 Gross billings</th>
<th>% Total</th>
<th>1948 Gross billings (Estimated)</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobiles &amp; accessories</td>
<td>$3,498,000</td>
<td>3.0</td>
<td>$ 7,420,000</td>
<td>4.3</td>
</tr>
<tr>
<td>Clothing &amp; accessories</td>
<td>$3,498,000</td>
<td>3.0</td>
<td>$ 7,420,000</td>
<td>4.3</td>
</tr>
<tr>
<td>Electrical household equipment</td>
<td>$615,000</td>
<td>0.5</td>
<td>$1,016,000</td>
<td>0.7</td>
</tr>
<tr>
<td>Finldeals &amp; floor coverings</td>
<td>$622,000</td>
<td>0.5</td>
<td>$1,079,000</td>
<td>0.7</td>
</tr>
<tr>
<td>Food, cheese &amp; beverages</td>
<td>$32,000,000</td>
<td>28.3</td>
<td>$41,824,000</td>
<td>27.9</td>
</tr>
<tr>
<td>Gasoline and oil</td>
<td>$6,775,000</td>
<td>4.7</td>
<td>$9,515,000</td>
<td>6.0</td>
</tr>
<tr>
<td>House furnishing, etc.</td>
<td>$775,000</td>
<td>0.6</td>
<td>$775,000</td>
<td>0.5</td>
</tr>
<tr>
<td>Soap, cleansers, etc.</td>
<td>$3,526,000</td>
<td>2.9</td>
<td>$3,900,000</td>
<td>2.5</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>$10,369,000</td>
<td>8.7</td>
<td>$11,912,000</td>
<td>7.7</td>
</tr>
<tr>
<td>Tobacco goods &amp; pharmaceutical</td>
<td>$16,300,000</td>
<td>14.1</td>
<td>$19,007,000</td>
<td>12.5</td>
</tr>
<tr>
<td>Total</td>
<td>$110,408,000</td>
<td>100.0%</td>
<td>$151,791,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>


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

 McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

N. Y. Women's Meeting HOW WOMEN can help radio serve the public will be discussed at a luncheon to be held by the New York City Federation of Women's Clubs in the Waldorf-Astoria, New York, Wednesday, Feb. 15. William R. Stuhler, radio director of General Foods Corp., and William F. Wermer, director of consumer information of Procter & Gamble Co., will address the meeting. Other speakers include: Anita L. Barnard, NBC; Dorothy Day, WINS; Janice Grandy, WAAT Newark; Grace M. Johnson, Blue; Mary Jane Kroll, WABC; Robert M. Scholle, WLBS Brooklyn, and Helen J. Sioussat, CBS.

THE BEEHIVE

McClatchy Broadcasting Company

Sacramento, California

Robert A. STREET

General Sales Manager

Paul H. Raymer Co. National Representatives

RENO - KON

SACRAMENTO - KFBK

STOCKTON - KGW

FRESNO - KMJ

BAKERSFIELD - KERN

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

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SACRAMENTO - KFBK

STOCKTON - KGW

FRESNO - KMJ

BAKERSFIELD - KERN
New Mutual Budget

At All-Time High

Board Announces 26 Stations Have Signed New Contract

ON THE BASIS of the 1943 billings, which reached an all-time high of $13,841,608, Mutual’s board of directors, meeting in New York last Wednesday, Feb. 5, approved the largest operating budget in the network’s history. Board meeting brought to a close a three-day session which opened with a conference of the program operating board Monday, followed by a meeting of the executive committee on Tuesday.

Mutual did not reveal the budget figure, but announced that since November a total of 26 stations had signed the network’s new standard affiliation contract. Among the eight new stations to sign the contract is WEBR Buffalo, operated on 1340 kc with 250 w which has just joined the network, bringing the total number of MBS affiliates to 218.

McCclintock Presides

Miller McCclintock, MBS president, presided in the absence of Alfred J. McCosker, chairman of the board. Network ratings, sales operations and other policy matters were discussed. A feature of the meeting was the presentation of a recorded 53-minute review of 1943 activities by Mutual department heads and talent. Program heads of key Mutual stations, and network officials, comprising the program operating board, discussed over-all schedules, ratings and news operations on Monday with Mr. McCclintock and Adolph Opfinger, program director, presiding. Speakers included Allen Decastro, director of commercial programs and head of the Latin American Department; Lt. Sam Zagon, Army Air Forces; Seymour Korman, correspondent for Mutual and the Chicago Tribune, and Dick Connor, director of station relations. Tom Slater, director of special features and sports, went over plans to cover the national party conventions, details of which are expected to be announced this week.

W. E. Macfarlane, of WGN Chicago, who is chairman of the executive committee, presided at the Tuesday meeting of that group. Both the executive committee and the board of directors will meet again in April.

Casualty Co. Expands

SPONSORED by Lumbermen’s Mutual Casualty Co., Chicago, Up- ton Close’s World News Parade starts a new series Feb. 13 expanding from a quarter-hour to a half-hour over NBC. Lowell Thomas, NBC Commentator, was the guest of Upton Close on the last of the old 15 minute series, Feb. 6.

Court Dismisses Libel Suit Against Winchell

SUIT filed against Walter Winchell, his broadcasting sponsor, Andrew Jergens Co., Cincinnati, and the Blue Network, was dismissed Feb. 1 by Federal Judge Barnes, who ruled that no libel had been shown in the complaint filed by George Washington Robnett, executive secretary of the Church League of America. Robnett’s $1,000,000 libel suit alleged that Winchell had conspired to defame him and his colleagues during Winchell’s conversation of the book Undercover and over three broadcasts, July 25, Aug. 1, and Sept. 1943. In the ruling, Robnett was allotted 30 days in which to file an amended complaint.

Press Subsidy Reported

A SUBSIDY bill to authorize the Treasury to spend 12½ to 15 million dollars annually for War Bond advertising in small newspapers was approved last Friday by the House Ways & Means Committee. It was an amended composite of legislation proposed by Reps. Cannon (D-Mo.) and Mills (D-Ark.). Similar legislation, the Bankhead Bill (S-1467), was passed by the Senate last fall.
First on New York's Dial....570

Network Accounts
All Line Eastern Markets unless indicated

New Business
WBN Equipment Inc., Los Angeles
(Coffee, tea, stoves), on Feb. 11 starts for
52 weeks, $10,000; WBN, Chicago, and
Arizona stations, Mon., thru Fri., 9:30-10:30 a.m. 
Radio News.

Network Changes
WABC, New York (fourth tier), on Feb. 11 starts for
52 weeks, $10,000; WABC, New York, and
Arizona stations, Mon., 9-10 a.m. (PWT). Agency: Conran,
Conran, New York.

FOR THE World's Best Coverage of the World's Biggest News

WABY

WMCA America's Leading Independent Station

1010

UNIVERSAL PRESS

1010

1010

Win with

FM Feeds AM

MILLENIUM arrived in Schenectady one day last
week when three AM stations were fed by FM outlet
WICB. The FM feed was the dawn
of a new event during Schenectady's War Bond Round-
up, originating on WICB and broadcast by AM sta-
tions WGY and WSNY, when a total of $61,500 was raised
in Schenectady by the method to within 50% of its total for
the drive.

Decisions . . .

January 29 to February 4 Inclusive.

Applications . . .

February 1

KTBY Hot Springs, Ark.-Extension spe-
cial service authorization to operate un-
limited time, simultaneously with WBN-
kw 1, N, 1,000 kw, D, for period ending 5/4/46.
KOVC Valley City, N. D.-Vol. transmis-
sion control from Milton Hulsey, Herman
Stevens & J. E. Pape to Robert K. Lagley,
through transfer 112 shares common stock.

WSDM Superior, Wis.-Relinquishment
control by Victoria H. Conrey and James
J. Conroy through sale of 45 shares com-
munity stock by discussion of B. C. Conry to
Roland C. Buck.

February 2

WPPE Panama, Puerto Rico-Vol. assign.
licensing from Julio M. Conesa to Voz de
Puerto Rico, Inc.

A. W. Talbot, Billings, Mont.-CP new
station, 1410 kw, N, 1,500 kw, D, unlimited.

KZL Walla, Wash.-Transmitter
control from Clarence Berger to J. R. Bunch
through sale of 600 shares of stock. (In-
complete.)

WGAI Cleveland—CP new FM station,
45,600 kw, 8,000 sq. mi.

Southland Industries, San Pedro, Tex.-
CP new FM station, 44,900 kw, 10,000
sq. mi.

Capital Broadcasting Corp., Indianapolis-
CP new FM station, 48,700 kw, 14,150 sq. mi.

February 4

KBIZ Ottumwa, la.-Vol. assign. license
from J. D. Fahey to KBIZ Inc.

Motor Ford Co., Detroit, has re-
placed Ray Henle with Early American
Square Dance on 156 blue stations, Sat.,
8-8:15 p.m., and has replaced Ray Henle with
Paul Stotzet on 115 stations, Mon., thru
Fri., 8-8:15 p.m. and on Jan. 30 to
May 15 on 125 stations. "Romeos and Juliet" pro-
mation on 156 blue stations to Green-
field "Romeos and Juliet" Service Agency: J.
Walter Thompson Co., Chicago.

SERVEL Inc., New York (institutional),
on Jan. 29 shifted Fashions in Rations on
77 CBS stations, Sun., 11:30-12 noon.
Contrast is for 52 weeks. New York Agency:
BBDO New York.

GOOD YEAR TIRE & RUBBER Co., Akron
(institutional), has discontinued Service to
Youth on 128 NBC stations, Tues., 7-8 p.m.
and on Feb. 11 will replace "Tire Test" with
the Story on 156 CBS stations Sun., 8-8:30 p.m.
Agent: Young & Rubicam, N. Y.

HUNT BROS. PACKING Co., San Fran-
cisco (canned food products), on Feb. 15
will open at San Francisco Hotel of West
Pacific stations, Sun., 8-8:30 p.m. (PWT),
with transcribed version of Fulien Lena Week
Noon, Thurs. 11:15-12 noon (PWT). Agency:
Garfield & Guild Adv., San Fran-
cisco.

PETER FOX BREWING Co., Chicago
(Fox DeLuxe beer), in January added 15
additional stations on the Blue for De-
Luxe Variety Hall, 7-8:00, Tuesdays.
Agency is Schreiber & Scott, Chicago.

British Columbia Land of Opportunity

WALTER STEBBINS, engineer at
WAIT Chicago, has been sworn into the
Navy, SEU (ship repair unit). He will remain at WAIT until official
orders are received.

FLOYD JONES, formerly on the engi-
neering staff of WJOC Bridgeport, has been promoted to a major in the
Army.

JACK Y. JONES has replaced Max-
well Williams as chief engineer of
WCBI Columbus, Miss. The latter has been induced into the armed forces.

LOUIS GOODMAN and Vernon Mil-
ler, formerly with WELH New Haven,
Conn., have joined the control room
staff of WCOP Boston. Carlson Emery
has joined the WCOP transmitter
staff.

JAMES LATO, formerly with the
Paragon Engineering Co., Chicago,
and WCWR Chicago, has joined the
Blue central division engineering
staff.

LES WILLYARD, engineer in charge of
research and test laboratories for
Universal Mopielway Co., Inglewood,
Cal., and associated with that firm for
15 years, has been appointed chief
engineer.

FRANK CARVER, engineer of KXYW
Philadelphia, has been transferred to the
parent Westinghouse Co., as field
representative in the Field Engineer-
ing Division, Baltimore.

FRANK WALTER, an engineer of
WAIT Chicago for two years, will be
inducted into the Army next week.

ARCHIE SICHEL, of the engineer-
ing staff of KXYW Philadelphia, has
been induced into the Navy.

ARTHUR KULOS JR., engineer of
WARD Gay, Ind., has been induced into the
Army.

Book of Music Series

MATERIAL presented on the NBC
series Music of the New World, a sur-
vey of the history of the Americas,
with musical illustrations, will be is-
sued in book form under arrange-
ments made between the network and
Smith and Dorrell, publishers. Written
and compiled by Gilbert Chase, who is in charge of preparing the
programs, the book will follow the out-
lines of the program and will contain
a bibliography and record list.

Page 60 - February 7, 1944
Help Wanted

OPERATOR — Permanent position with chance of advancement. State qualifications and enclosing full particulars. Please include your recommendations. Write Technical Manager. Box 842, BROADCASTING.

WANTED—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 842, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary expected. Write Box 825, BROADCASTING.

WANTED—Opera tor. Must be capable of news and general announcing; full particulars. Box 825, BROADCASTING.

WANTED—Announcer with first class license. Must be capable of news and general announcing network station. Send details to GE, Pocatello, Idaho.

Sales Promotion Man—Important network station which will add FM and Television to its schedule desires capable man to supervise all phases of station popularity and advertising. Must have basic technical knowledge. Salary guaranteed. Two cities are available. Write Gerald Wilson, Radio Personnel, Box 811, Washington, D. C.

First Class Operator—Capable of handling first rate copy writer. ENSO, Concord, N. C.

Engineer—First or second class license, permanent good position. Must be familiar with 2 kw CBW license in moderate sized New England town. Box 821, BROADCASTING.

Engineer—First or second class license; Good pay. No flying. Must be capable of living. Must be draft deferred. WSTD Rutland, Vt.

KEY, Olympia. We will shortly need two first class operator-announcers. Please send full details and audition disc if possible.


PROMOTION MANAGER—Man or woman with basic knowledge of sales, publicity and advertising. Capable of having ideas and details concerned with increasing station position and public interest. State all details you think of interest to a potential regional affiliate. Salary commensurate with ability and background. Box 813, BROADCASTING.

PROGRAM DIRECTOR—For progressive southeastern metropolitan regional network affiliate. Must be experienced, of good character, and energetic. Don’t apply if you’re a surface thinker. Now is important: ability to follow through—particularly promotion! Plus our operating income expected. Box 814, BROADCASTING.

WANTED—Two good Farm Station Announcers and continuity men. Good earning, low cost living conditions and excellent future for right men. Write or wire full details, RFNF, Shenandoah, Iowa.

Advertising Salesman—With chance to develop into commercial manager—by popular Florida station. Great opportunity for experienced man looking for permanent advancement. Write fully. Box 814, BROADCASTING.

Help Wanted (Cont’d)

TRAINED RADIO BELP AVAILABLE—

to help offset the shortage of technically trained telephone license operators. Parley, women for second and first class radio telephone licenses and other communication work. Some trained men and women are available. Write Box 815, BROADCASTING.

Central Operator—Must be experienced. Regional Network Station, State full qualifications. Box 816, BROADCASTING.

ANNOUNCER—For mid-western network station. Splendid opportunity for right man. Good in all phases of announcing. Box 817, BROADCASTING.

Excellent Positions—Open for first, second and third class engineers; production men, news editors; station executives; time salesmen; radio telephone and technical operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.


Situations Wanted

ANNOUNCER—Top man. Desires change with progressive station willing to pay for talent plus in all phases of announcing. Age 26, 5 years experience, married, no draft. Knows production and can edit news. Please tell all first. Box 818, BROADCASTING.

Second Phone and Second Telegraph Live—Want job in California station. Married, age 28, draft, for second phone operator, Gen. Delivery, Oakland, California.

Commercial Manager—Desires change. Progressive minded ability. Not a prone salesman. Educated and draft exempt. Prefer station with sales problems. Address Confidential, Box 819, BROADCASTING.

Woman—Four years experience in radio desired, preferably on Southern Station. Familiar all phases of radio. Program director, office, continuity writing handle station’s programs. Box 820, BROADCASTING.

Copywriter and Announcer—Two years general merchandising and copy experience. Three years entertainer, Prefer start going operating position. 25, DF, Box 820, BROADCASTING.

Eighteen Years—In fourteenth at leading 50 kw radio experience; production, engineering (first telephone), programming, writing, traffic, announcing (not too good). Desires change. Prefer location in New England. Preferally medium sized city. College graduate, 40. Box 821, BROADCASTING.

Program Director—Announcer, continuity writer, produce desires change of location. Has charge, 2 kw station. Employed 6 kw network affiliate. Versatile background involving successful business venture. Box 827, BROADCASTING.

Program Director—Announcer, continuity writer, produce desires change of location. Has charge, 2 kw station. Employed 6 kw network affiliate. Versatile background involving successful business venture. Box 827, BROADCASTING.

Producer—Writer—Capable and experienced, with definite talent and capable of original work, desire change of location. Has charge, 2 kw station. Employed 6 kw network affiliate. Versatile background involving successful business venture. Box 827, BROADCASTING.

Writer-Announcer—Aviation Expert—Breakfast Club, street broadcasts, publicity. Tell all first letter, Salary and bonus. “Rube” Brinkley, c/o Box 814, BROADCASTING.

WANTED

EXPERIENCED NEWSCASTER-ANNOUNCER—Employed with 50,000 watt station, B. A. Degree, Age 24—Single. 4-F. Available March 4. Salary $60 weekly. Box 809, BROADCASTING.

Experienced Networker—Now employed. Desires change. Honorable discharge. Minimum $60 weekly. Box 819, BROADCASTING.

STATIONS! AGENCIES!-Continuity Dept. wearing khaki! Fre- quent-verse writer with library will pinch hit by mail. Dramatic shows, program ideas, custom-written spots. Low rates. Box 812, BROADCASTING.

ATTENTION CHICAGO AREA!—Local spot announcing for mid-western network affiliate. Desires change. Aim to advance in the field of national advertising. Would be willing to continue sales work or secure position writing straight copy. Strongly interested. Station immediately. Box 811, BROADCASTING.

ANNOUNCER—Draft exempt. Good salary for versatile man, 10,000 watt station in Southeastern city of 200,000. Box 810, BROADCASTING.

For Sale

For Sale—Two 825 tubes, 150 hours. Two 835, 1,500 hours. One 804A, 2,000 hours. One 845, 2,000 hours. Three 849, 5900 hours. All RCA, $275 for lot. Box 813, BROADCASTING.


For Sale—Subject to FCC approval. Regional thousand watt station in thriving city. May be bought for $55,000 cash. Box 891, BROADCASTING.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Wash., D.C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

Notional Press Bldg., D.C. 11025

Washington, D. C.

HECTOR R. SKIFFER

CONSULTING RADIO ENGINEERS

FLEXIBILITY MONITORING


• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

J O H N B A R R O N

Consulting Radio Engineers

Specialized in Broadcast and Allocation Engineering

Earle Building, Washington 4, D. C.

Telephone National 7577

WANT A JOB WITH A FUTURE? * Announcer * Sports Announcer * News Editor * Women’s Program Director For 5000 watt station in metropolitan Ohio city. No post-war replacement. State experience, draft status and salary desired. Box 800, BROADCASTING.

WANTED TO BUY—250 watt transmitter—any model, any make, or any old. Box 866, BROADCASTING.

Professional Directory

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

Notional Press Bldg., D.C. 11025

Washington, D. C.

Radio Engineering Consultants

Frequency Monitoring


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WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

BACK THE ATTACK ‘TIL THEY COME BACK!”

Help Wanted

BROADCASTING • Broadcast Advertising

February 7, 1944 • Page 61
Delay in Duopoly' Order Seen As Jett Confirmation Pends

licenses of nine stations affected by action which denied extensions beyond May 31

possibility that the FCC again will consider postponement of the effective date of dual ownership on a blanket basis when it has its full quota of seven Commissioners was seen last week with the expected confirmation of Chief Engineer E. H. K. Jones as a member of the Commission.

By a 3-3 tie vote, the FCC Jan. 28 retained the May 31 effective date for the "duopoly" order, denying motions that the effective date be extended to Nov. 23 or to Jan. 1, 1946. It was thought that with Mr. Jett's confirmation, now confidently expected in spite of a political directed controversy over his political status, the postponement motion would be re-offered. In its Jan. 28 action, the FCC extended to midnight May 31 the licenses of nine stations held to be affected by the order banning dual ownership of stations in the same or overlapping areas.

First Renewals

Stations given extensions to the May 31 date were: WEEU Reading; WILM-Wilmington; KIEV Glendale; WBAP Fort Worth; WAIK Chicago; WLCW Cincinnati; KFI and auxiliary, Los Angeles; KFAB Lincoln; WBMM Chicago.

PROMOTION STAFF OF BMI EXPANDED

IN AN EXPANSION of promotional activities, BMI has appointed Tod Williams to head the promotional department as well as edit the new BMI monthly bulletin. Mr. Williams was formerly with McCann - Erickson, Minneapolis, and later joined WTCN Minneapolis, as news editor and promotion director, and is a former program director of WSPD Toledo. The BMI Bulletin, approved at a recent Board of Directors meeting, will contain news of BMI operations and affiliated BMI station activity.

Mr. Williams Mr. Dolberg

Board of Directors meeting, will contain news of BMI operations and affiliated BMI station activity, which will make its initial appearance about Feb. 10, and also act as a clearing house for program ideas and production problems, according to Merritt E. Tompkins, BMI vice-president and general manager.

WGN Planning for Video Outlet in Chicago Area

ANTICIPATING the importance of post-war television, WGN Chicago has commissioned for a 40,000 w transmitter and has applied for a television wavelength and construction permit from the FCC, W. E. Macfarlane, president of the station, announced last week.

The transmitter and studio equipment for video broadcasting, to cost more than a quarter-million dollars, will be built by General Electric when post-war priorities determined by the WPB will permit its construction. Studios for WGN's television, as well as those for FM and facsimile reproduction and AM, will be housed in a new structure to be built on the property south of the Tribune Tower, immediately following the war.

Resinol on Coast

RESINOL CHEMICAL Co., Baltimore, will use network radio for the first time, starting Feb. 14 with Edward Jorgenson's Blue Room Review on 30 Pacific Coast stations of the Blue, Monday, Wednesday and Friday, 1:20-1:30 p.m. Firm has been promoting its Resinol ointment through spot radio for the last several years. Agency is Courtland D. Ferguson Inc., Baltimore.

Foreign Language Outlets Seek Unity

Common Council, OWI Stress Problems Facing Stations

AT AN INFORMAL conference arranged by the Common Council for American Unity, New York, foreign language broadcasters met last week with council members and representatives of the Office of War Information, to discuss problems facing foreign language radio in handling Government information programs, promotion of Americanization among the foreign language speaking people, and other phases of programming.

As radio chief of the OWI's foreign language division, Lewis Frank outlined the objectives of his division and said he was primarily to help put across the Government's information programs. Present services of the division were explained in the light of the recent budget cut, reducing expenditures from $8,000,000 to $2,000,000.

It was generally agreed that one of the prime wartime services of the foreign language station should be to break down inter-group barriers caused by intense nationalism. There is a real need for creating a feeling of unity among immigrants from foreign language groups by expressing their common interests as Americans through programming, it was decided.

3-Point Program

Read Lewis, executive director of the council, proposed a three-point plan for foreign language radio. Spacing of news and other program material on local stations to avoid duplication, interpreting one national group to another, and securing public recognition and understanding of the foreign language stations were included.

Some broadcasters felt that the OWI material they received was better suited to newspapers than to radio, and that the translations did not ring true, while others pointed out that it was up to the individual broadcaster to rewrite and adapt the material to his own taste. It was brought out, however, that changing of OWI material required censorship approval before it could go on the air, and that the delay and time involved were discouraging factors. The council agreed to arrange a meeting with censorship authorities to discuss the station's difficulties.


DURING WAG Week at WHIO Dayton the station arranged a series of daily promotion spots and programs. Recruiting center was set up at WHIO and listeners were invited to come and enlist.

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DURING WAG Week at WHIO Dayton the station arranged a series of daily promotion spots and programs. Recruiting center was set up at WHIO and listeners were invited to come and enlist.
Communities today find themselves faced with the problems of juvenile delinquency. Through the mediums of radio and the press much can be done to rectify this condition. It is KMBC of Kansas City that is doing something about it in the "Heart of America". The "Big Brother Club", utilizing KMBC's extensive talent facilities, has been formed to place the emphasis, through awards of merit, on the worthwhile accomplishments of youth in the community. Therewith, good is glorified—not the acts of delinquency. Just another example of KMBC's continuing efforts in behalf of American Broadcasting to serve home and the community!

* Public Service feature of KMBC—not available for sponsorship.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
**WKY LEADS THE NATION**

During the better part of every day, according to Hooperatings, WKY's audience not only exceeds those of two or three Oklahoma City stations combined, but consistently ranks ahead of national averages. Here, from latest ratings, is one typical example:

**Hooperating, Winter-Spring, 1943**

<table>
<thead>
<tr>
<th>Program</th>
<th>WKY</th>
<th>Nat'l Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>31.2</td>
<td>27.3</td>
</tr>
</tbody>
</table>

As Don Wilson would say it, "A brisk 40-minute climb to the towering peak of WKY's new 910-foot antenna will give your body just the stimulation it requires to assimilate the muscle-building goodness of crispy, crunchy, sweet-as-a-nut Grape Nuts Flakes."

And besides, when WKY's new tower is completed, more Oklahomans than ever before will learn about Grape Nuts Flakes' delicious flavor, and more Oklahomans than ever will enjoy the entertainment of Jack, Mary, Rochester, Dennis and Phil.

Thus, the Oklahoma City station most people listen to most of the time will be heard better-than-ever, by more and more listeners. No wonder WKY's long established leadership grows through the years.