Denver Delivers Raw Materials

Colorado's vast storehouse of mineral wealth is supplying coal, iron, molybdenum, vanadium, and more than 200 other useful metallic and non-metallic minerals and compounds to American industry in greater quantities than ever before. Prospects are for the biggest mining year in history.

Denver Delivers Manufactures

The mobilization of Colorado's peacetime industry for war production was completed quickly. Today destroyer escorts sail the seven seas built in Denver's "shipyards of the Rockies" and 65 other items of war equipment manufactured in Colorado are fighting on every front.

Denver Delivers Buying Power

Colorado's stepped-up activity in mining, industry, and agriculture has increased the buying income of Colorado by 31.6% within the past year. The Denver market, 20th in sales volume among the 157 retail trading areas of the U. S., is a big, important market in both today's and tomorrow's selling.
IN TOWN... 

CHICAGO: Ernest Cleff is an assistant foreman at the Eugene Dietzgen Company, engaged in war work. Mrs. Cleff is the sister of Roy Martin, daughter of the Lynn Martins, farmers near Coloma, Michigan. She grew up on the farm, left it 13 years ago to study nursing in Chicago. The Cleffs are regular WLS listeners, like so many other working families of Chicago.

THE SAME FAMILY... in Town and Country

They Listen to WLS...They Buy WLS-Advertised Products

HERE in Midwest America there is no sharp dividing line between those who live on farms and those in towns and cities. It's probably because so many people in the cities have come from the farms, or make their living from the great agricultural empire. Many of the folks in cities still have relatives on the farm. Take the families pictured here, for instance. Mr. and Mrs. Ernest Cleff, Jr., live in Chicago, but Mrs. Cleff grew up on a farm. Her brother, Roy Martin, and her parents still farm near Coloma, Michigan, and all of them are constant WLS listeners. Mrs. Roy Martin, who grew up in Chicago, and moved to the farm only three years ago, enjoys WLS programs every bit as much as her farm-raised relatives. Checking last year's purchases in classes of goods advertised on the station, we found that 48% of the Martins' selections were brands advertised on WLS. In the city, 42% of the Cleffs' selections were WLS-advertised brands. Whether you want to reach people working in city industries or the farm folks producing the greatest harvest of grain and livestock in all history, WLS provides you direct contact...with people both in town and country...folks with similar likes and tastes, tremendous buying power, and loyalty to WLS and our advertisers. We have dozens of case records to prove that WLS Gets Results! Just ask us...or ask the John Blair man.
IN 1944 BRUSH-UP QUIZ FOR THOSE WHO MISSED IT IN

The 874 $ Station Question

1. What music is used on more U. S. radio stations than any other music? *
2. What is the only performing rights organization which personally visits every station in the U. S.? *
3. Which is the largest performing rights organization in the number of licensed stations? *
4. What licensing group has the largest percentage of American music? *

Over 100 Years Of Broadcasting Experience

5. The personnel of what organization has a total of over 100 years of practical broadcasting experience? *
6. What station relations staff personally assists stations with their operating problems? *
7. Who is the liaison between the Treasury and the broadcasting industry on War Bond work? *

Entire Catalog Available on Flat 2c Recording Fee

8. What is the only organization which offers its entire catalog of 100,000 diversified compositions to agencies and transcription companies on a flat 2c recording fee? *
9. On commercial and library transcriptions, what music may be performed on 874 U. S. stations licensed by SESAC without restriction or additional performance fees? *
10. Who issues a monthly music bulletin and furnishes a handy Music Guide to 3,000 executives in the radio industry? *
11. What organization makes available to stations without charge details of revenue producing sales plans? *
12. Who maintains a Program Service Department to assist stations, agencies and transcription companies? *

* There is only one correct answer

SESAC

475 Fifth Ave. New York 17, N. Y.
Be A Discoverer

Find New Sales Possibilities

Today and Post-War

In WWL-Land

USE WWL—ONLY MEDIUM YOU NEED

The Deep South is booming—diversifying — building right now for long-time prosperity—an opportunity for sales of every product. WWL combines clear, strong signal through five states with proven listener-loyalty. Use WWL, the standout station in this part of the nation.

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

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

The "small" station with the .... "Big names" .... and the audience in Nebraska's Capital City Area

BOAKE CARTER NATIONAL RADIO FORUM
BOSTON SYMPHONY MARTIN AGRONSKY
LONE RANGER BREAKFAST CLUB

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN NEBRASKA
A Small Station Doing a BIG JOB
LET US give you full facts and figures on WSIX and the booming Nashville market.

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

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

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

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue Mutual

WSIX "The Voice of Nashville"

5000 WATTS

980 KILOCYCLES

NASHVILLE, TENN.
IN SHORT-WAVE BROADCASTING...

RCA has installed standard broadcast transmitters all over the world.

RCA also has led in development of short-wave transmitters specifically designed for international broadcasting.

The 50 KW Short-Wave Transmitter shown at the right is one of more than twenty-five of this type built by RCA in the last two years.

This is the first high-power short-wave transmitter to be built to broadcast standards and to include such features as high-level modulation, front access doors, vertical chassis construction, and streamline styling.

RCA's broad experience in every field of broadcasting—AM, FM, Television and Short-Wave—is a powerful and effective force in aiding all phases of the industry. RCA quality is the standard of the industry.

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA
The first high-power short-wave broadcast transmitter to be produced in quantity

The 50 KW Transmitter of Radio Nacional, Rio de Janeiro, Brazil, shown below, is one of more than twenty-five of these 50 KW transmitters built and installed by RCA in the last two years.

Most of these units are already taking an active part on the broadcasting front of this global war.

Never before were so many high-power broadcast transmitters of a single design built and installed in so short a time.

RCA experience in AM, FM and Television — plus worldwide organization — paved the way!
"HEY MAC--GET IN ON THIS!"

Service Men...

KEEP SENDING THOSE LETTERS!

"Bill Halligan says that all the contest entries he's received so far have been swell—he wants more letters tellin' about actual experiences with all types of Radio Communications equipment built by Hallicrafters including the SCR-299!"

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of November, December, January, February and March. (Deadline: Midnite, the last day of each month.)

For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-Mail letters will do.

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

New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent.

Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

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

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING
SEATTLE 4, WASHINGTON
ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

WALTER GUILD

Partner, Garfield & Guild Advertising, San Francisco

Says—"A station list in a spot broadcasting campaign is like a connoisseur's dinner—carefully selected for maximum satisfaction!"

- Nice going, Mr. Guild! And like that same dinner, it will exactly fit both the customer's appetite and pocket-book!
- The "menu" at the right offers just such a connoisseur's choice, by the way. It includes some 50,000 watters, and some very juicy selections of regional stations in particularly favorable markets. There are "farm" stations, metropolitan stations, all-coverage stations that dominate entire states and territories.
- Some of the smartest advertisers and agencies in the nation often make a complete selection from that one list. If you'll tell us your wants, we'll make some tasty suggestions.

FREEMAN & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

- WGR-WERW - BUFFALO
- WCKY - CINCINNATI
- KDAL - DULUTH
- WDAY - FARO
- WWSH - INDIANAPOLIS
- WKEO-WKAMAZO-BRAND RAPIDS
- KMBR - KANSAS CITY
- WAVE - LOUISVILLE
- WTCH - MINNEAPOLIS-ST. PAUL
- WMBO - PEORIA
- KDO - ST. LOUIS
- WFBF - SYRACUSE
- WHO - DES MOINES
- WOC - DAVENPORT
- KMA - SHENANDOAH
- WCBM - BALTIMORE
- WSCC - CHARLESTON
- WIS - COLUMBIA
- WPTF - RALEIGH
- WDBJ - ROANOKE
- KOB - SOUTHWEST
- KOMA - ALBUQUERQUE
- KOKM - OKLAHOMA CITY
- KTUL - TULSA
- KBRC - PACIFIC COAST
- KOIN - LOS ANGELES
- KXIO - PORTLAND
- KIRO - OAKLAND-SAN FRANCISCO
- KFAR - SPOKANE, WASHINGTON
- KFBS - FAIRBANKS, ALASKA
- WRIGHT-SOHOX, INC.

CHICAGO: 180 N. Michigan
        Franklin 6375
NEW YORK: 424 Madison Ave.
          Plaza 5-1130
SAN FRANCISCO: 111 Sutter
               Sutter 4355
HOLLYWOOD: 1523 N. Garden
            Gladstone 3949
ATLANTA: 122 Palmer Bldg.
          Main 5667

Page 10 • February 14, 1944

BROADCASTING • Broadcast Advertising
Jett Nomination Is Confirmed by Senate

FCC 7-Man Agency As Payne Post Is Filled

WITH CONFIRMATION last Friday by the Senate of E. K. Jett to serve as a member of the FCC, the Commission this week will resume functioning as a seven-man agency for the first time in seven months. Lt. Jett, chief engineer since 1938, succeeds George H. Payne, who had served since the FCC was created in 1934. Nominated as an Independent, Mr. Jett’s political faith had been questioned because he had never voted in a state or national election.

The Senate Interstate Commerce Committee reported the Jett nomination favorably with only two dissenting votes following a 90-minute open hearing last Wednesday. The nomination promptly was reported to the Senate that day with unanimous confirmation on Friday. The term is for seven years from June 30, 1943.

The opposition to Mr. Jett was less violent than expected, in view of the election year, the House investigation of the FCC, criticism of the Commission’s war activities, and the fact that he had served on the Commission and its predecessor, the Federal Radio Commission for 15 years. Ewell Kirk Jett will be 81 on March 20. He was born in Baltimore and served in the Navy for 18 years, through enlisted and commissioned ranks. He joined the old Radio Commission in 1929, after retirement from the Navy, and has never broken his continuous Government service.

Rich Experience

At the brief hearing Wednesday, Mr. Jett was paid high tribute by Senator White (R-Me.), acting minority leader, who said he knew no one possibly available who has a richer experience or greater ability for the FCC post. Senators Gurney (R-S.D.) and Reed (R-Kans.) questioned Mr. Jett’s failure to register or vote, despite the fact that he had been a resident of Chevy Chase, Md., Washington suburb, for a decade. Mr. Jett explained that he felt the circumstances surrounding his situation were peculiar since he had spent nearly a score of years in the Navy and afterward had served continuously with the former Radio Commission and the FCC in engineering capacities.

Mr. Jett’s nomination was called before the Senate in considera-
tion initially last Thursday. Acting Minority Leader White, however, said that while he personally was in favor of the confirmation, there were Republican members who “might want to say something about it.” He therefore asked that the nomination be passed over. Confirmation came at the executive session following the day.

With Mr. Jett’s confirmation, the FCC now is made up of four Demo-

crats (Fly, Craven, Walker and Durr) two Republicans (Case and Wakefield) and one Independent. Mr. Jett asserted his political faith actually was “independent” by virtue of the fact that he had never voted. He told the committee he had always felt that the engineering department of the Commission “should be absolutely free from politics.”

Mr. Jett probably will take the oath of office this week—as soon as

WPB Considers Closer Check On Retail Broadcast Selling

A CLOSER check on radio commercials, as affected by last July’s declaration of policy on retail promotion policies and practices with respect to textiles and textile products, is being considered by the War Production Board, it was learned last week. No formal order, however, putting pressure on broadcasters is contemplated.

A study is being made by the Office of Civilian Requirements with the view toward amending its July order to restrict that textile retailers, and now possibly other retailers, refrain from “buy now” advertising appeals. [Broadcasting, Aug. 2, 1943]. The voluntary check by newspapers on any copy does not comply with the July 15 declaration of policy has been 90% effective, it is estimated, but the check by radio has been more loosely handled due to the nature of the medium, hence no estimate can be made of radio’s compliance with the declaration.

If radio selling is weighed and found to be wanting in its voluntary enforcement of the declaration of policy, it may be that all advertising scripts will have to be scrutinized by station management for violations, with “scare copy” extracted. The retail promotion policy with respect to textiles hit particularly such practices as: 1) “scare” advertising; 2) “buy now” advertising; 3) selling statements such as “We may not be able to get more.”

It was because of such fine cooperation in the past on the part of both radio and the press that clothes rationing was averted, but in the past few months there has been a growing laxity of compliance with the declaration, it was pointed out.

COMMISSIONER JETT

his commission is forwarded from the White House. While there has been some speculation about his successor, it was not expected that the appointment would be made for some days. Among those men- tioned as logical successors, if the Commission’s work is filled by promotion, are George P. Adair, assistant engineer in charge of broadcasting; George E. Sterling, assistant chief engineer in charge of the Radio Division; and Philip P. Siling, chief of the International Division.

Questions regarding purported domination of the FCC by Chair-

man Fly were raised during Mr. Jett’s appearance. Senator Tobey (R-N.H.) observed that he had heard that the FCC was a “one-

man band” and that Mr. Fly was surrounded by “good timid men, or timid good men.”

“Will you be independent?”, asked the New Hampshirean.

Replying affirmatively, Mr. Jett said that at no time had Chairman Fly “ordered me how to run my department.”

Anent ‘Influence’

In the same vein, Chairman Wheeler said he hoped Mr. Jett would not be “dominated” and that “you will stand up for what you think it right and not be led around either by the industry, or some of the commission or by BROADCASTING itself.”

Before leaving to attend another committee meeting, Senator White inferred there would be no organized Republican opposition to the Jett confirmation. He said, “I have known of his technical knowledge, his engineering skill, and I have known of his services at the Commission, and of the intimate association he has had with the entire broadcasting industry of this country during those years he has been in the industry. I have known all of his experience in the international field. It seems to me there is no one possibly available now who has had a larger experience with respect to international communications or who has a wider and sounder knowledge of the problems that are now being presented to us as a committee and to the Congress than Mr. Jett.”

“I have known that he is a man of ability, integrity, and character. I am for his confirmation, and if there is a vote to be held this morn-

ing, I ask the chairman to record my vote for his confirmation.”

Senator Gurney said he was fa-

(Continued on page 70)
Ryan May Assume Presidency Of the NAB Prior to April 1

SETTLEMENT of the OWI jurisdictional dispute last week, with Elmer Davis still in the saddle, may hasten the assumption by J. Harold Ryan, chairman of the Board of Directors of Censorship, of his new duties as president of the NAB. Originally planning to take over the post occupied by Neville Miller about April 15, Mr. Ryan indicated last week that he hoped to be able to move by mid-March or the first of April.

At the time of Mr. Ryan's election Feb. 2 by the NAB board of directors, OWI Director Davis and Assistant Director Robert E. Sherwood were embroiled in a controversy which resulted in widely circulated reports that the Domes
tic Branch of OWI might be transferred to the Office of Censorship. If that had happened, Mr. Ryan would have been disposed to remain until April 15 to participate in the new organization.

Resignation Accepted

Director of Censorship Byron Price had accepted Mr. Ryan's resignation when he announced his effective date. Mr. Miller, who retires about Feb. 15 as NAB president after a tenure of nearly six years, was in Washington last week cleaning up his affairs. He has not announced his future plans, aside from his decision to take a vacation.

Mr. Miller, an attorney by profession, retains a residence in his native town of Louisville where he had served as mayor, as well as his home in Washington.

Disclaiming any intention of a house-cleaning at NAB headquarters, Mr. Ryan declared he has an open mind against any such action. He said he would not formulate his plan of organization or procedure until he assumed the new post, but asserted there would be no summary actions. The NAB must have an executive staff, he said, and he would be in no position to judge how the organization may best function until after he has surveyed its operations at first hand.

Before Mr. Ryan sets a definite date for assumption of his NAB post, his successor as assistant director of censorship will have been selected. Director Davis, Ryan was the first man to hold the radio censorship post, having been drafted shortly after Pearl Harbor for the assignment. He left his duties as advertising executive and general manager of the Fort Industry Co. stations to accept the Washington call. He retains his executive post with Fort Industry and plans to return to its Toledo headquarters after filling his interim appointment, until July 1, 1945, as NAB president.

C. E. Arney Jr., secretary-treasurer of the NAB, who was named temporary managing director by the NAB board at its Chicago meeting, now is completing a tour of NAB district meetings. He will serve as acting executive head for the period during which the presidency is vacant after Mr. Miller's retirement Feb. 15. Mr. Ryan shortly is expected to appoint a committee of three members of the board to act as a temporary executive committee.

Word 'Radar' Only Now Permitted In Advertising

The War Dept. has revised its policy to permit the use of the word "radar" in general advertising and publicity. Electronic manufacturers are advised by the Signal Corps that restrictions imposed last July [BROADCASTING, Aug. 2] have been modified to allow the use of the word only.

Caution Urged

Signal Corps officials emphasized that aside from this relaxation, the ownership and restrictive practices remain in force. They cautioned that no radar devices, equipment or components can be depicted or referred to or shown in photographs. The Office of Censorship has never objected to the use of the word "radar."

The modification was made at the request of the Radio Manufacturers Association to assist the electronics industry in recruiting labor.

PREVIEW PERFORMANCE of Van Camp's Luncheon With Lopes must have been good according to the expression of the men behind the show at a recent closed circuit broadcast on Mutual when the format was explained to the sponsor's agents and representatives throughout the Van Camp Camp's Tenderlon Macon, started Vincent Lopez's Orchestra on 133 Mutual Stations 31, in the 1:30-1:45 p.m. period on Mondays, Wednesdays, and Fridays. Grouped around the mike are (1 to r): L. J. Noonan, sales manager of Van Camp; Joel Borkovec, promotion and research; Vincent Lopez; C. C. Culp, vice-president, and Ray Peterson, advertising manager of Van Camp's; Sherwood Smith, president of Calkins & Holden, New York agency.

Miller's Record as President of NAB Praised in Courier-Journal Editorial

The following editorial was published in the 'Courier-Journal.'

"Louisville, home-town of Neville Miller, on Feb. 4, Mark Bittman, publisher of the newspaper, served as interim president of the NAB in 1933, prior to Mr. Miller's appointment:"

Neville Miller's six years as president of the NAB have been useful to the industry and to the public indirectly. The fact that he is now being supplanted is a reflection of internal politics and outside pressures, rather than any reflection upon the character of service he has given to the radio industry. Indeed, his intellectual integrity, his stubborn refusal to yield where he was sure he was right made him powerful enemies, among them chairman of the FCC and the heads of the major networks.

Mr. Miller led the radio industry in the successful fight which broke the ASAP monopoly—a fight in which Jeanie and her light brown hair played a part. It was a battle in the public interest, aside from the fact that it gave the FCC a chance to show its ability by such arrangements with the authors, composers and publishers to give the ASCAP hierarchy and opened the way for the new, young composers.

Under Neville Miller's guidance, the industry adopted a code which, with all its defects, certainly worked in the public interest in that it set standards for editorial and program practices and programs. There is still a long way to go, but the radio industry is more conscious of program standards than it has ever been in its history. Mr. Mil-

lner has stood unyieldingly against James Caesar Petrillo when fainted heartened were inclined to cower and run when the undisputed boss of the musicians' union delivered his ultimatum.

A major accomplishment, which Mr. Miller would certainly want to share with a great many others, is that there is a better chance now for this country to have a new radio law there than has been since 1934. The President asked Congress for a new law several years ago; the radio industry has been asking for a definitive law for several years. It is about to come about. It will give radio a more stable base than it has had.

Mr. Miller can have the assurance that he has done his job well and that there is nothing in the fact or in the manner of his leaving the radio in-

dustry which should make his fellow citizens any less proud of him than they were when he was mayor.

Tax Clause Frees Duopoly Transfers

Revenue Bill Proviso Stays In Final Approved Draft

STATIONS transferred or sold under the FCC "duopoly" rule (84A), which bans multiple ownership, will be exempt from capital gains tax if the amendment to the Revenue Act of 1943 (HR-3887), passed last Monday in the House and Senate.

Introduced last Dec. 16 by Sen. Bennett H. Oldsmobile, the amendment was inspired, Sen. Clark said, because of the forced separation of KGX and KWTO Springfield, Mo., which were under management of the NAB by last Jan [BROADCASTING, Dec. 27, 1943].

Applies to 1943

Although House conference re
grew portions of the original amendment, its substance remains unchanged. It was understood that the Treasury Dept. approved the provision in view of the FCC reg-

ulation which provides that the multiple ownership ban becomes effective May 3, 1944.

The amendment, under Sec. 112 of the Act, shall be applicable to taxable years beginning after Dec. 31, 1942. Following is text of the amendment:

(m) GAIN FROM SALE OR EXCHANGE TO EFFECTUATE POLICIES OF FCC—If the sale or exchange (including an exchange for stock in a corporation) is certified by the FCC to be necessary to effectuate the policies of the Commission with re-

spect to the maintenance of con-

trols of broadcasting stations, such sale or exchange shall, if the taxpayer so elects to be treated as an involuntary conversion of such property within the meaning of subsection (b) of this section. For the purposes of subsection (b) of this section, as made applicable by the provisions of this subsection, stock of a corporation operating a broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property being sold or exchanged.

The part of the gain, if any, upon such involuntary conversions which constitutes gain as described in subsection (f) of this section is not taxable. For purposes of the immediate tax, there shall be no election as to whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property being sold or exchanged.

Any election made by the taxpayer under this subsection shall be made in a manner that effect in his return for the taxable year in which the sale or exchange of the property, with respect to which taxable years beginning before Jan. 1, 1944, by a statement to that effect in the return filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as the Secretary of the Treasury may prescribe by regulations, provision by the Secretary) and such election shall be binding for the taxable year and all subse-

quent taxable years.

Trammell on Council

NILES TRAMMELL, NBC president, has been made a director of the War Advertising Council, succeeding Paul W. Detweilen, Chrysler execu-

tive vice-president, as radio's representative on the Council board.
Financial Firms Find the Air Medium An Effective Sales Agent

Roundup, WRVA is the Columbia System's outlet in Richmond and does a fairly good job of covering the whole State of Virginia. "On WMG, the Richmond AM outlet with 5,000 w, we have 60-word announcements on Tuesday, Thursday and Friday immediately following the John W. Vandercook W. National Roundup and on WRNL, the local Blue Net-work outlet of 5,000 w we have 50-word announcements at 7 p.m. on Monday and Wednesday just before the newcast of Fulton Lewis Jr.

Outranks Newspapers

"We are using radio as an integral section of our advertising structure which is composed of all recognized media and we consider it an effective medium in advertising mass publics. "Our experience with radio has led us to increase the time pur-chased considerably. At this particular date we are spending about 20% of our entire budget on this medium. I might add that we confine all of our advertising on radio to one subject such as personal loans, bank money orders, savings, etc., for stated periods, usually eight weeks, and we have noted that the increase in volume ac-celerates in that particular field as the advertising progresses."

Geta Results

In Cleveland, H. J. Wills, Manager of the Central National Bank's public relations department tells us what his organization floats over the air waves and what comes of it. Mr. Wills: "As an FAAccomplice, I shall be glad to set down some observa-tions regarding our radio programs. As you may or may not know, we have been an occasional user of radio for the past five or six years."

Healy Asks Advertisers to Make War Messages 'More Vital, More Dynamic'

OFFICE of War Information will ask advertising to perform "only jobs which will contribute direct-ly toward winning the war," George W. Healy, OWI director of domestic operations, last Thursday told a dinner meeting of some 400 advertising copywriters and artists at the Hotel Roosevelt, sponsored by the New York Council, American Assn. of Advertising Agencies, in cooperation with the War Ad-Vertising Council. Charles L. Whittier, vice-president, Young & Rubicam, presided.

Director while the help the advertising industry has al-ready given the Government is "un-precedented in any emergency in any nation" it is still not enough, Mr. Healy urged the creative peo-ple to make advertising's war mes-sages "even more vital, more dy-namic and more persuasive than they have been so far."

Praise for Advertising

OWI, he said, "will give you every bit of information we can assemble to help you in the fight. More important as to what kind of jobs we and the council shall ask you to do, we shall plan for you and expect you to perform only jobs which will contribute directly toward winning the war."

Mr. Healy paid tribute to the WAC in mobilizing advertisers, agencies, and media on the home front. In dedicating its money, its energy and its superb talent to the task at hand", he said, "ad-ver tising has given eloquent proof that enterprise exists and democ- cracy works."

OWI's work with the Council, he continued, "has been, and is, one of the outstanding examples of team-work between business and Government. Born out of a com-mon urge to help the war, the close-working relationship between CWI and the Council stands out in bright contrast to the jealousies and bickering of pressure groups and the 'gimmie mine' boys."

Braging Resented

William J. Caldwell, BBDO copy writer and twice-wounded veteran who served with both the RAF and the U. S. Air Forces, reported that the fighting forces deeply resent "the enormous amount of brag-ging that runs through much copy for advertising. " Pointing out that the 10,000,000 men in the services are future customers and that "it is important not to get their backs up against you and the people for whom you are advertis-ing while they are away," he con- tinued.

"When you publish an ad on the part your product is playing in that war, please be sure to mention the men. After all, war is not much different whether you are fighting with a tomahawk or a bazooka. Machines change, but men don't. So do the fighting. Some-times, you know, they help as well as so-and-so's gimeracks. Please give credit to the men who are bringing victory nearer, which is too often claimed for the product alone. And give them credit in the first paragraph."

T. S. Repppler, general manager, WAC, presented a series of slides showing the advertising space contri-butions of prominent advertisers to war messages, also paying trib-ute to the work of radio writers and producers. Reporting that cur-rently advertising support of war themes is running at the rate of more than $300,000,000 annually, compared with about $200,000 for all of World War I, he urged ad-ver tising men not to feel smug, adding: "If advertising has taken off its coat, it certainly has not yet spit on its hands."

Carlton Spier, copy chief of BBDO, offered examples of product ads with war themes incor-po rated into the advertisers own story.

Showing of the film, "War De-partment Report," concluded the meeting.

Our earliest program was a five-minute presentation entitled Empire Builders which were historical sketches of widely known world personages. These broadcasts were reprinted in pamphlet form and today we still receive occasional requests for the entire series.

Service Program

"At the present we are doing a five-minute broadcast entitled Let's Write a Letter, distinctly of the service type, in which we suggest (Continued on page 90)
Probe Denies FCC 'Brushoff' Charges

Fly Criticizes Methods Of Garey In Two Letters

By BILL BAILEY

A BARRAGE of charges that the House Select Committee to Investigate the FCC was giving the Commission the "brushoff", followed by denials and countercharges, last week featured the Congressional investigation of the Commission. Beginning Tuesday the Committee heard Donald Flamm, former owner of WNYW, New York, unfold his story of what he termed a "forced sale" of the station in December 1940 to Edward J. Noble, now chairman of the board of the Blue Niles Inc. (see page 26).

FCC Chairman James Lawrence Fly touched off the fireworks when he loosed a double-barreled criticism of Committee Counsel Eugene L. Garey in two letters to Chairman Clarence F. Lea (D-Cal.). A hectic week in which words flowed freely, both verbally and written, was climaxed Friday when the American Civil Liberties Union telegraphed its indignation that the FCC was not getting "fair" treatment at the hands of the Committee.

"Propaganda Mill" Charged

On Feb. 4 Chairman Fly wrote Chairman Lea, charging that Committee counsel "deliberately" delayed the presentation by FCC of its answer to charges so far made as a move to deprive the Commission of $1,600,000 which had been cut by the House from the appropriation for the 1945 fiscal year.

The Washington Post, which has consistently criticized the Committee, called on Speaker Sam Rayburn (D-Tex.) and Chairman Lea to fire Mr. Garey.

On Feb. 5 David Lawrence, Washington columnist, devoted his column to that portion of the investigation of FCC hearings from the Joint Chiefs of Staff and the Secretaries of War and Navy recommended to the President that radio intelligence activities be transferred from the FCC to the military.

Under date of Feb. 6 Chairman Fly fired his second barrage at Mr. Garey in a letter to Chairman Lea, charging the Committee counsel with writing Mr. Lawrence, "attacking the President of the United States", and carrying on an "undercover propaganda mill".

The Washington Post blasted Mr. Garey, editorially, and again called upon Speaker Rayburn to ask Chairman Lea to take action, commenting that to "ignore" the charges made by Mr. Fly against Mr. Garey "would constitute an insult to the House of Representatives".

Chairman Lea expressed displeasure with the Post editorial and declared that Mr. Garey had not written Columnist Lawrence, but that Mr. Lawrence had gotten his information from the public record. Mr. Lea also denied the "propaganda mill" charges leveled by Chairman Fly.

On Feb. 5 Franklin S. Wood, attorney for Mr. Noble, wrote members of the Committee protesting against public hearings in the WMCA sale while litigation is pending in New York. He followed that letter last Thursday with telegrams, addressed to the Committee, in which he said: "I again formally protest against his (Mr. Flamm's) abuse of your Committee's public position for his private purposes." Published reports said Mr. Wood wired Speaker Rayburn but the Speaker said Friday:

"If I've got to go by what I haven't seen any. Mr. Fly sent me copies of the letters he sent Mr. Lea, but I'm not making an investigation. I appointed a committee to do that. I'm not going to do anything about it. That's the committee's job."

On Feb. 10 Mr. Lawrence de- voted another column on the controversy, commenting: "It would be a sorry day for free government in America if a Congressional committee or its representative did not dare to call to the attention of the press evidence in the record of the committee!"

The American Civil Liberties Union last Friday announced it had wired Speaker Rayburn and Chairman Lea protesting "that the FCC representatives have not been given a chance to testify in answer to recent grave charges!"

The Union called on Speaker Rayburn to use his "influence to see that the hearings are fairly con- ducted" and scored the "attitude and methods" of Mr. Garey.

Rep. Richard B. Wigglesworth (R-Mass.), Committee member, said: "In due time the Commission will have a chance to be heard. We offered Mr. Fly that opportunity last summer but when he ap- peared before the Committee he refused to talk. We had telegrams protesting the investigation into the WMCA sale, but the Committee plans to go ahead with its sched- uled procedure so far as I know."

Rep. Hart (D-N.J.), an attor- ney and Committee member, said he had received a copy of the letter sent to Chairman Lea by Mr. Wood and had received a telegram from Mr. Wood Thursday. "Before I make a decision I want to give it some study from a legal stand- point, but I publicly understand why a lawyer for a defendant wouldn't want to expose his case before a court of law hears it and I think Mr. Wood's point is well merited."

Rep. Miller (R-Mo.), also of the Committee, said: "Our job is to in- vestigate the FCC. A lawsuit in New York is no reason why we should hold up our investigation. We're going to conduct a thorough investigation of the FCC and we're going to get to the bottom of WMCA and other cases."

Rep. Magnuson (D-Wash.), fifth member of the Committee, has been out of the special mission in Alaska since early this year. Chairman Lea was not avail- able Friday, due to the death of a brother, but earlier in the week he said Mr. Fly's charges were unfounded.

"Mr. Fly is wrong," said Chairman Lea. "When Mr. Garey told me he had not written to David Lawrence, I called Mr. Anderson. He told me he had not received any letter from Mr. Garey but that he had gotten a copy of the public record." Asked if he planned to reply to Chairman Fly's accusations, Mr. Lea said:

"I was inclined to drop it. I don't believe such things should be given wide publicity. There is no need for Mr. Garey to fire Mr. Fly or anyone else connected with the Commission. It has conducted a 'propaganda mill' as Mr. Fly claims. If the Committee wants to fire Mr. Fly, any action will be determined by the major- ity. The Committee decided to go ahead with the WMCA hearing. We'll hear the FCC next."

"Deliberate Block" Charged

In the first of his letters, Chairman Fly charged that Mr. Garey was blocking attempts of the Committee to reply to "baseless charges" made before the House investigators. Chairman Fly al- leged that delay in presenting the FCC's rebuttal was "deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate."

The House a fortnight ago lopped off $1,600,000 from the Commission's request for the 1945 fiscal year, after the Independent Office Appropriations Com- mittees conducted hearings. The Senate Appropriations Committee last Thursday began hearings on the Independent Office Bill.

Mr. Fly's letters constituted the first active part the FCC chairman has taken personally against the House Committee for some time. Committee Chair- man, J. J. Cox, has de- clared his resignation last fall of Rep. E. E. Cox (D-Ga.) as chairman of the Committee.

Mr. Fly's letters last week produced editorials in the Washington Post "calling for a definition of Coxism?". It said, in part: Coxism appears to be marching on in the House of Representatives."

The publication called upon Speaker Rayburn and Chairman Lea to dismiss Mr. Garey.

On Feb. 5 David Lawrence's column made reference to a letter

White, Wheeler to Consider Revised Measure This Week

PRELIMINARY conferences will begin this week between Chairman Wheeler (R-Mo.) and Chairman White (R-Md.), acting minority leader, on the revised version of the White-Wheeler Bill drafted by the Senate Interstate Commerce Com- mittee staff following hearings in November and December. The co-authors of the bill (S-814) will confer regarding completion of the drafts preparatory to submit- ting the measure to the full Com- mittee in executive session.

The bill, designed to reorganize the FCC and to spell out its duties, was the vehicle for hearings held from Nov. 3 through Dec. 16. Pre- cise provisions of the measure prob- ably will not be known until the Committee print is revised and considered.

Opposition by FCC

In its original form, the bill pro- posed separation of the Commis- sion into two autonomous divisions—one handling broadcasting and the other handling common carrier operations. Each divi- sion would have its own chairman, with the chairman of the FCC as executive officer and with no as- signed duties on either division.

The Senate Interstate Commerce Committee has been opposed by the FCC, largely through testi- mony of Chairman James Law- rence Fly. Under discussion by Committee members has been a provision for rotation of the chair- manship annually; reduction of the FCC from a seven-man to a five- man commission; requirements that periodic reports be submitted to Congress by the Commission; provision of a "fine" system cover- ing violations of regulations which do not warrant revocation proceed- ings, proposed by Chairman Fly; broadening of the appellate pros- pons to allow appeals as a matter of right, and a broad limita- tion on the FCC's overall authority.

Consideration also has been giv- en, it is understood, to a "sense of the committee" proposal by Rep. Hart. "I can see an interest concept, which might em- brace expressions on such highly controverted matters as the so-called "fairness" issue on equality of opportunity of public questions; power limitation and appraisal of applications for broad- cast facilities.

Page 14 • February 14, 1944 • BROADCASTING • Broadcast Advertising
Some people buy WHO for its heavy primary coverage of Iowa cities—some for its ditto of smaller towns—some for its Iowa farm following. Whichever you want, you get all three, at a price you’d gladly pay for one • • • WHO is the only 1A clear channel, 50,000-watt station in Iowa—the only station whose .5 millivolt contour line includes or touches every county in the State. "Listened-to-most" by more Iowa people than all other Iowa commercial stations combined (see 1943 Iowa Radio Audience Survey) • • • "Such popularity must be deserved." Write for further facts—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES ... 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. ... National Representatives
First Grants Under FCC-WPB Ruling For New Local and Booster Stations

THE FCC last Tuesday granted the first conditional construction permits for new local and booster stations under the new approval method of the FCC and the WPB for obtaining broadcast facilities involving the use of critical war material and manpower jointly announced by the two agencies Jan. 26 [Broadcasting, Jan. 31].

A local 250 w standard station operating unlimited time on 1350 kc was authorized to Sagacanda Broadcasting Corp., Gloversville, N. Y. WRBL Columbus, Ga., was authorized to install a booster station near Ft. Benning.

Sagacanda Broadcasting is 95% owned by George F. Bissell, president and treasurer, who also is president and manager of WMFF Plattsburgh, N. Y., in which he holds 25% interest. Remaining minor interest is owned by its vice-president-secretary, T. E. Gilmore (1%), Flatsburgh public accountant and legal counsel, and 49% by the executive-vice-president of the Fulton County National Bank & Trust Co., Gloversville. The application stated the area was lacking adequate facilities for its local organizations, the nearest station being WGY Schenectady, a 50 kw outlet beyond the means and needs of local merchants and advertisers in Gloversville.

Ft. Benning booster station

Chrysler to N. W. Ayer

FURTHER steps have been taken by Chrysler Corp., Detroit, in the reallocation of various phases of its advertising with the appointment of N. W. Ayer & Son, Detroit, to handle a portion of its institutional advertising. J. Walter Thompson Co. relinquished the account when it became the agency for Ford Motor Co. BBDO is working on advertising plans for Chrysler’s De Soto Division, but there was no confirmation of an appointment last week. The portion of Chrysler’s institution promotion does not involve radio. Ruthrauff & Davis, New York, has been handling institutional radio—the Major Bowes program on CBS.

Wade Promoted

ALBERT J. WADE, formerly a producer in the agency of his father, Wade A. Wade (Wade Adv. Agency, Chicago), handling Ado Templeton Time, Quiz Kids and Sach’s Aegean Hour, after a year with the Overseas Division of OWI, has been named head of OWI Overseas Radio program, with the appointment, in the Near East, with headquarters in Cairo. Prior to joining the Wade agency, he was associated with WLS Chicago (now owned by ABC) as assistant continuity editor and later as director of publicity and promotion.

Gum Labs. Adds

GUM LABS, Clifton Heights, Pa. (Irvoney chewing gum), on March 18 will add 35 Blue network stations for its Saturday afternoon Hllo Sweetheart program, for a total of 123 outlets. The stations will air the quarter-hour musical program in the zones of the Southeast and Western areas, from 5:45-5 p.m. Agency is McJunkin Adv. Co., Chicago.

OWI AIMS GUNS FROM FRISCO

Ten Transmitters Beam 700 Propaganda Shows Weekly in War Against Japs

SAN FRANCISCO has become the major base for OWI operations in an effort to sway one billion Asiatics to Allied war aims and weaken the Japanese will to fight. And as the war with the Japs has been stepped up, OWI’s Pacific Bureau has kept pace by building and opening new studios on the 22nd floor of the 111 Sutter Street Building, space formerly occupied by NBC.

700 Shows a Week

First broadcasts from these completely modern quarters went on the air January 1. All shows are now aired from these studios designed and adapted for various programs. Construction will soon begin on additional studios to care for the rapidly increasing programming in the psychological warfare with the Japanese.

Nearly 700 original broadcasts a week are beamed repeatedly to Pacific target areas and friendly United Nations, driving home constantly main themes that a United Nations is possible. The broadcasts function along a propaganda line to tell the truth about the Allied achievement, with the Jap’s phony promises. These shows, ranging from five and fifteen minute newscasts and commentaries to thirty minute dramatic, discussion and music programs, are scheduled and sent out over various transmitters to the Far East and South Pacific. The most powerful of these transmitters are KGW KWX and KWD. Others include KU KW KW KROJ KREK KEKS and KESZ.

The majority of English newscasts and commentaries are live shows, but a large proportion in English and language shows are electrically transmitted and then checked for accuracy and security reasons before they are short-waved overseas. This psychological warfare is being fought in many languages and dialects—in Japanese, English, Chinese, Burmese, Malay, Korean, Javanese and in ten Filippino dialects, including Tagalog and Moro. The frontal attack is beamed directly at Japan.

Heard in China

It has been proved that the San Francisco radio is heard on the far side of the Pacific by letters from occupied China, smuggled into Free China and then mailed to OWI headquarters. While OWI Pacific Bureau broadcasts can be heard by our own armed forces in the war zones, they are not designed primarily for them. That responsibility rests with the Armed Forces Radio Services of the U. S. Army, whose

MODERNIZED VERSION of the old-style horseshoe copy desk is used by members of the OWI Pacific Bureau news division to prepare editorial material for overseas broadcast. News from the major wire services and from OWI’s news room in Washington are processed by this staff of ex-newspapersmen for translation into various foreign languages and for special English newscasts. Ten transmitters in the San Francisco area beam OWI programs by shortwave to the Orient and the South Pacific.

Army news service writes and edits newscasts, and rebroadcasts many domestic network features to all areas in designated blocks of time. It has been proved by thorough analysis of all Japanese propaganda and from eye-witness accounts of Jap camp internees, that many Japanese depend upon OWI programs for the true progress of the war.

Buss to Direct

In charge of the San Francisco office is Owen Lattimore, deputy director of the OWI Overseas Broadcasting Division. After March 1, when Mr. Lattimore will have his headquarters in Washington, Claud Buss will direct the Pacific Bureau.

Mr. Buss recently returned to the United States on the liner Gripskholm, having been interned in Japan since the capture of the Philippines where he was executive assistant to the American High Commission. He had been professor of international relations at the U. of Southern California for seven years prior to 1941 and had previously been in China for five years as vice-consul in the American Embassy. With his knowledge of Chinese and Japanese, which he acquired during his internment, Mr. Buss is considered especially suited for his new post.

Poses to WBT

In appreciation to WBT, Charlotte, Carolina, in North Carolina, to take up a collection when they heard Pvt. James W. Case, Asheville, was coming home and decided to buy flowers for A. D. Willard Jr., station general manager. Prominent in the making of a special broadcast designed for the men, Mr. Willard thanked him and Pvt. Case referred to this special mission completed.

In London for WLW

CHARLES A. SMITH, dean of the London Bureau of International News Service, and chief of the INS bureau here, is now the new WLW war correspondent in London, according to William Dowdell, news editor for WLW. Smith replaces Leo Dolan, resigned.

Page 16 • February 14, 1944

Broadcasting • Broadcast Advertising
RADIO STATION W-I-T-H
IS GIVING AWAY
$6,000 IN WAR BONDS!

Unique 30-day promotion ties in with 4th War Loan Drive. It's a Natural for the Bond Drive . . . the advertiser . . . the listener and for the station.

Everybody benefits from this unusual promotion. That in itself makes it a stand-out! So to its on-the-toes programming, W-I-T-H now adds another nifty merchandising idea. Some time is available . . . but not too much. Check with us or our national representatives for the facts.

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

Here's How It Works For Advertisers
1 Keeps people tuned in to W-I-T-H 24 hours a day.
2 Listeners have 8 chances a day to win.
3 They can win as much as $200 a day. The total for the drive is $6,000.
4 They don't need a phone to win! Names broadcast are taken from city directory or phone book. If person is not listening to W-I-T-H . . . value of Bond goes over to next name called.
5 You get 30 days of solid listening audience.
6 W-I-T-H is the radio station that reaches more homes on a low dollar-per-listener basis.

REPRESENTED NATIONALLY BY HEADLEY-REED
AFM Hears Nets Tell FM Policies

Big Basic Scale Increases Sought in N. Y., Chicago

INTERNATIONAL Executive Board of the AFM, now in session in Chicago, was given an exposition of FM broadcasting last Monday by O. E. C. NC vice president in charge of engineering, and heard top network executives explain why they are permitting network programs to be broadcast on FM networks without any extra charge to advertisers. At the weekend the board had announced no decision as to whether the union would ask extra pay for its members for these broadcasts.

Locals’ Demands

Meanwhile, network executives were considering the demands of AFM locals in New York and Chicago for new contracts to succeed those expiring Jan. 31, under which they are still operating pending agreement on the new pacts, whose terms will be retroactive to Feb. 1. Major items asked by the New York local are a 15% cost-of-living increase, retroactive to Aug. 1, 1943, an increased scale for one-time broadcasts, and that all record-owners be AFM members with a scale of $90 a week, as well as that the union be given complete jurisdiction over network music librarians.

Union also asks that staff musicians employed at WOR be increased from 40 to 65, number already employed by other network key stations in New York. Demands were presented by the union at a preliminary meeting Feb. 4, with representatives of the union and the networks to start their negotiations this afternoon [Monday, Feb. 14]. CBS, which was not represented at the first session, has straightened out its differences with the national union and will join the other networks in negotiating with Local 922.

More Musicians

Chicago AFM local is requesting that staff musicians at NBC, CBS and Blue be increased from 26 to 65, with the MBS quota raised from 26 to 40, Other Chicago demands include a two-week vacation with pay for all staff musicians; an elimination of the sustaining scale of $120 per man per week, putting all network staff men in that city at the $150 rate; an increased scale for librarians from $75 to $90, and for assistant librarians from $60 to $75, with an additional number of librarians and assistants employed; and an increase in the scale of arrangers to put them on a par with instrumentalists.

Demand that “platter-turners” in New York be AFM members, in line with the precedent set in Chicago and St. Louis, recalled the testimony of AFM President James C. Petrillo before a Senate investigating committee a year ago [BROADCASTING, Jan. 18, 1943]. At that time Mr. Petrillo admitted that his original request for unionization of record-owners in Chicago was based on the union’s employment needs rather than on any skills required by the task, as “a child could do the job.” When the stations did not object to this demand, he naturally enforced it, Mr. Petrillo told the committee, adding that if they had refused it he would have withdrawn the demand.

New York union is also negotiating new contracts with the network stations in that city, whose present contracts expire April 1. New contracts have already been signed with WQXR and WEVD.

WAPI Technicians on Strike Without Giving Any Warning

WITHOUT warning the technical staff of WAPI Birmingham failed to appear for duty at sign-on last Friday morning and apparently went on strike. The staff of seven, including the chief engineer, had not been heard from at a late hour Friday, as BROADCASTING went to press.

Lawson Wimberley, international representative of IBEW in charge of broadcasting, told BROADCASTING late Friday that he had no advance notice of the action and was not aware of any grievance. He said he had given instructions to C. M. Baker Sr., financial secretary and treasurer of the Birmingham local, to order the men back to work, but that at a late hour not a single member of the WAPI staff had been contacted.

Asserting frankly the incident was “vexing and embarrassing to me”, Mr. Wimberley said that unless the staff returned promptly, States Broadcastin would hold the full staff. He added he was prepared to leave for Birmingham on a moment’s notice.

Calls It ’Strike’

Pointing out that the IBEW contract carries specific arbitration procedure, Mr. Wimberley said he was at a loss to understand why the local did not consult international headquarters. Obviously, he declared, the action must be construed as a “strike”. He said he was constrained to “denounce” the action as “indefensible”.

Asserting that he had talked with Thad Holt, president and general manager of WAPI, Mr. Wimberley declared that the technical staff apparently had taken matters in its own hands. Evidently the staff had held a meeting late Friday night, at which time the decision was made, but no information was transmitted either to the station management or to international headquarters of IBEW. One report was that the chief engineer locked the transmitter house and took the keys with him. The station was to have signed on at 5:30 a.m. Friday.

Mr. Holt, called by BROADCASTING late Friday, said he had received no word from any member of the technical staff. A wage and hour contract had been signed with the local on Dec. 1, 1945 and had been approved by the War Labor Board. The 5,000-watt station is a CBS outlet.

William B. Ryan Named 16th District Director

WILLIAM B. RYAN, general manager of KFI-KECA Los Angeles, was elected director of the 16th NAB District at the district meeting in Los Angeles. He succeeds Calvin J. Smith, of KPAC.

Legislat iv e activities of the NAB were reviewed by C. E. Arney Jr. secretary - treasurer and acting managing director. Carl Haverlin, broadcast administrator and acting managing director for NAB, told station members that broadcasters must align themselves more closely with BMI to offset competition from ASCAP. Frank Chizzini, NBC newsman, reviewed the Petrillo controversy.

Lew H. Avery, director, NAB Bureau of Radio Programming Director, gave a resume of the retail promotion committee plan. Ned (Continued on Page 87)
Original Amperex design and construction refinements result in trouble-free performance of Amperex tubes... effecting natural economies in the operation of transmitting equipment. With replacements difficult to obtain, the extra hours of life inherent in Amperex tubes are often "priceless." To engineers, everywhere, this "Amperextra" factor of longevity is the major consideration.

HASTEN THE PEACE... BUY ANOTHER WAR BOND TODAY

AMPEREX ELECTRONIC PRODUCTS
179 WASHINGTON STREET • BROOKLYN 1, N.Y.
Broadcasters in Canada Hold Annual Convention at Quebec

United States Industry Taking Active Part in Discussion of Wartime Operating Problems

INDEPENDENT Canadian Broadcasters will meet in Quebec this week (Feb. 14-16) at the Chateau Frontenac, made famous by the Churchill-Roosevelt convoy conference, to discuss wartime problems as well as problems of relations with the Canadian Broadcasting Corp. It is the fifth wartime convention of the Canadian Assn. of Broadcasters, the tenth annual meeting since its rejuvenation in 1935. A complete report of the proceedings will be carried in the Feb. 21 issue of Broadcastings.

Advance registrations show it the best attended of the CAB conventions, with numerous representatives of stations and also advertising agencies and other branches of the industry.

Americans Attend

As in recent years, numerous American broadcasters and those allied with the industry are expected to attend. Guest speakers from the U.S. include Matt Chappell, research director of C. E. Hooper Limited, who will speak at the opening day's luncheon; Dr. James R. Angell, former president of Yale, and now NBC public relations advisor, who is speaker at the annual dinner Tuesday evening; Col. B. J. Palmer, WHO Des Moines, who speaks on "Radio Salesmanship" Tuesday afternoon; Paul Chamberlain, sales manager for GE's FM division, Schenectady, who is in Wednesday morning speaker at the FM session. Canadians addressing the convention are: J. W. Clark, director-in-chief, public relations, Canadian Armed Forces, who just returned from the Italian war zone, and J. G. Turgeon, chairman of the Parliamentary Reconstruction Committee, luncheon speakers.

Chairman of the convention is Harry Sedgwick, CFRB Toronto, on loan as director of the New York office of the Canadian War Information Bureau. Open meetings are being held Monday morning, Tuesday afternoon and Wednesday morning. Closed meetings will concern relations with CBC, standardization of rate structure which has been in use to a large degree this past year, and a new program of public service. A joint program of the CAB and CAXX will be given the opening of the convention, a cocktail party by Canadian Marconi Co., and dinners Monday evening for stations by rep firms, All-Canada Radio Facilities, and Storin & Wright.

CAB directors met on Feb. 12 at Quebec, and the new directorate meets on Feb. 17 after the convention.

A large number of American agency executives are attending this year for the first time. Among those attending are the Canadian plan for a Bureau of Broadcast Measurement. Principal agencies doing business in Canada are represented. Inauguration of the BEM is one of the major features to be debated at the closed sessions of the convention. The committee of agencies, advertisers and broadcasters which has been working on the formation of the BFM for the past two years, now has a plan to submit, in which American agencies have shown considerable interest, according to committee members.

The plan [Broadcasting, Dec. 20], envisions a standard form for obtaining coverage data by an independent survey organization, stations paying a fee based on a card rate time to be decided by the survey, which will be audited by the committee of agencies, advertisers and broadcasters. The survey plan is somewhat similar to that used by CBS.

GLEN BANNERMAN,PRESIDING AT CAB

A list of advance registrations for Feb. 14-16 convention of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, follows:

LIST OF advance registrations for Feb. 14-16 convention of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, follows:

J. L. Alexander, Toronto.
Mr. and Mrs. R. E. Avery, Ronald Ad Agency Ltd., Toronto.
Mr. and Mrs. C. E. Arney Jr., NAB, Washington.
L. Arbourton, Young & Rubicam, New York.
G. McCombe, CBC Toronto.
Mr. and Mrs. L. W. Beilock, CHSJ St. John, N.B.
R. H. Buchanan, CHAB Moose Jaw, Sask.
S. McC. Brown, Metro, Toronto.
J. W. B. Brown, CKW Kelowna, B. C.
A. C. Bernard, 1000 Varsity, Toronto.
Norman Bacterhill, CJOQ Lethbridge, Alta.
R. M. Breakfast, CFTV Montreal.
C. L. Berry, CFGR Grande Prairie, Alta.
L. M. Bennett, 670 CJOQ, Toronto.
Glen Bannerman, CAB, Toronto.
I. Boardall, CTO Guelph.
Major W. C. Borrell, CHIN Halifax.
W. D. Byles, Sibbitt & Miller, Toronto.
A. S. Bryce, Royal Canadian Navy Radio, Halifax.
E. L. Bushnell, CBC Toronto.
Clare Calm, BUP Montreal.
W. T. Cranston, CKCQ Hamilton, Ont.
J. Campagna, CKLW Windsor-Detroit.
H. A. Crittenden, CRCK Regina, Sask.
F. C. Colwell, Joseph Reberly McGivney, Chicago.
R. C. Colwell, CKGB Timmins, Ont.
Richard Connor, MBS, Toronto.
M. Dappelle, C. E. Hooper Ltd., New York.
Paul Chamberlain, General Electric Co., Syracuse.
C. B. Chapman, CKNS Campbellton, N. B.
H. H. Chan, All-Canada Radio Facilities, Calgary.
G. C. Chandler, CJGR Vancouver.
A. M. Cairns, CFAC Calgary.
Arnold Cable, CFGR, Edmonton.
Veron Dalinn, CFQC, Saskatoon, Sask.
Wiltord Dippie, Radio Representatives, Toronto.
Walter Dale, CJAT Trail, B.C.
Mal and Mrs. R. A. Diepepecker, Canadian Army Radio Station, de Lohrinsicht, British Broadcasting Corp., Toronto.
Walter P. Down, Montreal.
F. H. Eppich, CKWX Vancouver.
M. Elliott, Canadian Marconi Co., Montreal.
W. B. Elliott, Elliott-Maynes, Toronto.
L. Eiger, NBC New York.
J. A. Evans, CAB, Toronto.
J. Finlay, CBL Toronto.
Dr. A. Frigon, CFCF Montreal.
Horst Fontaine, Canadian Advertising Executive, Montreal.
Dr. G. M. Gelder, CCKO Ottawa.
H. Goedecker, CKL Toronto.
G. Goets, CKCB Winnipeg.
J. Holman, GILLIM, W.O.W, Omaha.
R. H. Geary, M. Goodin, CBC, Montreal.
P. Paul, Henry, CAXX, Toronto.
Burt Hall, All-Canada Radio Facilities, Toronto.
G. I. Homer, CJCA Edmonton.
J. E. Housen, Ray, Montreal.
Kolin Hoyer, WGY Schenectady.
Dr. Charlies Houth, CHNC New Carlisle, Que.
L. A. B. Hutton, Canadian National & Canadian Pacific.
G. F. Herbert, All-Canada Radio Facilities, Toronto.
H. Jackson, Russell M. Seeda, Chicago.
Pel. Lalonde, CKAC Montreal.
S. Leary, CKLG Toronto.
P. A. Lynda, CKMC Montreal, N. B.
G. A. Lavode, CJSJ Bemisco, Que.
C. D. Laughland, Lang-Worth Feature Programs, New York.
Richard E. Lewis, Canadian Broadcasting.
M. Lefeuvre, CGR Montreal.
J. S. Lind, Dennis-Fitzgibbon-Sample, Chicago.
Louis Leprince, CKAC Montreal.
Donald Manson, CBC, Ottawa.
James Montgomery, Broadcasting, Toronto.
E. L. Moore, CFRB Toronto.
Philip Morris, CPFL London, Ont.
M. Moffat, CCFR Prince Albert, Sask.
Mrs. and Mrs. Peter Michelson, Michelson Transcriptions, New York.
W. E. Mason, CBRO Sudbury.
Parker to CBC

WILLIAM J. PARKER, Winnipeg, president of the Manitoba Pool Elevators, has been named to the Board of Governors of the Canadian Broadcasting Corp., filling one of two vacancies on the board. Mr. Parker is a former local farmer, a graduate of Manitoba Agricultural College, a governor of the C. of Manitoba, vice-president of the Canadian Federation of Agriculture. Other members of the CAB Board of Governors are Rene Morin, Montreal; chairmen: J. W. Godfrey, Halifax; Very Rev. W. E. Fuller, Saskatoon; Dean Adrien Pouliot, Quebec; Howard B. Chase, Montreal; Mrs. T. Sutheba and Revelstoke, B. C.; and F. J. Crawford, Toronto.

CJ0R joins CAB

CJ0R Vancouver has been added to the Canadian Broadcasting Corp. Dominion network, replacing CKWX Vancouver on the CBC announcement. Change was made following the recent CBC board of governors meeting at Ottawa, in which representations were made to the CBC Board. Reasons for the change were not announced. CJ0R was originally slated for the Vancouver Dominion network outlet, but when the network began operations on Jan. 2, CKWX was officially listed as the Vancouver outlet.

Philo in Mexico

PHILCO Corp., Philadelphia, starts a half-hour live program on an 11-station Mexican network this week. The network was set up by D'Arcey Adv., Mexico City, through IT&T and Erickson Telephone Co., Mexico City, several years ago to carry Coca-Cola programs, and has since been used by other advertisers. D'Arcey Adv., agency for Coca-Cola, is handling the show for Philco.

A. A. Murphy, CPQG, Saskatoon, Sask.
J. B. McNab, NBC New York.
H. Goudrault, Associated Broadcasting, Montreal.
Philip Mygatt, J. Walter Thompson Co., Toronto.
W. McQuillen, Cockfield Brown & Co., Toronto.
Mr. and Mrs. J. H. McDill, Joseph Eberle, Toronto.
A. McKenzie, Taylor-Pearson-Carbon, Calgary.
V. P. A. A. McDermott, Royal Canadian Air Forces, London.
S. Norris, Associated Newspapers, New York.
N. Nathansom, CJYH Sydney, N. S.
Mr. and Mrs. J. S. Neill, CPBF Fredericton, N. B.
Malcolm Neil, CBC, Toronto.
J. O. Gillies, William Baird, N. B.
Mr. and Mrs. Paul F. Peter, NAB, Washington.
Mr. and Mrs. K. Peucke, Morse Internationale, Canada.
W. B. Parsons, NBC, New York.

(Continued on page 22)
Basic value of the Hawaiian Islands to the U. S. lies not just in beaches and pineapple, but in the vast ocean areas kept under strategic control.

Similarly, for advertisers, the basic value of the Cowles Group lies not only in the adjacent retail markets, but in the vast food-producing empire these stations serve, including:

- 16 wholesale centers, over 25,000
- 80 retail centers, 5,000 to 25,000
- 601,543 farms, each a war-industry in itself
- 1,387,690 radio homes (daytime primary) with population-total far above 6,000,000

To this entire region, Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations... truly the BIG BUY of 1944.
Reports on Fourth War Loan promotion activities continue to arrive as the campaign to Back the Attack passed the $4,000,000,000 in bonds draws to a close on Feb. 15. Five, 500,000,000 Series E quota for individual subscribers rapidly was being filled last week with the aid of heightened radio promotion by local stations and the four major networks.

Ted R. Gamble, national director of the War Loan Division of the Treasury Dept., on Feb. 5 began a nightly one-minute report on bond sales and progress of the Fourth Loan over NBC. His message is broadcast nightly during the 10-10:30 p.m. period on the network until the end of the Drive.

Building up to the joint drive with the Boy Scouts of America, Feb. 8-15, NBC presented NBC's War Bond Week. The week-long midnight series featuring NBC stars and starting off with Jack Benny on Feb. 1, Under-Sec. of the Treasury D. W. Bell, speaking on NBC's War Loan Rally Feb. 5 launched the NBC-Boy Scout “mop-up” campaign. Seven “enemies” of the bond drive such as “ignorance” and “procrastination” have been presented in a series of seven programs picked up from a group of NBC affiliates, each of which gave a roll call of network stations in its region and reports on bond sales, during the special feature This is the Attack on Feb. 8.

Kate & Eddie

Highlight of the Blue’s “Bond Day,” Feb. 13 was the broadcast of Philco’s Radio Hall of Fame from the Academy of Music in Philadelphia, where 3,500 seats were filled. Seating about 2,000, featuring Alex Templeton, Frederic March, Lowell Thomas, and other radio and film stars, the special Philadelphia program was presented as part of the Aid of Pennsylvania, and the Philadelphia Merchants Retail War Bond Committee. Retailers sold tickets to the broadcast and inserted plugs in their regular newspaper space to promote the show. Allis-Chalmers Mfg. Co. purchased $1,000,000 worth of bonds for a seat at the broadcast.

Kate Smith almost tripled her record made during the Third Loan by selling more than $108,000,000 worth of bonds in a round-the-clock appeal made on CBS Feb. 1. Kate spent from 1 a.m. Feb. 2 at the mike for the network and continued until 2:30 a.m. for the New York CBS outlet, WABC.

With bond sales reports coming in like election returns to the stations, Kate gave her message on almost every program, having as guests people from all walks of life.

Eddie Cantor was likewise a one-man marathon when he led a 24-hour campaign on KPO San Francisco, selling more than $97,800 in bonds over that station during the time he was on the air, with several million more coming in on the local broadcasts. His total broadcasting time, entertaining before a studio audience, mounted to 20 hours. Aiding the star of Time to Smile, sponsored on NBC by Bristol-Meyer's, were Edgar Fairchild, music director, and Nora Martin, vocalist, of Time to Smile. Last half-hour of the broadcast was shortened by the OWI to the AEP.

Victory Rally

General Electric Co., and the Cleveland Press jointly sponsored a “Victory Rally” in conjunction with the Feb. 8 broadcast of G-E’s Hour of Charm on NBC. More than 14,000 were expected at the Cleveland concert selling more than $57,800 in bonds over the special tie-in with Shubert's “Ziegfield Follies,” a series of three five-minute war bond recordings have been presented on more than 72 Eastern Seaboard stations, with Milton Berle, comedian, and other members of the cast participating. Program was created by Blaine Thompson Co., agency for Shubert Theatres, New York.

Half-hour program presented each night during the Drive by WNAX Yankton, S. D., has featured bond sales reports telephoned direct to the WNAX studio by special wire from the heads of war bond programs of surrounding states and counties in the WNAX area. WHOY Dayton killed 10 foxes in a series of three different fox drives and auctioned off the pelts along with some shot gun shells and other items for a total of $34,000 in bonds. On display in the lobby and windows of the station has been a Fourth Loan exhibit of Army Air Force equipment and an enemy armor material. “Open house” was held by the outlet on WHOY-CBS Bond Way, when an estimated 500 persons visited the station. The exhibit includes a tank, an anti-aircraft gun, even served coffee and doughnuts.

Extensive entertainment ranging from Air Force bands to acrobats was presented to total up more than $400,000 in bonds, four times the quota set for the station. A Nazi flag, captured in Italy and unsuccessfully offered several days previously from front program by a local Dayton paper, was sold for $10,000 in bonds by WHOY after two hours.

Chicago Stunt

Over $20,000,000 in bonds were netted by WBBM Chicago and the CAB-Notre Dame co-sponsoring a “Cavalcade of Stars” series on March 24 at a Chicago theatre. $16,327,500 worth of bonds were purchased in reserved seats for the stage show which was followed by a CBS broadcast. A large number of radio, theatre and screen stars appeared on the program and the broadcast.

WJW Cleveland was instrumental in bringing Paul Whiteman, director of music for the Blue Network, to Cleveland for a war bond rally on Feb. 2. More than $70,000,000 in bonds were sold at the bond show and auction. Each of the articles auctioned were the baton used by Whiteman in the first jazz concert ever given in Carnegie Hall and the suspenders and tie being worn at the auction by Charles Ruggles.

Citation received by news commentator Gilbert Forbes of WBEM Indianapolis for his work from the Treasury Dept. for his Treasury Services news service. The Third Loan has been sold for $50,000 in bonds. Presentation to the purchaser was made on one of Forbes regular mornings news programs. Souvenirs sent to WBIR Knoxville by radio and movie personalities to aid bond sales have been offered for auction by the station shortly after midday and afternoon record shows. Awards will be made at the end of the Drive to top bidders for each of the items.

Bill Mosher’s Farm Forum sponsored by Village of Homestead, will have its program broadcast by the Fugue Sound Power & Light Co. has assisted Washington State 4-H Club bond selling efforts by awarding to the state’s three best 4-H Clubs a competition for three purebred dairy calves.

Bank Day

WBT Charlotte, N. C., has employed a “WBT-Bank Day” plan devised by general manager A. D. Willard Jr. to assist in the sale of extra bonds during the Fourth Loan Drive. Each in the market, each cooperated with WBT on different days by pooling manpower and resources to stimulate bond sales.

CAB Registration

(Continued from page 29)

J. R. Peazley, Stowe & Wright, Montreal.

Welles Richie, CBC, Toronto.


G. B. A. Rice, CFRN Edmonton.


J. Harold Ryan, NAB, Washington.

M. Rosenfeld, MacLaren Adv. Co., Toronto.

G. G. Santos, CBC, New York.

G. E. W. Wellons, Rogers, Toronto.

D. A. Salmons, BUP Montréal.

John Sullivan; Clifford Sifton, CKBC Winnipeg.

Mrs. and Mrs. Blayshou; H. F. Stanfield, Stanfield Montréal.

S. A. Shaw, CFCC Montréal.

H. A. B. Shaw, CBC, Montréal.

Les Skidmore, CORF Toronto.

James Sedgwick, CBC, Toronto.

Kern Soehl, CJRM, Hydro, Ont.

G. J. Blatter, Radio, Representatifs, Toronto.

F. H. Soanin, CKRM Regina.

Alex Sherwood, Standard Radio, Chicago.

Horace Shaw, KNIV, Chicago.

G. A. Salmons, BUP, Montréal.

Mrs. Helen A. Thompson, Spot Broadcast- ing, New York.

Evelyn M. Schrader, Northern Broadcasting, Timmins, Ont.

B. W. A. Toebies, BUP, Winnipeg.

Jerry Tooke, CBW, Prince Albert, Sask.

R. E. Thivierge, CJRC, Quebec.

G. H. Tregale, Independent and Shortergland-Sample, New York.

J. W. Toomey, Canadian All-Canada Radio Facilities, Toronto.

Leo Turner, CHLN Three Rivers, Que.

Mr. and Mrs. N. K. Vale, Rosedale Adv.

Sid Samarian

TOM BRENNEMAN's orchid, awarded daily in the Breakfast at Sarat's program for "good neighbor" deeds, was expected to show up recently to Sid Pearnill, of the General Progression- ening staff of KSO Des Moines. Mr. Pearnill has successfully engineered training to several hand- capped men, enabling them to improve financially, mentally and physically to re- establish themselves as useful members of their communities. His pupils, a paralysis victim, is now chief engineer at KFRE Fresno, Cal.; while another is on the staff of WDAY Fargo, N. D.
Register with the South's top market by joining our MUTUAL friends on WHBQ—Memphis, Tennessee

W. H. BEECUE SAYS:
“Look at our Hooper—look at our rates then call RAMBEAU

CHICAGO......360 N. Michigan
NEW YORK......Chasin Bldg., New York 17
HOLLYWOOD.....5833 Fernwood

E. A. (BOB) ALBURTY, MANAGER

WHBQ

“Your Mutual Friend”
What is this thing called Radio?

What is this thing called radio? Is it that magical box of wood and wire and tubes and dials? . . . Yes . . . but radio is more . . . much more.

Radio is the farmer at eventide—his eyes glancing apprehensively to the sky.

It is the mother, with “V” mail overdue, every fiber of her being eagerly awaiting word of the 5th Army.

Radio is music at the close of a hard-pressed day.

It is the speech in the town hall—given a national audience.

Radio is song and literature and statecraft—letters and manifestoes brought to the intimacy of your living room for you to hear, digest, accept or reject.

It is the plaint of people who are suffering and the glorious voices of free men released from slavery.

It is the cry of hunger across the seas and the song of plenty in America.

Radio is life.

It is around the corner—it is national—it is global.

Radio is America—with sound.

Listen!

All the talents and skills and facilities of the stations of the Blue Network are dedicated to one single, impelling task—to furnish a bridge between the world and you. For you are the compelling power of the world. You cause world leaders to sit through long hours putting thoughts into ringing words for radio. You impel writers to work with words that will make you laugh.

You are the reason actors step to the microphone and pour out every ounce of their talent. Yes—every second of radio broadcasting from every spot on the earth is directed at you. And so you are the power that gives direction to the Blue Network—and to the world.

No better evidence of the importance the Blue Network places on the relationship of its life to yours—is the fact that among the Blue's musical activities you'll hear:

The Metropolitan Opera
Early American Dance Orchestra
Metropolitan Auditions
Lower Basin Street Musical Steelmakers
Guy Lombardo
Horace Heidt
Keepsakes
The Boston Symphony
Greenfield Village Chapel Service
The Spotlight Bands
Paul Whiteman
Meet Your Navy
Morton Downey
Nancy Martin
Lou Bring
Add to all this—Comedy, Education, News, Drama, Forum!

This is the Blue Network

American Broadcasting System, Inc.
To your left is a reproduction of the first advertisement in The BLUE Network's new national advertising campaign—planned to run the year-round in newspapers and magazines clear across the country—and on the air over BLUE stations—in recorded spots by Milton Cross and Hugh James.

Why are we doing it? Can advertisers derive any benefit from it? And if so, what?

**FIRST:** We believe (and anyone who has followed broadcasting's history in the past three years will agree) that Radio needs an over-all job. Not just a series of program ads. But a campaign that will talk radio in close-to-the-heart terms. This is it.

**NEXT:** We tell the listening public that we mean to serve them in more and better ways than ever before.

**THIRD:** We will establish greater recognition of The BLUE and its affiliated stations. And we hope the campaign will get people to spend more time listening to The BLUE.

**FOURTH:** By doing this, we increase the audiences to our programs; we hike our ratings; we do a better job of delivering buying power to our advertisers. We do ourselves a lot of good—but (and this is more important in the long run) we do our advertisers a lot of good. We deliver more for their money—more listening, better ratings, more sales, more value for every dollar they invest in The BLUE.

These were the big points in the thinking behind our national campaign. They can all be wrapped up in this one phrase—

*The BLUE IS GETTING TO BE A BETTER BUY EVERY DAY*
Buck Weaver’s Letter in CBS ‘Mail Bag’ Tells Of Executive’s Baptism of Fire in Italy

CBS EMPLOYEES in the service read news of one of their fellow-workers in last week’s issue of the CBS overseas organ, “CBS Mail Bag,” which carried a letter from Col. J. O. (Buck) Weaver to H. Leslie Atlus, WBBM Chicago. Col. Weaver was formerly head of the CBS newsmen in Chicago. The letter follows:

Merry Christmas and Happy New Year. A little bit late, perhaps, but then a card was sent me two days ago that should have arrived in time.

Things go on pretty much the same here. I now have command of the Fifth Army Unit and feel a job is being done.

To give you an idea of how a day goes—3 days ago a rookie just in from the States was assigned to me for orientation. He piloted in a jeep and started for the front. The rookie was amazed at the activity and constant streams of supply trucks necessary—and how it didn’t look like war at all because nobody’s blood was spilling all over.

Then we hit a little town near the front (4,000 yards away) and—bam! Arg Jerrin on the front. By the time we arrived the men and women were screaming over fairly regularly, but as they didn’t land very close the rookie took them in stride.

After eating, we were sitting in the Colonel’s tent, when a big flock of birds came in close. We all dried for cover and tin hats—and after a moment we all relaxed. The tent shook—and I’m afraid the rookie did too, at first. He was like a veteran when it was though. That night he didn’t get much sleep because our sandbagged tent was just 150 yards directly in front of a battery of 160 howitzers and they kept up the din all night.

A terrific barrage let loose about 6 a.m. and scrub was over for that night. We ate breakfast and had just finished when the ack-ack broke loose at Jerry who came in, strafing the area. By that time the rookie could take anything, and he did. Was quite proud of him.

He’d had about everything and was still going strong . . . as a matter of fact he seemed to enjoy it. We wandered around the front that day and then came back to the rear. The rookie was tired and happy. His first experience under fire, and exhilarating.

Oh yes, by the way—he wanted me to remember him to you—his name is Bill Paley!

BILL PALEY (right), president of CBS now on special assignment for OWI, chats with Capt. Andre Baruch, who heads the Special Service Section, which runs seven radio stations in Africa, Sicily and Italy. In private life Captain Baruch was a CBS announcer.

Canada Loan Plans

PLANS for the sixth Canadian Victory Loan radio publicity are well under way. The drive is slated for April. A meeting of the National Radio Committee of the National Women’s Committee of Canada held at the Chateau Frontenac, Que., on Feb. 13, prior to the opening of the 18th convention of the Canadian Assn. of Broadcasters, since most committee members are attending the CAB convention.

heroes from all branches of the service. WKY program director John I. Prosser produced the program.

Single program made on John Sturges’ serial "Wake Up With WINX heard early morning over WINX Washington brought within an hour a couple of pairs of Nylon hose to be auctioned for bonds. When the hose were subsequently received and auctioned on the program, they were sold for $7,500 in bonds. In addition to regularly scheduled promotion, KRIS and KQV in Tex., and WJW in Ohio, put on special midnight feature devoted to bond promotion. The two-hour program included recorded music and various.

The quiz show titled What Do You Know, broadcast on WMAZ Macon, Ga., and modeled after Truth or Consequences, ruled one of its contests, a young telephone operator to be booked in a local jail as a consequence for a wrong answer. Length of the incarnation was announced to be dependent upon war bond pledges made by listeners. The unique stunt rallied a total of $5,000 in bonds. Idea originated with the co-authors of the show, Cpl. Sid Peters and Cpl. John Gilmore, both of Robins Field. Cpl. Gilmore was formerly with WWB New York.

KOA Denver has scheduled Governor John C. Vivian each day of the Drive as in past campaigns, with a quarter-hour report and comment on bond sales throughout the state. A different world war veteran from the Fitzsimons General Hospital, Denver, appears with the Governor each day and relates experiences from battle areas.

KOIN Portland, Ore., on a day designated as “KOIN Million Dollar Day” used a 24 hour promotion campaign to raise more than $14,000,000 in bond pledges from its listeners. Stations used all its facilities during the extensive activities, not importing any “name” talent to increase appeal. Large and unique plywood check for $1,000,000 from Multnomah County helped sell the day’s total.

DAILEY MILLS Plans

DAILEY MILLS, Binghamton, N. Y., manufacturer of specialty products and livestock feeds, has appointed Charles W. Hoyt Co., New York, to handle advertising. Spot announcements and farm programs will be used but no specific plans are ready.

WOODBARD & KEEL OPEN D. C. OFFICE

WASHINGTON offices will be established March 1 in the Earle Building for the radio engineering firm of Woodward & Keel. Bill John J. Keel and J. D. Woodward have had extensive technical radio experience.

Mr. Woodward was graduated from the U. S. Naval Radio & Sound School and the CreI. He has had experience as a Navy radioman and with the Steinmetz Wireless Mfg. Co. as well as

Mr. Woodward Mr. Keel

four years with Westinghouse in the radio engineering department. Over a period of several years he was on the WQV WBG WOAI WJMJ WHK-WCLE. For five years he was with the Rocke- feller Foundation, working with ultra-high frequency, and then he became associated with Ring & Clark, radio consulting engineers, and finally with Western Electric before forming the firm of Woodward & Keel.

Mr. Keel, a graduate of the RCA Institute, CreI and Johns Hopkins, has been with the Duratron Tube Corp. as development laboratory assistant; the Power Trans- former Co.; and Hygrade Sylvania Corp where he was engineering assistant. From 1933 to 1937, he was associated with Herbert L. Wilson, New York consulting engineer, and at the same time was chief engineer for WBNN New York. He became a member of the technical facilities division and transmitter plant engineer for WOR New York in 1937 and in 1942 joined the technical staff of Bell Telephone Labs and Western Electric where he re- mained until March 1943 when he became a partner in the Woodward & Keel firm in Baltimore.

Chesterfield Change

WITH Harry James, orchestra leader, classified 1A and scheduled for his Army physical, Liggett & Myers Tobacco Co., New York, is replacing the popular music series on CBS with John Nebbett’s Passing Parade. Mr. Nebbett’s story-telling in keeping pace to the film feature of the same name, will be heard for Chesterfield cigarettes on CBS Thursday, February 1, and Friday Tuesday, Wednesday and Thursday, 7:15-7:30 p.m., starting March 28. Harry James has been on CBS for L&M since September, 1942, when he replaced Glenn Miller, who went into the Army. Mr. Nebbett has been considered for the new Chesterfield show on the Blue, by McCann-Erickson, New York, but Newell-Emmett Co., New York agency for L&M, had an option on his services.

WUXF Worcester, Mass., FM outlet of WTAQ, under its new revised schedule now operates daily from 2:30 p.m. to 10 p.m.

Page 26 • February 14, 1944

BROADCASTING • Broadcast Advertising
When the curtain goes up on the approaching post-war era, Federal does not propose to perform sleight-of-hand in producing a startling fantasia in broadcast equipment.

But Federal, which built WABC, the 50 Kilowatt key station of the Columbia Broadcasting System and the most modern transmitter in the country, will produce then, as it will discuss now, up-to-the-minute equipment of even greater power to meet individual needs.

Federal's long experience in building transmitters, in both high frequency and standard broadcast ranges, assures equipment that will measure to the highest standards.

Federal's scientific talent, which includes the world's best technical minds, assures equipment that will embody good engineering practices and proved refinements in design.

Federal invites you to discuss your ideas and its facilities for developing transmitting equipment to your particular requirements.

Federal Telephone and Radio Corporation
COMMUNICATION PRODUCTS DIVISION
Newark, N. J.
Investigate Flamm's present cense of any rumors
House Appropriations
Eugene (Continued)
Mr. Case also

When Mr. Garey as-

Mr. Flamm described in detail his early-day radio activities and

Much later, Mr. Flamm read a

FCC was "out to get
Edward J.

Mr. Sullivan, WMT account executive; Arthur G. Wells, personnel manager;

CONGRATULATIONS FROM SPONSOR, Wilson & Co., go to Tom

BROADCASTING • Broadcast Advertising
An Open Book

WWVA
50,000 WATTS
WHEELING, WEST VA.

123 PRIMARY AREA COUNTIES
-IN-
OHIO
PENNSYLVANIA
WEST VIRGINIA
MARYLAND
VIRGINIA

POPULATION ........... 7,534,006
RADIO HOMES .......... 1,747,955

RECOGNIZED AS ONE OF
AMERICA'S OUTSTANDING
PERSONALIZED BROADCASTING OPERATIONS

Represented by John Blair & Co.
Grady Cole goes on WBT each morning telling the time, gossiping, playing some music, and meandering along a path of conversation most of us Southern people know and eat up.

Charlotte's a long way from Florida — but not as Grady flies. A Florida mayor needed a new suit. He heard Grady talking about clothes, and he wrote him: “Dear Grady, I’m sending you $21.50 and my measurements. I want one of those suits you’re talking about on the air. Send me something in brown.”

Charlotte’s Mayo’s Store (whose suits Grady praises over WBT) doesn’t go after mail-order business. But
Grady went over to the store, picked out a suit himself, had the alterations made, and sent the suit along to the mayor. The mayor says it fits perfectly.

That’s the kind of thing Grady Cole is always up to. His fan mail totals 90,000 letters a year. We’ve even got documents to prove that Carolina parents have named more than 300 of their babies for Grady.

Now, if you wanted to share the power of the South’s best-loved radio personality, you could probably do it. An average 51.9% of the listening audience tunes to his Grady Cole Time (5 to 7:55 a.m. EWT) six mornings a week. The peak quarter-hour rating of the program is 20.6. You might grab an availability on that program—or on the Grady Cole Sunday Farm Club, from 7 to 9 a.m. (Grady, of course, is Southern Farm Editor for CBS, and he knows his farming.)

But to get either one, you’d better check with us or Radio Sales right away. With the selling job he does, you’ll probably want to name your next baby after him.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Mr. Flamm said he had been offered $1,100,000 for WMCA in January 1940 by Elliott Roosevelt, then head of the Government Broadcasting System, which never developed beyond the early stages. Among about 10 bids he said had been made was one through Jerry Taishoff (of New York) for $1,090,000 and one for $875,000 on behalf of Mrs. Dorothy S. Backer (now Mrs. T. O. Thacker) publisher of the New York Post.

**Mystery Client**

Telling the Committee he didn’t want to sell, Mr. Flamm said he “asked Mr. Koplovitz to check into the offer made by Dempsey & Koplovitz.” But he added that “this thing has been greased from the White House down. It’s supposed to be the return of favor for some political work. Dave told me to talk to Tommy Corcoran,” Mr. Flamm asserted. He said at a conference at his home that night Messrs. Dempsey & Koplovitz raised the offer to $850,000 cash but still didn’t name their client.


“Was there any implication that this mystery man was in favor with the Commission?” asked Rep. Miller.

“Yes, I heard that through Dempsey and Koplovitz,” replied Mr. Flamm. He said he called the late Mr. Koplovitz, chairman of the Commission, and asked him to see Chairman Fly, Mr. Brown advised him, Mr. Flamm declared, that the chairman “told me I couldn’t know anybody can apply for anybody else’s wavelength. I know nothing about the FM band, but Mr. Flamm told the Committee he subsequently learned that Mr. Fly had nothing to do with the sale. He said he had inquired of WABC about Mr. Noble up to $15,000 for expenses incurred in the attempted purchase.”

At a subsequent meeting with Mr. Noble, at which the witness said the prospective buyer was presented, the Commission’s “Secretary of Commerce”, details were worked out between attorneys and the deal was consummated, Mr. Flamm testified, however, that he signed a blank transfer application and that he did not know what it contained until last night. I didn’t see it until this morning, Mr. Garvey showed it to me,” he added.

Resuming the stand Wednesday Mr. Flamm told the Committee Mr. Kloster had told him that “Chairman Fly and George Henry Payne (former Commissioner) didn’t like me”. Mr. Roberts mentioned Nathan David, former as-

**Balter for Union**

UNITED AMERICAN Federation of Broadcast Employees in Los Angeles, (political), on Feb. 22 starts sponsoring a five-weekly-quarter hour series in which host Clarence B. Juneau, agents Inc., Los Angeles, has the account.

He said that Mr. Noble invited him to attend a meeting at a New York bank on Dec. 31 to complete the deal but that he did not attend. Read into the record were letters addressed to Mr. Flamm by Dempsey & Koplovitz and by Mr. Noble, warning that they expected him to carry through with his part of the contract. Mr. Garvey also read extracts from hearings before the Independent Office subcommittee of the House Appropriations Committee, Jan. 8, 1941, in which the witnesses were questioned by Rep. Wigglesworth.

**RKO Star Interviews**

RKO PICTURES, New York, will use 20 western stations of the Blue for a program from the RKO dining room in Hollywood, where film stars will give ad-lib interviews, 12:15-12:30 p.m. (P.T.T.), Monday through Friday. To start Feb. 28, the series will also present portions of forthcoming movies from the studio. Starting in March, the series will be regional, the program will expand to the full Blue Network if a sufficient number of complaints are received.

**Flamm May Amend**

JUDGE Benjamin F. Schriever of the United States Circuit Court last week granted the request of Donald Flamm to amend his suit against Edward J. Noble, board chairman of the National Broadcasting Corporation, for rescission of the sale of WMCA by Mr. Flamm to Mr. Noble for a suit, denying the defendant’s petition for dismissal. Mr. Flamm is suing for $2,925,000, three times the actual damages claimed, which is permissible where fraud is involved, as Mr. Flamm charges in this case. Amended action will probably come to trial this spring.
YOU MAY BE ABLE TO WIN $1885 TO $2*

BUT—you can't cover the Kalamazoo-Grand Rapids market from Chicago or Detroit!

No, if you're trying to reach the Western Michigan market from outside this immediate area, you don't even have a 1 to 10 chance of success. The distances are too great—our local fading conditions are too tough.

But inside this area, there's one station—and only one station—that really gives you both Grand Rapids and Kalamazoo. Yes, it's WKZO.

We don't ask you to believe this statement just because we say it. Let us (or Free & Peters) show you the maps—reproduced from FCC records—which prove that WKZO alone has a listenable signal throughout this great Western Michigan market. Say when!

* "Wishing Ring" paid that sum at Latonia in 1912!

WKZO covers all Western Michigan, with studios in Kalamazoo and Grand Rapids

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company
JOHN E. FETZER, Managing Director

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Regional FM Allocation Plan Urged

FMBI Committee Sees Congestion Among Crowded Areas

PREMISED upon anticipated widening of the frequency band available for FM to cover the range from 40 to 88 Mc, when the FM Allocation Committee of FM Broadcasters Inc., last week recommended in its final report that consideration be given to a regional plan of allocation of the four major bands where congestion may develop.

The committee, of which Everett L. Dillard, general manager of Commercial Radio Equipment Co., which operates KOZY Kansas City, is chairman, had submitted its preliminary report to the FMBI annual meeting in New York Jan. 26-27. Revisions were made consistent with the views of the meeting and of the FMBI board, with the report as finally revised released last Wednesday.

Hope for Wider Band

While the committee made no flat recommendations for a change in the classes of FM stations, it indicated that when the AM band is broadened, as has been proposed, to encompass television channel No. 1 (50 to 56 mc.), then it saw no need for rigid classification of stations by category or coverage.

"When a sufficient number of channels are made available," the committee concluded, "no classification or categorization of such band is necessary, for any classification of channels be made when necessary on a regional rather than a nationwide basis.

The committee, in addition to C. T. Furiman, chairman, and T. M. Jarsky Jr., consulting engineer to FMBI; W. R. Davis, chief of transmitter sales, General Electric Co.; Dr. F. M. Doolittle, WDRC and WDRC-FM, Hartford, one of the nation's first FM broadcasters; and Ray H. Manson, president and general manager, Stromberg-Carlson (WHOM and WHME),

The full text of the Committee's final report follows:

GENERAL CONSIDERATIONS

In arriving at the technical recommendations which this Engineering-Allocation Committee now proposes for adoption by FM Broadcasters, Inc., the following considerations have been given consideration: the opinion of the engineering experts, that is the opinion of this Committee; that a proper evaluation of all present interference situations and their development in the years to come, and to this end a thorough study of the various factors which have influenced the evolution of AM broadcasting.

First—of course, there are three technical differences in the performance of FM and AM, the thinking and deliberation of the Committee have been influenced by what FM can and is capable of doing, and not by the limitations imposed on the present day FM channels.

Second—since FM technique and performance are considerably better known today than were these same factors when AM broadcasting first started in the early 1920's, there is reason to assume that a scheme of allocation can be devised at this time which is logically sound and capable of expansion to meet changing economic, social and technical situations without the need for drastic modification or revision such as has occurred in the evolution of the AM broadcast band. Such a scheme of allocation would have to be broad enough, generalized enough, and flexible enough to allow for such economic, social, and technical changes.

AM Limitations

Many of the present day regulations affecting the standard broadcast band arise of necessity because of certain inherent limitations of AM transmission on the broadcast band of frequencies from 550 to 1600 kc. Among the most important are these:

(1) A wide variation of propagation characteristics due to the use of different frequencies from 550 to 1600 kc.

(2) A wide variation of propagation characteristics due to the different electrical load conditions in the same general areas and the differences in soils in different areas.

(3) Nighttime coverage areas of the AM local, regional, and Class II stations operating on limited channels is considerably less than the daytime coverage because of skywave interference, both in the case of the skywave of a station interfering with its own ground-wave signal, and interference from other stations operating on the same channel.

(4) The ratio of desired to undesired signals required for FM stations operating on a co-channel channel, operating the limiter of the receiver, is of the order of 2 to 1.

Clarity of Reception

(5) Because of the low desired to undesired signal ratio required for FM stations operating on a co-channel channel, free reception is of the same low order of magnitude of 2 to 1. This, coupled with the fact that FM is not as well protected from atmospheric noise in the FM Band as compared with the present AM Band is responsible for FM Broadcastings outstanding clarity of reception. Both the interference resulting from skywave, radio relay, booster, and satellite stations for more efficient, economical, high quality program delivery, and the interference from other stations operating on the same channel.

(6) The ratio of desired to undesired signal to generate interference free reception is at least 20 to 1 for fair service and 100 to 1 for truly good service, and because of this there are large areas between frequency allocations in which there is no satisfactory reception from any station.

The Committee has also kept in mind the fact that for FM propagation, coverage, and performance:

(1) FM coverage is influenced largely by the use of these four major considerations:

a.—Antenna height above average terrain which area covering.

b.—The topography of the terrain over which propagation takes place.

c.—Transmitter Power.

d.—Antenna gain factor.

(2) While the effect of transmitter power on determining coverage by the AM band has been over emphasized, it is of even less significance in the FM Band.

(3) Coverage of FM stations is substantially the same day and night, in the daytime due to the large geographic area over which the signal can travel, and in the nighttime due to the large number of co-channel stations using significant proportions. This is in sharp contrast with AM stations and FM receiving sets operating on the same channel.

(Continued on page 46)
IT'S THE WIZE ADVERTISER THAT GETS RESULTS

This statement of fact is born out by the same advertisers who continue to renew their contracts year after year. This is assurance that these advertisers know they can rely on WIZE's ability to cover this ever-prosperous city of 82,000 and its adjacent territory.

A CLASSIC EXAMPLE OF WIZE RESULTS WAS OBTAINED IN DECEMBER BY THE SPRINGFIELD COCA COLA COMPANY WHO HAVE SPONSORED THE SANTA CLAUS PROGRAM FOR THREE CONSECUTIVE YEARS. TWENTY-SIX PROGRAMS BROUGHT A TOTAL MAIL COUNT OF 2,757 FROM 56 DIFFERENT CITIES AND TOWNS.

This is just one of the many WIZE success stories. Write us for additional proof of WIZE's uncanny ability to get results. Time is still available and the cost is extremely low.

BASIC BLUE NETWORK

WEED AND CO., NATIONAL REPRESENTATIVES
Blue Coast Plans

DECLARING Hollywood will more and more become center of Blue Network operations with future production schedule on an even greater scale than New York, Mark Woods ,etwork president announces Western coast plans. Check-up of proposed sites for new western division headquarters. Network can occupy its present quarters, under agreement with NBC, until two years after equipment becomes available for new studios and technical installation. Purchase of a Hollywood station as well as final application for frequency modulation station and television transmitter, will also be considered by Mr. Woods and Edward J. Noble, owner and chairman of the network board during their West Coast visit.

CBS Spurs FM

CBS newly-announced plan to make its programs available to all FM stations O&O by its affiliates was highlighted in a recent series of newspaper ads purchased by Celanese Corp. of America in New York, Chicago, Rochester and Hartford to announce that April 2, Great Moments in Music will be heard on FM stations in those cities. Placed through Young and Rubicam, New York, 75 and 145 line ads ran in four New York papers—Post, World-Telegram, Journal-American and Sun on Tuesday, Feb. 1, with similar space in papers in other cities the following day. Space in the Worcester Press is scheduled for last week, when WTAG-FM starts carrying the program.

KMLB Transfer

APPLICATION was received last week from KMLB Monroe, La., for the relinquishment of control of the station by J. C. Liner Jr. through transfer of 498 shares common stock to Mrs. Melba Liner Gaston in exchange for 498 shares of the Liner Laundry Inc., Monroe J. C. Liner Jr. retains 499 shares in KMLB. His sister, Mrs. Gaston, with the one share now held in the station, will possess a like interest. The remaining two shares are held by J. C. Liner Sr.

Medal Is Awarded

Fierce by VWOA

WGAR Executive Honored for Italian Ship Surrender

VETERAN WIRELESS Operators Assn. on Saturday awarded its Marconi Memorial Medal of Service to R. Morris Pierce, chief engineer of the psychological warfare branch, Allied Forces Headquarters, in Algiers, for rigging up a haywire transmitter and so making possible the broadcast of Allied surrender terms to the Italian enemy. Mr. Pierce, an ex-G.I. who is commander expeditiously that surrender [BROADCASTING, Nov. 8].

Mr. Pierce is on leave from the position of vice-president in charge of engineering of the Richards radio stations—WGR Detroit, WGAR Cleveland and KMPC Los Angeles—to which he was recently elected for a term of two years as chief engineer of WOAR.

Gen. Arnold Honored

Award was presented by William J. McGonigle, VWOA president, during the organization’s annual dinner cruise, held at the Hotel Astor, New York. Mr. McGonigle also awarded the Marconi Memorial Medal to Gen. Henry H. Arnold, Commanding General, Army Air Forces, in recognition with his outstanding work in the use of radio in aviation.

Marconi Medals of Achievement were awarded to W. J. Halligan of Hallcrafters Co., T. R. McElroy of McElroy Mfg. Corp., Lucien Arnon of Radio Receptor Corp. and E. A. Nicholas of Farnsworth Television & Radio Corp., all former wireless operators and all presidents of industrial radio companies which have won Army-Navy “E” Awards.

Maj. Gen. Harry C. Ingers, Chief Signal Officer, 8 S. Army, Rear Admiral V. W. Noyes, president of the Naval Communication Assn., Gen. Thomas Holcomb, former Commandant of the Marine Corps, and Rear Admiral C. J. Mealey, rear admiral, commander of Coast Guard Communications, were elected to honorary membership in the association.

Paying tribute to the radio heroes of the United Nations, the dinner was arranged on a United Nations theme, with diplomatic representatives of the various nations of the Allies present. Presentation of the awards, in several cases accepted by proxy due to military exigencies preventing the attendance of the award winners at the dinner, was broadcast on NBC, 11:15-11:30 p.m.

RICHARD CONDON, publicity and promotion manager, Fourth Coast Fox Corp., has opened an office under his own name at 1 E. 57th St., New York. Mr. Condon has been a public relations executive with a number of advertising agencies and the Associated Newspapers. He was succeeded in his position by Iain Armour, executive vice-president. Max Youngstein, is secretary-treasurer.

Page 36 • February 14, 1944

BROADCASTING • Broadcast Advertising
NEW LAND OF PLENTY IN THE U.S.--
THE TVA REA

THE STATION

Because of a need for "more time" to handle its increased-audience requirements, the broadcast-day at WLAC has been expanded to include the hour from 5 to 6 A.M. Listeners to this hour are treated to a varied menu of barn dance and Western music, news bulletins and farm information. A vast audience of farm-folk is available for "participating" accounts.

THE MARKET

MOBILIZING A RIVER FOR WAR

Today, the Tennessee River has been completely mobilized for war. Three-fourths of its total output of kilowatt hours is going into war production, producing aluminum, chemicals, gun powder, army clothing, and many other implements for victory. The contribution of TVA to the war cannot be computed now, but in the days to come its industrial effect upon the Nation will be a revelation.
Baltimore takes another great stride toward industrial leadership in the post-war world!

The great Sparrows Point Plant of the Bethlehem Steel Company ranks as the world's greatest tidewater steel plant. It can pour out steel at the rate of 8 tons per minute to feed the steel-hunger which will exist throughout the world when post-war reconstruction sets in.

The growth of Baltimore's steel industry is typical of the growth of more than 100 different industrial classifications in Baltimore, the fastest-growing big city in the East. The present boom is an acceleration of a 25-year trend of growth and expansion in industrial output, in wage earners, and in payrolls. Baltimore's great diversification of industry insures continued progress.

Now and in the Peace to come, Baltimore is one of America's great markets—a sound investment for your advertising dollars. Baltimore's Number One advertising medium is WBAL.
ORE:

dewater steel plant

8 tons of steel per minute!

The Bethlehem Steel Plant at Sparrows Point, Baltimore, is the largest steel plant on the Atlantic seaboard and ranks as the third largest in the entire world in ingot capacity. Its 16,000 workers and their families are the equivalent of an entire city, the size of Chester, Pa. It has an annual ingot capacity of 4,200,000 net tons, and among the by-products of its coke ovens are millions of gallons of toluol, the basic ingredient of TNT. The world at peace will be hungrier than ever before for steel. From this plant can roll 8 tons a minute of civilization's most vital material!

Morrow dedicated to Reconstruction!

WBAL means business in Baltimore

Ationally represented by Edward Petry & Co., Inc.
‘Flyocracy’

A NEW CONNOTATION for the word “bureaucracy” has evolved in Washington. Its progenitor is James Lawrence Fly, since 1939 chairman of the FCC and since that time the most powerful figure in radio. He brooks no opposition from art, industry, the military or Congress. He fixes the rules of the game.

If additional evidence of Mr. Fly’s campaign to control radio as he wishes it, has been made crystal-clear during the last few weeks, despite the stress of war conditions, and with radio ill-prepared to offer resistance. The “duopoly” order, the newspaper ownership release (which at best is but a half-measure); Order 118 which would bar to the public gaze all contracts and records of stations; Order 119 to require networks to record everything, and which infers the same for all stations; and now the open defiance of the right of Congress to fix appropriations for Federal agencies.

Then, of course, that speech before FM Broadcasters Inc. which was little short of in- sult to 660 deadly serious broadcasters or prospective broadcasters who were hungry for facts on the Government’s FM policy. Instead he gave them a vaudeville act.

“Flyocracy” isn’t new to those in radio who have lived by suffering of the FCC since Mr. Fly’s appointment to the chairmanship. The Administration has defended the Fly rule—a sort of divide and conquer strategy. Mr. Fly never liked the NAB because it symbolized strength and unity back in 1939. He didn’t like networks—the stronger ones, anyway—so they became a couple of Wall Street corporations. Probably no Government official in our times, has used more intemperate or abusive language in dealing with industry or public. And no official, within our recollection, has been more disdainful of Congress.

In testimony recently before the Senate Interstate Commerce Committee, Mr. Fly turned figurative handsprings in denying the FCC had any designs upon program control or anything more than cursory interest in business aspects. Then what about the proposed rule on disclosure of all contractual aspects of station operations, with only the item of financial reports held confidential? We guess these were excluded only because the FCC isn’t authorized by statute to collect such statistics. Then, in the face of the equipment and manpower shortage, the FCC wants to require networks to record everything. The same rule wasn’t made applicable to stations because it might cause “hardship.”

What conceivable purpose could these proposed rules serve other than to crack down on business operations and programs? The rules may say nothing about either, but there can be no question about intent. They spell rate regulation and program control—not now, but step by step, when they become expedient. There are laws, which cover business and competition. On the “broadcast” side, networks keep all scripts and record all talks anyway. So do many stations, for their own protection. The Federal Trade Commission reviews commercials by the carload.

The latest manifestation of “Flyocracy” goes to the House Select Committee investigation of the FCC. Mr. Fly accuses the Committee of running a “propaganda mill” and an “undercover” campaign. He charges the effort is to prevent the FCC from presenting its case so the $1,800,000 cut in FCC appropriations adopted by the House will be sustained in the Senate. He rushes to print, evidently timed for the usually dull news week end, to get his story across. The same sort of campaign brought the resignation of Rep. Cox as chairman of the Committee.

Mr. Fly wants to save Radio Intelligence Division and Foreign Broadcast Intelligence Service—FCC war babies. The Joint Chiefs of Staff advised against their retention, and despite rather strange interludes, the House saw the same way. But even with the cut, the FCC would have some $6,000,000 left. That’s just about $4,000,000 more than any peace-time appropriation for the FCC.

It all boils down to this. Mr. Fly wants radio rigidly controlled, if not Governmentated. He wants business practices, and possibly even rates regulated. He wants program control; is working toward it. He doesn’t like newspaper ownership. He, more than any man in radio annals, dominates the FCC—membership as well as staff.

Mr. Fly is No. 1 in communications in the U.S.A. by dint of drive, perseverance and resourcefulness. He figures in world communications, too, by virtue of his chairmanship of the Board of War Communications.

Congress writes the laws. It doesn’t make the appointments to Federal agencies. As things stand now, Congress might as well make the FCC a one-man commission, and save the taxpayers’ money.

FRITZ KREISLER yields! The eminent violin virtuoso will perform by radio—last of the artistic die-hards to capitulate. The late great Paderewski, shortly before his death, fell to radio’s spell. With presidents, prime ministers and potentates regular performers, and even mind-readers on the air, radio indeed has few untried talent fields left.

Results Attained

TRADITIONALLY conservative by the very nature of their calling, bankers have been well in the rear of the radio procession. They have been cautious in turning to the radio just as they were among the last to advertise regularly in newspapers.

As the years pass and more bankers turn to radio, a fund of experience stories is being built up. The stories depict slightly timid ventures into the use of broadcast stations, some of them successful and some not so successful. In the last few years bankers have been talking among themselves, especially at conventions of the Financial Advertisers Association.

Their reports are rapidly becoming success stories. Collector of such stories is the Bulletin published by the FAA. On another page of this issue case histories of bank broadcasts are conservatively told, in keeping with tradition, but the broad and vivid stories of money spent and results attained. Which is just about the best way of telling any advertising story.

Page 40 • February 14, 1944 BROADCASTING • Broadcast Advertising
Today, Tomorrow and the Future join hands at MILWAUKEE'S RADIO CITY

For the first time in local radio history, AM, FM and Television facilities are gathered under one roof, in Milwaukee's ultra-modern Radio City. In operation since August, 1942, Radio City is pledged to serve Milwaukee and Wisconsin with the finest in radio . . . today . . . tomorrow . . . and in the future.

Today, WTMJ, The Milwaukee Journal AM Station is continuing its record as Wisconsin's best programmed, most popular radio station. Tomorrow, WMFM, The Milwaukee Journal FM Station will be an even more powerful force in a community that has eagerly accepted the advantages of static-free, crystal-clear FM reception. On the air since April, 1940, WMFM is the oldest FM station west of the Alleghenies.

In The Future, WMJT, The Milwaukee Journal Television Station will take to the air. Studio and engineering facilities for WMJT have already been installed at Radio City.
Our Respects to
(Continued from page 40)

assistant, and general handyman on a mule ranch.

When 1924 rolled around, Laport began to take root in his chosen field of radio. In '27 he was sent on an important five-month mission to China to install RCA shortwave transmitters on railway cars for China's new northern army; then at war with Chiang Kai-Shek's Kuomintang. Shortages of skilled workmen, electrical supplies and modern tools, and language handicaps made the job a difficult one.

"Capable Chinese engineers helped overcome difficulties," says Ed.

While on his China assignment, Laport cooperated with Myles Re-gottaz, then an RCA traveling repre-sentative and now Export Manager of the company, in negoti-ating the sale to the Chinese Ministry of Information of a high-power shortwave transmitting installa-tion intended to break the Japanese control over outbound cable com-munications. On Dec. 6, 1930 Laport—back in the USA—received one of the first test messages sent out from that station direct to the United States, from one of the en-gineers who had assisted him in China.

Upon his return from China in 1928, Ed was engaged in building a 50 kw transmitter to be installed by RCA in Italy. His willingness to tackle difficult assignments re-sulted in a trip across the Atlantic to Italy, where the equipment was set up at Santo Palombo, 20 miles south of Rome in the reclaimed Pontine marshes.

With only a brief interlude working for Westinghouse with new U. S. stations, Laport returned to Italy in 1932 to install a second 55 kw RCA transmitter at Milan.

In '33 Laport occupied himself as a studio consultant and with Wired Radio Inc., until joining RCA at Camden in 1936. Two years later he was asked to set up a new or- ganization for RCA Victor Ltd., Canadian subsidiary of RCA, in Montreal for the design and develop-ment of transmitters. He had that organization going in high gear when the armed forces of Can- ada, including other nation states in the British commonwealth, as well as other United Nations, called for special radio equipment.

An important phase of his work at the present time is to select and train engineers, and to provide them with facilities for development. "In five years of assimilat-ing young engineers," Laport states, "not one has failed to meet our expectations and not one has left our employ."

Versatile Ed Laport, who still spends at least an hour each night studying science and mathematics to make up for a college degree which he never found time to get,

``Charles E. Drouthman, medi-cally discharged from the Army, has been added to the sales staff of WIP Philadelphia. Before entering the service, Mr. Drouthman was with the Westinghouse lamp division, has been placed in charge of the lamp division's electronic tube sales department.

James Dickert, chief engineer of World Broadcasting System in New York and since the transfer of Reed Wight to New York last year in charge of the WBS Chicago office, has been moved to New York on a special research assignment for World and its parent company, Decca Records Inc. William Hutchings of the New York WBS sales staff has been appointed head of the Chicago office and George Brown, former assistant to Mr. Dickert, is now WBS chief engineer in Chicago.

S. A. Cisler, manager of WGRG Louisville, on leave, has been pro-moted to a captain in the Marine Corp. He is stationed in El Centro, Cal., as group radar officer.

H. K. Carpenter, vice president and general manager of WRK and WCLE, Cleveland, is at home convalescing from a fractured leg and sprained ankle suffered in a fall.

Lt. (j.g.) Victor O. Waters, former special assistant to the Attorney General in charge of music and radio matters has completed his military training at the Armed Guard School, Gulfport, Miss., for gunnery duty.

William Speers, assistant man-age-r of CKOC Hamilton, Ont., has been appointed manager of CKRM Regina, Sask.

Marion E. Harris, has been named assistant station manager of KFSD San Diego. An account executive of KMPC Beverly Hills, Cal., Mr. Harris prior to 1945 has been with Don Lee, Hollywood.

James Tuttle, former manager of RCA Victor Distributing Corp. in Chicago, has transferred to the general purchasing department of the RCA Victor Division.

Don Taylor, recently released from the Coast Guard, has joined the purchasing and merchandising depart-ment of KBO-KKNX Des Moines.

Fred Palmer, manager of WCKY Cincinnati, has been appointed chair-man of the program committee for the District Rotary Convention to be held April 2 in Cincinnati.

has no regrets over his globe-trot-ting. To the contrary, his travels have offered rich opportunities for his three principal hobbies—hunt-ing, fishing and botany. He has traveled and identified over 1,200 spe-cies of flowering plants in North America.

But ten-year-old Robert Edmund Laport will tell you that his Dad has been "the greatest disappointment of all" occurred on a ship bound across the Pacific for the USA— Miss Coral Scheurer, who became Mrs. Edmund A. Laport in 1930 after a two-year courtship.

Wardell Heads KGBX

J. Gordon Wardell, for six years sales manager of KGBX-KWTO Springfield, Mo., has been named general manager of KGBX by H. S. Jewell, president of Springfield Newspapers Inc., whose application to acquire control, under the multiple ownership rule, of the Springfield Broadcast Co., licensee of KGBX, is pending before the Commission. While other major staff appointments under the new management which began operations Jan. 1, include: Wayland Fullington, program director; Dennis White, chief engineer; Fred McGhee, news editor. George P. Hollingberry Co. has been named station representative. KGBX has been an NBC outlet for eight years.

Springgate to KXOK

V. N. (Bud) Springgate has been appointed sales manager of KXOK St. Louis, according to an announcement made by Mr. L. Thom- as, station manager. Mr. Spring-gate has been in advertising and radio since 1927 in such positions as copy writer, sales man, sales executive and sales promotion man. He also has had considerable experience in the field of newspaper promotion and advertising. A veteran of the first World War, Mr. Springgate served with the 39th Division of the 128th Field Artillery.

George L. Dumbauld

George L. Dumbauld, vice-president of Baw-Knox Co., died Feb. 3 in his home in Glenshaw, suburb of Pittsburgh. He was 61 and had been with the company for 24 years, joining as a controller in 1920, becoming a di-rector in 1929, treasurer in 1930 and vice-president in 1936.

Henry C. L. Johnson, former advertising manager of the radio division of Sylvania Electric Products Inc., has been promoted to a full lieu-tenant in the Navy.

Reau Krehm, has been named sales director of the Warwick Manufacturing Corp., producer of radio and elec-tronic equipment.

Don E. Gilman, Western division vice-president of the Blue, has been elected a director of Hollywood (Cal.) Chamber of Commerce.

Thor Krog, former traffic man-age-r of KFEL Denver, has joined the New York office of Broadcast-Co. Before joining the KFEL staff, Mr. Krog served 3 years in the Army.

Ella Mason, home economics expert on Food and Home Forum, heard on WOR New York, is co-author of "Recipes from Soup to Nuts" to be published by Vanguard Press, New York, this month.
Inaugurating a New Era in Broadcasting...

“This is the American Network!”

That’s an announcement you’ll soon be hearing again—and here’s what it will mean to you

One day soon, you’re going to sit down by a radio (a very special kind of radio), tune to The American Network (a very special kind of network), listen—and get the surprise of your life!

There will be something different about what you hear. A new note in the programs. A note of individuality and character that is associated with everything you hear on this network—the kind of individuality and character that distinguishes great newspapers and magazines.

Because The American Network will be a network with a definite programming policy. A policy of bringing you the kind of programs you want to hear—at the time of day or night you want to hear them.

You’ll hear the best of everything—music, drama, comedy, variety, service material, news—not in hodgepodge confusion, but in a well-ordered presentation that will furnish all the entertainment and information you want without needless duplication.

You’ll hear facts about what’s happening in the world—and about products—that you can rely on.

And because American Network programs will be quality programs, so will the broadcasting and reception of them.

For this will be FM—frequency modulation—one of the most talked about developments in radio today. Voices and music are reproduced in their full, glorious, natural tones—the highest notes of the violin, the lowest notes of the drum reach you clearly. You’ll tune the receiver just once—the volume won’t fade or swell. And you won’t be annoyed by a single stutter of static, interference or outside noise.

A quality network, The American Network will be made up and owned by quality stations located throughout the country, each station reflecting the character and policies of the network.

Never before in the history of radio have so many Americans felt the need for a new approach in broadcasting and new methods of programming.

With the birth of The American Network, combining the miracles of FM with individuality and character of purpose, a new era in radio broadcasting will begin.

The American Network, Inc.
Incorporated in 1941
Lincoln Building • New York 17, N.Y.
### OWI Packet, Week March 6

Check the list below to find the war message announcements you will broadcast during the week beginning March 6. Each station broadcast 30 announcements per day to listeners. Test your clients about them. Fill in the schedule forms for the following week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>GROUP</th>
<th>GROUP OWI</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Cross...</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Join the WAC</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ceiling Price Lists</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Fuel Conservation...</td>
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<tr>
<td>Womanship-War Jobs...</td>
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<td>X</td>
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<tr>
<td>Pay Your Taxes...</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 98 for names and time of programs carrying war messages under National OWI and Network Allocation Plans.

### Red Cross Drive Heads OWI's Packet; Womanship and Ceiling Prices Added

Entering its second week of a campaign to raise $2,000,000 for activities during the next 12 months, the Red Cross drive for funds continues as the principal message on the OWI Domestic Radio Bureau packet for the week beginning March 6.

To increase public understanding of lesser known Red Cross operations, network producers have been assigned specific fields for treatment in campaign appeals. These are: (1) blood plasma and surgical dressings (2) morale, medical-social health, small communities, etc. (3) clubs, movies, organized recreation, clubmobiles (4) prisoners-of-war and worldwide-inquiry service (5) nursing and first aid programs (6) hurricanes, flood and other disaster relief.

### Two New Subjects

Station announcements for the Red Cross appeals will be given a distinctive identification, a Sono-vox introduction preceding the spoken message. The transcriptions, as in the case of other campaigns, are available for sponsorship and are regarded as suitable for any advertiser who has sponsored War Bond appeals.

New subjects on this week's packet are Womanship and Ceiling Price Lists. The former, assigned only on the Network Allocation plan, stresses the continuing need for women workers in war plants and essential services and urges women not now employed to take a war job.

The Ceiling Price Lists campaign, promoted through the Station Announcement Allocation plan, urges housewives to compare prices with ceilings set by OPA. It is part of the overall Food Fights for Freedom program to keep food costs down and to make rationing effective. Announcements are considered suitable for sponsorship by chain stores, supermarkets and department stores.

### Behind the Scenes

**Ken Campbell,** announcer of CKX Peterborough, Ont., has been transferred to CKJL, Kirkland Lake, Ont. Tom Holub, former announcer and relief operator of CKJL, is now overseas with the Canadian Army Show unit. Bob Hart, former CKJL announcer, has been discharged from the Canadian Army for medical reasons, and is now program director of CKRN, Rouyn, Que.

**Mrs. W. F. McCreary** (Peggy Fyne), announcer of CKX Brandon, is the mother of a boy.

D. A. Paterson has joined the announcing staff of CKY, Winnipeg, replacing Earl Cameron, resigned.

Lorraine Daum has joined the public relations department of CKY, Winnipeg.

Ian Arrol has joined the announcing staff of CKWX Vancouver, coming from KFHC New York. Prior to that he was with CJOC Lethbridge.

Danny Deaver, announcer of KUJ Walla Walla, Wash., has joined KGJ Los Angeles.

Alan Lissner, formerly musical director, producer-announcer at KGNB Honolulu, has joined KFRC San Francisco announcer.

**Charles Nobles** has left the Blue announcing staff to join the overseas staff of the OWI. He is replaced by Roger Kline, formerly announcer of WTCN Minneapolis.

David Anderson, who has been doing news broadcasts for NBC from Washington, has been transferred to London. NBC's Bjorn Bjornson, formerly stationed in Ireland, has been transferred to Stockholm.

Bruce Wallace has joined WMJ-WMFM Milwaukee as program director. He was formerly studio manager of KOIL Omaha.

Doug Ruch, transcription operator of WJW Cleveland, is the father of a boy.

Stuart Jameson, Dick Gifford and George Kenville have joined the announcing staff of KHUB Watsonville, Calif. Former announcer Gene DeWald is now traffic manager.

Tom Collins Haley, formerly with WRC Washington, has joined the announcing staff of WDW Cleveland.

Joseph Stovall, formerly of KMOX St. Louis, has joined WKRC Cincinnati as national assistant to the WKRC program director.

Charles Dinsmore, announcer of WOBL Lincoln, has married June Ingalls of Portland, Me.

Deninis King Jr., formerly with WELI WBNY, has joined the announcing staff of WDRC Hartford.

Bill Morgan, formerly with WXYZ Detroit, has joined the announcing staff of WQAI San Antonio, Tex. Bruce Eagen has joined the WWAI announcing staff. He formerly was with KTUL Tulsa and KYOR Colorado Springs.

New additions to WQAI include Mrs. Rene Blanchard, program director; Mrs. Mary Allick, continuity; Ruth Robbins, traffic.

**Erik Barnouw,** assistant script editor of NBC for the past two years, has been named by the War Department for a special mission.

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**WCHS**

Charleston, W. Va.

5000 on 580 • CBS

Page 44 • February 14, 1944

**Broadcasting • Broadcast Advertising**
The Pacific Coast is just 1,352 miles long as the crow flies. It takes a lot of radio stations to cover that much territory.

Every important market on the Pacific Coast is surrounded by mountains 5,000 to 15,000 feet high which are a barrier to long range broadcasting.

Each year the people out here spend $13,000,000,000—and that ain’t hay—$3,714 per family if you really want to know. Furthermore, the Pacific Coast leads all other regions of the U.S. in per capita income.

Half of the Pacific Coast retail sales are made outside of the counties in which the regular Hooper rated cities are located! That surprises you, doesn’t it?

A special Hooper survey (the largest ever made on the Pacific Coast) shows that in many of the markets outside Los Angeles, San Francisco, Portland and Seattle 60% to 100% of the listeners are tuned to Don Lee.

Only Don Lee, with 34 stations can give you complete Pacific Coast coverage. In fact, if your radio program isn’t released over Don Lee, a lot of Pacific Coast families can’t hear it no matter how good it is.

More than 9 out of every 10 Pacific Coast families live within 25 miles of a Don Lee station—no other network can make that statement.

*In other words, you can’t get your full share of the Pacific Coast’s $13,000,000,000 unless you buy Don Lee.
POWER AND POPULARITY

5,000 WATTS
DAY and NIGHT
* 600 KC *

The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.
National Sales Representation

New York • Chicago • San Francisco • Los Angeles
We're sure you've seen KOA Pens all over the country. There are "litter"ally hundreds of them, all belonging to long-time KOA Advertisers who have been feasting for years on the fat of KOA's coverage area.

It's really quite a feat, in these days of rationing, to have a larder full of bacon...or "Sales Results"...cured, in KOA's own style, with: 50,000 Watt Power; 7 State Coverage; Top NBC Programs; 69% Listener Loyalty; 68.8% Dealer Preference.

No "Brown Ration Points" needed...it's first come, first served. So don't just let your mouth water, order some KOA "Sales Results" now!!

* NBC Survey Tale of 412 Cities
  1: MSA Federal Survey
Overseas Branch Revamped by OWI

Klauber Takes Active Part in Reorganization Program

A REORGANIZATION of the Overseas Branch of the Office of War Information, involving the resignation of three of its highest officials and the appointment of two officers of the Branch to high administrative posts, was announced last week by Elmer Davis, OWI director.

Mr. Davis told reporters at a press conference in New York he had reached an agreement with Robert Sherwood, director of the Branch, to enable the agency to meet "most effectively" its growing responsibilities in the field of psychological warfare. He declined to discuss reports that he had demanded dismissal of the three Sherwood aides and that the matter had been carried to the White House.

Klauber Participates

Present at Mr. Davis' conference was Edward Klauber, former CBS executive vice-president, now associate director of OWI. Mr. Klauber was reported to have recommended the reorganization of the Overseas Branch.

Mr. Davis said he had accepted the resignations of James P. Warburg, Deputy Director for Psychological Warfare Policy; Joseph Barnes, Deputy Director for Atlantic Operations; and Edd Johnson, Chief of the Editorial Board of the New York office.

Edward W. Barrett was appointed Executive Director of the Overseas Branch under Mr. Sherwood, a new post created by Mr. Davis. Mr. Barrett was former chief of the News and Feature Bureau of the Branch and recently returned from an assignment in the Mediterranean and North European theatres of war. He was previously associate editor of Newsweek.

Named as Assistant Executive Director to Mr. Barrett was Thurman L. Barnard, who has been chief of the Outpost Service Bureau of the Overseas Branch. He was formerly vice-president of N. W. Ayer & Son, advertising agency.

Mr. Warburg had been with the OWI since its inception, having joined the old Office of the Coordinator of Information a predecessor agency, in August 1941. He is a former assistant secretary of the Treasury, and has written a number of books on economics and politics. Mr. Barnes had been foreign editor of the New York Herald Tribune before coming into OWI in 1942. Mr. Johnson had been foreign news editor of CBS and had done newspaper and magazine work before joining OWI.

Both Mr. Barrett and Mr. Barnard were in Washington later in the week conferring with OWI officials. They were at Mr. Davis' conference which was held Monday in New York. Mr. Barrett will direct the Overseas Branch until Mr. Sherwood returns from a trip to London.

It appeared that the administrative changes effected by Mr. Davis will result in closer supervision of Overseas policies from Washington, making for greater coordination with State Dept. and Psychological Warfare Board activities. The operations of the Branch in New York, however, will be left virtually unchanged.
Ideas count at WHN . . . ideas that mean doing a thing a little different (and better) . . . ideas that have brought WHN listeners some of radio's really outstanding programs.

Like Dick Gilbert . . . who sings with records!

Here was an idea with snow-flake uniqueness that took the "make-believe" out of recorded ballrooms, brought listeners flocking to the program, and made radio editors say trite but always pretty things as: "Refreshing"—"Gilbert is unique"—"a swell show."

 Agencies say pretty things, too. Like this one from Huber Hoge who sold books on Gilbert's show: "I almost sat down and wrote a postcard requesting the book myself!" And the one from Weiss and Geller which said: "The client and the agency are very much pleased with the amount of mail you have received."

Programs with ideas, like Dick Gilbert's, are typical of the WHN desire to bring something new and outstanding to radio listeners. We call it "Idea-Conditioning."


IDEA-CONDITIONING

...that's the formula that makes WHN a success with listeners and clients

50,000 WATTS IN THE NATION'S NO. 1 MARKET!
SALES FLY HIGH WHEN YOU BUY

NATIONAL CONTEST statement of United States racial problems is embodied in six quarter-hour broadcasts started on CBS Pacific stations under the title of These Are America Series II. Weekly programs concern scientific facts about race; situation of the Negro in Los Angeles and West Coast; and views of the Negro contribution to armed forces, industry, agriculture, the arts and sciences. Full reports on Negroes and white leaders in these fields are featured. Presented under auspices of Committee for Home Front Unity and Little Tokyo Committee, Council of Social Agencies, series is supervised by Frances Farmer Wilder, CBS Hollywood director of education.

The TEXAS RANGERS now

Selling Flour on KICA

Clovis, N. M.

...also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY

Hotel Pickwick • Kansas City, Mo.

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News Feature
REMOTE PICK-UPS of spot news events in Philadelphia is being developed by WIP in the development of a News in Action feature. An attempt is made to augment the regular news item by giving the listener color and background material as is the custom of the local newspapers, covering important news happenings. The WIP mobile unit is rushed to the scene of a news event, with transcription on the spot. Recordings are then rushed back to the studio for broadcast to comply with regular news items.

College Forum
A COLLEGE FORUM, Religion in Today's World, introducing student speakers from local college religious clubs, is now heard in a series of weekly quarter-hour programs over WQXR New York. Students point out practical examples of cooperation among religious groups at various colleges.

Marines on Air
FEATURING Marines just returned from combat areas, a weekly quarter-hour transcribed series That's What Has Happened, is now being started on KNTR Hollywood. Program is written and narrated by Stan Lomax, former Whitehead of the Marine Corps Public Relations office.

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Hotel Pickwick • Kansas City, Mo.
A NEW RESOURCE HAS BEEN DEVELOPED

The wealth of America has been wrought from her natural resources of fertile lands, wide forests and rich mineral deposits by the brains and muscles of her people.

But another resource is now available. A new source of wealth and well-being has been developing gradually and almost unnoticed which is tremendously important today and of still greater importance for tomorrow.

This new resource is the research laboratory.

Today, in hundreds of industrial and college laboratories, trained minds are expanding the world's knowledge, and applying the results of research to industry and to war.

In the Bell System, research has always been a fundamental activity. The telephone was invented in a research laboratory. And for years Bell Telephone Laboratories has been the largest industrial laboratory in the world.

Underlying modern research is the realization of vast latent values in nature. Although the lone genius does from time to time bring to light some part of these hidden values, only organized scientific research can assure the thorough exploration that will render the full measure of use for human welfare.

Research means imagining and experimenting. It means the searching out and bringing together of facts. It means clear statements of problems, precise measurements and keen analysis. It means tenacious following along unexpected paths.

These are the procedures of research. Its consummation is the grasping by subtle minds of relationships in nature no one has previously known. And on the basis of the broader knowledge so established are built new materials, new methods and new structures to serve the people of America.

The Bell Telephone Laboratories has now concentrated its efforts on communication systems and equipment for the armed forces. When the war is over its researches in communication will again be applied to an ever-improving telephone service in America.
Here's the truth and nuttin' but the truth: WAVE doesn't cover Spick, Kentucky. Maybe some cosmic 50,000 watter can sell your soap or soup down there—but us, we devote ourselves to the big Louisville Trading Area, which we cover like a laundry basket. What's more, we're the only NBC station that does! Want the rest of the dirt?

BOOM!

There's a boom back home, too, in the town where this gun was made.

COVER THESE NEW MARKETS WITH RADIO

KMOX St. Louis has inaugurated a new series of public discussion programs titled St. Louis Speaks designed to stimulate discussion and participation in subjects of community concern. William H. Stead, dean of the School of Business and Public Administration at Washington U., St. Louis, is chairman for the series.

WINK Washington has started an early morning Sunrise Newsreel on which a quarter-hour of the latest news is aired four times consecutively, culminating with the Midnight Newsreel featured on WIX for the past three years. The morning series is heard weekdays from 6:45 a.m. and on Sundays 7-8 a.m.

REPLACEMENTS FOR MEN gone into service from WTAG Worcester WOC San Jose, to (r) Mary Marble, Helen Lohnes, Marcia Allen. Miss Marble, a veteran of seven months on the engineering staff, offers a few pointers to Miss Allen, latest addition. Most of the transcription cuttings are handled by Miss Lohnes.

DUQUESNE Brewing Co., Pittsburgh, claims to be using the largest cast ever employed on a Pittsburgh program for its half-hour Melody Magic show heard weekly on KDKA. In addition to a 28-piece orchestra there are two vocalists, a quartet, chorus and announcer.

CHARLES BURTIS, chief engineer of WPEN Philadelphia, has completed construction changes making four program channels available for the studio. New set-up makes it possible to use all four broadcasting chambers at the station and facilitate additional program service, including the originating of independent programs for other stations in the territory.

KYA San Francisco and the San Francisco Chronicle have concluded a first-time purchase deal in which the Chronicle now has a direct tie-in with a 28-week time-purchase basis. Newspaper now sponsors ten 10-minute newscasts daily and receives credit for supplying news for the other 10 on-the-hour news periods over KYA.

WLW Brooklyn has acquired the special AP wire of Press Assn.

WBAM, FM station of WOR New York, on Feb. 10 changed its broadcast schedule from 1-7 p.m. to 5-11 a.m. effective this Saturday.

WINS New York has abandoned its five-minute newscasts, broadcast at irregular intervals, in favor of four-quarter-hour broadcasts at specific hours during the morning.

FLASH! The shortest distance to profitable results in California’s billion-dollar market and western Nevada is The Beeline McClatchy Broadcasting Company Sacramento, California

Page 52 • February 14, 1944
Outler Is Named Manager of WSB Commercial Head for Decade; With Station Since 1931
JOHN M. OUTLER, for 10 years commercial manager of WSB Atlanta, last week was appointed station manager by J. Leonard van Horn, vice-president and managing director of the Cox stations, WSB WHIO WIOD. He has been with WSB since 1931, when he joined the then advertising department.

Born in Georgia, Mr. Outler attended school in Thomasville. Following his graduation in 1914 from Emory College he joined the advertising department of the Augusta (Ga.) Herald. Two years later he went to the advertising department of the Atlanta Journal. Except for two years he served overseas as a lieutenant in the Army during the first World War. Mr. Outler remained with the Journal until his transfer to WSB in 1931.

He was instrumental in creating the commercial department of WSB and subsequently was named commercial manager. Until recently Mr. Outler served as chairman of the NAB Sales Executive Committee, of which he is still a member.

The new manager of WSB is chairman of the NAB 8th District Sales Managers Division and until the Retail Promotion Committee was discharged, he was a member of that group which sponsored the NAB film presentation "Air Force & the Retailer." He is regional consultant for the OWI.

OD-30 Placing
OD-30, a new air deodorant produced by OD Chemical Corp., New York, is to be promoted in the Food and Home Forum, participating program on WOR New York. Product was developed by Dr. Walter H. Eddy, head of the American Institute of Food Products, who conducts the WOR series. Other radio is planned. Business will be placed by Alley & Richards Co., New York, agency for R. C. Williams & Co., New York, (Royal Scarlet Foods), which has been named distributor for OD-30.

LEIGH WHITE, CBS commentator now on leave of absence to do research under a Nieman Fellowship at Harvard U., is the author of a book covering the German occupation of the Balkans in 1940. Titled The Long Balkan Night, book is scheduled for publication Feb. 28 by Chas. Scribner's Sons, New York.

APPLICATION of analogies to mechanical and acoustical problems so they may be solved in terms of electrical circuits is explained by Dr. Harry F. Olson, acoustical research director, RCA Laboratories, in the book Dynamic Analogies, published by D. Van Nostrand Co., New York.

PORTER IS OFFERED DEMOCRATIC POST
PROFFER of the post of public relations director of the Democratic National Committee to Paul A. Porter, assistant to Economic Stabilization Director Vinson, was reported last week, but with indications that the former radio attorney would not be available. Robert E. Hannegan, chairman of the Committee, is in understand, offered the assignment to Mr. Porter. In informed quarters it was understood Mr. Porter had requested that his name be withdrawn.

Democratic Committee publicity has been directed for the past dozen years by Charles Michelson. He probably will serve as public relations director emeritus in the forthcoming campaign, but does not wish to take on active direction. Appointment of a radio director also is under consideration, but the selection probably will not be made until after the new publicity head is named. Robert I. Berger, now with the OWI Overseas Branch, was radio director during the last campaign.

Mr. Porter was Washington attorney for CBS until 1940, when he became assistant to Chester C. Davis, then Food Administrator. Afterward he became assistant administrator of OPA in charge of rent control and last year became chief assistant to Justice Vinson. A native of Kentucky, he was a newspaper publisher and reporter before joining CBS in 1937.

Paramount Signs
PARAMOUNT PICTURES, Inc., New York, has signed a 52 week contract for three-weekly participations on Arthur Godfrey's program on WABC New York, effective Feb. 12, for future productions. Agencey is Buchanan & Co., N. Y.

Hillbilly Hits
POPULARITY of Hillbilly Hit Parade, a one-hour program of specially arranged transcribed hillbilly tunes, is growing, according to KRLD Dallas, where the program was begun last fall at the suggestion of Clyde W. Kem- bert, station manager. Now sponsored by Sterling Insurance Co., Chicago, Mondays 10:30 p.m., sponsorship on a second night is expected.

SCHOOL of Radio Technique, New York, has inaugurated courses for school teachers in "Techniques of Preparing and Producing Radio Programs in Schools." It is credited by the State Education Dept. of the U. of the State of N. Y. Faculty mem-

ASSOCIATE WITH STARS TO POPULARIZE YOUR PRODUCT!

KSD
ON THE BASIC NBC NETWORK

In St. Louis
WITH THE
NBC STAR PROGRAMS
FIRST in ST. LOUIS in "Firsts" on Nation-Wide Popularity Polls...It is 225 miles from KSD to the Nearest Other Basic NBC Outlet!

A Distinguished Broadcasting Station
RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch

Page 53
N. Y. Agency Buys Air Time on WQXR
Albert Frank-Guenther Law Signs for Music Shows
TO PROMOTE its advertising and public relations services, Albert Frank-Guenther Law, New York, has signed for two musical programs on WQXR New York, in which the firm is believed to be one of the first instances of its kind in the New York area. In the belief that there should be some potential clients among the "quality" audience tuning into classical music programs, the agency contracted for the Friday and Sunday broadcasts of Symphony Hall, recorded music program heard 8-9 p.m., starting Feb. 27.

Commercial copy will be keyed to the theme that advertising of the "hypnotic" variety is becoming a thing of the past, and that the use of advertising with an educational and informative slant is coming to the fore and will predominate in the post-war era.

The value of advertising as a form of communication in the field of ideas will be ads with products will be stressed. A regular newspaper advertiser for a number of years, the agency will confine its promotion to the radio program for the present.

Silliman Evans Resigns As Chicago Publisher
RESIGNATION of Silliman Evans, publisher of the Chicago Sun, was announced last week by Marshall Field, editor and owner, who has taken over the publishing duties. Mr. Evans, publisher of the Nashville Tennessean, has been an applicant for a station in that city, where he has maintained his headquarters for some time. Before the National Council for Professional Education in Journalism, Mr. Evans proposed rigid Governmental supervision of radio and cited its competition with the press [Broadcasting, Jan. 24].

Mr. Field said Mr. Evans had asked to be relieved as publisher of the Sun to permit him to devote his time to his own expanding affairs. Mr. Evans announced that Mr. Field had asked him to assist in establishing the Sun and that this purpose had been accomplished.

Iowa Broadcasting Co. Reelects Gardner Cowles
GARDNER (Mike) Cowles Jr., president of the Des Moines Register & Tribune Co. and Look magazine has been re-elected president of Iowa Broadcast Co., comprising KSO and KRNT Des Moines and WMEW Cedar Rapids. Stockholders at the meeting discussed improvements in programming, particularly how newscasts and other programs directly related the war effort can be handled with greater service to the public.

Few changes were made in IBC officers and directors. John Cowles was re-named v-p; Craig Lawrence, manager of KSO and KRNT, executive v-p; William B. Quenton, manager of WMT, v-p; Vincent Starzinger, general counsel, secretary and treasurer Arthur T. Gormley, assistant secretary; and Karl Haase, assistant treasurer. Directors elected were: Gardner Cowles Jr., John Cowles, Craig Lawrence, Vincent Starzinger, W. W. Waymack and Arthur T. Gormley.

Parade Change
IN RENEWING Your All Time Hit Parade on NBC Feb. 11, Friday, 8:30-9, WBCT New York, changed the format to include an audience participation feature, in addition to replacing the former musical talent with Lulu Bates, Blues singer. The new feature is a musical memory test in which members of the audience are asked to recall the titles of the tunes, a $500 prize going to the winner. Woote, Cone & Bolding, New York, is agency.

WBNS Pulls 'Em in!
Central Ohio's Only CBS Outlet

Page 54 • February 14, 1944 • Broadcasting • Broadcast Advertising
ROY A. DEMPSEY, with honorable discharge from the Army Air Forces, has joined Dan B. Miner Co., Los Angeles, as account executive. He was at one time account executive of The McCarty Co., Los Angeles. H. B. Clarke, who formerly headed his own New York firm, has also joined Dan B. Miner Co., as account executive. J. E. Steyskal, account executive, recently resigned to join the Merchant Marine.

LUCILLE GAVIN, formerly of J. Walter Thompson Co., New York, has joined Brincker, Van Noorden & Staff, Los Angeles, as account executive.

N. W. AYER & SON has moved Hollywood offices to larger quarters at 1650 N. Vine St. Telephone is Hollywood 5131.

MICHAEL F. MAHONEY, former executive vice-president of Mazon Inc., Detroit, has joined the executive staff of Arthur Kudner, Inc., New York.

WALLACE H. WULFECT, research director of the Federal Adv. Agency, New York, has been named vice-president of the company. He formerly was on the executive staff of the Psychological Corp., New York.

LEONORE HAHN, formerly on the sales promotion and research staff of Melchor Guzman & Co., New York, has joined the foreign department of McCann-Erickson, New York, as space and time buyer.

JOHN R. HUGH, formerly with Kenyon & Eckhardt, New York, has joined the production staff of Donahue & Coe, New York.

ARCH FARMER, former news editor of WBBM Chicago, and more recently assistant to Clifton Uderly, editor of Chicago Sun Edion, has joined J. Walter Thompson Co., Chicago, as writer.

SPENCER W. CURTISS Inc., Indianapolis and Chicago, recently opened an office at 1001-4 Mills Tower, San Francisco, to handle industrial accounts. Spencer W. Curtiss, president, will head the new office.

MILTON L. KIEBLER has been named manager of the media department of Renton & Bowles, New York. He has been a media buyer of the agency for the past eight years.

GEORGE R. EUWEMA, account executive of C. Wendel Muechen & Co., Chicago, has entered the Army. Replacing him is Charles C. Kerrigan, production manager.

HENRY M. POSTEL, formerly on the research staff of Hines Co., New York, has joined the statistical staff of MBS.

GEORGE W. BOLLING, New York manager of John Blair & Co., national station representatives, was in Hollywood during early February for conferences with Don Lee executives.

RADIO REPORTS Inc., New York, has set up a "spot" commercial checking service, under the direction of George J. Reil, with men now working in some 60 markets and others planned.

WALDO L. GUNDLACH, for 15 years a copyrighter and advertising supervisor with Standard Oil Co. (Ind.), has joined J. R. Hamilton Adv. Agency, Chicago.

BBDO has announced two promotions in its San Francisco office—Charles H. McDoaghl, vice-president, to the post of creative head and Charles H. Ferguson, vice-president, as manager of the San Francisco branch.

SPORTS SHOW for the Hohenadel Brewery on WIBG Philadelphia was occasion for this gathering which started the series, and was one of the rare appearances of Connie Mack. Preparing for the broadcast are (1 to r.) Benjamin Exhileman, of the Exhileman agency handling the account; Fred Corey, Atlantic Refining Co.; Connie Mack, Philadelphia Athletics; George Moore, Hohenadel Brewery, sponsors; and Franny Murray, WIBG sportscaster.

William H. O'Hall, account executive since 1941 with Neelum, Louis & Borty, Chicago, leaves the agency Feb. 25 as lieutenant (j.g.), USNR.

KEN MacGregor, a producer at William Esty & Co., New York, en Feb. 4 became the father of a girl.

WITH Axel Gruenberg now devoting full time to film work, in association with David O. Selznick, film producer, G-S Radio Productions, New York, has been succeeded by Richard Stark & Co., with offices in the RCA Bldg., New York. Mr. Stark, who was co-founder with Mr. Gruenberg of the original firm early last year, is in charge of production of the newly organized company. Activities include radio production and merchandising, and research in television production.

JESSICA WEST, former advertising executive of Elizabeth Arden and fashion director of Julius Katz Co., New York, has joined the writing staff of McCann—Erickson, Inc., New York.

MARTIN J. McGEHAN, who recently resigned as Chicago manager of Spot Sales, Inc., has joined the staff of Radio Advertising Corp., Chicago. McGeohan was with WIND Chicago prior to joining Spot Sales.

PETER HILTON, account executive of Mazon Inc., New York, has been elected a vice-president. George Everman, merchandising head in Detroit, also has been elected a vice-president.
The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

5000 Watts Day & Night 950 kc. Spartanburg, S. C. CBS Represented by Hollingsby

The Only

BLUE

Network Station
Serving the 28th * U. S. Metropolitan District

WFMJ
Youngstown, O.

* J. Walter Thompson Research Dept

KGW
PORTLAND, OREGON

KEY TO THE GREAT WEST
5,000 Watts 620 Kilocycles

NBC RED NETWORK
Represented Nationally by EDWARD PETAY & CO., Inc.

BLACK TIE Ballroom DANCE
Mondays, Thursdays - 7:30 to 11:00 P.M.

A 50,000 Watt Audience at a 250 Watt Rate

C. E. HOOPER FOR NOVEMBER & DECEMBER, 1943

what
better
proof
of an
audience
can you
ask for?

MORNING INDEX
MON., THU., FRI.
6:00 - 12:00 A.M.

A WGR B C
13.2 27.7 32.7 25.8

AFTERNOON INDEX
MON., THU., FRI.
12:00 - 6:00 P.M.

A WGR B C
27.1 30.6 24.5 15.9

SUN., THU., SAT.

A WGR B C
41.6 13.7 34.4 8.6

EVENING INDEX

6:00 - 10:00 P.M.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., TORONTO, has started Freedom of Opportunity weekly on CKCL. Account was placed by Arthur Meyerhoff & Co., Chicago.

CORONET MAGAZINE, Chicago, has started Little Coronet Series, Monday through Saturday, 9:55-10 P.M. on CKCL. Account was placed by Schwimmer & Scott, Chicago.

ATLAS BREWING Co., Chicago, effective Feb. 13, renewed sponsorship of its six-week musical program on Westrick, transcribed quarter-hour program heard Sundays, and of transcribed break announcements Mondays through Saturdays at 6 P.M. and Tuesdays at 5:15 p.m. on WBBS Chicago. Contract is for 42 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

LONGINES-WITTNAUER Watch Co., New York, on Feb. 14 expands its quarter-hour musical Symphonette, heard weekly on WOR New York, to a half-hour show, with Joseph Schuster, prominent cellist, signed as regular talent. The 52-week contract for the 10-30 p.m. period Monday through Friday was placed through Arthur Rosenberg Co., New York.

STANDARD BRANDS Inc., New York, has appointed Waltrip & Miller, New York, to handle advertising for Fleischmann's Irritated Dry Meat for Anemia. Advertising plans are incomplete, no radio is contemplated at present.

D. EASTLACK, formerly executive vice-president of Borden's Farm Products, New York, has been named manager of the company's accounts. William H. Marcusen, who becomes sales manager, has been appointed general manager. He succeeds R. E. McGreevy.

NEW YORK Cadillac Motor Car Division of General Motors Corp., Detroit, last week turned to radio to secure used cars. A 52-week contract with WQXR New York and a 13-week contract with WHN have been signed. Agency is Picard Adv., New York.

WARWICK MPG, Corp., Chicago, has appointed Agency Service Corp., which recently opened Chicago offices at 205 Monroe St., to handle its advertising in magazines, newspapers, trade publications and direct mail for its after-war sales promotion of Citronia radio.

J. CLIFF ROBERTS, former director of sales promotion on the Nash Motors account for J. Walter Thompson, has rejoined the agency's Chicago office on the Ford Motor account.

RAY L. HOEFLER, of the factory and sales promotion organization, Zenith Radio Distributing Corp., Chicago, has been appointed general manager. He succeeds R. E. McGreevy.

ROBERT P. O'BRIEN, vice-president in charge of Pillsbury Feed Mills Division of Pillsbury Flour Mills Co., Minneapolis, has resigned to enter the Navy. Philip W. Pillsbury, president, will direct the feed division. Clyde Hendrix, sales manager, has been named advertising and sales manager.

KELLOGG Co. of Canada, Montreal, has named Keuytse & Montreal to handle Hectite animal foods.

JOHN HANCOCK MUTUAL Life Insurance Co., Boston, has named McCann-Erickson, Boston, to handle its advertising.

REPHAN STORES, chain department stores of Arkansas, has signed for 15.000 spot announcements on KTHS Hot Springs, Ark., for the coming year.

SUTHO SUDS Co., Indianapolis (Sutho Soda), has named the Charles J. Pettigrew Co. as agency. Plans are said to include radio.

McCurdy & Co., Rochester (N. Y.) department store, has begun a half-hour weekly musical show on WHAM Rochester titled the McCurdy Symphonic Hour. Outstanding students and faculty of the Eastman School of Music are scheduled to appear as guests on the program.

A. RAMSAY & SON Co., Montreal (paints), has started Le Veilleur du Soir on four Quebec stations, Sat. 8:30-8:55 p.m. Agency is A. Mc-Kim Ltd., Montreal.

IMPERIAL TOBACCO Co., Montreal (cigarettes), has sponsored Quelques minutes de Chez Nous on CKAC Montreal and CHRC Quebec, Fri. 8:30-8:55 p.m. Agency is Whitehall Broadcasting Ltd., Montreal.

LEHN & FINK (Canada), Toronto (Hinds Honey and Almond Cream), has started Blank Date on CFCF Montreal. Account was placed by Spitzer & Mills Ltd., Toronto.

A. S. BOYLE Co. Ltd., Windsor, Ont. (Old English floor polish), started a spring campaign on 26 Canadian stations. Account is being placed by Danner-Fitzgerald-Sample, New York.

NEHI Corp., Los Angeles (Par-T-Pak), on Feb. 7 started a five-week quarter-hour transcribed adventure series Dick Tracy on KECA. Contract is for 26 weeks. Firm also continues the spot announcement campaign for its various beverages on western stations. Agency is BBDO, Los Angeles.

HIDDEN LOVER is apparently unheeded as William Young, of Lever Bros., Minneapolis, helps Bee Strayaway of J. Walter Thompson, New York, take a vennita tablet before she appeared for interview on Darragh Alrich's Calling All Women over WCCO Minneapolis. Miss Strayaway is on tour making newspaper contacts in behalf of the Frank Sinatra show. Oh yes, the extra hand really belongs to Miss Strayaway, not Frank Sinatra (on poster).

DUNN FAMILY SHOE STORES, Philadelphia, has started a new series on WPEN Philadelphia for its chain of 11 shoe stores in that territory. Started Feb. 7, The Money Professor, the cash giveaway-quiz show, was placed direct for 13 weeks.

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SERUTAN Co., Jersey City, is serving as distributor for Nutrex, a new energizing food supplement. Product is still in the testing stage and advertising plans are incomplete. The producer is Nutrex Co., New York, which handles Serutan.

TEMPLETON Radio Co., Mystic, Conn., manufacturer of radio and electronic equipment, has appointed Peck Adv., New York, to handle their advertising. 

STOUFFER Corp., Cleveland, which operates a chain of 14 restaurants in the East and Mid-West, has appointed Fuller & Smith & Ross, New York, to handle its advertising. Media plans have not been disclosed.

MODERN FOODS, Inc., Newark, N. J. (gingerbread and devil food mix) has named Peck Adv., New York, to handle its advertising. No radio is planned at present.

VITAMIN CORP. of America, Newark (vitamin capsules), has named H. A. Salans, Inc., New York, to handle its advertising. Spot radio is planned in New York metropolitan area starting April 1.

BEETHER PROPRIETARIES Ltd., Montreal (Bromo Seltzer, Noxzema) on Jan. 31 renewed for one year Lionel Parent Chimes on CKAC CBRC Mon. thru Fri. 7:45-8 p.m. Agency: Routhrauff & Ryan, New York.

MEE DISTRIBUTING Co., Los Angeles (soap products), on Jan. 31 started five-weekly quarter-hour musical program Sing With Me on KMPC Beverly Hills. Contract is for 52 weeks. Adolph Wendland Adv., Los Angeles, has the account.

L. B. LABS, Hollywood (hair oil), on Feb. 15 starts for 13 weeks twice-weekly participation in Beach Carney program on WEMP Chicago. Agency is Glasser-Galley & Co., Los Angeles.

WILLIAM A. PATTERSON, president of United Air Lines Inc., Chicago, has been elected a member of the board of directors of Stewart-Warner Corp., Chicago, filling the vacancy on the directorate caused by the death of Frank A. Ross, senior vice-president.

MANDEL Bros., Chicago (department store), effective March 1, renewed its sponsorship of a five-minute news program every hour on the hour seven days a week on WIND Gary-Chicago. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

WILLIAM S. STINSON, advertising manager of Oliver Farm Equipment Co., Chicago, for several years, has been appointed advertising manager of Cherry-Burrell Corp., Chicago (dairy equipment).

DR. S. M. O'WEN Dentists, Los Angeles (chain), has revised its radio advertising schedule and increased appropriation for 1944. Dental service on Jan. 23 will also sponsor a weekly half-hour program, Ezra & His Original Beverly Hillbillies on KFI. In addition to a six-weekly quarter-hour newscast on KFOX, an approximate total of 500 transmitted announcements per week is being used on 12 Southern California stations. List includes KFWB, KMTR, KMPR, KFOX, KQXR, KDFX, KQJZ, KQJZ, KFAC, Major H. S. Turner, U. S. Army retired, has replaced Robert Arden as commentator on the nightly Screen of the Times on KFWB and KFOX. Dean L. Simmons Adv., Hollywood, has the account.

Edward B. Marks Music Corp., New York, on Feb. 7 marked its golden anniversary, with a two-day open-house celebration.

WKRC Renews Contract With AFRA; Others Pend

RENEWAL contract between the American Federation of Radio Artists and WKRC Cincinnati, including substantial advances for the artists, has been announced by the union's national headquarters, which also reports that a National Labor Relations Board election held at WKY Cincinnati resulted in a 9-to-1 vote for AFRA. Leonard Lyons, national field representative, is in that city to assist the AFRA local in completing a contract with the station management.

In Kansas City, a WLB hearing has begun to determine issues between AFRA and WDAF, with Mortimer Becker, of Jaffe & Jaffe, national counsel for AFRA, representing the local. The regional WLB in Denver has approved a new contract at KOA, with salary increases retroactive to June 1, 1943, and for the first time calling for fees for announcers on commercial programs. In Pittsburgh, negotiations were under way with Disney Film Rights

WALT DISNEY Inc., cartoon firm, has filed radio serial rights for "The Sword in the Stone" to Ad-Plan Co., New York, newly-formed radio production firm. The projected Disney film, scheduled for production in several years, is based on a novel of the same name by T. H. White. The radio version will be a five-weekly quarter-hour educational program for children. Ad-Plan was recently organized with Richard C. Mouck, formerly on the sales staff of the Blue Network, as president, and Paul H. Aldrich, formerly on the sales staff of the Westvaco Chlorine Product Corp., New York, as vice-president. Firm will produce for television as well as radio.

WDKA WCAE WJAS and KOV AFRA has protested to NBC against the network's rule prohibiting the use of a staff announcer of another network on NBC commercial programs, a position AFRA describes as a restriction on employment opportunities.

Versatility

WING Dayton has its modern Robin Hood in agile Jack Wymer, morning-clock man who found himself locked out one morning last week a few minutes before sign-on time. First he notified the police department, to avoid being brought down by ack-ack, then he climbed to the third floor, and thence down the neon sign to an open window. The show went on—and on time.

‘Hall of Fame’ Suit

DAMAGE SUIT of $500,000 has been filed in Los Angeles Superior Court by Renzo Cesana, radio advertising agent, over rights to the weekly Radio Hall of Fame, sponsored on Blue stations by Philco Corp. Named as defendants are Blue Network, Philco Corp., Variety Inc., William Morris Agency, Abel Green, C. F. Jaeger and several John Does.

Peak Production

Wartime demands for pulp wood and lumber have resulted in peak production for the 14,000,000 acres of pine and hardwood forests down in KWHK-land. It's increased by leaps and bounds spendable income to provide greater opportunities for selling now—for building sales for the future.
STATION ACCOUNTS

wp - studio programs
nu - news programs
trans - transcriptions
spot - spot announcements
trans_ann - transcription announcements

WILF Philadelphia

WJZ Chicago


WAVI San Antonio
American Chiclo Co., Long Island City, N. Y., 5 as weekly, thru Badger, Browning & Hervey, N. Y. Beech-Nut Packing Co., Canandaigua, N. Y. (gum), as weekly, 12 weeks, thru Newell-Emmett Co., N. Y. Chatham Manufacturing Co., Des Moines (hand lotion), 3 as weekly, thru Carson-Anneworth, Des Moines.

Colgate-Palmolive-Feet Co., Jersey City, N. J., (soap), 11 as weekly, 52 weeks, thru Wm. Ety, N. Y.

Ex-Lax Co., Brooklyn, as 52 weeks, thru Wm. Eett, N. Y.


Groves Labs., St. Louis (4-day cold tablets), 3 to weekly, 13 weeks, thru Joe Lindley, N. Y.

Grayhound Lines, San Antonio (bus service), as weekly, 52 weeks, thru Beau-thin and Dumas, San Antonio.

Household Furniture Co., San Antonio (furniture), 52 weeks, thru Johnson & Johnson, N. Y. Z. (baby powder), 5 as weekly, 13 weeks, thru Young & Rubicam, N. Y. Johnson & Johnson, N. Y. (band-aid), 6 as weekly, 13 weeks, thru Young & Rubicam, N. Y. Lever Bros., Cambridge, Mass. (Vimms, Spri, Rinso), 52 weeks, thru BBDO, N. Y.

Martin Firearms Co., New Haven, Conn. (rifle bullets), 6 as weekly, thru Craven & Reddy, N. Y.

Mental Hygiene Foundation, as weekly, thru J. Walter Thompson Co., N. Y.

WHIT New Bern, N. C.
Millet Sons Co., Columbus, Ohio, 4 as weekly, 52 weeks, thru Miss. Barlow's Marquette, Baltimore, 5 as weekly, thru Johnson & Johnson, N. Y.

Miss. Barlow's Marquette, Baltimore, 5 as weekly, thru Johnson & Johnson, N. Y.


Orange-Crush Bottling Co., Chicago, 21 as weekly, thru Associated Milk Producers, Inc., Chicago.


Hartfield Jewelry Co., Jacksonville, N. C., 5 as weekly, 25 weeks, thru.

WJJD Chicago

MacFadden Publications, N. Y. (True Story), 5 as weekly, 52 weeks, thru Johnson & Johnson, N. Y. (baby powder), 5 as weekly, thru Johnson & Johnson, N. Y.

Dr. Peter Farnham & Son, Chicago, 6 as weekly, thru Farnham Co., N. Y.


Spaulding Bakers, Binghamton, N. Y. (bakery products), 52 as weekly, thru.

WOL Washington

Arlington Board of Trade, Arlington, Va. (business organization), as thru Lewis & Rapp, Arlington, Va.

Colby Furniture, Washington, as thru Lewis & Rapp, Arlington, Va.

Crownet, Magazine, Chicago, as thru Arthur Plan, N. Y.

Gillette Safety Razor Co., Boston (Blue Blade), 5 as thruaxion, Inc., N. Y.

Heinz Watch Co., New York (watches), thru William Weintraub, N. Y.


Lewis Hotel Training School, Washington, 5 as weekly, thru Rose Marketing Agency, N. Y.

Lowen-Wittmer Watch Co., New York, 5 as weekly, thru Arthur Rosenberg Co., N. Y.

Martin Firearms Co., New Haven, Conn. (rifle bullets), as thru Cp. E., Reddick, N. Y.

Mutual Benefit Health & Accident Assn., Newark, N. J. (insurance), 5 as thru McCann-Erickson, Chicago.

Nabisco, Inc., 5 as thru William Schenectady.

Rinso), 52 weeks, thru BBDO, N. Y.

Sunway Vitamin Co., as thru Sorenson & Co., Chicago.

Van Camps Inc, Indianapolis (Tenderloin), 5 as weekly, thru Calkins & Holden, N. Y.

WGY Schenectady


Beach Packin' Co., N. Y. (chewing gum), 26 as 12 weeks, thru Newell-Emmett Co., N. Y.


Rudolph Bros., Syracuse (jeweler's items and service) 104 as 52 weeks, thru Nelson-Felpsom, Schenectady.

Hudson Coal Co., Scranton, Pa. (D & H Coal Co., Chicago.


American Chiclo Co., Long Island City, (chili), thru Badger, Browning & Hervey, N. Y.

Spaulding Bakers, Binghamton, N. Y. (bakery products), 52 as weekly, thru.

N. Y. Telephone Co., Schenectady, 2 as weekly.

Beck Graduates

GRADUATES of the Beck School for Radio, Minneapolis, who re-ceived their degree June 26, were: James A. Howard, of Minneapolis; Lois Williams, of Sauk Centre; Paul Ebert, of WDAF, N. D.; Dick Lehan, of KFCA, of Minneapolis; William Johnson, of WDCJ, of Minneapolis; F. H. Stockman, of WYAY, of Duluth; Richard W. Peavey, of WIGM Medford, Wis.; Irene Norgren, of KROC Rochester, Minn.; R. W. Maas, of KZOO, St. Cloud; Edward F. Swanson, of WJMC Rice Lake, Wis.; Betty Kingler, of WJFP Herrin, Ill.; Elizabeth M. Johnson, of KJMN Albuquerque, N. M.; Cyril Lindquist, of WDFP Flint, Mich.

WBYC Chicago

WEAF New York

Pioneer Division, Borden Co., New York (beer), 3 as weekly, thru Pedlar, Ryan & Lusk, N. Y.

WABC New York

WABC New York

The Business of Broadcasting

Page 58 • February 14, 1944

NABC PLANS THIRD SUMMER INSTITUTE

SPURRED by absorption of its predecessor, the National Institute, the NBC Summer Radio Institute will go into its third successive year cooperating with Northwestern U., Evanston, Ill., the University of Southern California, Los Angeles, according to Richard C. Waller, NABC national divi-sion public service director, and Jennings Pierce, NBC Hollywood public service director.

Textbooks written by Miss Waller, and, by Al Crenw, NBC producer, and used in the school. The courses and instructors at the NBC Institute will be: An Introduction to Radio, given by Richard Waller; Announcing, by Paul Knight, private speech instructor, and William Kephart, chief of announcements, NABC central division; Writing, by John Thompson, assistant manager, NABC central division special events and news department, assisted by Baskett Mose, of the same department; Program Planning, by John Thompson, NABC department director; Control Room Technique, by Henry Fred- dell, NBC engineer; Continuity, by George Murphy, NABC, Continuity Chief, NABC central division; Dramatic Writing, Al Crenw; and Sales, by Jack Lauter, N. Y., Spot and Local Sales, NABC central division. Northwestern's Schools of Journalism and Advertising, and I. S. C. M. Im-merce will lend their facilities and personnel to the project during the nine-week course, July 26-Aug. 25.

The following arrangements for entrance are two years' college credits or equivalent radio experience. Graduates of NAB Institute will be $100. Midwest classes will meet on the Northwestern U. campus, and NBC Chicago studios in the Merchandise Mart.

WBYC Chicago

WBYC Chicago

WPY Names Three

THREE radio executives have been named to the Industry Advisory Committee, it was an-nounced last week. The new ap-pointees are: R. C. Cosgrove of Cincinnati, v-p of the Radio Manu-facturers' Assn.; E. A. Nichols, Ft. Wayne, Ind., RMA director, and Fred D. Williams of Phila-delphia, executive v-p of RMA. Enlargement of the WPB Industry Advisory Committee was recom-mended recently by the Industry Re-conv and the RMA Board of Directors. An early meeting of the WPB committee has been planned by director Ray C. Ellis of the Radio & Radar Di-vision.
WHAT Granted Transfer

WILLIAM A. BANKS, salesman of WIP Philadelphia, acquired control of WHAT Philadelphia last week in the transfer granted by the FCC from the Philadelphia Record. The 200 shares (100%) in WHAT were sold for $22,500 to Mr. Banks, who has been with WIP for the past 14 years. According to the new owner, the WHAT staff will be retained, with only physical changes for the station contemplated.

UNITED PROMOTION
Activities Presented by Washington Stations

A TOTAL of 810 courtesy announcements for the promotion of the President's Birthday Celebration (Jan. 29), and an approximate number for the “Mile of Dimes” campaign (Jan. 14-31), have been presented by Washington, D. C., stations in addition to their extensive Fourth Loan promotion schedules.

Included in the special promotion activities for the President’s Birthday celebration are: Songs of Cheer and Comfort, over VONF St. Louis; Kasper-Gordon for the duration of flames over women of service of unit. This week, Gordon, Boston, which arranged interviews with Lucille Ball, John Garfield, Jinx Falkenberg, Joseph Cali, Walter Pidgeon, Brian Donlevy, and Red Skelton, all of whom were in Washington to assist in the celebration activities. Program was arranged and produced by Charles Zahrhorst, promotion director of the MBS outlet WOL who won radio chair of the programs committee for the President’s Birthday Celebration.

The “Mile of Dimes” campaign, which also is conducted in the interest of infantile paralysis prevention and cure, was directed by the publicity director of WAML, Blue outlet. Extensive publicity was also given the “Mile of Dimes” campaign, whose objectives are similar to those of the “Mile of Dimes”. Some of the programs were daily features on many of the stations. These and others often were conducted by leading civic, business or labor organizations and promoted the campaigns amongst their own groups.

KSEL Files Protest In ‘Post’ Case With P. O.

A PROTEST to the Post Office Dept. in its efforts to have the Denver Post publish without charge KFEL program listings has been made by Charles J. Cawley, station licensee, it was disclosed recently. Meantime Mr. O’Fallon has appealed to the Colorado Supreme Court a decision of District Judge George A. Luxford, sustaining motions of the Post to dismiss a suit filed by KFEL under the Colorado Unfair Practices Act (Broadcasting, Jan. 10).

Although the Post Office Dept. declined to comment, the office of R. S. Black, third assistant postmaster general, charged with broadcasting affairs, admitted that a complaint had been filed. In its protest KFEL listed nine programs carried by KFEL as unfair, and charged that “the list of governmental and public agencies which we deal with themselves of our own free will are discriminated against by omission from the Denver Post program listings. We would appreciate hearing your opinion as to whether such discrimination would have any bearing on the mailing privileges extended by your branch of the Government.”

Andrews Joins CAA

LORING ANDREWS, former chief of the planning division in the Bureau of Communications Facilities for the OWI, has been assistant director of the radio division of the Office of Coordinator of Inter-American Affairs, New York. Before joining the OWI in 1940, Mr. Andrews was chief of programming and productions for the Coordinator of Information and prior to that was director of special radio shows for WBOS, Hull, Mass., shortwave station, operated by the Radio Corporation of America. International broadcasting activities date back to 1935, when he joined the World Wide Broadcasting Corp., serving in various executive positions until 1940.

Sally Noble

SALLY NOBLE, 19, daughter of Edward J. Noble, chairman of the board of the Blue Network, died unexpectedly at the Bronxville Hospital, Bronxville, N. Y., after a brief illness, Wednesday, Feb. 9. She was a sophomore at Sarah Lawrence College, in Bronxville. Her father, who arrived in Los Angeles Monday in connection with business for the Blue Network, received news of her illness Tuesday. He arrived at the hospital late Wednesday. Funeral services were to be held at Mr. and Mrs. Noble’s home in Round Hill, Greenwich, Conn., Saturday afternoon. Surviving, in addition to her father and mother, is a sister, June.

EXPANSION of Sylvania Electric Products’ Industrial Apparatus Plant, Emporium, Pa., has necessitated transfers to the work of the company’s Williamsport plant, where additional space and personnel are available. The front area devoted to the manufacture of war-needed electronic equipment will be almost trebled.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions.

Traditions, However, Don’t Get Much Business.

CHNS Does—Try It.
Let Banks Tell

(Continued from page 18)

ideas to be included by members of families when writing to their relatives in the Armed Services. It is a weekly review of Cleveland news minus, of course, any sensational items such as strikes, murders and politics. At the program's conclusion we have a very short commercial, selling the various facilities of the bank.

"Starting last Tuesday, we have contracted for spot announcements on two of the local stations, six nights a week, and intend to continue these for at least the balance of the year (1945). Some of these spot announcements are 15-word chain breaks, some 35 and some 100-word announcements between programs. The subject matter of these 'spots' is entirely about mortgage loans, and is part of a current expanded effort to obtain more of this type of business."

"We have had but four of our five-minute programs broadcast and are just finishing up the first week of the daily spot announcements. It is too early, therefore, to claim any results, though we have had some very favorable comments on the idea we have tried to emphasize of writing more letters to service relatives. This, of course, helps to create a warmth of feeling for the bank."

Down In Mississippi

At Jackson, Miss., W. J. Barksdale, Jr., Assistant Vice-President of the Deposit Guaranty Bank & Trust Co. (Grow With Us) has some experiences with the other medium to share with us:

"I will attempt to answer briefly the three questions asked in the order presented.

"1. We are advertising over both local radio stations and spending $220 per month for such service. We advertise over one station three nights per week at ten o'clock and over the other station four nights per week at 9:15. All programs are newscasts running for 15-minutes with three spot announcements.

"2. We are attempting to reach the 20,000 radio homes in our city and chose the hours as indicated above believing that we get a wide coverage of adult listeners. The average bed time in our city is from 9 to 10 and we are proceeding on the theory that the majority of the radio listeners wish to have the latest news before retiring.

"3. You know it is hard to put your finger on direct results of financial advertising and hence we are in no position to answer in any degree of accuracy your last question. However, one good way to find out what you are accomplishing in advertising is to make an error for which you are sorry and you will find that a great many people in your city have listened to that particular program. We once erroneously stated that we were accepting Christmas Savings Club Accounts at 5% and it ap-

Hanks in GE Post

R. L. HANKS has been appointed sales manager of standard radio receivers in the receiver division of GE's electronics department, H. A. Crossland, manager of sales for the division, has announced. His headquarters will be at the Bridgeport plant.

peared that half the people in our city were at our door the next morning waiting for the door to open in order to take advantage of this offer. I do think that we are getting good results from radio advertising and we expect to continue such programs; although we would like to put a little more interest into our broadcasts."

And now for a quickie from A. D. Bowie, Trust Officer of the Security Trust Co. in Wheeling, W. Va. Mr. Bowie also answered our three queries by number in the following manner, to wit:

"(1) We are using the radio to advertise our Safe Deposit Boxes, as we have a new vault, just one year old, ideally situated and modern in every way.

"(2) We have succeeded in renting about 500 boxes in one year's time and still have 1,200 to rent.

"(3) We feel that the results have been very gratifying, as we have not only rented boxes but have secured other bank business through this connection."

In reply to questionnaires sent out by Mr. MacLean two banks, the

SIGNING ON THE DOTTED LINE for first network program of Resinol Chemical Co. is Dorothy Starbuck, account executive of Courtland D. Ferguson Inc., Washington, Baltimore and Richmond agency. Program, entitled Blue News Room, will be heard on 10 Pacific Coast stations of the Blue network. Interested participants in contract are (1 to 9): Lawrence Habsbrouck, Blue account executive; Ralph Dennis, Blue Eastern sales manager; and Murray G. Grabhorn, manager of Blue spot sales.

American Bank & Trust Co. of Norfolk, Va., and the Land Title Bank & Trust Co., Philadelphia, gave concrete evidence of how radio has brought results to those institutions.

E. E. Pettyjohn, manager of the agricultural and livestock department of the Norfolk bank, wrote of that institution's 15-minute Friday afternoon spot on WLPM:

"Our purpose is to keep this de-
apartment before the farming pub-
lic. In these programs I tell the
farmers what they should be do-
ing on the farms at the time I
make the talk. When any farmer
has made an outstanding result,
either good or bad, I will use it
as an example in my next talk.”
As for results Mr. Pettyjohn
wrote:
“That is problematical. It would
seem that most farmers listen to
this program and put into practice
some of the ideas I put forth. My
Victory Garden talks seemed to be
listened to by my city folks. I
believe 90% of the farmers listen
to these programs and are helped
by them.”
W. W. Delamater, assistant
treasurer of the Land Title Bank
& Trust Co., Philadelphia, wrote
that in September 1940 his bank
contracted for a 13-week 15-min-
ute participation in a two-hour early
morning program on a leading
station in Philadelphia. The
program had successfully sold
shoes, bread and other commodi-
ties.
“We felt that we could sell per-
sonal loans, but soon found that
we were wrong,” wrote Mr. Dela-
mater. “The agency and station
agreed that some change should
be made immediately, and we
transferred to spot announcements
five nights a week—three nights
at 6 p.m. and one at 10 p.m. and
another at 9 p.m. We continued
using personal loan copy and fa-
orable results appeared immedi-
ately.
“We are continuing using the
same spots on this station, but
have transferred the copy to spe-
cial checking accounts, with an
occasional spot deposit box an-
nouncement. The latter is purely
experimental and may not pay.”
Commenting on sponsorship of
a patriotic program on another
Philadelphia station from October
1943 to May 1943, Mr. Delamater
wrote:
“We went into this with the full
knowledge that no direct benefit
would ever be traced to it, but
we are firmly convinced that from
an institutional standpoint, it was
well worth while.”
“We are convinced,” added the
Philadelphia banker, “that radio,
with care and discrimination in
the type of program selected, can
be very useful in a bank’s adver-
tising program.”
It’s Appreciated
Pointing out the service given by
the Norfolk bank, Editor Mac-
Lean commented: “It doesn’t take
a Solomon to know that people
will appreciate that kind of help
do something for the institu-
tion which gives it to them.”
“The Land Title Bank & Trust
Co. uses a very intelligent ap-
proach,” wrote Mr. MacLean. “In
the first place they set out to
peddle personal loans. They tried
it one way which, from past ex-
perience, should have paid off.
When it failed they didn’t throw
up their hands and say ‘Ra-
dio’s no good’. They tried some-
thing else—and it worked.
“Because of the glamour which
still surrounds radio a new adver-
tiser is too often inclined to
expect it to be some sort of Alad-
in’s lamp and when it doesn’t
he drops it very quickly and de-
cides to have himself a good long
talk.”
Editor MacLean offered several
suggestions to banking institu-
tions for using radio. One idea
which he wrote “is one which we’ve kicked
around in the back of our mind for
quite some time” is a variety pro-
gram of an hour. He’d start with
about a 10-minute newscast, fol-
lowed by music, perhaps a com-
edy spot or two to last 35 or 40
minutes and wind up the last 10
or 15 minutes with advice on han-
dling money and/or domestic sci-
cence.
“The last part of the program is
something we’ve never had of-
fered to us by a radio salesman,”
he wrote, “although it would seem
very fitting that a financial insti-
tution should be in a position to
offer advice on investing, invest-
ments and the business of handling
finances.”
“The job of teaching thrift to
the public seems to us to be a
proper responsibility for a bank
to assume.” Editor MacLean
brought out.
Cigarette Comedy
AFTER MORE than 1½ years on
CBS under various titles, the Philip
Morris Playhouse is going off the
air to be replaced by the comedy-
quiz show It Pays to Be Ignorant.
Behind the decision to drop the
program, which dramatizes film
hits, were such factors as prevail-
ing low survey ratings, the diffi-
culty in securing film properties
adaptable to radio, and in obtain-
ing guest stars. The new show fea-
tures Tom Howard, George She-
ton, Harry McNaughton and Lulu
McConnell in a mock quiz session.
Starting in November, 1942, it was
sponsored for a time by Piel Bros.,
and has since been heard sustain-
ing on WOR New York. It will
replace the Playhouse in the Friday
9:30 p.m. period on the full CBS
network starting Feb. 25. Agency is

BLAINE CORNWELL, program di-
rector of KMOX St. Louis, is the
47th employee of KMOX now in
military service. He has entered the
Army as a private.
Bricker Tells Two Newspaper Groups Legislation Needed to Restrict FCC

"SHOULD the Administration take over the press as it has the radio?"

That question, propounded to Gov. John W. Bricker of Ohio, who addressed the National Press Club in Washington last Friday, brought from him this answer:

"The only reason for restricting radio is the limitation of channels. ... The press ought to remain free and independent; and the Congress of the United States ought to remedy that situation with reference to radio."

Gov. Bricker made reference to an address Feb. 4 before the Ohio Newspaper Association in Columbus in which he declared that radio is "constantly under a life and death threat and too often must submit to government direction."

In Columbus he said the May 10, 1943 Supreme Court decision written by Mr. Justice Frankfurter "conferred upon the FCC regulatory power over radio broadcasting in the field of programming content and business operation. This gives to a bureau of the Federal Government," he added, "complete power to dominate and restrict the freedom of speech over the air."

"We cannot find in the Act any such restrictions of the Commission's authority," Gov. Bricker declared: "If there is no such restriction in law, it ought to be put into the law by the Congress. Such unlimited power given to any Government board over our communication systems, even if not exercised, is within itself a threat to the free distribution of news and the right to speak the truth."

"Just a few days ago a Washington bureau (FCC) decided after many months of careful study that as newspaper men you might be permitted to own a radio station if, in the bureau's judgment, it suited the public interest, convenience and necessity. There are seven members of that bureau and two of them have stood out staunchly defending the kind of freedom that we have thought in keeping with the constitutional guarantees. If the radio is to actually be free, it must be free of the blight and constant fear of Government control and cancellation of its license without cause."

Referring to the recent refusal of FBI Chief J. Edgar Hoover to testify before the House Select Committee to Investigate the FCC "because of an order from the President," Gov. Bricker said: "This is an instance of censorship by the Executive Branch of the Government depriving the Congress of what might be vital information in determining its war policy."

Union Oil Plans
UNION OIL Co. of California, Los Angeles, on March 4 for 52 weeks begins sponsorship of a weekly 60-minute recorded program of jive music, Down Beat Derby, on 34 Don Lee Pacific stations, Saturday, 8-9 p.m. (PWT). If network time can be cleared program starting date will be pulled back to Feb. 28. Directed to teen-agers, series will be conducted by Al Jarvis as m.c. Recording artist voted as favorite by audience each week will make a personal appearance on the program. Foote, Cone & Belding, Los Angeles, is agency handling the account. Petroleum concern also sponsors weekly half-hour comedy-drama, Paint Sublime, on 34 Don Lee Pacific stations.

Market Firm Reorganized
PAUL W. STEWART & ASSOCIATES, New York, marketing and distribution consultants, March 1 changes its name to Stewart, Brown & Associates, with Dr. Lyndon G. Brown becoming a partner in the firm. Dr. Brown has been vice-president in charge of research of Foote, Cone & Belding, New York, and has directed research for FC&B's predecessor, Lord & Thomas, for eight years and for other agencies. Johanna B. Cooke and Paul W. Atwood become junior partners in the reorganized market research firm, which recently has taken enlarged quarters in the RCA Building. Arthur B. Dougall, business manager, is a partner in the firm.

RCA board of directors has declared a dividend of 87½ cents per share of cumulative first preferred stock for the first quarter of 1944.
RADIO MEN CALLED TO FARM MEETINGS

A SERIES of regional conferences with farm service directors of radio stations and editors of farm journals has been called by War Food Administrator Marvin Jones to discuss problems facing farmers in meeting 1944 production programs.

The meetings will be attended by Morse Salisbury, WFA director of information, and Wallace L. Kad-derly, chief of radio service, Dept. of Agriculture. Representatives of approximately 80 stations having farm service directors will participate.

The first meetings will be held Feb. 20, 21 in New York at the New Yorker Hotel. The second will be held in Atlanta Feb. 27, 28 at the Henry Grady Hotel. The third is scheduled for March 6, 7 in Chicago, place not yet determined. The fourth will be held March 11, 12 in San Francisco at the Claremont Hotel (Berkeley).

Principal subjects to be discussed include production goals, price reports, farm equipment, seed supplies, and labor requirements for planting and harvesting of crops. WFA will seek suggestions as to how it can help farm service directors of stations to provide the necessary information to enable farmers to meet war production goals.

Plans for the organization of the National Society of Farm Radio Directors are expected to be completed at the meetings. The group met recently in Chicago to discuss methods for extending agricultural information service through radio.

EXCHANGING POST-PROGRAM opinions with talent and producer on initial broadcast of the weekly Blue Life of Riley were these sponsor and agency executives. American Meat Institute sponsors the weekly half-hour comedy series on a 52-week basis. Program-discussers (l to r, front row), are Harry Wilbur, San Francisco executive of American Meat Institute; William Bendix, star of series; Frank Ferrin, radio director of Leo Burnett Co., E. Floyd, Western director of American Meat Institute; Standing, Don Bernard, agency producer; Paul Cornelius and William Kinnaird, Los Angeles board director and advertising manager of American Meat Institute, Chicago, respectively; Norman LeVally, account executive of Leo Burnett Co., agency handling the account.

New RKO Program

RKO RADIO PICTURES, Hollywood, on Feb. 28 starts for 13 weeks sponsoring a five-weekly quarter-hour interview and gossip type program Luncheon with the Stars, on 19 Blue Pacific and Mountain stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Following first 13 week cycle, program will be expanded nationally. Originating from RKO commissary with Gary Breckner as m.c., series will promote current pictures and musical numbers from many. Harmon has been signed as musical director, with Fred Runyon and Tom Pettry, writers. Arnold Maguire is assigned producer of Foote, Cone & Belding, Los Angeles agency servicing account.

Local stores know how you can increase consumer demand for your product. Advertise on WDRC — get all 3!

1—Complete COVERAGE of the 26 towns in the rich Hartford Trading Area.

2—PROGRAMS of CBS, world's finest network.

3—One low uniform RATE for all advertisers — national, regional, local.

Connect in Connecticut by using radio on WDRC. It's the first-choice, low-cost advertising medium for the entire Hartford Trading Area.

RADIO BROADCASTING - Broadcast Advertising

February 14, 1944 - Page 63
Authority of FTC Upheld by Court

JURISDICTION of the Federal Trade Commission to compel manufacturers of drugs and medicines to include warnings in advertisements or labels cautioning against excessive use of the preparations was upheld last week by the U. S. Court of Appeals of the District of Columbia.

The Court affirmed the Commission's action against Miles Laboratories, Inc. (Nervine remedies) Elkhart, Ind., seeking a stipulation to refrain from practices held to be unfair and potentially dangerous to health. The company refused to sign a stipulation and brought suit in the U. S. District under the Federal Declaratory Judgment Act, challenging the scope of the Commission's authority. This case was dismissed on the ground that the Court lacked jurisdiction in such matters and that the proceeding could be reviewed only by a Circuit Court of Appeals.

In finding for the Commission, the Circuit Court held that "there can be no contention that the Commission is without statutory authority to issue a complaint when it has 'reason to believe' that someone is using misleading matter in the advertising and sale of its medicinal products—for the Act specifically so provides."

The Court disagreed with the appellant's contention that the Commission is attempting to regulate labels when it gave the company the option of including warnings and cautions on its labels, declaring that this was a choice "which appellant could take or leave as it pleased."

While the Court's ruling specifically concerned the Commission's action in the Miles case, the decision reaffirmed the broader authority of the Commission to issue complaints and enforce its orders. Citing a recent decision of the Supreme Court certifying the jurisdiction of administrative agencies, the opinion stated: "That the Supreme Court will change or modify its views in this respect is an 'iridescent dream', for the trend is decidedly the other way."

The decision, therefore, is believed likely to assure compliance on the part of a number of advertisers in the drug and cosmetic industries who have been cited by the Commission for misrepresentations in radio and other advertising.

Most prominent among these is the Colgate-Palmolive-Peet Co., Jersey City, N. J., which was recently charged in an FTC complaint with misrepresenting the composition, properties and effectiveness of its soaps, dentifrices and shaving creams. The Commission complained specifically of the advertising claims made for Palmolive Soap, Colgate Dental Cream, Colgate Tooth Powder, Palmolive Lather Cream, Palmolive Brushless Shave Cream and Concentrated Super Suds.

PAA June Session

THE 41st annual conference of the Pacific Advertising Assn. will be held June 12-14 in Fresno, the PAA headquarters in San Francisco announced.

WOR New York last week started a six-week three-minute weather report, broadcast directly from the Weather Bureau offices in downtown New York, at 6:50 p.m.

Get set now

POST-WAR IN THE DETROIT

AREA promises big things! Booming industry, fat payrolls, solid retail markets. Get set—plan to hook up with CKLW . . . a live wire 5,000 watt station which, at 800 kc., gives you the largest coverage in this area.

Union Guardian Bldg., Detroit

J. H. McGillivra, Inc.
Representative

5,000 WATTS
DAY and NIGHT
800 KC.
MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
OPA AND INDUSTRY
TALK TUBE PRICES

PROPOSED maximum price regulation on wholesale and retail sales of radio receiving tubes has been discussed by members of the radio industry advisory committee representing tube distributors and jobbers in a recent meeting with OPA officials, it has been announced in Washington [Broadcasting, Dec. 27].

The meeting, the first of a series, was held in Washington, D.C., during which Aaron Lippman, president of the Aaron Lippman Co., Newark, N. J., was elected chairman.

Regional offices of OPA will soon hold meetings with radio tube retailers to discuss the retailer's problems. A revised draft of the amendment, incorporating such recommendations of the distributors' and jobbers' committees as were acceptable, is now being prepared by OPA and will be available for discussion at the proposed regional meetings.

Members of the distributors' and jobbers' radio industry advisory committee who attended the meeting were, in addition to Mr. Lippman, A. D. Davis, Allied Radio Corp., Chicago; Albert Spears, Philco Distributors, Inc., New York; Milton Deutschland, Radio Shack, Boston; H. M. Carpenter, Thurow Radio, Tampa, Fla., and Maurice S. Desperes, Admiral Radio and Television Co., New York.

According to an OPA official, it was the consensus of opinion among the jobbers that the subject of uniform prices should be thoroughly explored.

Hope, Skelton, Fibbon
Hooper Tops Out West

BOB HOPE, Red Skelton and Fibbon McGee & Molly are the top programs on the West Coast, according to the Hoover Pacific program ratings for December-January. Charlie McCarthy, Aldrich Family, Frank Morgan-Fanny Brice, Jack Benny, March of Time, Take It or Leave It and Abbott & Costello complete the list of 10 leading shows with Pacific Coast audiences.

Evening program ratings average remains unchanged over the previous report, while the daytime average increased 8.4. Evening sets-in-use have risen from 84.8 in the last report to 92.5. The total number of hours for evening commercial network programs is up 17.4 hours over a similar period in 1943, and the number of daytime commercial hours has been increased by 8.5 hours.

Locke Luxury
VERSATILITY of manufacturers has provided the engineering staff of WIPF Philadelphia, with a $600 clothes closet, the result of the war, was the FM transmitter, while the other was designed to hold a 10 kw amplifier for the FM station. But since the amplifier will not be attainable until after the war, the members of the engineering staff are making use of the vacuum cabinet as a super deluxe cloak room.

KWTO Springfield, Mo.
Joins Blue on Fulltime

ALIGNMENT of personnel of KWTO Springfield, Mo., which divested interest in KGBX and went to fulltime operation as granted by the FCC has been announced by Ralph Foster, president and general manager. Leslie L. Kinnon has been appointed national sales manager. Richard Werner, formerly on the sales staff of both stations, has been appointed local sales manager, Ralph Nelms, program director, Hugh Aspinwall, production manager and Bill Bailey, promotion manager.

KWTO is now operating from a new site 3 miles south of Springfield with a new 465 foot vertical radiator tower. Members of the KWTO board are: Lester Cox, chairman of the board and vice-president; Ralph Foster, president; C. Arthur Johnson, treasurer; Roy Magruder, secretary. The station operates on a 560 kc with 5000 w daytime and 1000 w nighttime power and is represented by the John E. Pearson Co. The station has just joined the Blue network.

Military News Discussed

At A SPECIAL conference at NBC headquarters in New York last Thursday, Feb. 10, executives of the network and local affiliates discussed plans for handling news and special events connected with military operations. William F. Brooks, NBC director of news and special events, presided. Present were: John W. Elwood, manager, KPO San Francisco; D. Smith, manager, WRC Washington; Francis C. McCall, manager of operations of the news and special events department; Adolph Schneider, assistant manager in charge of news; William Ray, manager of news and special events, NBC central division, Chicago; and William McAndrews, acting WRC news editor.

"VICTORY TIME for Victory Year," an editorial in the New York Times, suggested that local stations change their time signals from "War Time" to "Victory Time" because this year action on the fighting and home fronts toward victory, WBYN Brooklyn caught the idea and promptly changed all time signals to "Victory War Time".
PROBE DENIES FCC CHARGES

(Continued from page 14)

from the Committee counsel,” pointing out that the President opposed the Joint Chiefs of Staff in keeping radio intelligence activities in the FCC. Mr. Lawrence cited correspondence and evidence presented before the House investigators in open hearing.

The following day Mr. Fly wrote Chairman Lea a second letter, demanding a “copy of Committee Counsel’s letter to Mr. Lawrence and copies of all other communications from this undercover propaganda” on Feb. 8 to the Washington Post, which has consistently criticized the Committee, published its second editorial captioned “Agent of the House,” defending Chairman Fly’s actions.

In his column Feb. 11 Mr. Lawrence published a portion of Chairman Fly’s second letter, explaining that the counsel sent him a copy of the official proceedings and commented that there is nothing ‘under cover’ about distributing copies of a Congressional proceeding and the time has not come in America to suppress Congressional inquiries in time of war on the flimsy excuse that it might not be liked by the President or some other official in a Government agency.”

After quoting from the public record, Mr. Lawrence added: “But the President has listened to Mr. Fly and not to the chiefs of staff on this point and Congress now is endeavoring to support the request of the chiefs of staff.” His column concluded with: “Committee counsel have the facts—but these, to be sure, are never ex- torted by the victims of their investigations.”

In his first letter to Chairman Lea, accompanied by a news release dated Feb. 8, Chairman Fly charged that “the Commission’s employees were forced to testify before members of the Committee’s staff in secret sessions,” and that “when occasions, the Committee’s staff even attempted to illegally administer oaths to the witnesses.”

“This investigation” has been going on for almost a year,” wrote Mr. Fly, “and the Commission has been given no opportunity to present any witness to refute the slanderous charges so freely circulated.” He asked that the Commission be given “an opportunity to answer the many false and irresponsible charges which have been made by your counsel and widely publicized, and thus repair, at least in part, the great damage which has been done to the Commission.”

FCC FUNDS CUT

“Mr. T. Denny urged upon the importance of our having a hearing before the Select Committee prior to the time when our budget estimates would come up for consideration by the Appropriations Committee,” Chairman

He charged that “the Committee’s counsel’s suggestion that the Committee now take up WMCA is, I believe, deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate... The reduction in the appropriation proposed by the House is pitched entirely upon the one-side record before the Select Committee.”

QUOTES WIGGLESWORTH

Extracting a portion of debate by Rep. Wigglesworth (R-Mass.), member of both the Select and Appropriations Committees, on the floor Jan. 27, Chairman Fly quoted Rep. Wigglesworth, who spoke on the FBS, as follows: “Evidence before the Select Committee both on and off the record raises a very grave question as to the value of this service. Representatives of several agencies have gone so far as to state that in their opinion it is absolutely valueless, the material finding its way almost immediately into the wastebasket.”

This statement is made in the face of the fact that the Committee has thus far refused to receive evidence as to the true worth of this material to the other Government agencies who rely upon it.”

Mr. Fly charged, “the House of Representatives has now cut $1,000,000 from the appropriation for the Commission’s Radio Intelligence Division and $500,000 from the appropriation for the Commission’s Foreign Broadcast Intelligence Service.”

Fly’s letter continued, “It was pointed out that we would be much prejudiced in presenting our case to the Appropriations Committee if at that time the grave charges still remained unanswered.”

Because the FCC has not been heard before the Select Committee, Mr. Fly charged, “the House of Representatives has now cut $1,000,000 from the appropriation for the Commission’s Radio Intelligence Division and $500,000 from the appropriation for the Commission’s Foreign Broadcast Intelligence Service.”

“Time’s Awastin”

WHEN Eugene L. Garey, general counsel of the House Select Committee to Investigate the FCC, asked Donald Plamm to outline briefly his experience as a radio executive, last Tuesday, Mr. Plamm went into lengthy detail about early-day programs which he said he originated. After some minutes of descriptive testimony Rep. Hart (D-N.J.) inquired: “What is the pertinency of this?” Mr. Garey replied: “I asked him to give you his background briefly,” Rep. Hart glancing at the clock, remarked: “Need it be in such detail? Time’s awastin!”

Page 66 • February 14, 1944

BROADCASTING • Broadcast Advertising
ample of the continuing grievous harm which is being caused the Commission by the present one-sided state of the record."

Mr. Fly wrote that the Commissions awards and judgments were upon the Committee the importance of immediately granting it an opportunity to present its testimony upon these matters."

Chairman Fly's letter, which accused Mr. Garey of conducting an "undercover publicity campaign... against the Commission and at times against the President," said: "It appears... that your Counsel has taken it upon himself to write to Mr. Lawrence and volunteer certain 'facts' which he has allegedly drawn from the 'evidence' developed before the Select Committee," wrote Mr. Fly. "These charges of your Counsel are then used in the article as the basis for a vicious attack upon the Commission and its President and upon the President. You, yourself, know that it is not possible to predicate any conclusions whatsoever upon the Select Committee's record and in its present one-sided state."

Chairman Fly added: "Committee machinery has thus been turned into a propaganda mill."

Chairman Fly further alleged that Mr. Garey "engaged a press agent by the name of Leftwich" and that he had sent unsigned articles, "in the name of Congress," to New York newspapers and "uncovered, he has reached out into the precincts and circulated his smear to the small town papers."

"I respectfully request that I be furnished with a copy of Committee Counsel's letter to Mr. Lawrence and copies of all other communications from this undercover propaganda mill to the newspapers, magazines, and radio stations throughout the land," Chairman Fly wrote Chairman Lee.

Ryan Named
(Continued from page 18)

Connor, chairman of the 16th District states managers committee and manager of KRRD Los Angeles, made his report on activities. Public relations and finances were discussed jointly by Willard D. Egolf, assistant to the president, manager of KFI-KECA Los Angeles and John G. Baltruder, sales promotion geiles and 16th District public relations chairman.

In addition to those mentioned, registration included: Jane Alper, CSHB Arnold, C. E. Hooper Inc.; Ethel Bell, Southern Cal. Broadcasting Assn.; Pat Campbell, KFI-KRCA; Matt Bar, KF-KIECA; H. L. Blattman, KF-KIECA; Fred Caine, KNX; Hal Cusnir, KFRD; Leonard D. Callahan, SESAC; Louise C. Cuff, WMG; Lou Costello, WOR; John D. Kunsler, BMI; Sam Dwyer, WOR; and Jack Einbrook, WABC.

Mattelage Adds
C. F. MATTELAGE Co., New York, participating sponsor on "Pegeen Prefers on WOR New York for You-All Salad Dressing"; will add participations on March 

CBS Annual Earnings Show Increase Over '42
CONSOLIDATED net earnings of CBS during 1943 were approximately $4,625,000 (equivalent to $2.64 per share) as compared with $1,613,700 ($2.40 per share) in 1942, according to a preliminary report made to stockholders yesterday by Frank K. White, vice-president and treasurer. Complete annual financial report will be made on or before April 1. 1945 earnings are after providing $7,875,000 for estimated federal income and excess profits taxes, an increase of $2,250,000 over such tax provisions in 1942.

CBS board of directors last week declared a cash dividend of 40 cents a share on the Class A and Class B stock, payable March 3 to stockholders of record Feb. 18.

Video Meeting
SPIRITED discussion of television's programming problems highlighted the Feb. 10 meeting of the American Television Society at the Hotel Capitol, New York. Panelists included: C. L. Menser, NBC vice-president in charge of programs; Paul Knight, program manager, WPTZ Philadelphia; Thomas Hutchison, television director, Ruthrauff & Ryan, New York; L. John G. T. Gilmour, former manager, WRGB Schenectady; Ray Nelson, radio director, Charles M. Storm Co., New York; Sam Cuff, director of commercial programs, W2XW New York; Will Biltin, program producer at W2XVW New York; and E. Waters, ATS president, president.

King, Standard Radio; W. W. Kneeney, Graybar Elec. Co.; Leo Keplinger, OWI regional radio director; Lee Little, KTBC; Eugene Lee, Army; M. L. Lutes, Army; Mickey, KFI-KKRC; Harry Michel, KKW; J. H. Knight, WPTZ; Thomas Hutchison, WRGB Schenectady; Ray Nelson, W2XW New York; Will Biltin, W2XVW New York; and E. Waters, ATS president.

Kewaunee's New Spot
PILLSBURY FLOUR Mills, Minneapolis, originally scheduled to start Grand Central Station on CBS Saturday, 10:30 a.m. this month, will take the 1:15 p.m. spot, to be vacated by Campina Sales Co., sponsors of Campina Serenade. Pillsbury program begins March 4 on 75 CBS stations. Agency is McCann-Erickson, New York. Campaign agency is Wallace-Ferry-Hamly, Chicago.

Mattelage Adds
C. F. MATTELAGE Co., New York, participating sponsor on "Pegeen Prefers on WOR New York for You-All Salad Dressing"; will add participations on March

Yes, and practically everybody else in the Red River Valley has been, too! According to the most recent NBC Survey, WDAY has 175,249 radio families that listen regularly, during the daytime—101,365 at night—and that includes big sections of South Dakota and Minnesota as well as the good part of North Dakota! Send for the dope. It's very interesting!

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SILAS, YOU'RE SURE A SWEET LITTLE MAN
SHOCKS, YOU JUST BEEN LISTENIN' TO THEM SOAP OPERAS AGAIN, ON WDAY!

Yes, and practically everybody else in the Red River Valley has been, too! According to the most recent NBC Survey, WDAY has 175,249 radio families that listen regularly, during the daytime—101,365 at night—and that includes big sections of South Dakota and Minnesota as well as the good part of North Dakota! Send for the dope. It's very interesting!

WDAY
FARGO, N. D. . . . .9000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

KEEP SHIPPING MOLLING "WIRE WEGA TANNER, WIXS
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 ST., N.Y.C.

BROADCASTING • Broadcast Advertising
February 14, 1944 • Page 67
Defying Nazi Threats
People Cling to Sets
For War News

STOCKHOLM, Oct. 19 (Aneta through Reuters)—German authorities in Holland have set tomorrow as the final deadline for surrender of privately-owned radio sets, with a threat of "severe punishment" for those in whose homes radios are found thereafter, it was learned today.

ONE of the most potent allies of the United Nations in occupied Europe is the hidden radio, says the Netherlands Information Bureau. This is particularly true in Holland, where the Nazis have been trying for many months with little success to force Dutch patriots to surrender their receivers.

Heavy fines and jail sentences are known to have been inflicted on more than 100 Netherlanders for refusing to give up their sets. The Nazis complain that in Rotterdam, the people use every conceivable hiding place for their radios, concealing them under hay and straw in barns, in gardens, under floors and beds, in laundry baskets, upholstered furniture and stoves, in empty garden ponds, arbors and unused vehicles, under coal or potatoes in cellars, in chimneys, or behind partitions in built-in cupboards.

Deadlines Set

The Nazis have set numerous deadlines for the surrender of radios. Early last May, during the nationwide general strike, June 2 was set as the final date. But by June 12 Max Blokzijl, Dutch Nazi radio propagandist, was still complaining that "the number of people listening illegally is several times larger than the number of people listening legitimately".

Late in June a house-to-house search was instituted and dire "consequences" were threatened for those who still evaded the Nazi ultimatum. Then a new deadline was announced—this time July 9. During August, Dutch patriots burned down the storehouses in several towns where the confiscated radios were kept. The Nazis remarked that a large number of the sets turned in were so old they weren't usable anyway.

The latest "final deadline" announced by the Nazis for the surrender of radios was Oct. 20. But there has been every indication that this was no more successful than previous orders.

Despite the fact that its audience is theoretically non-existent, the Nazi-controlled radio at Hilversum, Holland, continues to broadcast daily. Since the Dutch Nazi party represents only about 1% of the population, and its members are the only ones permitted exemption from the surrender decree, this may be another indication that a considerable proportion of the Dutch people have managed to retain their radio sets.

As soon as the original confiscation order went into effect, shortwave broadcasts to the Netherlands underwent a change. The usual signature melodies and any loud music that might jeopardize the listeners was omitted. News and other material was read slowly and clearly, to permit note-taking, and a summary was broadcast to facilitate checking of notes.

The listeners were told to ignore statements by the Germans that they possessed devices to locate radio sets. "No such device exists."

London's Radio Orange said, Dutch broadcasts from the United States, too, were altered to emphasize brevity and clarity to enable listeners to reproduce and distribute the news thus received.

Strong Weapon

"Radios," according to the Nazis, "are a strong and dangerous weapon in the hands of the Dutch." And there is ample proof of that statement. The news of the landing in Tunisia last year spread all through Holland within a few days. Dutch Premier Gerbrandy's recent broadcast from London urging civil servants in the Netherlands to protect their countrymen against deportation, hunger, forced labor, etc., was followed shortly by similar instructions through the underground press. Thanks to the radio, the Dutch people will be ready to strike against the Nazis when the war returns to Holland.

FOR SHOWING overseas to servicemen, Army Pictorial Service is making short films of radio programs produced in Hollywood by Armed Forces Radio Service. Included are Mail Call, Command Performance and Jubilee. Capt. Claude Binyon directs the filming while the shows are being transcribed for shortwave overseas.

Take Nazi Radios
DEPRIVED by Nazi troops of their radios, Hollander homes have been raiding German homes in occupied Netherlands to get receiving sets, the Aneta (Dutch) News Service has disclosed. Scheveningen police broadcast an order for the arrest of two men who entered a Reichs-German house in Beek, Limburg Province, threatened the housewife with a pistol, cut the telephone wire and made off with a radio and revolver.

Film Promoted

PROMOTION of the world premiere in Hollywood of the Paramount film "Lady in the Dark," on Feb. 9 included tie-ins with eight network programs, and a total of 363 spot announcements on 114 affiliated stations, starting Feb. 2 and continuing to Feb. 22. The premiere itself was broadcast from KFWB Los Angeles, Agency is Buchanan & Co., New York.

JAMES R. DUFFY, assistant advertising manager of Sylvania Electric Products Inc., Salem, Mass., has been promoted to the newly-created post of manager of employe activities in the Industrial Relations Department, it was announced last week. He will be located in the company's New York office, 30 Fifth Ave.

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., U.N.S. and Reueters.

WHIO IS

THE DAYTON MARKET

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

Page 68 • February 14, 1944
WHISKEY 1,000 LIRA A SHOT IN ITALY
Radio Group Auctions a Christmas Drink and—Italian Wolf Gets the Profits

Following is the first dispatch to BROADCASTING from Maj. Frank E. Pellegrin, on duty with Allied Force Headquarters, somewhere in Italy, since he went overseas several weeks ago. Before entering the service as a captain early in 1942, he was Director of Broadcast Advertising of the NAB and previously was commercial manager of KOIL Omaha. Maj. Pellegrin is assigned to the public relations branch, advanced echelon, Allied Force Headquarters in Italy.

WHISKEY is a very precious commodity in Italy. Strong men who might calmly watch molten gold flowing down the drain would weep at the sight of a broken whiskey bottle. So when RCA Manager T. D. Meola presented a quart to our small Officers Mess as a gift to be consumed with our Christmas dinner, it was an event to be hailed with cymbals and Roman candles.

Maj. Pellegrin To share this windfall our C. O., Lt. Col. Eddie Bomar (formerly of Associated Press, Washington) invited several of the war correspondents to be our guests for dinner. From his meticulous hand each man received two small shots—actually snifters—which went down with much groaning and toasting and patting of stomachs. Then, miracle of miracles, there was one shot left over—a pretty good shot, too—something over an ounce. What to do with it?

Flip a coin, said Pat Conger of United Press . . . Cut the cards... proposed John Daly of CBS . . . Jimmy Wellard of MBS and Chicago Times said: "Why not auction it off, proceeds going to the Mario fund?"

It should be explained that the "Mario fund" is the sole support of a little orphan Italian boy, whose mother, brother and sister were killed by a bomb and whose father was killed in street fighting by the Germans. Two of our young officers found him, starving, homeless, dirty, and brought him to our villa where he has been living like a prince ever since. His two godfathers, Lt. Gene Phillips and Capt. Carl Harkrader (whose father owns part of WQPI Bristol, Tenn.), are teaching him English and many other things; his clothes and other necessities are paid for by the Mario fund to which all and sundry contribute.

"Okay! It's an auction for the Mario fund." Lt. Phillips, who knows an opportunity when he sees one, was up on the chair starting the auction before anybody could change our mind.

Sold for 1,000 Lira

"Fifty lira" . . . "Seventy-five lira" . . . "One hundred lira" . . . To hear those men bid for that one little shot of whiskey you would have thought they were buying an original Da Vinci with somebody else's dough.

Finally, John Daly bought the drink at 1,000 lira (about $50)—a price that should raise an eyebrow even at Toots Shor. With much kidding about Columbia's inflated salary scale and loose auditing of war correspondents' expense accounts—with much thumping of chests and general horseplay, not only did John Daly deposit the thousand lira on the floor, but everybody else tossed in a contribution so that for a minute it looked like a confetti shower.

Little Mario was called in and with some pretty fair Indian war whoops and many a "Thank yo', yo'-all!" (Lt. Phillips is from Georgia and thinks he is teaching the kid English) he was collecting handfuls of lira.

Amid all this excitement and active Christmas good-fellowship Turner Catledge of the New York Times reached over, picked up the glass, and gulped the whiskey.

Barbara Gould on WQXR
BARBARA GOULD, Inc., New York, has signed a 13-week contract for a series of weekly quarter-hour programs on WQXR New York to promote its cosmetics, through Foote, Cone & Belding, New York. For the present, no additional radio is planned for the cosmetic house, which is affiliated with Bourjois Inc., network advertiser.

CHESEBROUGH Mfg. Co., New York, has launched its third annual script contest for the Dr. Christian Award, through its Dr. Christian program on CBS. A grand prize of $2,000 and other awards for lesser amounts, will be conferred on those submitting the best plays for production on the program. Jean Hersholt, who plays the title role, will be assisted by a board of judges, in selecting the winners. Deadline for receiving the entries is March 31.

ADVERTISING Federation of America has issued a 20-page, three-color booklet, "What the AFA Means to Advertising and to You," describing the Federation's purposes, membership and activities.

OVER 5,000 have entered the "Singing Cinderella" contest sponsored by General Electric Co.'s Hour of Charm on NBC. First auditions start in March.

Fulton Lewis Jr. Starts Another Congressional Investigation

Immediately following a series of broadcasts by Mutual's ace reporter, Fulton Lewis, Jr., revealing hitherto undisclosed and unusual information on "pre Pearl Harbor" Hawaiian defense construction contracts, the Military Affairs Committee of the House of Representatives ordered an investigation of the entire Hawaiian situation.

This investigation is still in progress . . . and is another reason why any organization would be proud to sponsor America's "most listened-to" News Reporter.

Fulton Lewis, Jr. is available for sponsorship in your city. Sell him at your one time quarter hour rate per week. CALL, WIRE OR WRITE W. M. B. DOLPH, WOL, WASHINGTON, D.C.

ORIGINATING FROM WOL WASHINGTON, D.C.
Affiliated with the MUTUAL BROADCASTING SYSTEM
Lt. Col. Warner Named War Intelligence Chief

APPOINTMENT of Lt. Col. Albert L. Warner, former chief of the CBS Washington news bureau, as head of the War Intelligence Division of the Army's Public Relations Branch, has been announced by the War Dept. He succeeds Col. Francis V. Fitzgerald, now awaiting assignment. Col. Warner will continue his weekly official review as the voice of the War Dept. on the Army Hour over NBC, 3:30-4:30 p.m. Sundays [BROADCASTING, Jan. 10].

Takings: Col. Warner's place as chief of the Press Branch is Lt. Col. Marshall E. Newton, who formerly headed the Overseas Liaison Branch. He was with the New York Times before entering the Army. Lt. Col. Martin Sommers is in charge of the newly combined Overseas Liaison and Continental Liaison Branches, now called Liaison Branch, War Dept.

Clark Candy Subs

D. L. CLARK CANDY Co., Pittsburgh, is replacing its news program, Where Do We Stand, featuring John Gunther and John Vankoor on the Blue Sunday 5-5:30 p.m., with Mary Small Revue. Frank Block's orchestra, Sunny Skylar, singer, and guest comedians. New program starts on 161 Blue stations Feb. 27. Agency is Walker & Downing, Pittsburgh.

Radio Firm Cited

COMPLAINT charging false representations in advertising and unfair trade practices was issued last week by Federal Trade Commission against Nathaniel Goldberg, trading as North Eastern Radio Co., and also as Midwest Radio Service Co., New York. It is charged that customers were led to believe that the owner is connected with Midwest Radio Corp., Cincinnati, which manufactures radios under the trade name "Mid West", and for whom the respondent was once employed.

Taylor in OWI Service Assists Paley in London

DAVIDSON TAYLOR, on leave of absence as CBS director of broadcasts for a special assignment with the OWI Overseas Branch, has arrived in London where he is now serving as assistant to William S. Paley, CBS president, director of radio operations of the Psychological Warfare Branch of Allied Force Headquarters for the North European Area. William Fine, shirber is acting director of CBS broadcasts.

Joe D. Ravotto, another member of the OWI overseas branch, has been named program director of Radio Naples, Italy, an activity of the Psychological Warfare Branch of Allied Force Headquarters for the Mediterranean Area. Mr. Ravotto was formerly Variety correspondent in Paris, Rome and Madrid.

Jett Confirmed (Continued from page 18)

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Senator Reed commented that for the first time "I have my doubts about your qualifications for this job," He said he did not question the way Mr. Jett might vote, but that he felt the "high right to vote" should be taken advantage of by all qualified citizens.

Declaring he could not see how the FCC position could be affected by his failure to vote, Mr. Jett reiterated that he felt it was in the best interests of the Government as a whole that the engineering department keep as far away from "politics" as possible. Senator Wheeler said he thought that was the way the entire Commission should function—not only its engineers.

The committee was in executive session for about 15 minutes, after which Chairman Wheeler announced Mr. Jett's nomination would be favorably reported. The dissenters were not identified, following committee custom. Only six of the committee's 21 members—Wheeler, White, Reed, Tobey, Gurney and Clark (D-Iowa)—were present. The entire committee, however, had been polled.

Lt. Lindquist Moves

2d LT. LANSING LINDQUIST has been transferred from duty with the Radio Branch of the War Dept. He is on leave from his assignment as public relations officer in the Berlin Corp., radio for the Army. Lt. Lindquist was with WHO Des Moines, the Iowa Network, and program director of WSYR Syracuse.

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Amusement Accounts Of WOR Found Higher

AMUSEMENT industry was widely represented among the advertisers using WOR New York, during the past year, showing a definite rise over the previous year, and food accounts, still heading the list, show a slight decline, according to a chart giving a breakdown of the number of accounts on WOR 1939-1943, according to product.

List of products advertised on WOR, and the number of accounts in each category, follows:

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<thead>
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<th>Category</th>
<th>Accounts 1943</th>
<th>Accounts 1942</th>
<th>Accounts 1941</th>
<th>Accounts 1940</th>
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WINS Granted Increase To 10 kw by FCC Action

LICENSE to cover a construction permit authoring increase in power and change of frequency has been granted WINS New York in action taken by the Administrative Board of the FCC on Feb. 9. The East Coast station will now operate at 1010 kc with 10 kw power and unlimited hours. The authority was also granted WINS to install a new transmitter and a directional antenna for both day and night use.

This is subject to the condition that the station shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation. WINS has been operating limited time on 1000 kc with power of 1 kw.

Press Subsidy Expanded

A REVISED version of the Cannon bill (HR-3663), reported test of the House Ways & Means Committee last Wednesday, would authorize the Treasury to spend 12 1/2 to 15 million dollars for War Bond advertising in daily, weekly, semi-weekly and tri-weekly newspapers in towns of 25,000 or less, and in weekly, semi-weekly and tri-weekly papers in cities over 25,000.

Rankin Would Ban Insurance for Libel

A BILL which would make the payment of defamatory insurance for a felony was introduced last Tuesday in the House by Rep. John E. Rankin (D-Miss.), whose name has been mentioned in recent broadcasts by Walter Winchell.

The measure (HR-4131), referred to the Judiciary Committee, would prohibit reimbursement or indemnification of another for damages or other loss resulting from slanderous or libelous utterances or publications uttered over the radio or sent through the mails.

Donald Dixon Is Killed After KDKA Bond Rally

DONALD H. DIXON, KDKA Pittsburgh production chief, was killed in a taxicab crash Feb. 6, returning from a War Bond rally. He had been back on the KDKA staff less than a week, having returned there after several years with WCAE Pittsburgh.

Mr. Dixon spent much of his free time at bond rallies when he wasn't working night shifts in the filter center in Pittsburgh. It was a few hours after a rally appearance at Monessen, Pa., with a group of KDKA entertainers that he was killed.
GILLETTE SAFETY N.
Blue Network, New York — Authorized increase in weekly broadcast time from 30 minutes to unlimited during winter in Albuquerque, N. M., sunset during summer months 250 w after Albuquerque sunset during winter months.

FEBRUARY 5

SANDAGRA Broadcasting Corp., Glenside, Pa. — Granted CP new standard station, 1340 kc, 250 w, unlimited, synchronized with WRLB.

FEBRUARY 11


KTOK Oklahoma City — Vol. assign. to L. C. Taylor.

Blue Network, New York — Authority transferred to program staffs to program to A. J. Byington Jr. in Brazil. Incomplete.

Network Accounts
All time Eastern Warlime unless otherwise indicated.

New Business


UNION OIL Co. of Calif., Los Angeles (petroleum products), on March 4, starts for 52 weeks 7:30 p.m. to 1:30 p.m., on 44 Don Lee Pacific stations. Sat., 1:45-2:45 p.m. Agency: McCann-Erickson, N. Y.

BENJAMIN MOORE Co., New York (paints), on March 14, starts for 52 weeks on 54 NBC stations. Sat., 10:30-10:45 a.m. Placed direct.


GILLETTE SAFETY RAZOR Corp., Boston, on Wed., Feb. 9, launches new "Great Moments" program on 54 White stations. Mon. thru Fri., 11:45-12:30 p.m. Agency: Maxon Inc., N. Y.


Applications

FEBRUARY 7

WD extortion, Minn. — License cover CP increase in power, install new transmitter and antenna, move transmitter.

KMLR Madison, Wis. — Reassignment control by J. C. Lintz Jr. to Mrs. Melba Linse Gaston through transfer of 488 shares common stock.

KOB Albuquerque, N. M. — Mod. CP authorizing changes in transmitting equipment and increase power for change frequency from 1160 kc to 770 kc. Also license cover CP (as mod. by application).

A. W. Talbot, Miamisburg, Ont. — New CP FM station, 106 kc, 5 kw d, unlimited.

FEBRUARY 8

WSAN Allentown, Pa. — Mod. license change from sharing with WCAE to unlimited, facilities of WCAE.


WACO Waco, Tex. — Change 1460 kc to 1230 kc.

KOMO Kansas City, Mo. — Mod. CP authorizing increase night power using DA for changes ground system.

Telegraph-Herald Dubuque, Ia. — New CP FM station, 46,500 kc, 8,000 w.

FEBRUARY 11

WINS New York — Granted license cover CP for change frequency to 1010 kc, increase power to 10 kw, change hours from unlimited, install new transmitter and DA.

WXLA Los Angeles — Granted mod. CP extension, complete data new experiments, television, FM station.

Hildreth & Rogers Co., Lawrence, Mass. — Filed pending the application for new CP FM station.

FEBRUARY 13

WOR New York — Granted license cover CP for change frequency to 1520 kc, increase power to 10 kw, change hours from unlimited, install new transmitter and DA.

FEBRUARY 14

WDAY Minneapolis — Denied petition correct record and reinstatement of July 7, 1942. Also denied application for special service authorization operate unlimited time without license in Albuquerque, N. M., sunset during summer months 250 w after Albuquerque sunset during winter months.

Applications

FEBRUARY 7

WDQD Detroit, Mich. — License cover CP to add 2 kw power, new tower, install new transmitter and antenna, move transmitter.


ROBERT \& Co., Kansas City, Mo. — New CP standard station, 1320 kc, 250 w, unlimited.

FEBRUARY 8

WBZ Boston, Mass. — License cover CP for change frequency to 770 kc, increase power for changes frequency from 1160 kc to 770 kc. Also license cover CP (as mod. by application).

WOR Columbus, Ga. — Granted CP to install synchronous alternator near Ft. Benning, Ga., 1280 kc, 250 w, unlimited, synchronized with WRLB.

FEBRUARY 11


KTOK Oklahoma City — Vol. assign. to L. C. Taylor.

New Business


UNION OIL Co. of Calif., Los Angeles (petroleum products), on March 4, starts for 52 weeks "Don Lee Best Parade" on 34 Don Lee Pacific stations, Sat., 1-12 p.m. Agent: M. W. Weeks, Chicago. Feb. 28, 11:45-12:15 p.m. Agency: Food, Cone & Bodeling, Los Angeles.


GILLETTE SAFETY RAZOR Corp., Boston, on Wed., Feb. 9, launches new "Great Moments" program on 54 White stations. Mon. thru Fri., 11:45-12:30 p.m. Agency: Maxon Inc., N. Y.

CLASSIFIED

ANNOUNCER—Past growing NBC affiliate has permanent opening for experienced, draft-exempt announcer. Submit voice recording and complete outline of qualifications and experience. WSAV, Savannah, Georgia.

ENGINEER—NBC affiliate has immediate opening for first class operator as resident engineer. Living accommodations furnished at transmitter building. Salary preferred—draft exempt. WSAV, Savannah, Georgia.

First or Second Class Operator—Permanent, no wartime regulations. $40 per week. WERC, Erie, Pa. Give details and availability. Pennsylvania Station—Wants announcer draft deferred. Must be good. Complete file. Full information at excellent pay. Box 847, BROADCASTING.

WANTED—Former experienced station operator. Will pay moving expenses for gentleman with progressive ideas and applied energy. Give complete and will come to interview. Box 849, BROADCASTING.

SITUATIONS WANTED—10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. Bold face CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box 849, BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

AMERICAN BROADCASTING COMPANY—Wants immediately good men; pay open. Full details, Box 863, BROADCASTING.

WANTED—Good men needed for all positions. Full information, box 861, BROADCASTING.

Program Manager—Deadline is rapidly approaching May 31st. A new, highly rated major network is preparing for its first season. Those with experience in operations will find opportunities for advancement. Give full details, box 861, BROADCASTING.

TELEPHONE—Wants good men in all positions. Give complete details by return mail. Box 863, BROADCASTING.

HELP WANTED—Announcer—Tryout announced immediately for experienced announcers. All must have a good voice and the ability to produce a professional sound. No experience will be considered. Give complete information. Box 865, BROADCASTING.

Help Wanted (Cont’d)

Central Operator—Must be experienced in Regional Network Station. State full qualifications. Box 863, BROADCASTING.

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

Experienced Radio Announcer—On 6 kw Regional Network Station. Give personal information and salary requirements. Box 861, BROADCASTING.

Wanted—Announcer-operator, with first class license. Must be experienced in news and general announcing network station. Send details to KSEE, Pocatello, Idaho.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 865, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 866, BROADCASTING.

Promotion Director—With creative ability to handle advertising, sales promotion, and assist sales department. Reply should be complete and will be kept confidential. Station is located in major Midwestern market. Box 867, BROADCASTING.

Publicity Man or Girl—Promotion minded, experienced, by large midwestern station. Give complete details, experience and salary expected. Box 866, BROADCASTING.

WANTED—First or Second Class Operator. Will pay moving expenses. Good salaries. Box 866, BROADCASTING.

Anchors—Wants experienced announcers to sign contracts. Good money as we closely control costs. Such arrangements will be considered, box 869, BROADCASTING.

PROGRAM—WANTS—Technical and sales help in major network stations. Good salaries. BOX 869.

Radio Engineers—WANTS—Technical and sales help in major network stations. Good salaries. BOX 869.

WANTED—One modulation monitor with FCC approval. Write Chief Engineer, WZRO Muskegon, Mich.

Wanted to Buy—250 watt transmitter and all other necessary equipment for such operation. Give complete details, location, age, etc. Address Box 851, BROADCASTING.

Wanted to Buy—500 watt transmitter, tower, modular air- and space equipment and studio equipment. Box 848, BROADCASTING.

Wanted to Buy—100 watt, 250 watt, 1 kw. OR transmitter. Box 848, BROADCASTING.

Prospective Eastern Engineer—Wants to buy second class or major network station. Give complete details of station. Box 847, BROADCASTING.

WANTED—Good men for all spots. Full information at excellent pay. Box 847, BROADCASTING.

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Wanted to Buy—100 watt, 250 watt, 1 kw. OR transmitter. Box 848, BROADCASTING.

Equipment Wanted—BCE or Federal Field strength meter, State condition, last calibration date and price. Box 856, BROADCASTING.

Southern Station—Plans new 250-wattter in promising location. Has transmitter, some other equip. Wishes contact owners, monitors, etc., who also cannot locate all needed equipment, with idea, pooling equipment in company to facilitate getting CW CW. Both party need have no money as we require no financial outlay. Let's stop hoarding equipment and make use of it. Box 855, BROADCASTING.

1944 Yearbook in the mails Feb. 15th.

Broughton to Y&R

PHILIP S. BROUGHTON resigned last week as director of information for the War Manpower Commission to enter the public relations department of Young & Rubicam, New York. He had been with WMC since September 1942 and in various Government posts since 1933. In 1937 he joined the U. S. Public Health Service where he directed publicity for a national venereal disease control program.

JOHN WILEY & SONS, New York, has published Radio Receiver Design, by J. R. Sturley of the Marconi School of Wireless Communications. $2.50.

WANTED

By Southern Regional Network Station:

Operators at $490 per week Announcers at $550 per week

Furnish photograph, complete employment record and references.

Address: Box 831, BROADCASTING MAGAZINE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. Di. 1205 Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
Montclair, N. J. MO 2-7829

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456 Washington, D. C.

HENRY R. SKIFTER
CONSULTING RADIO ENGINEERS
Radio Engineers, Inc.
station location surveys CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and R. F. Allocation Engineering
Earle Building, Washington 4, D. C.

COMMERCIAL RADIO EQUIPMENT

DI. 1216 E. Gregory Boulevard, Kansas City, Mo.


BROADCASTING • Broadcast Advertising
EMPHASIZING the scope and degree of its war activities, the FCC's annual report for the fiscal year 1943, sent to Congress last Thursday, brought out that about three-fourths of the FCC's appropriation and two-thirds of its staff were utilized in other than regular activities.

As of June 30, 1943—the close of the fiscal year—the Commission had 2,153 employees. Of these, 382 were report employees in Washington and 617 national defense employees in Washington. Of the remainder, 206 were regular employees in the field and 948 were identified with national defense work in the field.

The Commission's appropriation for the fiscal year aggregated $7,777,135. Of this amount, $2,085,000 was for regular activities with $5,698,535 for war activities. The House clipped $1,654,857 from the FCC's 1945 fiscal year budget—all from funds earmarked for Radio Intelligence Division and Foreign Broadcast Intelligence Servicest, Wartime functions set up by the FCC. The Senate has yet to act.

A Fat Report

The Commission's 100-page annual report, transmitted to Congress by Chairman Ply, emphasized war activities throughout. During the year, the introduction said, the Commission "intensified its efforts to strengthen our communications as a weapon of war and to thwart the use of enemy communications against us."

There were no legislative recommendations to Congress, presumably in the light of pending legislation in both houses for amendment of the Communications Act and on which hearings have been held in the Senate.

In reviewing activities of RID, largest of the FCC units, the Commission said a total of 3,960 cases of suspected illegal operation were investigated. Most of these cases were based on information received from law enforcement agencies. RID's function is to guard against secret enemy radio transmission and to protect vital war communications by acting as traffic officer on the "overcrowded ether highways" by tracing and identifying the sources of interference to military and commercial radio services, and by locating stations which were unlicensed, had pirated call letters or were operating on channel 6.

Declaring that RID performed some of its most spectacular activities during the year, the Commission said that the full story of its activities "cannot be told until after the war."

FBIS, which, along with RID, had been under attack as an unnecessary service, was covered comprehensively in the report. The reports on foreign broadcasts prepared by FBIS, the Commission said, are studied by some 1,000 officials of this Government and United Nations governments "as an aid in planning foreign policy, military strategy, economic warfare, counter-propaganda and the promotion of understanding and unity among the allies."

Wartime Activities

In describing other war activities, the Commission listed 16 items. These related to foreign language programs; cataloging of surplus and salvageable equipment; civil air patrol operations; analysis of idle standard broadcast transmitters in relieving the equipment shortage; reduction of broadcast station power by one decibel to conserve vacuum tube life; relaxation of requirements for commercial radio operators in connection with manpower; investigation of wartime telegraph service; cooperation with scientific laboratories in radio research; preparation of a table showing international frequency allocations; frequency studies assigned to international and domestic carriers; world-wide telecommunications survey; scrutiny of telephone and telegraph tariffs to forestall unwarranted increases; continued studies of finances of telephone and telegraph companies; review of applications for extension of telephone and telegraph facilities; examination of financial condition of small standard stations and their ability to remain on the air, and preparation of confidential maps for several war agencies.

During the fiscal year, the Commission received 35 applications for assignment of broadcast station licenses and 21 for transfer of control. Of these, 42 were granted without hearing and 8 after hearing. In reviewing the material and manpower situations, the FCC pointed out that only 14 stations, or slightly more than 1%, were forced to cease operation or surrender construction permits from all causes during the fiscal year.

NARBA Functioning Well

The North American Regional Broadcasting Agreement, after two years of operation, "is functioning successfully," the Commission said. Also cited were the chain broadcasting regulations, the validity of which was upheld by the Supreme Court on May 10; the multiple ownership regulation adopted Nov. 23, 1943 to become effective on June 1; the extension of standard broadcast station licenses from two to three years in December, 1943, and the FCC's work in examining domestic foreign broadcasting.

The Commission received a total of 3,281 broadcast applications during the fiscal year, of which 2,255 were standard broadcast. There were 322 FM applications and 83 commercial television and 83 experimental television applications. Authorizations issued during the year on broadcast applications aggregated 3,761, including formal and informal applications. Speech authorizations during the year totaled 653.

In connection with foreign language programs, the Commission said that it as a whole "has been invaluable in mobilizing the home front for total war." The last survey, made in February 1943, showed 169 stations presenting programs in 27 languages and having a potential audience of 15 million.

At the close of the fiscal year there were a total of 1,695 stations in broadcast service of all types, as against 1,614 a year earlier. The tabulation follows:

<table>
<thead>
<tr>
<th>Class of Station</th>
<th>Licenses of Class I, New or C/F's surrendered or abandoned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Broadcast</td>
<td>225</td>
</tr>
<tr>
<td>High Frequency Broadcast (Exp.)</td>
<td>38</td>
</tr>
<tr>
<td>High Frequency Broadcast (Temporary)</td>
<td>532</td>
</tr>
<tr>
<td>High Frequency Broadcast (FM)</td>
<td>562</td>
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<tr>
<td>Low Frequency Relay</td>
<td>56</td>
</tr>
<tr>
<td>High Frequency Relay</td>
<td>50</td>
</tr>
<tr>
<td>Television (Experimental)</td>
<td>45</td>
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<tr>
<td>Television (Commercial)</td>
<td>40</td>
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<tr>
<td>International</td>
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<td>Developmental</td>
<td>40</td>
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<tr>
<td>Fumes</td>
<td>40</td>
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<tr>
<td>Non-Commercial Educational</td>
<td>40</td>
</tr>
<tr>
<td>Class II (Experimental)</td>
<td>40</td>
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</tbody>
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WILLIAM EWING, Blue correspondent in Honolulu, the only network radio reporter covering the American invasion of the Kwajalein Islands, gave an account of the landings in a special broadcast from Honolulu heard over the Blue Feb. 7.

50% Electronic Increase In '44 WPB Estimates

OFFICIAL WPB announcement stating that the 1944 radio electronics program increase will range between 35% and 50% over 1943. WPB Chairman Donald M. Nelson had stated late last month that the December electronic increase was up 4% and that the 1944 communications and electronic program was to be over 35% above 1943".

Another official WPB statement in connection with apparatus for broadcast stations stated that despite the tremendous expansion of radio production in the last two years, the requirements of the armed forces in 1944 are half again as large as in 1943." For security reasons, these percentages converted into dollars, the WPB said.

Longest Way 'Round

EFFECTIVE NEWS coverage by WCCO Minneapolis of Minnesota's country is maintained through a correspondent in Duluth, according to Richard Pickens, WCCO news editor. WCCO then broadcasts local news to the Arrowhead country six days of the week over 19 and 21.

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