why WOR can tell you things nobody else can

Quietly in August 1941 WOR rang the curtain up on a new and revolutionary kind of local audience report, “A Continuing Study of Radio Listening in Greater-New York.”

It was—and is—the most scientifically accurate, complete and informative study ever launched by any station anywhere.

Why?

Because—planned and developed by WOR, it is conducted by unbiased, authoritative Crossley, Inc., nationally known samplers of public opinion from coast to coast.

Because—its personal interviewers talk to all kinds of people in all kinds of homes, not just telephone owners. Thus, WOR knows how your program, and all other programs, rank in the minds of a good cross-section of about 6,000,000 people who are not talked to by telephone interviewers.

Because—its interviewers personally talk to listeners in Greater-New York no later than 2 hours after they’ve heard your broadcast. They speak to listeners while the impression you’ve made is fresh; before they’ve had a chance to forget, or substitute a new impression for the one you and your program made.

The three points mentioned above give you only a sample of the scope and depth of WOR’s “A Continuing Study of Radio Listening in Greater-New York.” For this study uncovers the ages of listeners, too. Also their sex, and many other important elements that take the guesswork out of timebuying; bring you a greater per-penny profit on every penny you invest.

that power-full station WOR

at 1440 Broadway, in New York
IN TOWN...

BATTLE CREEK, MICH.—Mr. and Mrs. Ray M. Clark, of Bottle Creek (pop. 43,453), left the farm 22 years ago, but still own 40 acres 11 miles from town. Of their five children, Keith, age 15, still lives at home; the other four are married, the oldest, Victor, lives on an acreage near Battle Creek. Mr. Clark is chief bottle checker at the Sullivan Milk Products Company, their oldest employee in years of service. Every week, they listen to the WLS National Barn Dance, and every afternoon, Mrs. Clark listens to WLS. The pictures show Mr. Clark at his work; the family at their radio, and Mrs. Clark fixing an after-school snack for Keith.

In Town and Country...
There's a Common Background

ON the farms, the Main Streets, and city boulevards of Midwest America, you'll find the same type of people, folks with the same likes and interests. Consider this family, Mrs. Ray M. Clark of Battle Creek, Michigan, and her niece, Mrs. F. Russell Thomas, wife of a farmer near Tekonsha, Michigan. The Clarks used to be farmers themselves, but now he is chief bottle checker for a big milk company in Battle Creek. Mr. and Mrs. Thomas both grew up on farms. The Clarks, in Battle Creek, and the Thomases, on the farm, are all regular WLS listeners. Both families are influenced by WLS in buying habits, too. Checking their purchases last year in classes of goods advertised on the station, we found 38% of the Clark's selections were brands advertised on WLS, and 56% of the Thomases' selections were WLS advertised. Here's a ready-made acceptance for your product. Whether you sell to city people or farm folks, WLS offers you direct contact. There's a long-time loyalty between WLS and our listeners. That's why WLS Gets Results!
To talk long distance you still have to go through the

Acceptance is THE YANKEE NETWORK'S Foundation

THAT'S elementary. We only mention it because the same thing is true in radio. You have to go through a local hometown station to reach the mass of retail buyers in a given area.

New England is network territory. Long distance selling via two or three stations does not reach the real New England — the 21 important city and suburban areas comprising the 2,055,010 radio homes.

Yankee's 21 hometown stations do reach this market as a whole, with direct impact in every spot where concentrated population means concentrated buying power.

Each station is a strongly intrenched local enterprise, producing for local merchants and possessing the respect and good will of the very dealers whose cooperation you seek.

You can turn a cold reception into a warm welcome by talking to these people through their own hometown stations — the 21 locally accepted stations of The Yankee Network.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Omahans Have a Definite Fancy . . . for Fancy Horses

- While, of course, they have been discontinued for the duration, Ak-Sar-Ben Horse Shows were, for years, regarded as one of the top equine events of the country. In fact, Omahans are owners of some of the fanciest "hoss flesh" a-hoof.

Omahans are prosperous, responsive people with a desire for . . . and the means to buy . . . services and merchandise that will make life better, fuller and more interesting.

To reach this TOP Market most directly, and at lowest cost, the TOP Buy is KOIL. Let us send you availabilities.

WORTH REPEATING

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

Represented Nationally by Edward Petry Co., Inc.
Here are facts about the KWKH area that you should know. Within its boundaries comes one-fifth of the nation's oil which is equal to one-tenth of the world's total oil production. Within the same area is the world's second largest known supply of Natural Gas. Add to this the region's other rich natural resources and diversified industries and you have a market in which you can sell now . . . build sales for the future.

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

CB S 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

REPRESENTED BY
THE BRANHAM CO.

February 21, 1944 • Page 5
TESTING TOMORROW'S RADIO TUBES

- Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace

SYLVANIA
ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
Canadian Networks!

The Canadian Broadcasting Corporation now provides the facilities of two Canadian Networks, each of which makes possible comprehensive coverage of Canadian radio homes.

These two great networks are now known as the Trans-Canada Network and the Dominion Network—each performing a national radio service to Canadians throughout Canada.

**RADIO STATIONS COMPRISING EACH NETWORK**

**TRANS-CANADA**

<table>
<thead>
<tr>
<th>MARITIES</th>
<th>EASTERN</th>
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<tr>
<td>CJB</td>
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<td>CBA</td>
<td>Kirkland Lake</td>
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<td>CKW</td>
<td>Fort William</td>
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**PRAIRIE**

| CKY | Winnipeg |
| CBK | Watrous |
| CJAC | Edmonton |
| CFAC | Calgary |
| CJOI | Lethbridge |

**BRITISH COLUMBIA**

| CJKL | Kamloops |
| CKOV | Kelowna |
| CJAT | Trail |
| CBR | Vancouver |

**DOMINION**

| CHLT | Sherbrooke |
| CFCF | Montreal |
| CCKO | Ottawa |
| CHOV | Pembroke |
| CFBR | Brockville |
| CJBC | Toronto |
| CHEX | Peterborough |
| CHML | Hamilton |
| CMTB | St. Catharines |
| CFPL | London |
| CFCO | Chatham |

Choice features from seven great broadcasting systems are at the dials of Canadian audiences through the facilities of these two networks. Programs from CBC, BBC and the four leading networks of the United States are blended into a balanced schedule making radio the highly successful medium which it is in Canada.

For full information on available times, rates, etc., write to Commercial Department, 55 York St., Toronto 1181 St. Catharine St. W., Montreal.
Maybe her voice didn’t say anything more than just “Hello”—but you know (and we know) that a voice can carry more emotional impact and more recognition-value than a million words!

Thanks to Sonovox, radio advertisers can now speak to their audiences in voices so distinctive and memorable as to insure instant sponsor identification—even if the listener is playing cards, or reading the paper, or washing the dishes.

What is the extra value of this one small “plus”, among all the other Sonovox advantages? However small you assess it, it’s many times greater than the cost of Sonovox. At least that’s the opinion of some of America’s most wide-awake buyers of radio time.

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

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

*Space no longer permits a complete list of Sonovox users.
Committee Split May End Probe of FCC

Minority Members, Garey May Resign

By BILL BAILEY

COLLAPSE of the House investigation of the FCC amid implications that it has become a political issue was foreseen on Capitol Hill last week as the Select Committee, named a year ago, split wide open with the three Democratic members against the two minority members over procedure of the inquiry.

Reports gained circulation in Congress that this week may see an explosion of the conflict, with intensity that has appeared on the surface and one that will dwarf the charges made against the FCC. Last week's split of the House Select Committee was interpreted as a forerunner of what is to come.

Added up, developments were these:

The Committee majority, Chairman Lea (Cal.), and Reps. Hart (N.J.) and Magnuson (Wash.), meeting in executive session Wednesday morning, voted unanimously to postpone the investigation into the sale of WMCA New York in December 1940 by Donald Flamm to Edward J. Noble, chairman of the board of the CBS Network Co. Reps. Wigglesworth (Mass.) and Miller (Mo.), Republican members not present at the executive session, issued a statement late Wednesday denouncing action of the three Democrats as a "hush-hush move, pure and simple, to keep unsavory facts from the public". (See texts, page 60).


In event the general counsel leaves—and on Capitol Hill there seemed to be no doubt of it—Messrs. Wigglesworth and Miller plan to resign on the floor, it was reported.

Neither Congressman would comment beyond their joint statement of Wednesday afternoon, however.

Their contemplated resignations would be based on the ground that they could not serve the people by being parties to a move to "hush" rather than expose alleged violations on the part of the FCC. Should that take place, then it was pointed out that Minority Leader Martin (R-Mass.) may refuse to appoint successors on the same grounds, thus causing a collapse of the probe.

Appropriations Hearing

Reports were current in Congress that Administration forces, prompted by FCC Chairman James Lawrence Fly, have brought heavy pressure on the Committee to sidetrack the WMCA investigation and give the Commission an opportunity to present its defense before the Senate passes on the 1945 Independent Offices Appropriations Bill.

A Senate Appropriations subcommittee, which held hearings on the bill last week, is expected to file its report this week. It was reported that the Senate group was inclined to favor a free hand for the FCC in allocating its appropriation, rather than cutting certain amounts from specific departments. The House already has voted to transfer funds of radio intelligence activities from the Commission to the military services, as recommended by the Joint Chiefs of Staff, by topping off $1,000,000 from the Radio Intelligence Division and $500,000 from the Foreign Broadcast Intelligence Service. The Budget Bureau estimate for the FCC was $8,371,700 and the House cut the figure to $6,716,845—a reduction of $1,654,857.

Meanwhile Sens. Wheeler (D-Mont.) and White (R-Me.) conferred last Friday on their bill (S-814) to revamp the Federal Communications Act. They expect to have a revised measure ready for committee consideration in the near future. That discussion within the Select Committee has been brewing for some months is no secret. When Rep. E. E. Cox (D-Ga.) resigned as chairman after his resignation had been demanded by Commissioner C. J. Durr [BROADCASTING, Oct. 4], and Rep. Lea was named chairman by Speaker Sam Rayburn (D-Tex.), Mr. Garey became the target of persistent accusations.

Fly Letter to Lea

The latest was a fortnight ago when Chairman Fly wrote Chairman Lea, accusing Mr. Garey of "deliberately" blocking the FCC defense and of conducting an "undercover propaganda mill" [BROADCASTING, Feb. 14], Franklin S. Wood, attorney for Mr. Noble, also wrote the Committee and followed it up with telegrams protesting that to continue the WMCA sale investigation would be to injure Mr. Noble's defense in a suit brought in the New York Supreme Court by Mr. Flamm.

Chairman Lea said last Thurs- (Continued on page 58)

Gov. Cox Says Fly Plans U.S. Ownership

1920 Nominee Points to Studied Campaign

By Chairman

A STUDIED campaign toward Government ownership of radio in the United States is attributed to FCC Chairman James Lawrence Fly by former Gov. James M. Cox, of Ohio, newspaper publisher and owner of three stations. Gov. Cox in 1920 was the Democratic nominee for President.

"I am convinced that Fly wants radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the Government," Gov. Cox said. The disclosure came in a letter to J. Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami and WHIO Dayton, the Cox-owned stations. A copy of the letter dated Jan. 20, is in the hands of Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee.

"If we had Federal ownership," Gov. Cox commented, "then a Huey Long administration could never be gotten rid of."

Gov. Cox had Franklin D. Roosevelt as his vice-presidential running mate in the 1920 campaign. A close bond existed between them since that campaign. The 73-year-old statesman has made few public utterances, however, in recent years, and never has commented publicly on the New Deal or FCC radio policies or regulatory methods.

Gov. Cox is publisher of the Dayton Daily News, the Atlanta Journal and the Miami Daily News, each identified with station operation. He was a member of Congress from 1909 to 1913 and served six years as Governor of Ohio, having been nominated publicly for the Presidency while serving his last term.

In his letter to Mr. Reinsch, who was a witness before the Senate Interstate Commerce Committee in favor of the White-Wheeler bill (S-814) to restrict FCC powers, Gov. Cox said there were three things highpotted in his mind regarding the whole radio situation.

"First," he said, "there is the (Continued on page 59)
Adair Named Chief Engineer of FCC

Silling Gets His Post; Woodward Is Int'l Division Chief

TAKING cognizance of practical problems of allocations and planning in radio, the FCC last Wednesday by unanimous action promoted George P. Adair, assistant chief engineer in charge of broadcast casting, to be chief engineer, and at the same time elevated Philip F. Silling, chief of the International Division, to the post of assistant chief engineer to Mr. Adair.

Mr. Adair is native of Texas, became chief broadcast engineer of the Commission in December, 1941. He joined the FCC 10 years earlier as an engineer in the Broadcast Division, became acting assistant chief of that division in 1936 and assistant chief in 1939.

Born at Bancho, Tex., Dec. 8, 1904, Mr. Adair is a graduate of Texas A & M with a B.S. degree in electrical engineering. He was a radio amateur while in high school. Upon graduation from college in 1929, he was employed for nearly four years with the Radio Engineering Department of General Electric Co. in Schenectady, testing, designing and developing new types of radio equipment. In 1929 he became associated with Strauss-Bodeneimer, Texas electrical distributor.

During his FCC tenure, Mr. Adair has made far-reaching studies of all phases of broadcast allocation. He was instrumental in drafting the Commission's Standards of Good Engineering Practice governing broadcast and other services.

Mr. Adair married Evelyn Grey Ford, of San Antonio, in 1927. They have two children, George Jr., 11, and Robin Anne, 9.

SWEARING UPON HIS OATH to the Commission and to carry out the duties of Federal Communications Commissioner to the best of his ability, E. K. Jett last Tuesday took the oath of office as Commissioner, following his unanimous confirmation by the Senate. Administering the oath is Helen Marston of the FCC Law Dept.

Suing on the war, the National Retail Dry Goods Assn. in the new radio section of the association's February "Promotion Exchange," NRDGA describes the Holmes Newspaper of the Air, radio program developed by the D. H. Holmes Co., New Orleans, explaining:

If at any time you are interested in a definite program that is printed here, we shall make arrangements to send you a recording of that program... at the present time we have several records in stock and our supply is growing. So if you have any definite program in mind, if you will contact us we shall try to get a recording for you.

List of Recordings

In addition to the Holmes programs, NRDGA also has recordings of the programs of Taylors, Kansas City; Hochschild, Kohn & Co., Baltimore; Richards, Atlanta, and Sage Allen, Hartford, according to Lewellyn Harris, manager of the sales promotion division of NRDGA, who said the plan has been worked out in cooperation with the NAB Sales Promotion Managers Committee.

Radio Section of the "Promotion Exchange" also contains answertel questions on television, pointing out that "stores will probably use advertising via television more than any other class of advertiser and store will take fullest advantage of this new medium" because "by use of television you will be able to extend the limits of the show windows right into the homes of your customers, who will be able to see the dresses, fur coats and houseswears as well as hear your description of them—and seeing is believing!"

"Analyzing retail advertising for the last year, the NRDGA reports that radio expenditures amounted to 5.2% of the combined retail budget, in 1943, a rise from 4.2% in 1945, while direct mail stayed steady at 4.5%. In both years newspaper advertising dropped from 84.9% to 82.7%, probably due in part to the newsprint shortage, the report says, but adds "Radio has started to make itself felt and with the percentage of increase is only 1%, we feel that it is well worth watching."

Sterling Launder

Engineer in Charge of FCC

STERLING LAUNDER

Engineer in Charge of FCC

Sterling, assistant chief engineer, was called to New York by authority of the Commission, as "desires to thank you for the splendid services which you have rendered in a highly responsible and most difficult task." The letter referred to Mr. Launder's service in World War I in assisting in the organization of the first "radio intelligence unit" and the commendation he then received from the Chief Signal Officer of the AEF for "especially excellent and meritorious service."

Reference was made to his continued work in this field and to his authorship of The Radio Manual, used as a standard textbook. Alluding to his direction of radio detection and intelligence during the present war, the letter stated that he had shown "greatest skill and greatest interest" in that work. The benefits to the country were described as "tremendous."

"If we must look to the morrow for the writing of the history," concluded the letter, "we can, nevertheless, rest content that it will be written so indelibly that all may recognize and appraise it as we can do."

SYMPHONY PREMIERE

Western Hemisphere premieres of Dmitri Shostakovich's 7th Symphony, "will be broadcast on CBS by the New York Philharmonic 2 April 2, under direction of Dr. Artur Rodziński.

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BROADCASTING • Broadcast Advertising
Judicial Radio Regulation Urged in Canada

Listener Coverage Agency Formed by CAB

By JAMES MONTAGNES

CONFRONTED with problems of Government radio competition in addition to difficulties that beset broadcasters in the United States, some 300 Canadian station owners and related radio people gathered at their tenth annual convention of the Canadian Assn. of Broadcasters at Quebec Feb. 14-16, advocated creation of a judicial body to regulate radio in the Dominion.

Canada's independent broadcasters look to a change in the present dual structure under which the Canadian Broadcasting Commission and competitive operation, will cease functioning also as the regulatory authority. In this they were encouraged by Maj. Gen. L. R. LaFecher, Canadian cabinet minister in charge of broadcasting, who addressed a closing meeting.

The Association, on the business side, established a Bureau of Broadcast measurements—aural audit bureau for listener habits and coverage data—at its fifth wartime convention. Increasing support for continuance of the dual system of private and government ownership was shown in a recent public survey, as compared to a newspaper survey of a year ago which favored public ownership. The broadcasters also looked into improved effectiveness of commercial copy, improved religious broadcasting, and set a policy for selling political broadcasts.

Glen Bannerman was reappointed president and general manager of the CAB. The CAB Board of Directors of 1944 consists of H. A. Ralph, CFCF Montreal, chairman; G. A. Rice, CFRN Edmonton, vice-chairman; Ralph White, CFJC Kamloops; A. A. Murphy, CFQC Saskatoon; Gerry Gaetz, CKRC Winnipeg; N. Nathanson, CJB Sydney; Lt. Col. Keith Rogers, CFCY Charlottetown; Phil Lalonde, CKAC Montreal; N.Thivierge, CHBC Quebec; Ted Campeau, CKLW Windsor-Detroit. Arthur Evans was reappointed secretary-treasurer with Joseph Sedgwick continuing as counsel.

Elected to represent the CAB on the board of directors of the newly formed Bureau of Broadcast Measurement was Joseph Sedgwick, CFRB Toronto, and Horace N. Stovin, of Stovin & Wright, station representatives, Toronto.

Big U. S. Attendance

With a registration list of nearly 300 persons from all sections of the industry in Canada and the United States, this tenth annual convention of the CAB, the fifth since Canada went to war, has been the best attended in the history of Canadian broadcasting. More U. S. broadcasters, agency timebuyers, station representatives and transcription and equipment representatives attended than at any time past, and a greater international cameraderie was noticeable, forecasting even closer broadcasting relations between the two countries in the post-war period. Canadian broadcasters are looking forward to holding the first possible post-war convention south of the international border, and welcoming the first NAB post-war convention to Canada.

The formation of a government Board of Radio Broadcasting Commissioners of three members, to be appointed for life, similar to Canadian judges, to supervise not only the privately-owned stations, but also the Canadian Broadcasting Corp. was advocated by Mr. Bannerman in his opening address at the first session on Monday morning. The members of this Board, he explained, would be paid proper salaries and would have authority similar to the Canadian Board of Railway Commissioners, which supervises the operations of government-owned and privately-owned railroads in the Dominion.

System Too Rigid

This Board would pass on all applications for licenses, approve all applications and contracts for lines from both the CBC and private stations alike, and establish a minimum of regulations governing the CBC and private stations in the public interest. Under this plan the CBC and its Board of Governors would continue to own its present stations and operate a national network. If the need arises, private stations would be permitted to form another network.

If either the CBC or private stations felt that there was a need for a given regulation or the alteration or abandonment of a regulation, such representations would be submitted to the three-man Board. Before the regulation could be adopted or changed, opportunity would be given for either party or other parties to be heard.

"I am convinced," said Mr. Bannerman before presenting his plan for a three-man Board of Commissioners, "that the present system of broadcasting has, over recent years, developed a trend dangerous to the best interests of the citizens of Canada and of broadcasting. There is a real danger that you are being placed in a position where it is gradually becoming impossible for you to meet your obligations to your fellow citizens in your communities. There is a distinct danger to freedom of the air, to freedom of speech and to the exchange of ideas.

"The system is becoming too centralized—too monopolistic and too cumbersome for the rapid changes and developments in broadcasting. There is so much machinery to the system that it takes far too long to make necessary changes and adjustments. Today there is a continual struggle going on, not only on your part, but also within the CBC itself to prevent the present system from becoming too rigid and circumscribed. Unless changes in the system are made in the near future, I believe the struggle will be lost."

Mr. Bannerman made it clear that he did not criticize the CBC personnel, who "are sincerely trying to carry out their obligations. There has always been goodwill and a measure of mutual cooperation, limited by the dictates of the system." He pointed out that CBC Board of Governors members did not have adequate time to become fully acquainted in their short and infrequent meetings with all the problems of the industry, causing endless delays on policy decisions.

He gave as examples the setting of lower line rates for subsidiary

(Continued on page 61)
ABC Network Is Organized To Handle Religious Programs

VERSUS IS President of New Per-Occasion Hookup With Offices Located in Grand Rapids

Mr. Kuning told Broadcasting that the firm was organized “for the purpose of handling the radio broadcasting facilities of a large number of radio stations for the benefit of certain clients, some of whom have been using these facilities of other networks for many years. Until such time as contract arrangements have expired with other networks, the ABC Network will not be involved.”

Networks and stations signed for the Children’s Bible Hour Inc. series were announced as follows:

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<tr>
<th>Network</th>
<th>Station(s)</th>
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<tr>
<td>Wolverine Network</td>
<td>WLAV, WJML, WILH, WRIA, WIRK, WNLY, WNML, WOBL, WQBL, WQWL</td>
</tr>
<tr>
<td>Yankee Network</td>
<td>WNAG, WYIC, WZAC, WLQH, WJSH, WJTB, WJTH, WISR, WJYR, WJZK, WOBL, WQBL, WQWL</td>
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Other networks and stations signed for the Children’s Bible Hour Inc. series included:

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<th>Network</th>
<th>Station(s)</th>
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<tr>
<td>Spry and Shaw</td>
<td>WMT, WWL, KBCB, KBFN, WJMS, WJNT, WJRT, WJYS, WJZL, WQWB, KQWB, KQWL, WJZK</td>
</tr>
<tr>
<td>Compton and Reed</td>
<td>KVUB, KXUB, KBB, KXYB, KBKX, KBKX, KWB, WJMS, WJNT, WJRT, WJYS, WJZL, WQWB, KQWB, KQWL</td>
</tr>
<tr>
<td>Brown and Simons</td>
<td>WMT, WWL, KBCB, KBFN, WJMS, WJNT, WJRT, WJYS, WJZL, WQWB, KQWB, KQWL</td>
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The hookup includes Wolverine Network, Wisconsin Network, Yankee Network, North Central Broadcasting System, Texas State Network, Intermountain Network, Oklahoma Network as well as stations in a number of cities in all parts of the country.

For the time being, Associated Broadcasting Networks will confine the scope of its operations to leading religious programs. Offices are maintained at 500 Keeler Bldg., Grand Rapids, 2, Mich.

Mr. Versus, president of Associated Broadcasting. Vice-president is Roy C. Kelley, who also is head of Wolverine Network. Station relations manager is W. G. Henderson, with Van C. Neech as West Coast manager.

Shaw Manages KXL

APPOINTMENT of Glenn Shaw as manager of KXL Oakland, Cal., has been announced by Kellogg Company, president and owner. He succeeds Adriel Fried, who resigned to negotiate the purchase of a station in Virginia. May has been named commercial manager, and Walter Brown promotion director. Other appointments were Ed Calder, program director; Wynona Winslow, traffic manager; Ross Smith, chief engineer, and Jean Adams, publicity director.

Blue Names Pederson

ELMER D. PEDERSON, former national sales representative and more recently public relations director of KFI in Los Angeles, has been appointed western division merchandising director of the Blue Network. He succeeds Kevin B. Sweeney, who has been named an ensign in the Naval Training School for indoctrination. Mabel Butterfield continues as western division assistant sales promotion manager. Post of assistant to Don E. Gilman, western division vice-president, also held by Mr. Sweeney, remains vacant. Mr. Pederson before joining KFI-KCBS was for three years manager of KOL Seattle. Prior to that he was national sales manager of KNX Hollywood.

Jelke Sponsoring

JOHN F. JELKE, Chicago, has sponsored two quarterly hour shows, Ed Pollard’s Top News Time, three days on WTOP Washington, and a morning show on WJAI Rochester, Jan. 31, Mondays, through Saturdays, on WHEC Rochester. Conductor is the 15-year agency manager, Young & Rubicam, Chicago.

Astrigosol Series

FREDERICK STEARNS & Co., Detroit, manufacturer of Astrigosol and other pharmaceutical products, through Export Adv., Chicago, is releasing a Latin American campaign, said to be the largest in its history. Radio is being used in conjunction with magazines, newspapers and magazines.

Gustafson Leaves RTPB

G. E. GUSTAFSON has resigned as chairman of the Radio Technical Planning Board’s Commercial Committee, which conducts the High Frequency broadcasting.

HOME AFTER 10 MONTHS of combat flying, Lt. Bill Shaw, USAAP, looks over the 100-old letters he sent his mother, Mrs. Harry Shaw, who kept a scrapbook of his war career.

"FORGET this hero stuff," said Lt. William Shaw, Army pilot home in Waterloo, Ia., after 10 months of action overseas. "I just tried to get back alive—and did, said the modest flyer. Bill, the son of Mrs. Harry Shaw, and the late Mr. Shaw, first publisher of Broadcasting Magazine and former owner of WM Waterlooo, has won the Purple Heart, the air medal with nine oak leaf clusters. Lt. Shaw was in Cairo when the "big powers conference" was pending, and has seen all the war. He goes home to Sardinia, Sicily and Italy. He was stationed in Italy when he received his leave to come home.

He will conclude his 20-day leave at Waterloo, then go to Miami Beach before embarking on a trip to await further assignment.

Asked what he enjoyed most about his return, Lt. Shaw said it was "a wonderful thrill to hear a girl who could speak English."

ROYAL ARCH GUNNISON, MBS Club, had the principal speaker at the Radio Executive Club luncheon held last Thursday at the Shelton Hotel, New York. Guest included Murray B. Gruber, Blue national spot sales manager, and REC chairman; Lucien S. Kirland, president, and Weyth Williams, a director of the Overseas Press Club; Dave Driscoll, director of the Air Force Radio of WOR. New York. Out-of-town guests were John L. Grimes, advertising manager of Wheeling Steel Corp.; Bill Irvin, radio editor of the Chicago Times; Arthur F. Harris, WJJD Chicago; Jerry Wing, KROC Rochester; and Edward D. Cleary, WIBG Philadelphia. The next meeting will be held at the Hotel Roosevelt March 2 as a joint luncheon with the First District meeting of the NAB. Milton Canif, author of the comic strip "Terry and the Pirates" will talk on cartoons and television.

BOB HOPE and the cast of his NBC program from Coast to Coast, were the guests at Pantages' annual benefit Holly Week Feb. 23 on a cross-country tour of army camps and naval stations with the first stop at Brookfield Field, Ala., Feb. 29.

Jane Hargrave

PAGE 12 • FEBRUARY 21, 1944
$\frac{1}{3}$ of a Million Dollars
In 70 Minutes!

That's what Baltimore voting
districts bought in Bonds from
the Mayor and 19 City Councilmen who put on a Radio Bond Rally. Pledges poured in... $310,800$ in 70 minutes! W-I-T-H put on the stunt! This was in addition to the 30 day Bond promotion in which W-I-T-H gave away $6,000 in Bonds!

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Arizona Publishing Co. Sells Radio Interests to J. J. Louis

Needham, Louis & Brorby Vice-President Gets Stations for $375,000; Lewis Remains

SALE of controlling interest in K TAR Phoenix, and KVOA Tucson, along with minority interests in KYOA Prescott, and KYUM Yuma, to John J. Louis, vice-president of Needham, Louis & Brorby, Chicago agency, was announced last week by the Arizona Publishing Co., publishers of the Arizona Republican and Phoenix Gazette. The transaction is subject to FCC approval and the sale price is $375,000.

Under the transaction, Mr. Louis acquires 77.3% of K TAR Broadcasting Co., which operates KT AR and KVOA. The company owns approximately 49% of KYOA and 45% of KYUM. It also functions as the sales organization for the seven stations of Arizona Broadcasting Co. Network.

Policies to Continue

Mr. Louis is vice-president in charge of radio of the Chicago agency. He is responsible for the inauguration of Fikber McGee & Molly—top-ranking program—The Great Gildersleeve, and other network features. In addition to his agency association, he is a director of S. C. Johnson & Son, Racine, Wis., makers of Johnson’s Floor Wax (Fikber McGee & Molly sponsors). He is a trustee of Northwestern U., a bank director, and is identified with a number of community and civic institutions.

Coincident with the transaction, Mr. Louis announced that the policies and operation of the company will continue as in the past after approval of the transaction. Richard O. (Dick) Lewis, general manager of K TAR and the ABC Network, will materially increase his ownership in the company and continue as executive head. Mr. Louis said no changes were contemplated in policies, personnel or operation of any of the stations.

Mr. Louis has held approximately 3% of the K TAR Broadcasting Co. stock. The balance of approximately 20% is held by Electrical Equipment Co., of Phoenix.

Mr. Louis has been a winter resident of Phoenix for seven years, owning a home and citrus grove in the area.

Sale ‘Appropriate’

In announcing the transaction Charles A. Staufer, chairman of the board of Arizona Publishing Co., said the sale is “appropriate because of the apparent antagonism of the Federal Government and the FCC toward newspaper ownership of radio stations.”

Transfer of K TAR, which was announced through the medium of 26 additional shares of stock. Milton L. Greenebaum is president of the Saginaw Broadcasting Co., licensee of WSAM.


Mr. Feiner sells all of his 500 shares of stock to Mrs. Furman and Novik each sell 125 of the 500 shares each owns. Total sale price is $15,000. Each of the transferees now will have 107 shares except Mrs. Furman who will have 108 shares. The new transferees operate WSTV Steubenville, O., and WJPA Washington, D.C., and have interest in the Buckeye Broadcasting Co., Akron, which has pending an application for a new local.

Indianapolis News Purchases WIBC, Pending FCC Approval

THE SECOND transaction within a fortnight involving newspaper acquisition of a standard broadcast station was announced last week with the purchase, subject to FCC approval, of WIBC Indianapolis by the Indianapolis News. The purchase price is understood to be in the neighborhood of $440,000.

The transaction followed by two weeks the announcement of purchase of WQXR New York by the New York Times for a figure of approximately $1,000,000, also subject to FCC approval. The announcements followed in the wake of the FCC action last month dissolving its proposed newspaper ownership order wherein it decided to consider newspaper ownership situations on their individual merits.

Control of WIBC has been held by H. G. (Bud) Wall, attorney, owner of 51% and his wife, Margaret B. Wall, who held 24%. It is understood there is an arrangement whereby the newspaper will pay the Indiana Broadcasting Co., WIBC licensee, approximately $2,000 per month, pending FCC approval of the transfer.

Station Six Years Old

WIBC, assigned to the 1070 kc. channel, a duplicated clear, operates with 6,000 watts day and 1,000 watts night, but holds a construction permit for 5,000 watts full-time. Equipment tests for the night power are now in progress. The station originally went on the air in 1938, when it was licensed day-time on 1050 kc. The original owner was Glenn Van Auken, Indianapolis attorney. The station was acquired in 1939 by Mr. Wall and his associates.

WIBC, with FCC approval, would become the only newspaper-owned station in Indianapolis. The News is the oldest daily paper in the city and has the largest circulation and advertising volume in Indiana. It appears six afternoons each week. Mr. Wall, former attorney for George B. Store, president of the Port Industry Co., operating six stations in Ohio, Michigan and Georgia, will remain executive head of the station pending the transfer.

President and publisher of the Indianapolis News is Richard Fairbanks; Stephen C. Noland is editor; C. Walter McCarty, managing editor, and J. F. Breeze, advertising manager.

WKBV Asks Transfer Eliminating Subsidiary

WKBV Richmond, Ind., last week applied to the FCC for voluntary assignment of license from Knox Radio Co., a WK BV subsidiary, to Central Broadcasting Corp. Since July 15, 1943, Central Broadcasting has controlled the WK BV station with its subsidiary Knox Radio. Purpose of the current action is to simplify operation through the elimination of the intermediate corporation.

Major interest (40%) in Central Broadcasting is held by its secretary-treasurer, C. F. Albright, who is auditor for WIRE Indianapolis. President is J. Robert Quigz (5%), president of the Richmond Baking Co. Harry W. Bockhoff, general manager of the National Automatic Tool Co. of Richmond, is vice-president and holds 10% interest. A like share is also held by C. E. Hamilton, general manager of the Richmond Automotive Works. Remaining 35% is composed of minor holdings.

Transfer of Knox Radio from William O. Knox to Central Broadcasting for $30,000 was authorized by the FCC July 6, 1943.

Mr. Staufer said, "that Arizona might be better served if the Arizona Publishing Co. were to withdraw from the radio field, if a successor were selected whose service to the public interest in Arizona would be paramount, such a successor has been found in Mr. Louis." Mr. Louis was born March 3, 1899 in Indianapolis. Mrs. Louis is the former Henrietta Johnson. They have two children—Garrett and William—who is a cadet in the U. S. Army Air Forces; Michael, who attends the Judson School; and Tim, in preparatory school, Deerfield, Mass.
Somebody should catch hell for this!

Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the quietest" by smart use of spot broadcasting.

Somebody should catch hell for this!

Does he mean you? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for your interests is our specialty . . . making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a 42% annual average gain in billing for ten years straight. For your success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
PROGRESS REPORTED ON AFM-Net Pact

Conferences Expect to Iron Out Differences in New Contract

SEVERAL MEETINGS between representatives of New York Local 802, American Federation of Musicians, and the four major network last week resulted in "progress," according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay for the drafting of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of contracts has been left to the work of the studio technicians, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, may be a bone of contention.

Union's request for cost-of-living increases, for increased scale for one-time broadcasts, and for the elimination of the special $125 weekly scale for network staff musicians who work four out of eight hours a day, putting all staff men on the regular five-out-of-eight-hour basis at $50 a week, are other problems as yet unresolved.

Mr. Moore, in account-
ancy, Mr. Moore was credit manager of Triplex Lighting, New York, before joining WNJX in 1933. He is the former paymaster of the Columbia Broadcasting System. Mr. Moore assumes his new post on March 1.

MOORE, WBNX MANAGER

WILLIAM L. MOORE, commercial manager of WBNX New York, has been named secretary and general manager of the WBNX Broadcasting Co. it was announced by William C. Alcorn. Mr. Alcorn, who has been general manager of the company, continues as vice-president of the company. A graduate of Cincinnati U., Mr. Moore started his career in the business in 1928 with WCCO in Minneapolis.

RHYAN CHANGEOVER REMAINS UNCERTAIN

DEFINITE date for assumption of the NAB presidency by J. Harold Ryan, Assistant Director of Central Stations, has remained uncertain this week, pending the appointment of his successor by Byron Price, Director of Central Stations. J. Carl Miller, NAB president, continued to direct operations at headquarters and tentatively planned to make the changeover prior to March 1. At the time, however, he had planned to leave Feb. 10.

C. E. Arney Jr., secretary-treasurer, who was named temporary managing director of the NAB last week, has announced that he will resign at the end of this month, will return to Washington Feb. 28. Mr. Miller proposes to leave about that time, and probably will take an extended vacation before announcing future plans.

Mr. Ryan, who attended the convention of the Canadian Association of Broadcasters last week, noted that changes in the NAB direction before mid-March. Mr. Price is known to be considering the successorship—probably another broadcasting executive.

SOUTHMAYD JOINS CAPITAL LAW FIRM

JOHN P. SOUTHMAYD has re-
signed as attorney in the FCC Administra-
tion & Litigation Division to become affiliated with Fisher & Casserly, Washington, D.C., which he formerly was associated with as special counsel. Mr. Southmayd, who has been with the National Resources Planning Board and in February 1941 he was appointed to the FCC as a member of the Senate. Although his resignation becomes effective March 1, he plans to take a brief vacation before reporting for his new duties.

Ben S. Fisher, member of the firm with which Mr. Southmayd is affiliated, was assistant general counsel of the old Federal Radio Commission. He is current president of the Federal Communica-
tions Bar Assn.

WAG LEAVES MBS

AFFILIATION contract between WAG Augusta and MBS will not be renewed following its expiration on June 13, 1944, the network announced last week. Mr. WAG will then the time the station will revert to full-
time affiliation with the Blue net-
work, according to George E. Ferguson, vice-president of WAG, who told Broadcasting that the mutual contract had been signed last June and that its purpose was to enable WAG to give the Blue people "as a wariness of global developments".

CARROLL RECALLED TO OWI POSITION

As Overseas Deputy; Cowan Is Acting Chief in New York

FURTHER staff changes in the OWI, growing out of the recent resignation of some high officials of the branch, were effected last week by the Washington and New York offices.

Mr. Cowan, who had resigned, reportedly because of disagreement with administration heads of the branch.

Mr. Carroll began his overseas assignment in Washington, reaffirming earlier indications of closer supervision of Overseas policies from the Capital. His position will be coordinated with that of Owen Lattimore, Deputy Director for Psychological Warfare in the Pacific, who will soon be shifted from the San Francisco office to Washington. Claud Buss will replace Mr. Cowan in the West Coast [BROADCASTING, Feb. 14].

Jack North Injured

JACK NORTH, radio director of Aubrey, Moore & Wallace, Chicago, and president of the Radio Executives Club in that city, was pronounced out of danger of a near fatal accident Feb. 13.

MUTUAL TO FM

MILLER McCINTOCK, Mutual president, last Friday reassured MBS member and points stations of continued permission to relay network programs on their FM stations by confirming his letter of Jan. 15 to Fortune's reference to recent announce-
ments by other nets that their program services were available to FM stations. Mr. McCinto point out that Mutual's policy was officially confirmed by letter of Jan. 15, 1940, from the directors meeting Nov. 19, 1940.

Page 16 • February 21, 1944 • BROADCASTING • Broadcast Advertising
Watch a woman the next time she puts on make-up.

Every motion she makes with lipstick, pencil, or puff is a firmly-fixed habit.

Another example of habit is the manner in which the people of Southern New England have faithfully listened to WTIC for more than 18 years.

These regular listeners are of importance to national advertisers, not alone because they depend upon WTIC for the best in radio fare, but because they possess the means to translate sales suggestion into sales action.

The people who comprise WTIC's audience have an effective buying income 50% greater than the average for the entire United States. They can afford to spend money for whatever you have to sell.

Get into the habit of getting results in Southern New England by allocating a part of your radio appropriation to WTIC.

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

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Club Women Hear of State Radio

Werner, of P&C, Lauds Private Operation

EVILS of Government operation of broadcasting, with its domination by politicians and bureaucrats, were described to the New York City Federation of Women's Clubs in New York last Wednesday by William G. Werner, of the Procter & Gamble Co. Division of Consumer Information.

The meeting was designed to elicit ideas on how women can work through radio to promote the war effort. It turned into a discussion of what the woman director of governmental radio, conducted with and without prejudice by a series of speakers representing newspapers, radio and advertiser interests.

Mr. Werner explained how a sponsor's programs can be tuned to the wishes of the national audience and how Government radio would provide service dictated by the whims and desires of officials vested with power to control what the public might hear and know. He described daytime serials as offering a mental release to women.

Attacks Serials

Sharply disagreeing with Mr. Werner's views on the criteria for broadcasting, Marion Dickerman, director of education of the American Arbitration Assn., pointed out that buyer acceptance—the common test of a business or professional service—is mistakenly thought by many to apply to radio programs.

By reason of its "monopolistic" nature, operating as it does under a monopoly, radio is public for the use of publicly owned waves, higher standards are called for in radio broadcasting, she said. Launching into an all-out attack on the industry, she scored daytime serials, the low quality of sustaining programs and the practice of conducting the equivalent of "games of chance" on local radio stations.

Miss Dickerman's talk was heard towards the close of the afternoon meeting, during which women representatives of the networks and local New York stations, and other broadcasters, described ways in which they were attempting to improve programming, through surveys, the "program analyzer," and general open-mindedness towards listener reactions.

Women were urged to make their opinions known to the radio industry, either individually or through collective, organized effort. Two newspaperwomen made specific and open criticism of radio along with suggestions for action, in the case of children's programs and daytime serials.

Basic programming problem of every intelligent broadcaster, says Mr. Werner, is to "produce a program that not only attracts a large public following, but one that is created with such skill and taste that it remains always in 'good standing'. For no program can live long in America without thought both to its wide popularity and to its goodwill standing with the intelligent public; and most leading radio broadcasters realize that and think about it constantly in creating and editing their programs."

Demanded by Public

"In this country we have deliberately rejected the idea of government-controlled programming—that a bureau or official should dictate what our entertainment must be. The radio programs on the air, therefore, stay on the air continuously because the public largest numbers wants them there. Obviously the broadcaster's job, then, is to create a program that is wanted. But in order to know that the public really wants a program, the intelligent advertiser does not merely create it simply on judgment and then wait for sales: that often is a slow and wasteful way to what may be an unfavorable verdict. Most important users of radio employ one or more of the competent independent, unbiased research organizations, which contact typical homes in different parts of the country, tabulate data concerning shows being listened to, and thus help determine the status and character of the radio program's listening audience. In this way broadcasters can tell pretty quickly and accurately (to use the expression of the playwright, James Barrie) whether their program is going to 'Peter out or Pan out'."

"Radio, and, with women, daytime radio particularly, has become an instrument of public information. The United States Government tells housewives things that they should know about the war, and the many ways in which they can help speed the day when our boys come home. I believe it will be interesting for you to see how this "news bulletin" is coordinated, so let's take the example of a single broadcaster, and because I happen to have the facts available, I'll take my own company:

"Procter & Gamble, like other radio advertisers, cooperate under a schedule prepared by the Office of War Information. Following this schedule, we broadcast as part of our regular coast-to-coast programs, information bulletins covering certain causes assigned to us from among more than 70 public-interest causes covered under the plan and inspection—such as WACS, WAVES, SPARS, Nurses, War Fund, Information, Rationing, Employment, Enlistment, Paper Salvage, Food Conservation, and others. Our Red Cross messages, although not scheduled by the OWI, also fit into this broad program.

Cooperation With OWI

"In addition, we schedule radio bulletins to support the two specific programs which the soap industry has agreed to sponsor: the program of fat salvage, which already has persuaded housewives to bring in nearly 200 million pounds of fat; and the program of soap conservation, which happens to be a fact that, because soap is made from vital war materials, it should not be wasted; and which helps housewives with soap-saving suggestions.

"Most of these messages have been in the form of bulletins, but often, too, they have been worked right into the plot-action of the show itself."

"In total, we have something like this: During the past few months, over several Procter & Gamble coast-to-coast programs, we have been broadcasting these messages in the interest of the causes scheduled by the OWI, of the Red Cross, Fat Salvage and Soap Conservation—broadcasting public-interest bulletins at the rate of about 65 per week, and for the life of the program over 3500 messages a year. They have reached a listening audience, conservatively estimated, of 25,000,000 homes."

Citizens Must Aid

"This is just one example of one advertiser, in one industry, to illustrate how radio, in warfare—and, because of its wide appeal to women, daytime radio particularly—is not only an amuser and entertainer of the millions, but a large bulletin of public-interest causes; how radio becomes, in truth, a sort of public magazine with entertainment interlarded with public-interest messages. And when you realize that it is a magazine fully in the spirit of a free people, not government-dominated as to programming but freely compiled with broadcasts public funds and the common good in mind, you see a new reason for all of us to interest women in radio, and a new obligation for all of us to try to create for it greater and more loyal audiences."

"Because radio is so important to our government, therefore, it obviously is up to every citizen to (Continued on page 68)"

Women's Radio Drive Is Opened in New York

A NATIONWIDE project to build and strengthen the American home through women's radio programs was initiated last Saturday, Feb. 19, at an all-day meeting of the Assn. of Women Directors of the NAB. Women broadcasters, and representatives of 21 cooperating national organizations, gathered at New York's Hotel Roosevelt, to discuss preliminary plans and objectives.

Keynote speech was delivered over NBC by Gov. Earl Warren of California. Mr. Carlson, author of Under Oder, praised the work of organizations such as the AWD in developing the morale and character of American women.

Meetings of the AWD, 510 in number, will conduct the American Home Campaign through their local and network programs, using material supplied to them by public relations. The radio appeals will be made during March, April and May. Project is headed by Dorothy Lewis, NAB coordinator of listener activity.
Probably the greatest convulsion of nature in recorded time was the eruption of Krakatoa in 1883. The island literally exploded, sank into the sea. Tidal waves swept nearby Java and Sumatra. Volcanic dust, high in the stratosphere, enveloped the world, producing sunsets of unusual brilliance for years.

Few news events, however, are self-broadcasting like Krakatoa—nor need they be. Millions learn of the stirring deeds of our troops in the shadows of other famous volcanoes . . . Etna, Stromboli, Vesuvius . . . actually as they are happening. Full, dramatic, blow-by-blow bulletins from the victory fronts are flashed by the miracle of radio.

Forthright, untrammeled reporting of the news is a symbol of the Nation . . . a free economy in which to live, labor, and love. The stations of Westinghouse are dedicated to preserving this ideal.
Act III: $108,000,000!
ACT I

SCENE I: 2nd WAR LOAN...WABC, New York...Tues., Oct. 6, 1942. Kate Smith made her first broadcast at 6 A.M.; stayed in the studio till 2 A.M. Oct. 7; spoke 30 times to an 8-state audience; Total elapsed time, 20 hours. Total War Bonds sold, $2,013,500. ("Incredible," they said)

ACT II

SCENE II: 2nd WAR LOAN...WJSV (now WTOP), Washington, D.C....Wed., Oct. 28, 1942. Kate made her first broadcast at 6:01 A.M.; stayed in the studio till 1 A.M., Thurs., Oct. 29. Total elapsed time, 19 hours. Total War Bonds sold, $1,015,950. ("Amazing," they said)

ACT III

3rd WAR LOAN: Tuesday, September 21, 1943. Kate made her first broadcast at 8 A.M.; stayed in the studio till 2 A.M.; spoke 64 times over the coast-to-coast CBS network. These included 2-minute spot announcements, her own regular noon show and several special 15-minute interludes. She concluded by singing "God Bless America." Total elapsed time, 18 hours. Total War Bond receipts, over $38,000,000. ("Fabulous," they said)

ACT III

AND YET ON FEBRUARY 1, 1944, in the 4th War Loan, this extraordinary woman went to the American people again. She so roused their patriotism with her disarming sincerity that through 134 CBS stations, they poured into the coffers of the United States Treasury over $108,000,000 worth of War Bonds. She remained at the CBS microphone for a total elapsed time of 18½ hours, made 57 separate appeals.

Take the power of a national Idea, add the united strength of 134 stations coordinated to transmit this Idea to the total American radio audience, add the power of the audience itself, and add the genius of a consummate citizen in putting the Idea into live words: that was the teamwork that made that memorable day. The total result not only triples the best similar effort made so far in the war, but causes sharp discomfort to the enemy.

This is CBS...The Columbia Broadcasting System
Population Found Moving Westward

Census Bureau Uses Rationing Data to Trade Shift

A SHIFT in civilian population to the West Coast is indicated in a report released last Tuesday by J. C. Capt, Director of the Census Bureau, U.S. Department of Commerce. Based on War Ration Book 4 registrations, the report shows, however, that from April 1, 1940 to November 1, 1943, civilian population in the country decreased four mills. or 14.7%.

Although the country as a whole has lost civilian population in some areas, particularly in the West, shows relatively large increases, indicating a continuation of a trend displayed in estimates for March 1, 1943, based on registration for War Ration Bk 2.

(These official Census Bureau figures are not to be confused with data obtained from Office of Price Administration sources, and bearing the dates Dec. 1, 1943, and May 1, 1940. The Census figures are adjusted to take into account population factors in accordance with its established procedure based on many decades of population estimating. The figures show a pronounced and consistent variance from the OPA figures, which are merely ration book totals.)

South Atlantic About Static

Among the regions, only the West showed an increase in civilian population. This was 3.5%. The Northeastern states showed the greatest decrease, 5.7%; next were the North Central states with 4.3% less than in 1940, while the South showed a decrease of 1.3%.

Of the Northeastern states the Middle Atlantic area dropped 6.2%, while the New England states fell off 4%. Of the North Central states the western portion dropped 9.4%, with the eastern section showing a 1.3% drop by the eastern section.

In the South, the South Atlantic states showed the smallest decrease, only 1%. The East South Central dropped 6.3% and the West South Central 5.6%.

A decrease of 2.7% was shown in the Middle States, while the Pacific area added 12,841,155 persons for an 13.8% increase.

A dozen states and the District of Columbia gained in civilian population, the District showing the greatest increase of 14.7%. North Dakota ranked first, with 20.1% California, with an increase of 14.8% was third and Arizona fourth, increasing 14.5%. California's increase of 1,013,629 compares with New York's decrease of 1,001,388.

Other states showing increased civilian population and the percent decrease (Continued on page 26)

Estimated Civilian Population, Metropolitan Counties Nov, 1943

<table>
<thead>
<tr>
<th>METROPOLITAN COUNTIES</th>
<th>ESTIMATED CIVILIAN POPULATION</th>
<th>ESTIMATED CHANGE, APRIL 1, 1940, TO NOVEMBER 1, 1943</th>
<th>Total population, April 1, 1940</th>
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<td></td>
<td>November 1</td>
<td>April 1, 1940</td>
<td>Number</td>
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<td>68,287,093</td>
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<td>Detroit--Mich. (Detroit Co. Mich.)</td>
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<td>Houston</td>
<td>601,269</td>
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<td>3,920,060</td>
<td>3,918,798</td>
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<tr>
<td>Louisville--Ky. (Jefferson Co. Ky.)</td>
<td>508,719</td>
<td>505,310</td>
<td>-3,409</td>
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<tr>
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<td>1,211,883</td>
<td>1,211,883</td>
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</tr>
<tr>
<td>Minneapolis--Minn. (Hennepin Co., Minn.)</td>
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<td>660,912</td>
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</tr>
<tr>
<td>Nashville--Tenn. (Nashville Co., Tenn.)</td>
<td>657,575</td>
<td>657,575</td>
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</tr>
<tr>
<td>New Orleans--La. (Orleans Parishes, La.)</td>
<td>570,755</td>
<td>570,755</td>
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<tr>
<td>Oklahoma City--Okla. (Oklahoma Co., Okla.)</td>
<td>254,069</td>
<td>254,069</td>
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</tr>
<tr>
<td>Omaha--Neb. (Council Bluffs (La.) (Douglas Co., Neb.)</td>
<td>396,909</td>
<td>396,909</td>
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</tr>
<tr>
<td>Peoria--Ill. (Peoria Co., Ill.)</td>
<td>105,103</td>
<td>105,103</td>
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</tr>
<tr>
<td>Philadelphia--Pa. (Philadelphia Co., Pa.)</td>
<td>1,212,763</td>
<td>1,212,763</td>
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<tr>
<td>Phoenix--Ariz. (Maricopa Co., Ariz.)</td>
<td>378,108</td>
<td>378,108</td>
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<tr>
<td>Portland--Or. (Clackamas Co., Mont.)</td>
<td>821,199</td>
<td>821,199</td>
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<tr>
<td>Portland--Ore. (Portland Co., Oreg.)</td>
<td>72,685</td>
<td>90,870</td>
<td>+18,185</td>
</tr>
</tbody>
</table>

(Continued on page 26)
YOU DON'T GO TO THE THEATRE TO
SHAKE HANDS WITH THE USHER

THE Show IS THE
ATTRACTION

And in radio it's the same. You buy a station not be-
cause you know the Chief Engineer ... but because it
has power, coverage, reputation and a GUARANTEED
AUDIENCE!

That's the Show You Buy
When You Buy WSPD.

5,000 watts—blanket coverage of the rich Northwestern
Ohio-Southern Michigan area with over 1,500,000
listeners—22 years of top local programming—and
the nation's choice . . . TOP NBC SHOWS.
Radio Lauded for War Bond Activity

Gamble Notes Ingenuity And Generosity of Broadcasters

"RADIO's contribution toward the success of the Fourth War Loan Drive has been without measure", Ted R. Gamble, national director of the Treasury War Finance Division, told Broadcasting last week. "The spirit in which the stations, networks, radio talent and agencies undertook their job, participating more directly than ever before in actual Bond sales promotion, has been especially gratifying", Mr. Gamble stated.

Expressing appreciation to broadcasters on behalf of the War Finance Division, Mr. Gamble said that during this past War Loan, local stations, regional and national networks have successfully planned and broadcast on their own initiative and in conjunction with various civic and local organizations, extensive Bond promotion activities, rallies and special campaigns in addition to the vast amounts of material which the Treasury has offered, individually and through the OWI.

Special Emphasis

Air time, less curtailed or restricted through necessary war-time measures than the facilities of other media, has been freely offered labor and industrial organizations, religious groups, fraternal organizations and others, including local and state War Finance committees, for their use in presenting War Bond programs of interest and service to the public, the WFD chief said.

It was stated that it will be some time before the millions of individual bond sales can be compiled and the figures totaled to show the exact contribution effected by any group in terms of dollars and cents, but it is most evident that radio "ranks high on the Fourth Loan honor role".

Philip H. Cohen, chief of the Domestic Radio Bureau of the OWI, in a telegram to the agencies representing 20 leading network programs requesting special Fourth Loan messages on the final day of the drive, stated, "Commercial radio programs have done an outstanding job in the Fourth War Loan Drive." It was asked that the message be used on at least one big audience program each hour in the 9 a.m.-11 p.m. period. The 20 programs chosen represented a total of 250,000,000 listener impressions.

Secretary of the Treasury Morgenthau likewise asked stations that Feb. 14 be set aside as "a day dedicated to the honored dead of your town", and thanked stations for their "splendid cooperation". In Washington Feb. 15 at a testimonial dinner tendered by the American Hotel Assn. and CBS for 704 Broadway workers, Daniel W. Bell, Undersecretary of the Treasury, announced that the nation had gone "over the top" with $14,101,000,000 in bonds sold. The District passed its goal of $35,000,000 by $263,168. From 10:00-10:30 p.m. that evening WTOP staged a dramatization of the landing at Tarawa titled Tarawa Was Tough, starring Lt. (j.g.) Eddie Albert, former motion picture actor, who had participated in the landing. The broadcast was aired over the entire CBS Network and was produced by the well known W. N. Robeson.

Philadelphia broadcast of Philco's Radio Hall of Fame on the Blue, Feb. 13, raised $7,416,000, while G-E's All-Girl Orchestra on NBC brought $4,000,000 at a Cleveland rally Feb. 6. Final figure for Ralph Edwards Southern tour of NBC's Truth or Consequences stood at $7,974,990, more than $2,000,000 over the original quota. First three of the five Victory Auctions conducted by Dave Elman from WOR New York and heard on Mutual, netted $3,134,000.

By Friday, Feb. 12, the NBC-Boy Scout "Mop-Up" campaign had corroded some $62,856,164 in bonds, with $45,000,000 coming from a Buffalo banker in behalf of the savings banks of New York in response to a plea by Bob Burns on The Arkansas Traveler, and a $1,000,000 purchase coming from Ezra F. Hershey, of the Hershey, Pa. Chocolate Manufacturer. Radio friends of Fibber McGee and Molly, heard on NBC came fourth with over $1,000,000.

New York Report

The CBS-WABC New York series of Night Clubs for Victory Shows, which concluded Feb. 13 at the Pennsylvania, added over $8,000,000 to the CBS total.

A variety of approaches met with success locally in New York. WMCA got unusual response from a U. S. Marine Corps transcription of the voices of men, at Guadalcanal and the Russel Islands, around which war bond pleas were built. Pledge to match listeners purchases with $100 bond purchases by the station itself took WMCA's own bond purchases up to the $150,000 mark in several days. Total pledges from listeners are estimated at more than $1,000,000.

WOV New York found success by using topical appeals tying in with Allied action on Italian soil. War bond sales increased 30% over those of the Third War Loan Drive, it was said. By the first of

(Continued on page 29)
Located in the center of the NATION'S Post-War Survey

KATE

Being selected by the U. S. Chamber of Commerce as a test community for a Post-War Survey should make this area a NATURAL for a Radio Test. The U. S. C. of C. has published a booklet on the "Albert Lea Plan" and manual for procedure. KATE, Albert Lea-Austin, can work closely on a test. Southern Minnesota has never had a crop failure. Its Livestock and Packing Industry is Tops.

John E. Pearson Co., National Representatives
Radio Lauded for Bond Sales

(Continued from page 21)

area on KGO-Hotel Claremont.

Today held on Feb. 10. Special broadcasts and promotion featured activities of the day. The Huntington

(W. Va.) Retail Merchants in cooperation with WSAT Huntington

in the radio of Feb. 1 pre-

sented a bond auction and totaled more than $102,250 in bond sales.

WAAB Worcester, Mass., on

Feb. 10 broadcast the second portion of an hour war bond rally sponsored by WAAB Worcester retailers, held on the steps of the Worcester City Hall.

Million Dollar Valentine party was broadcast from the Boulevard Room of the Hotel Stevens, Chicago,

by WBBM Chicago, in the interest of the Fourth Loan. Party was presented by the chefs and

head waiters of twenty-two leading Chicago hotels, clubs and restaurants with the cooperation of the Stevens. Admission was $1,000 per plate. Entertain-

ment on the fifty-five minute broadcast was made possible by Berry Cummins and his orchestra. Guy

Wallace of the WBBM staff acted as master of ceremonies, assisted by various celebrities. A trio of famous chefs — Henry Wagner of the Stevens Hotel, Pierre Menniere of the Union League Club and Rudolph Meyer of the Bismarck — contributed their views on food and rationing problems to the radio program. Listeners who purchased war bonds by telephone received recipes of the chefs’ favorite dishes.

Governor Raymond E. Baldwin of Connecticut on Feb. 14 was present

at WTIC Hartford to accept bond sales person and over the phone. The sale of bond sales by Connecticut citizens totaled more than $1,096,000. The governor made various radio appeals during the day and received over 1000 phone calls.

Population Shift

(Continued from page 22)

centage of increases include: Con-

necticut 24.2; Michigan 2.4; Dela-

ware 3.1; Maryland 9.8; Virginia 4.8; Florida 6.4; Utah 6.2; Washing-

ton 10.8; Oregon 7.8.

Most of the counties in the U. S. lost civil population due, the Census Bureau pointed out, to in-

ductions into military service and migration of civilians to war activity areas. Metropolitan counties and county groups which gained in civilian population had a total increase of more than 3,000,000.

CJJK Kirkland Lake, Ont., has created a glass-covered bulletin board in front of the office building in which the studios are located, listing the names of announcers opposite various shows on which they are heard.

<table>
<thead>
<tr>
<th>METROPOLITAN COUNTIES</th>
<th>ESTIMATED CIVILIAN POPULATION</th>
<th>ESTIMATED CHANGE</th>
<th>APRIL 1, 1940</th>
<th>POPULATION</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racine—Kenosha (Kenosha &amp; Racine Co., Wis.)</td>
<td>154,187</td>
<td>159,470</td>
<td>+5,293</td>
<td>3.1</td>
<td>157,562</td>
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<tr>
<td>Reading (Berks Co., Pa.)</td>
<td>228,965</td>
<td>231,832</td>
<td>+2,867</td>
<td>1.3</td>
<td>231,832</td>
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<tr>
<td>Reading (Berks Co., Schuylkill Co., Pa.)</td>
<td>251,167</td>
<td>254,034</td>
<td>+2,867</td>
<td>1.1</td>
<td>253,901</td>
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<tr>
<td>Roanoke (Roanoke Co., Va.)</td>
<td>104,808</td>
<td>112,184</td>
<td>+7,376</td>
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<td>Rochester (Monroe Co., N. Y.)</td>
<td>410,950</td>
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<tr>
<td>Rockford (Winnebago Co., Ill.)</td>
<td>126,110</td>
<td>121,115</td>
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<td>3.9</td>
<td>121,115</td>
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<td>Saginaw (Saginaw Co., Mich.)</td>
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<td>San Antonio (Bexar Co., Tex.)</td>
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<td>231,982</td>
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<td>San Diego (San Diego Co., Calif.)</td>
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<td>355,900</td>
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<td>San Francisco—Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo Co., Calif.)</td>
<td>1,822,994</td>
<td>1,447,378</td>
<td>+375,616</td>
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<td>San Jose (Santa Clara Co., Calif.)</td>
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<td>172,301</td>
<td>-19,510</td>
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<td>Savannah (Chatham Co., Ga.)</td>
<td>110,111</td>
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<td>+2,168</td>
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<tr>
<td>Scranton—Wilkes-Barre (Lackawanna &amp; Luzerne Co., Pa.)</td>
<td>548,262</td>
<td>547,762</td>
<td>-490</td>
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<tr>
<td>Seattle (King Co., Wash.)</td>
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<td>Sheboygan (Sheboygan Co., Wis.)</td>
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<td>Spokane (Spokane Co., Wash.)</td>
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<td>Springfield (Ill.) (Hamasun Co., Ill.)</td>
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<td>Springfield (Mo.) (Greene Co., Mo.)</td>
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<td>Springfield (Ohio) (Clark Co., Ohio)</td>
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<td>St. Petersburg—Hillsborough &amp; Pinellas Co., Fla.)</td>
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<td>Topeka (Shawnee Co., Kan.)</td>
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<td>Trenton (Mercer Co., N. J.)</td>
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<td>137,913</td>
<td>+3,889</td>
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<tr>
<td>Tulsa (Tulsa Co., Okla.)</td>
<td>218,200</td>
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<td>Utica—Syracuse—Geneva (Onondaga Co., N. Y.)</td>
<td>1,875,894</td>
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<td>+17,700</td>
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<td>Waco (McLennan Co., Tex.)</td>
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<td>106,501</td>
<td>-1,305</td>
<td>-1.2</td>
<td>106,501</td>
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<tr>
<td>Washington (Washington Co., Montgomery &amp; Prince George Co., Md; Alexandria city &amp; Arlington Co., Va.,)</td>
<td>1,175,984</td>
<td>919,632</td>
<td>+256,352</td>
<td>22.8</td>
<td>919,632</td>
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<td>Waterloo (Black Hawk Co., Ia.)</td>
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<td>-1,000</td>
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<td>Wheeling (Ohio Co., W. Va; and Ohio Co., O. Co.)</td>
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<td>304,378</td>
<td>0</td>
<td>0</td>
<td>304,378</td>
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<tr>
<td>Wichita (Wichita Co., Kan.)</td>
<td>123,845</td>
<td>124,311</td>
<td>+4,476</td>
<td>3.6</td>
<td>124,311</td>
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<td>Wilmington (Newark Co., Del.)</td>
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<td>-0.1</td>
<td>185,927</td>
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<tr>
<td>Winston—Salem ( Forsyth Co., N. C.)</td>
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<td>2.4</td>
<td>112,475</td>
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<td>Worcester (Worcester Co., Mass.)</td>
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<td>503,481</td>
<td>+31,157</td>
<td>6.6</td>
<td>503,481</td>
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<tr>
<td>York (York Co., Pa.)</td>
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<td>177,971</td>
<td>+7,608</td>
<td>4.5</td>
<td>177,971</td>
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<tr>
<td>Youngstown (Mahoning &amp; Trumbull Co., Ohio)</td>
<td>361,813</td>
<td>372,566</td>
<td>+10,753</td>
<td>3.0</td>
<td>372,566</td>
</tr>
</tbody>
</table>
problem: method: result:

a report to advertisers and agencies
nation-wide promotion for the nation's favorite programs...

problem:

method:

1386 hours “on the air” promotion
338 hours of recorded broadcasts
935 hours of spot announcements
113 hours of live bridges, etc.

27,024 display cards and billboards
152,215,216 reader impressions by car cards, bus cards, taxi cards and billboards.

199 window displays
in cities with total population of 17,652,995
NBC parade of stars

482,353,112 newspaper impressions
974,387 lines of advertising space
2,297 advertisements published
259 leading newspapers used
40,660,692 aggregate circulation

128,990 lines of news space
3,795 mentions of the Parade of Stars programs in 76 different newspapers—aggregate circulation of 9,391,380

26 separate mail pieces
a total circulation of 601,185

33 movie trailers
showed in 112 theatres for a total of 1390 days to audiences totaling 7,160,000

result? this way please→
result:

Just about what you'd expect from such extensive promotional support of a can't miss "product." When the CAB reports came in, here's where they placed NBC shows:

9 out of the first 10
15 out of the first 20
33 out of the first 50

...programs on the air!

America's No.1. Network
Paul Porter Takes Over New Position
As Democratic Public Relations Chief

PAUL A. PORTER, former CBS Washington official, formally took over his new post as public relations director for the Democratic National Committee last Friday and announced he would complete his organization, including appointment of a radio director, within a fortnight.

Mr. Porter, who is 39, assigned as first assistant to Economic Stabilization Director Vinson last week after being named to the post by the President, is serving his fifth year's service as CBS Washington counsel and second in command under Vice-President Harry C. Butcher (now a naval commander). Mr. Porter is expected to emphasize radio in the national elections. He has several prospective appointees for the radio division, but his first step is to reach a decision until he acquaints himself thoroughly with the operation. Committee headquarters are in the Mayflower Hotel.

Mr. Porter came to Washington in 1934 as publicity director of the Agricultural Adjustment Administration under Vice-President Wallace, then Secretary of Agriculture. He joined CBS in 1937 as Washington attorney. In latter 1940 he took a three-month leave of absence to assist Chester Davis, on the National Defense Council. The following year he was in France, where he led the Government again for a one-month tenure to consult with British labor and industrial leaders who toured war plants in that country.

In March 1942 he resigned from CBS to become assistant administrator of OPA in charge of rent control—an assignment that won the praise of Congress while OPA was being imbedded in other fronts. Last year he joined Justice Vinson in the Economic Stabilization post. He is a native of Kentucky and was a newspaperman in Kansas City, Ind., and Georgia before joining CBS. He is married and has two children.

COMDR. SEGAL GIVEN ACTIVE NAVY DUTY

LT. COMDR. Paul M. Segal, on leave as senior member of the Washington radio law firm of Segal & Danforth, has been assigned to the Signal Corps, Navy Department, as an assistant to the Director of Naval Communications. His status recently was changed from legal volunteer to communications volunteer specialist, and it is presumed he will serve in a communications capacity in the Pacific.

Conrad Segal reports to San Francisco this week for assignment at an undisclosed point or aboard ship in a war theatre.

DOGS AND CATS

Enlisted by Capital Stations—For War Dog Fund

MORE THAN 2,500 "4-F" dogs—and cats—were enrolled as honored members of the Civilian K-9 Corps, as a result of a three-week campaign by Washington, D. C., radio stations to raise funds for Dogs for Defense, which furnishes dogs for military service. Campaign solicited contributions to the War Dog Fund which confers military rank on poodles ineligible for front line duty in accordance with size of donation from owners.

Local headquarters of the Fund reported an enthusiastic response from the radio appeals which reached millions. Most of the pets at special department store booths or contact the agency by phone. Although the campaign was directed to dog owners, many listeners called to enroll their cats as "honorary" K-9 Corps, since OWI director, enlisted his cat "General Gray" as a First Class Private.

Arthur Godfrey of WTOP got the campaign off to a rousing start with appeals to his early morning listeners. Bud Ward of WMAL exhorted owners of cats to join the K-9 Corps and sent WRC, Eleanor Howard of WOL, Alice Lane and Ginny Brown of WWD, Martha Baker of WTJN and Jerry Strong of WJZN put on programs for the Fund. Mr. Strong's dog "Sergeant Pappy", an honorarily discharged war dog, was made official recruiter for the drive.

Radio publicity for the campaign was directed by Barnes Madeleine Stackelberg, who was active in radio and theatre work in England early in the war. She was assisted by Mrs. Spencer Waters and Helen Cornelius of the local War Dog Fund, and Jerry Strong of WJZ, who was the OWI Domestic Radio Bureau who wrote spot announcements and scripts.
SEWING PROMOTED BY NEEDLE GROUP

FOURTH ANNUAL sewing contest sponsored by the National Needlecraft Bureau will be promoted through some 40 radio stations this year, as compared to four last year, as well as through newspapers.

Example of how women broadcasters will tie in with the contest is the plan for supporting the campaign in the New York area, through Alma Kitchell’s Woman’s Exchange Program on WJZ. Local contest will be known as the “Alma Kitchell WJZ Sewing Contest,” with 18 department stores and a number of Singer Sewing Machine Shops already prepared to cooperate by distributing blanks and featuring “Alma Kitchell” displays.

Miss Kitchell will be m.c. of the national finals in New York. Contest starts March 1 and continues through April 15. The National Needlecraft Bureau is a non-profit trade association of manufacturers of threads, patterns, needles and other sewing articles.

Dr. Duffendack Named

DR. ORA S. DUFFENDACK, Michigan U. professor of physics, has been appointed research director of North American Philips Co., New York, electronics manufacturer, effective March 1 when the new research laboratories are opened at Irvington, N. Y. Although Dr. Duffendack will resign his university post, he will continue his government work as chief of an undisclosed section of the National Defense Research Committee. He held the John Simon Guggenheim fellowship at Goettingen, Germany during 1929 and 1930. He has taught since 1922.

More OD Spots

OD CHEMICAL Corp., New York, will promote OD-30, air deodorant, through a series of one-minute electrical transcriptions once or twice daily on WTHC Hartford and on seven New York outlets WABC WEAF WJZ WOR WNEW WBN WMCA, starting the first week in March. (BROADCASTING, Feb. 14).

WCBS Honor Roll

MORE that 50% of the staff of WCBS Springfield, Ill., are now in the armed services. To honor the 12 men out of the staff of 22 who are in uniform, WCBS has installed a solid walnut plaque with names, pictures, service and rank of those who are serving their country.

You Can Blanket the Whole Nashville Area over WSIX

WSIX carries your advertising into the friendly, receptive homes of the entire Nashville trade area.

WHETHER for a test run or as part of a general campaign, WSIX offers the means of getting in solidly on the rich Nashville market—and at low cost of coverage—through one proven medium.

Spot Sales, Inc., National Representatives

Member Station, the Blue Network and Mutual Broadcasting System

ROGER CLIPP NAMED PRESIDENT OF WFIL

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, was elected president of the station, it was announced last week by George H. Johnson, chairman of the Board of Directors.

Mr. Clipp has been in broadcasting since 1929, when he joined the station relations division of NBC in New York, later appointed assistant manager of NBC and managed and operated stations. He joined WFIL in 1938 as business manager, appointed general manager of the station in 1938. Three years later, Mr. Clipp was elected vice-president and became a member of the Board of Directors. In August, 1943, he was appointed executive vice-president, taking over the duties of Samuel R. Rosenbaum, who left his post as president of the station to accept a commission in the Allied Military Government.

PLEA FOR POOCH

Capital Stations Campaign For War Dog Fund

ALL six stations in Washington pleaded the cause of the “4-F” dog in a three-week campaign just concluded to raise funds for Dogs for Defense, sole procurement agency for supplying animals for front-line service. Owners of pooches unfit for military service were urged to enroll their pets in the Civilian K-9 Corps which includes in its membership such celebrated tail-waggers as President Roosevelt’s “Fala” and J. Edgar Hoover’s “G-Man”.

Arthur Godfrey reminded his early morning listeners on WTOP that by contributing to the War Dog Fund, which pays “processing” expenses for fighting dogs, owners of pekingese, scotties, airedales, etc., could give their pets some recognition for their war. Mary Mason of WRC, Bud Ward of WMAL, Alice Lane and Ginny Brown of WDC, Eleanor Howard of WOL, Martha Baker of WTOP, and Jerry Strong of WINX made appeals for the fund. Mr. Strong’s dog, “Sergeant Pappy”, honorably discharged war veteran, was official recruiter for the drive.

Radio publicity for the campaign was handled by Baroness Madeleine Stackleberg, who was active in animal rescue work in London early in the war. She was assisted by Mrs. Spencer Waters and Helen Cornelson, of the Washington War Dog Fund, and Virginia Russell of the OWI Domestic Radio Bureau who wrote spot announcements and scripts.

ATTENDANCE at CBS Hollywood originating studio programs in 1943 reached 847,281 or almost double the previous year, according to figures issued by the network. Included were 230,000 servicemen who witnessed broadcasts.
1943 Business Summary

PERCENTAGE OF CHANGE 1943 OVER 1942

<table>
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</thead>
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<tr>
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<tr>
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In these accelerated times, one must not recognize alone the vastness of the present metropolitan market of Dayton, Ohio, but should likewise take under earnest consideration the tremendous potential which Dayton offers as a post-war trading area.

Dayton's world-wide importance, when translated to 'aviation after Victory' can but predict a thriving future for this city, which stands today as the very center of Allied Air Force activities.

Add to this, an evident fact, the strategic significance of Dayton as a constantly growing industrial metropolis, employment in which has expanded the city population over 43,000 in less than two years, and you will then be quick to recognize the ready acceptance for whatever you have to sell to this above-average income group.

Figures compiled by Dayton Chamber of Commerce
ESSO NEWS AIDING WAVE DRIVE IN N. C.

INTENSIVE TEST drive for WAVE in North Carolina begins Feb. 21 on 28 stations. Cooperating with the Navy in the two-week campaign is Shell Oil Co. of New Jersey through its Esso Reporter and WAVE posters set up in all North Carolina Esso service stations.

The local Esso Reporter, heard thrice daily on four stations in the state, will feature recruiting messages during the entire period, Feb. 21-March 5. Each message will be localized.

The drive was opened last Friday night with dinner at the Hotel Sir Walter, Raleigh, N. C., broadcast through the state and attended by representatives of radio, the Navy, Standard Oil, and newspapers of the section. J. Harrison Hartley, chief of the Radio Section, Office of Public Relations; Lt. Hulse K. Markell, in charge of WAVE recruiting; and Maj. Dudley are handling the drive from Washington. Lt. Armand Deutsch, radio officer, branch of the Navy Public Relations Office, is in charge of arrangements in New York, contacting Jack Miller and Donal O'Brien, both of Esso Marketers. Localized planning is in the hands of Lt. Ludwick Hartley and Lt. Comdr. Charles Newell, radio officers stationed in North Carolina. G. W. Freeman is executive director of Arshchalk & Pratt Co., New York, agency handling Esso Marketers.

Borden on WOR

BORDEN FARM Products of New York, has signed for a weekly half-hour program on WOR New York, to feature Louis Sobol, Hearst syndicated Broadway columnist. Guest stars in Vincent Lopez Orches- tra will be presented on the program which starts Monday, March 6, 7:30-8 p.m. Agency is Young & Rubicam, New York. The agency for Bulldog Drummond, Mutual program sponsored on WOR New York by the Pioneer Division of Borden Co., New York.

'School of Air' to I-A

CBS has extended broadcasts of the five-times-weekly half-hour educational series, The American School of the Air, to Mexico, the West Indies, Central and South America. Program is now trans- mitted by KQW, CBS San Francisco outlet, and transmitted south- ward via WILK, WOR station belonging to the United Network of the Office of War Information and the Coordinator of Inter-American Affairs. Series continues to be heard regularly in the United States, Canada, and Alaska.

Butter Sponsor

B. S. PEARSSALL BUTTER CO., Elgin, Ill. (Elgin Brand margarine), on Feb. 21 begins sponsorship of quarter-hour programs, Monday, Wednesday, Friday and Saturday, 8-8:15 a.m. on WBBM, Chicago. The Chicago Yankee network. Contract is for 52 weeks. Agency: Schwimmer & Scott, Chicago.

ENJOYING NBC's Parade of Stars exhibit held in Chicago on Feb. 1 were these two groups of radio advertisers, agency men and NBC officials. Top, looking-over-the-gathering, are (1 to r), Carl M. Stanton and Clifford Fitzgerald of Dance-Fitzgerald-Sampley; William W. Weidel, assistant sales manager of NBC's Central Division; Harry Kopf, vice-president of NBC in charge of the Central Division. Bottom, discussing recent events, are P. R. Trent, vice-president, and George M. Schutte, secretary-treasurer of the Schutte Candy Co.; Carl F. Kraatz, vice-president, and Walter Schimwesser of Schimwesser & Scott agency.

WOW NIGHT HELD

Ad Meeting Discusses Program Importance

STRESSING good programs as the most important part of broadcasting, Harold Fair, program director of WHO Des Moines, recently was guest speaker at the annual "WOW Night" meeting of the Omaha Advertising Club in Omaha. Advertisers and agencies who buy radio time for the sole purpose of selling merchandise were criticized by Mr. Fair who maintained that the advertiser "has an equal responsibility with the station to put on only such material as listeners will approve." A total of 115 advertising men turned out to hear Mr. Fair and partake of a wild duck dinner. Pictured enjoying the meal are (1 to r): Bill Wiseman, promotion manager of WOW Omaha and m.e.; Vernon H. (Ring) Smith, Omaha World-Herald advertising director, and Mr. Fair.

Western Electric Expands

WESTERN ELECTRIC CO., New York, is setting up additional manu- facturing quarters at Eau Claire, Wis., where it has leased Area 2 of the Eau Claire Ordnance Plant, formerly engaged in arms produc- tion.

Suit Dismissed

AN ACTION against Franklyn MacCormack, Chicago radio nar- rator, with the Wi Johnstone MacCormack and RCA, requesting an accounting of royalties and damages for broadcasting of a poem by the MacCormacks, was dismissed Jan 28 in the Circuit Court of Cook Co. (III.), by Judge Walter J. LaBury. Plaintiff was Miss Eleanor York, Chicago poetess, who alleged that the MacCormacks illegally used a poem she claimed to have written. Judge La- bury ruled that the plaintiff did not establish "lost income" as cause of action and had failed to prove that she had written the poem in question. Acton was filed Feb. 24, 1943.

Cantril Survey Book

HADLEY CANTRIL, director of the Office of Public Opinion Research, Princeton, N. J., in cooperation with a number of associates has prepared a series of studies on methods of surveying public opinion, published by Princeton University Press under the title Gauging Public Opinion. In a chapter, Mr. Cantril points out that social scientists were slower to realize that the methods by which manu- facturers and advertisers assess the popularity of products provide a trustworthy means of analyzing the effect of current events on the public mind.

UP On Taxes

UNITED PRESS Radio has prepared a special series of 12 scripts of five minute articles on "Facts About Taxes," written by Elmer Walker, UP financial editor, and designed to simplify this year's tax laws. Beamed at the average taxpayer, the articles will be sent out each week-day morning, starting Feb. 21, and are available to all United Press radio clients for re-lease any time after being trans- mitted on the UP circuit.

AIR PAGE POPULAR, 'PULSE' DATA SHOW

BROADCASTING • Broadcast Advertising

RADIO PAGE in the daily newspaper is referred to by 71.5% of the radio owners in Metropolitan New York, according to a survey made by the Research Bureau of New York Inc., and reported in the Feb. 15 issue of its monthly market research service, Audiences. The percentage remaining of those interviewed said that they seldom used the radio page. The lower the social income class, the rarer the use of the radio page, it was found. Included are the results of a survey of the extent of program listings in New York dailies.

Total listening in January, 1944 was 42.3% above that of the same month last year, and 4.3% over January, 1942, according to the Pulse. President Roosevelt's Con- versational message, delivered Jan. 11, was tuned in on 60% of all metropolitan sets. Sets-in-use figures for the periods before and after several of his radio talks, are given. His audience gain over the same quarter-hour on the day preceding the talk on the Dec. 9, 1941 (Pearl Harbor) speech, shows a marked decrease, as the course of three or more years.

The number of sets-in-use in Philadelphia is slightly lower than in New York during the all-week period, but the afternoon audience is 40.1% more, according to a special survey by the Philadelphia metropolitan area. Morning audiences are 10.5% higher and night audiences 19.9% higher in New York.

CIAA Radio Plans

RADIO executives of the Office of the Coordinator of Inter-American Affairs in Guatemala City this week with secretaries of the Central American committees which handle CIAA activities lo- cally in each country, for a general discussion of the organization's radio plans for 1944. John G. W. Olivo, director of the CIAA Latin American Radio division, Wilfred S. Roberts, head of the division's New York stations; Kevin Mooney, head of the regional radio operations, and a representative of the national radio division, left Washington last week for Guatemala City. Joseph Kies and Herbert Klevin, CIAA field representatives in Caracas and Mexico City, respectively, will attend the Guate- mala sessions.

Lewis Tour

FULTON LEWIS JR., MBS com- mentator, will start another combined lecture and news gathering tour March 5. His Monday through Friday tour will be broad- cast from cities visited, which include Kansas City, Kansas, Den- ver, Salt Lake City, Seattle, and Los Angeles. He will return March 31.

Space Deals Cancelled

STATING that old line advertisers are often required to pay prices during the paper shortage, the Chicago Herald American, Chicago Daily News and the Chicago Sun, following actions taken by the Chicago Newspaper Publishers Assn., can-celed all reciprocal airline-space deals with WMAQ Chicago.
"Burke, you made the rates too low"

When we set the low midnight-to-dawn rates on WBAL, we had in mind the thousands of night-shift workers in the throbbing Baltimore industrial area.

But when the results began to roll in—not merely fan mail, but actual cash orders for products advertised—we found that we had underestimated our audience by a wide margin. We discovered that WBAL had all-night listeners all over the Eastern seaboard as far west as Ohio!

Here's the reason: There are a surprising number of folks who listen to the radio all through the night—scattered all over the country. WBAL is one of the few stations that can be heard clearly in these "wee hours"—it is the ONLY 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Our powerfully programmed "ALL NIGHT STAR PARADE" is reaching listeners all over the east.

75 million people live in the 22 states from which we have already received responses. Of course, they don't all listen to all-night radio, but you need only a very small percentage of that tremendous number to cash in on a whale of a "bonus" at our too-low midnight-to-dawn rates. Call in the Petry rep for details.

ALL NIGHT
STAR
PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
LISTENING To The Listening Post future plans for the Saturday Eve- ning Post's first venture into a regular network program are, standing (1 to r): Sam Penfield, manager of the Chicago office of Curtis Publish- ing Co., advertising department; Hays MacFarland, president of Mac- Farland Aveyard & Co., SEP agency. Seated, J. H. Nicely, Chicago dis- trict manager of Curtis circulation department; E. B. Borroff, vice-presi- dent in charge of the Blue network's central division; Arthur Kohler, manager of the Post's advertising department. The quarter-hour show, Tuesdays through Fridays, Blue network, started Feb. 8.

AMERICAN NATIONAL Bank of Denver, one of the oldest of the more than 100 sponsors of MBS commentator Fulton Lewis Jr., has signed a renewal agreement for the sixth consecutive year through the Raymond Keane Agency.

AMERICAN State Insurance Co., Indianapolis, has appointed the Roger Beane Agency, Indianapolis to handle its account. Plans for radio are said to be included.

GOLD-TONE Studios, Rochester, N. Y., (photographs), has placed its ac- count with W. B. Doner & Co., De- troit. Radio plans are said to be in- cluded.

HUNT Bros. Packing Co., San Fran- cisco, (Hunt Red Label Foods), has appointed the H. B. Siegel Co., San Fran- cisco, to manage its account. Radio is said to be contemplated.

FREDERICK STERN & Co., De- troit (Geyser), is inaugurating one of the largest Latin American campaigns in its history, and is using radio along with other media. Agency is Export Advertising, New York.

BORDEN Co., Chicago (D.Q. But- ter), is using newspapers and is considering radio to expand distribution to Gary and Hammond Ind. Agency is Young & Rubicam, Chicago.

HOWARD ROUND, for eight years in the sales department at the Pe- sopodent Company, Chicago, has been named eastern sales manager with headquarters in New York.

TWIN FALLS BANK & TRUST, Twin Falls, Idaho, has selected spon- sors of Wake Up America, a half- hour transmission of the forum pro- gram of that name formerly heard live on Blue Network under the aus- pices of the American Economic Foundation. Series started of KTFI Twin Falls Jan. 16 as a weekly feature.

BOMWEBER Industries, Batesville, Ind., have appointed John A. Fin- ner to a new contract for the manu- facturing and merchandising of its furniture. No radio is planned.

MEARS RADIO - Hearing Device Corp., New York, has named Merrill Anderson Co., New York, to handle its advertising. No radio is planned.

DAVID W. STOTTER, copy and ac- count executive for MacFarland Avey- yard & Co., Chicago, recently was promoted to vice-president and copy chief. Formerly on the copy staff of Lord & Thomas, he has had 19 years of advertising agency experience.

CHARLES H. FERGUSON and Charles H. McDonnell, former vice-presidents for BBDO, have been promoted to new positions, the former being manager of the company’s San Fran- cisco office, and the latter as head of the agency’s new division for BBDO’s western office.

KENNETH VON EGIDY of Allied Adv. Agency, Chicago, has joined Chicago, has shifted to the firm’s San Francisco offices as production department head. MARY KAY CAIN, timebuyer and assistant to the president of BBDO, Inc., has joined McCann-Errickson, that city, as spacebuyer.

RUSI JOHNSTON, West Coast re- presentative of McCann-Erickson, is in New York to supervise initial broad- cast of CBS Grand Central Station, starting March 4. Pillsbury Flour Mills Co., is sponsor.

GILBERT A. SPARR is now vice- president and director of Chicago’s Boston advertising agency. He for- merly was advertising and sales manager for a leading manufacturer.

LELAND G. FRIEBERG, account executive of Rathrauff & Ryan, New York, has been named vice-president.

NELSON C. METCALF Jr., former- timebuyer and advertising staff of West- field P. Colton Co., New York, has joined the staff of McCann- Erickson, New York.

WILLIAM HILLTOP has left the William Morris Agency, New York, to become the executive staff of the radio department.

CHARLES KOPF, former head of copy at Doyle, Kincheloe & McCor- mick, New York, has joined the copy staff of BBDO New York.

RUTH AIKMAN, commercial writer for Young & Rubicam, has been shifted from New York to Chicago and has been assigned to NBC Jack Benny Show.

EUGENE F. ROUSE has been discon- tinued as premium buyer for the agency to join Mutual Building & Loan Assn., Pasadena, as vice-presi- dent and manager of new accounts and advertising.

NORMAN MORRILL, formerly Hol- lywood director of Carosello of Thomas and more recently executive producer of Foote, Cone & Belding, San Francisco, has joined the former head of Young & Rubicam.

JOHN CHURCHILL has resigned as the principal account of Young & Rubicam, New York.

ALFRED PAUL BERGER, formerly in charge of Weiss Commer- cial, has opened an advertising and research firm named to handle research and merchandising promotion for Weiss & World, New York.

GERTRUDE FLANAGAN, formerly on the merchandising staff of Young & Rubicam, New York, has been named to handle research and merchandising promotion for Weiss & World, New York.

BRUCE ELDREDGE, formerly of Rathrauff & Ryan, has joined Gar- field & Guild, Los Angeles, as a sales manager.

DICK BERGGREN, formerly with the radio department, Los Angeles, has been promoted to assistant director of the radio department.

G-M Reenew

N. W. AYER & SON, New York, has created two posts in the radio department in line with an increase in the agency’s radio ac- count. Henry K. Collin, former vice-managing director, has been made manager of the radio department, while W. R. McMinnis has been promoted from space and timebuyer, to business manager of the radio department. Before join- ing A&F, Mr. Collin was on the merchandising staff of Mar- shall Field & Co., Chicago depart- ment store, and has been associated with the agency for the past ten years.

LOUISE K. TIEDEMAN, former premium buyer for Compton Adv., Inc., New York, has joined Dunne & Train, Inc., New York, as premium buyer and merchandising assistant.

LEE MARSHALL, former radio copy writer, is with Associated Press, Chicago, where he has taken over the copywriting duties.

DAVID W. STOTTER, account execu- tive for McFarland, Aveyard & Co., has been promoted to vice-president of the agency.

HOBART B. HOUX, of the sales staff of WBBM Chicago, and prior to that with McCann-Erickson, handling the Ford account, is now with N. W. AYER & Son, Chicago, as account ex-ecutive.

WILLARD M. FOX, formerly radio director of Newsweek, New York, and previously with Standard Oil, is now manager of the advertising department of the Buchen Co., Chicago, as research director.

AL GROSBY, formerly on the radio staff of Universal Pictures Co., Inc., New York, has been named radio di- rector ofubber Bros. Articles Corp., New York, talent management firm. Mr. Gorson replaces Ted Green who resigned.

GERTRUDE FLANAGAN, formerly on the merchandising staff of Young & Rubicam, New York, has been named to handle research and merchandising promotion for Weiss & World, New York.

DICK BERGGREN, formerly with the radio department, Los Angeles, has been promoted to assistant director of the radio department.

GENEAL MOTORS Corp., Detroit, on Feb. 3 revealed Victory Is Our Business on WOR New York for another 13 weeks, and is continuing the half-hour institu- tional transmission on some 29 other stations through renewals. Agency is Campbell-Ewald, Detroit.
There's nothing soft-boiled about Norman Jay's "Very Truly Yours", we're happy to say. His outspoken method of commentary—addressing piping-hot open letters to prominent persons in the news—strikes hard at the headlines and headliners, strips important issues down to bare facts.

That "Very Truly Yours" has created a mild sensation in local broadcasting is understandable enough. Years of press and radio reporting sharpened Norman Jay's news sense, developed that aggressive delivery which overnight won him a swelling New York audience.

_Nearly every broadcast brings responses from such notables as Sumner Welles, Winston Churchill, Wendell Willkie or Admiral King. Even General Eisenhower, amidst the white heat of battle, took time out to comment about Jay's "respectable appreciation of the significance of the Salerno campaign."_

The voice of "Very Truly Yours" has gained resonance rapidly here in New York. For the right sponsor (yes, the show is available to the right sponsor) it's worth more than passing consideration. Because this is the kind of vibrant showmanship that sells our town—the type of programming you'll find all over WMCA's log these days.

Interested in some more details? We or Weed & Company have them.
One tap...worth $300,000!

But only infinite skill and years of study qualify a man to make that one sharp tap to cleave a diamond. A false blow... and the priceless gem is ruined!

So it is in Spot Radio. Skill and study are required to plan and build the most effective campaign for each product.

We devote ourselves exclusively to Spot Radio. Our entire effort goes into studying and planning Spot Radio Advertising and the stations we represent. It is our ambition to do one thing with infinite skill.

PAUL H. RAYMER COMPANY - RADIO STATION REPRESENTATIVES
NEW YORK - DETROIT - CHICAGO - SAN FRANCISCO - LOS ANGELES
‘My Friends’—1944

BEFORE the year’s end another Presidential election will have been held. Whether it will be a fourth term for Roosevelt or a first term for someone else depends largely upon political fortune—but not entirely so.

Politics isn’t our business. Radio is. One paramount point the politicians seem to have overlooked is the importance of “radio presence” in campaigning. Franklin D. Roosevelt was the first Presidential candidate to wage a successful campaign by radio. That was in 1932. He hasn’t been out of office since. And that’s because no one has even approached him as a vivid radio personality.

Let’s forget the campaign issues, the national scene, the war outlook, and the myriad factors that are basic in national elections. Platforms and promises make Presidential campaigns. Usually, however, the lay public has little to choose between the party views. It’s personality that counts.

If FDR hadn’t answered the political call, he would have been a master showman. He originated the Fireside Chat. His resonant voice, his mastery of inflection and emphasis have placed him in a class by himself as a radio campaigner.

Let’s look at the statistics. In 1929—the year of broadcasting’s advent—about 27,000,000 citizens cast popular votes in the Harding-Cox election. There was no radio campaign. Statistics for 1922, the first year they were available, showed only 400,000 radio receivers in use, including home-built “eat’s whisker” models.

In the Hoover-Smith campaign of 1928, the popular vote increased to about 37,000,000. Networks were in operation then and the plug-in set had come into vogue, supplanting batteries and horn-speakers. There were 10,560,000 receivers in use. Radio was becoming more important as a means of reaching the people. But neither Smith nor Hoover possessed technique.

Then 1932. The total popular vote was nearly 40,000,000. Radio was getting credit for “bringing out the vote.” Radio carried the brunt of the campaign oratory. There were then 18,000,000 sets in use. Women, who had been franchised a dozen years earlier (1920), became avidly interested. Roosevelt was running his first campaign and he was as much a radio voice. Hoover lacked that “it.”

The story of the 1936 campaign was reflected in another new record vote—45,650,000. There were 33,000,000 receivers in use. Roosevelt, the radio orator, with 28,000,000 voters, cantered down the home stretch over Landon, whose dust dry Kansas delivery failed to register.

The 1940 campaign brought a new issue—the first time a candidate sought the highest office in the land for a third time. Nearly 50,000,000 popular votes were cast. There was a radio set for every voter—50,000,000 receivers in use. The Roosevelt technique was never better. Willkie’s voice rated low—cracked and strained after arduous road campaigning.

The curtain is about to lift on the 1944 campaign. More appropriately, the mike switch is about to be flicked—at the nominating conventions this summer. It looks like Roosevelt, the radio perfectionist, as the Democratic standard-bearer. The Republican nominee remains a question mark. There are 57,000,000 receivers in 32,500,000 of the nation’s homes.

We claim no occult political power. We base our judgment on the record—the radio record.

It is clear that unless the opposition uncovers a microphone miracle-man, irrespective of other considerations, it will be Roosevelt in another radio romp in 1944.

Belabored

WAPI Birmingham wasn’t on the air Friday, Feb. 11, because its technical staff failed to show up. Without advance notice or even warning, the engineers and technicians simply decided they wouldn’t work. Saturday morning, after instructions came from IBEW headquarters, the station resumed operation.

Then the AFTC stepped in. The WAPI technical staff had no complaint about wages or conditions, since a new contract had been signed only a few weeks before. When a union violates a contract merely because its members resent statements of the management, it only hurts its own cause.

Mr. Wimberly acted commendably and promptly in denouncing the action of the WAPI staff. His sane approach will benefit both labor and management.

Engineering ‘E’s’

THE STANDOUT operation of the FCC, from the beginning, has been its Engineering Division. It has been beyond criticism because of a competent staff, with appointments never dictated by political favor.

The reorganization of that division by the FCC last week, entailed by the highly laudable promotion of Chief Engineer Ewell K. Jett to the Commission, is in keeping with that tradition. George P. Adair, who has served meritoriously as assistant engineer in charge of broadcasting, was elevated to chief engineer. Philip P. Silling, head of the important international division, succeeds Mr. Adair, and M. H. Woodward, Mr. Silling’s assistant, takes over the international post.

All three appointments are on a merit basis. In each case the senior official moved up a notch. The appointments are of more than ordinary significance because of the far-reaching problems of allocation, both domestic and international, now under consideration pending the war’s termination.

Our Respect to—

NATHAN STRAUS

SOME men grow up in an industry; others make the industry grow up around them. The latter can be said of Nathan Straus, new president of station WMCA in New York. Although only a youngster in the industry—he took over WMCA without prior radio experience some weeks ago—his influence has had pronounced effect on local station operation.

Despite his brief introduction to the radio industry, Mr. Straus has already come up with one of the year’s most important local broadcasts. This was the Christmas Day program when WMCA carried voices of servicemen all over the world in a five-hour program of holiday greetings to their families and friends.

Mr. Straus envisions radio as a public servant in which the local station must play a more intimate part in the life of the community than the national network. In this concept, he has already expanded in the field of news, entertainment and Information. One of the most striking developments in this connection is the daily five-minute feature program from Chungking, China, interpreting life on the other side of the world in terms of New York City.

Mr. Straus believes that community initiative should furnish the objectives of public welfare and that radio stations should provide the techniques for their acceptance. With this double-barreled approach to social problems, radio can offer effective aid in public welfare activities such as health, discussion, juvenile delinquency, race relations and other fields.

As a matter of fact, under the Straus aegis, WMCA is now engaged in several projects in cooperation with such representative organizations as the Welfare Council of New York and the Citizen’s Committee on Harlem. These projects call for education through entertainment and employ outstanding talent. This emphasis on public service is a matter of good business, Mr. Straus believes.

Mr. Straus is no stranger to public service. Few men have come to the industry with so distinguished a record in public life as he brings to the New York local field. Internationally known for his activity in behalf of alum clearance and adequate housing, he is the former Administrator of the United States Housing Authority. He is also author of (Continued on page 42)
When THE MIRACLE OF FM came to Milwaukee

Milwaukeeans were amazed, then pleased when they first heard the full, rich tones of WMFM, The Milwaukee Journal FM Station. Here was warmth and depth and quality that AM radio had never given them.

That was in April of 1940 when WMFM took to the air as the first Frequency Modulation Station west of the Alleghenies.

The novelty has since passed, but the enjoyment of static-free, crystal-clear FM reception remains. Today, WMFM is a steady visitor in thousands of Wisconsin homes.

The eager reception of WMFM received in Wisconsin is partly due to the superior qualities of FM. Another important factor has been the skillful programming that has been part and parcel of WMFM since its inception.

An abundance of “live” programs, and a wealth of music from Radio City’s large and versatile staff of outstanding musicians, singers and soloists are two of the features that have given WMFM a distinctive schedule appealing to Wisconsin folks.

Today, from its ultra-modern studios in Milwaukee’s Radio City, WMFM is serving today and building for tomorrow.
Our Respects to

(Continued from page 10)

a new book, The Seven Myths of Housing, published Jan. 17 by Alfred A. Knopf. Regarded as the most authoritative treatise on national housing in this country, the book is the result of two years of research and is evidence of the thoroughness with which he approaches any subject.

Son of the famous philanthropist of the same name, Nathan Straus was born in New York City, May 27, 1859. He studied at Princeton and Columbia University, and in 1881, he married his first wife, Sarah, the daughter of a wealthy businessman. Born November 20, 1902, his second wife, Pearl, was active in a number of charitable causes and was known for her philanthropic endeavors.

Beginning his business career as a reporter for the New York Globe, he entered the publishing field in 1912, purchasing the magazine Puck. He was editor and publisher of Puck until America's entry into the first World War in 1917. At that time he enlisted in the Navy as an ensign serving until December 1918 when he was honorably discharged. In the year succeeding he was assistant editor of the New York Globe.

By training and background a public servant, Mr. Straus was tendered the Democratic nomination for the New York State Senate by the American armistice of World War I to represent the 15th Senatorial District where he had lived since childhood. That was the year of the Harding landslide in 1920 and though the district was normally Republican, Mr. Straus was elected by a comfortable majority. He was reelected easily in 1922 and again in 1924.

With a record of progressive legislation, Straus served New York as a Senator at Albany for six years. He authored a group of bills which established the basis of the New York State Park System and was active in legislation concerning pure milk, motor vehicle accident compensation and regulations to protect investors. However, he is best known for his constructive reform in the field of public housing and is the sponsor of the so-called "Straus Law" which prevents housing discrimination against families with children. Highly commended by the Citizens Union, the New York Bar Association said of his tenure at Albany in 1917 that he had "the best record of public service" of any member of the Legislature.

Returning to private business in

WINN LOUISVILLE
with WINN
BLUE NETWORK STATION in LOUISVILLE, KY.
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

PLUG KENDRICK SAYS:

BLUE NETWORK SHOWS + NEWS + GOOD LOCAL SHOWS = AUDIENCE

WINN LOUISVILLE
WITH
WINN
BLUE NETWORK STATION IN LOUISVILLE, KY.
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(Continued from page 10)

a new book, The Seven Myths of Housing, published Jan. 17 by Alfred A. Knopf. Regarded as the most authoritative treatise on national housing in this country, the book is the result of two years of research and is evidence of the thoroughness with which he approaches any subject.

Son of the famous philanthropist of the same name, Nathan Straus was born in New York City, May 27, 1859. He studied at Princeton and Columbia University, and in 1881, he married his first wife, Sarah, the daughter of a wealthy businessman. Born November 20, 1902, his second wife, Pearl, was active in a number of charitable causes and was known for her philanthropic endeavors.

Beginning his business career as a reporter for the New York Globe, he entered the publishing field in 1912, purchasing the magazine Puck. He was editor and publisher of Puck until America's entry into the first World War in 1917. At that time he enlisted in the Navy as an ensign serving until December 1918 when he was honorably discharged. In the year succeeding he was assistant editor of the New York Globe.

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Returning to private business in
TWO great markets listen to WOV. Two great markets, in their respective listening hours, combine to give WOV a constant, balanced audience... night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience extends to 58% of the 520,000 Italian radio homes and is never less than 23% during any particular hour. In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other other New York independent station... and at less than one-half the cost of the next ranking station.
In Charleston, W. Va.—WCHS has more listeners than all other stations combined. Ask Crossley, he knows!

WCHS
Charleston, W. Va.
5000 on 580 - CBS

Page 44 • February 21, 1944

COMMEN'TATOR'S COMMENTS hold sponsors' attention when Robert St. John, NBC commentator, explained a point at a luncheon given in his honor after starting the five-weekly News of the World series on NBC under sponsorship of Miles Labs. In participating were (1 to r), Harry Kopf, vice-president in charge of NBC's central division; Herbert S. Thompson, managing editor, Miles Labs; Mr. St. John; Ned Miles, Chicago sales manager of Miles; J. D. Galbraith, NBC salesman handling the account; Paul McCluer, NBC central division sales manager; Walter Wade, head of WAD Adv. Agency, Chicago. Contract is for 60 weeks. The Miles Broadcasts originate in Chicago.

DOUGHTY GODWIN, known to St. Louis listeners as Carol Gay, is now with the Radio & Market News Section of the Office of Distribution, War Food Administration. Miss Godwin did women's programs, special events and features with KMOX and KWK St. Louis. Shortly before going to the War Food Administration she was at WTOP Washington, working with Elinor Lee. Mrs. Lucile Cohen, whom Miss Godwin replaces, joined the WAC Jan. 12. She is now in training at Ft. Ogilthorpe, Ga. Before her Government position, Mrs. Cohen handled the Nancy Dixon shopping program, as well as many of the Jean Abbey broadcasts, both on WTOP.

FRED FLETCHER, WRAL Raleigh, N. C. was presented with the annual civic key award as the "Man of the Year," at the yearly dinner of the Junior Chamber of Commerce, of Raleigh, Jan. 28.

JACK O'BRIEN, formerly of Popular Science Monthly and previously staff writer, foreign correspondent and assistant war editor of the New York Herald Tribune, has joined the Department of Information of RCA.

TOM CAMBERRY, who rejoined the announcing staff of WAGW Chicago, after medical discharge from the Army.

RALPH W. HARDY, formerly in charge of war programs and activities at KSL Salt Lake City, has been named staff manager. He replaces Glenn Shaw, recently appointed general manager of KIX Oakland, Calif.

FL. LT. A. A. MCDERMOTT and Maj. Dick Diepsecker, radio liaison officers of the Royal Canadian Air Force and Canadian Army respectively, have returned from Great Britain.

RUSSELL W. (Bud) RICHMOND has returned to Cleveland as news director on the Richmond News Program heard daily on WHK and sponsored by the Richmond Bros. Co. He also announces for the Cleveland Orchestra program for WHK and Mutual Sunday evenings.

BUD FARNUM, honorably discharged from the Army, has joined KWKW Pasadena, Cal., as announcer.

FLYING OFFICER HARRY SAVAGE, formerly of Harry E. Foster Agency Ltd., Toronto, now in the Royal Air Force, has gone overseas to join the radio liaison section of the ROAF Overseas.

FLYING OFFICER R. YUFFY, of CKLW Windsor-Detroit, is now stationed with the radio liaison section of the Royal Canadian Air Force Overseas.

WALTER JAY ROY, former script writer of WPBO Providence, R. I., has joined the newsroom staff of WCAU Philadelphia.

EDDY BROWN, violinist, and former musical director of WQXR New York, is now in March, being musical director of WLIB String Ensemble as well as supervise the selection of recorded music for station programs.

JUDY DUPUY has resigned as radio editor of PM, New York's "no advertising" newspaper, to take a special assignment for General Electric Co. television department in Schenectady. Mrs. Dupuy will survey the company's television operations over the past four years, interviewing program and technical personnel and perusing records in an attempt to render an accurate summation of what the company has learned about sight-and-sound broadcasting.

RUSSELL RYAN, formerly of WRAT and WGN Chicago and founder of the music magazine Downbeat, is now an announcer with WHK-WCLE Cleveland.

VAL SHERMAN, WBBM Chicago announcer, becomes supervisor of announcers Feb. 28, replacing Bob Connelly, who is going the Navy.

KEN NORDINE will transfer from WBBM-FM Chicago to the announcing staff of WBBM on Feb. 27. His wife, with WJNO West Palm Beach, Peter Lucas replaces him as announcer at WBBM-FM.

CHESTER HERMAN, production manager and supervisor of announcers of WLW-WSAI Cincinnati, has been appointed assistant production director.

CHUCK SIMPSON, sports announcer of WCSC Charleston, S. C., has been inducted into the Army.

WALTER MURPHY, veteran newscaster, has joined the announcing staff of WINN Louisville.

FAVYELLE SCHULMAN, formerly with the publicity staff of WMCA New York and more recently publicity manager of FM, is to marry Maurice "(Mike) Merney of Baldwin & Merney, New York public relations firm, Feb. 26.

FL. LT. A. A. MCDERMOTT and Maj. Dick Diepsecker, radio liaison officers of the Royal Canadian Air Force and Canadian Army respectively, have returned from Great Britain.

ANNE V. KELLERER, assistant program director of WLAW, Dun- rence, Mass., has resigned to take a position with the OWI in Boston. Irene Morgan, former continuity director, has resigned to join the Harvard Cabot agency in Boston. She is succeeded by Ada Bray, former assistant writer. Miss Bray is replaced by Polly Howe of Andover, Mass. Roland J. Du Bois, graduate of the WEF Bos- ton announcing school, has joined the WLAW announcing staff.

ELWOOD HOFFMAN, CBS staff writer, has been named associate script editor and will work with John Colburn Turner, script editor, in the CBS program writing division. They will operate as an editorial team reporting to Robert J. Landry, CBS chief writer. Joining CBS, Mr. Hoffman was with the Domestic Radio Bureau of the OWI.

NEAL HOPKINS of NBC's script desk, has resigned to do freelance writing. He now serves as instructor in radio production at Columbia, succeeding Erick Barnouw, who is doing special work in the War Department.

GEORGE PUTNAM, newscaster of WEAF New York, has been accepted for Army service and is expected to report for duty in a few weeks. His replacement has been named for his two daily-hour news spots at 6 and 11 p.m.

WINIFRED LAW, CBS casting di- rector, has received a leave of absence from the network.

C. M. WARD, Jr., has been named continuity editor of WWCN Asheville, N. C., replacing Catherine Rutherford, resigned.

JACK O'CONNOR, announcer of WEAL Columbus, Ga., has been named civilian WAVES recruit for the Columbus area by Adm. William H. Allen, Naval Procurement Director.

GORDON (Jack) FRASER, Blue Network war correspondent assigned to Allied Force Headquarters in North Africa, is the father of a girl.

JOE DE NICOLA, formerly on the staff of WHN New York, has joined the announcing staff of WGNY New- branch, N. Y.

ROBERT HELLER, recently released from the Army, has joined the CBS program department as a pro- ducer. Before joining the Army, Mr. Heller was film production consultant for the War Department. Prior to that he was director of radio division for the United Nations Informa- tion Office.

JULIE BRAVERMANN, new to radio, has joined the public relations depart- ment of WWAAT Jersey City.

PLANTS . . . PAY ROLLS . . . PEOPLE

Savannah ranks third among all major markets in percent of retail sales in- crease during past year.
Here's... YOUR BALTIMORE MARKET

...and she listens to WFBR every afternoon!

So do many thousands of other busy Baltimore women while they work at home. They like to listen to the "Tune Shop"—WFBR's great afternoon show that is gaining more and more listeners every day!

Recent surveys illustrate this clearly. There is over a 50% increase in WFBR's afternoon listening audience!

The "Tune Shop" is another example of how WFBR is developing a solid hour-by-hour audience all day and night. The "Tune Shop" is designed to meet and beat tough daytime competition... and it's doing the job!

Progressive programming is another reason why WFBR is your station in America's sixth largest city... with a signal that is strong enough and clear enough to give you concentrated coverage in an area of well over a million people!

WFBR
RADIO STATION BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
PLUG PRODUCTION CAN BE PLANNED! That goes for radio, too! We took a tip from our huge farm audience on this. They build their breeding stock from their highest producers. We use the same method to get extra results for you.

Long experience has taught us which announcing voice, personality, pacing and inflection gets maximum results. Because we know exactly how the listening habits and program preferences of our six-state audience vary at different hours, we are able to keep WIBW's sales appeal at peak efficiency.

Whether you use spot announcements or programs, your sales message is Planned For Plus Production. It's planned to help you get above-average results that will make you a firm friend of WIBW.

**WIBW**
*The Voice of Kansas*

**BEN LUDY**, Gen. Mgr.

Represented by Capper Publications, Inc.

NEW YORK • CHICAGO • KANSAS CITY • SAN FRANCISCO

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**HAL TUNIS**, former program director of WCOP Boston, has joined the announcing staff of WAAT New- arn, a new radio, to which he has been added to the WAAT public relations staff.

**LES MITCHELL**, formerly assistant program and production manager of CBS Chicago, has traveled to Hollywood and taken over production of NBC 30 Star Playhouse. He succeeds Paul Pierce who is being inducted into the Army.

**DOUG MCMULLEN**, program producer of WENZ Scientific, GE television station, is the father of a boy.

**BILL HARRIS**, of the WHAI Greenfield, Mass., continuity dept., and Marcia Harris, WHAI receptionist and secretary, were married on Feb. 15.

**CHARLES RASH** has joined the announcing staff of WRNR Marion, O.

**MYRON WALLACE**, announcer on NBC's Voice of the Dairy Farmer, commissioned ensign in the U.S. Navy Reserve, reported at the U. of Arizona Feb. 15. He is succeeded on Voice of the Dairy Farmer by Bob Murphy.

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**FRANK B. WELTMER**, program director of KTMS Santa Barbara, Calif., is now assistant station man- ager, according to Louis P. Kroese, general manager. Joining KTMS a year ago as chief announcer, Mr. Wellem was named program di- rector recently. Prior to that he had been announcer and continuity editor of KOT Phoenix.

Barbara McCaffrey has joined KTMS as continuity writer, replacing Louise Lodiwick, resigned.

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**ERNEST THEISS**, formerly with NBC guest relations, has been placed in charge of the newly reorganized guest relations division of the Blue's office management department, assisted by Paul J. Guggenhein, former NBC guest relations, and by Robert Daggert. Division will supervise the printing and distribution of broadcast tickets and all matters pertaining to the operation of the Blue Ritz Thea- ter in New York.

**GUS RICKERT**, former announcer on WWRL New York, has joined the announcing staff of WBBM, New York. Before joining WWRL, Mr. Rickert worked with the Department of Correction at Sing Sing for three years.

**RALPH P. CAMPBELL**, formerly account executive with Mason Inc., New York, has been appointed admin- istrative assistant to C. L. Merser, NBC vice-president in charge of programs. Before joining Mason Agency, Mr. Campbell was radio producer- director for J. Walter Thompson Co., New York.

**DAVID SHAW**, formerly on the radio commercial-writing staff of Benton & Bowles, New York, and Jack Groves, formerly on the announcing staff of WBBM New York, have been added to the production staff of WBBM New York.

**GERALD BARTLETT**, formerly on the announcing staff of WSPR Springfield, Mass., has joined the CBS shortwave production staff.


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Cpl. Joseph McMichael, Cpl. JOSEPH McMichael, 28, of the Army Air Forces and former member of The Merry Mack, radio vocal group, died at Sants Ana Army Air Base hospital Feb. 12 when a Slick Fire engine developed after ad- ministration of sulfa drug. Surviving is his wife, Inez James, Holly- wood song writer.

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

gives you detailed analysis of “lis- tening areas” of every Iowa station, program spot appeal to urban, vil- lage, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

**CENTRAL BROADCASTING Co.**
912 Walnut St., Des Moines, Iowa
WWJ salutes a distinguished client, THE J. L. HUDSON COMPANY, sponsor of THE MINUTE PARADE, now in its 11th year.

THE MINUTE PARADE went on the air on February 1, 1934, with an hour's program daily, Monday through Saturday, featuring fine music, time signals and store news by Barbara Brooks.

In peace and in wartime THE MINUTE PARADE has won an enviable place for itself in the community life of THE ARSENAL OF DEMOCRACY. Now, with over 3,100 hours on the air, it is believed to be the oldest continuous department store broadcast in the nation.

America's pioneer broadcasting station is proud to salute one of the world's leading mercantile institutions for a notable contribution to free radio and to the American way of life.
Mutual to Discuss Daytime Programs
Program and Sales Committee To Meet in New York
SECOND meeting of Mutual's program, sales and merchandising, and stations' service committees, will be held at the Waldorf-Astoria Hotel in New York March 20-22, with Miller McClintock, MBS head, presiding. Committees are composed of station members of Mutual affiliates, representing various areas in which MBS stations are located. Organized last fall, the committees met for the first time in October to discuss daytime programs and other phases of network operation.

The following station men have been called to the program meeting March 20 by Mr. McClintock: John Tinnes, KWK St. Louis; I. J. Keichner, WIBC Indianapolis; Paul Fry, KBON Omaha; Keen Church, WGRG Detroit; Eugene Eagle, KFIZ Fort Worth; C. L. Harris, WGRC Louisville; James E. Gordon, WNOE New Orleans; James A. Davenport, WATL Atlanta; A. E. Leary, CKL Toronto and Antonio Rojas, KEOY Mexico City (Radio Mil). Program committee members also called to the sales and merchandising committee meeting, March 21 include: Robert Convey, KWK St. Louis; William B. Dolph, WOL Washington; Don Davis, WBB Kansas City; Charles Jordan, WKR Dallas; Fred Fletcher, WRAI Raleigh, N. C.; Robert R. Fagan, WPDAQ Jacksonville, Fla.; A. Glasmann, KLO Ogden; and George C. Hatch, KSL Salt Lake City.

Expected at the station service committee meeting March 22 are Ted Grissard, WLAP Lexington, Ky.; and Felix Hinkle, who are also on the program committee; Garland Powell, WRUF Gainesville, Fla.; and John Boler, North Central Broadcasting System, St. Paul, who serve on all three meetings.

Retailers Spots
BLAUNER'S, Philadelphia department store, has joined the city's list of radio users. Starting Feb. 14, two weekly participations are used on Ruth Welles' women's program on KYW, placed for 13 weeks by the Stewart-Jordan Co., Philadelphia agency. Harvey McClintock, of the KYW sales staff, handles the account for the station. Several years ago Blauners, specializing in women's apparel, purchased WHAT Philadelphia, later selling the station to the Philadelphia Record. At present, KYW broadcasts a daily serial program for N. Snellenburg & Sons, department store, and spot announcements are used frequently on the station by Strawbridge & Clothier, department store.

SERVICE men convalescing at Will Rogers Base Hospital, Oklahoma City, may now learn foreign languages with the aid of a series of transcriptions prepared by WKY Oklahoma City.

TURNING PLOWSHARES into weapons for victory, two technicians of KMTJ Fresno have planted a hardy 75-acre crop of barley at the station's transmitter ground at Kerman, Cal. Purposes of this experiment in dry farming was to turn more rich fields of the San Joaquin Valley into food for freedom. In the shadow of KMTJ's 650-foot tower are farmers Bill Wallace (l), chief engineer, and Bill Kaiser, technician.

Radio Amateur Book Issued by Relay League
RADIO AMATEUR'S Handbook (21st edition, 1944) has just been published by the headquarters staff of the American Relay League. The standard manual of amateur radio has been revised and re-styled in view of wartime requirements, as a radio training text for class or home study, Price is $1.00 in continental U. S. A.; $1.50 elsewhere.

This edition differs from previous editions mainly in the expansion of the "theory" section—the chapters on fundamental principles and design. The Handbook is serving in several branches of both military and civilian radio training.

Red Cross Drive
AROUND-THE-CLOCK promotion of the 1944 War Fund of the American Red Cross on networks and stations will be staged Feb. 29. Last week the Red Cross 1944 War Fund of Greater New York, launched a "pre-campaign" radio drive to enlist canvassers.

REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

WCKY

50,000 WATTS CBS

THE L. B. Wilson STATION

Page 48 • February 21, 1944

BROADCASTING • Broadcast Advertising
In the West, where they do big things, it’s the “Know-How” that counts. KSL reaches all of the Intermountain Empire—and what’s more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title “The West Wise Station.” In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That’s why advertisers find that one station—the “West Wise” station—is the efficient way to sell the Intermountain Empire... Ask Petry.
PLUGGING a certain "happy little wash-day song" was a brand new business venture for radio's most outstanding entreprenuers "Amos 'n' Andy." It was accompanied by a new format, the short show-story; a new network, NBC; and a new sponsor, Lever Brothers Company, whose big interest in this show is not the song but the soap it sells.

ALL RINSO-WHITE are Freeman F. Gooden and Charles J. Correll for this studio photograph and they are doing a good job keeping America's "wash" that way. The Lever Brothers, whose Printers' Ink subscriptions are older than P. I.'s circulation files, find a new show an excellent addition to their already big list of radio successes and an important part of their over-all advertising picture.

CHANCES ARE, if he ever "recovered" it, Mr. Andrew H. Brown would, like the important people at Lever Brothers, be a Printers' Ink subscriber. Mr. Brown and Mr. Jones, "Fresh Air's 'Ad Manager and Driver,'" would want to know about the latest designs in door signs, scheduling practices for radio spots, promotional techniques for network programs and all the facts about competitive and contemporary advertising, from appropriations to appeals.

This is the editorial substance of Printers' Ink. This is the reason for its heavy circulation among the people who build, approve and spend the national advertising budget. It is one of the important reasons why media men with a story to tell advertisers, continue to buy P. L. . . . first!

*Complete analysis on request. Printers' Ink has twelve subscribers among the policy making people at Lever Brothers Company and 26 subscriptions in their agency, Ruthvenl & Ryan.

Back Home
TWELVE years ago Jack Stevens started in radio as a time salesman on WRDR Hartford, but he wanted to get behind a microphone so he joined WMAS Springfield, Mass., as announcer. He subsequently did news and sports on WORC Worcester and WTIC Hartford, then he was signed to do sports on Yankee network for in 1943 for 12%. Radio has returned to take its place in the schedule, for P & T's Tintex dyes and tints, after a hiatus of several years to secure the additional coverage called for by the sales figures and by the large market which exists.

Radio promotion consists of transcribed and live spot announcement, five-minute news programs and participations on quarter-hour shows from five to six times weekly for the 26-week period, which started Jan. 6. Present schedule includes 40 stations in selected key markets, with extension of the list contemplated at a later date.

PARK & TILFORD TO RESUME RADIO
SALES boosted by wartime conditions favoring the dyeing of clothes and other fabric products in the home, have caused Park & Tiford, New York, to enter into a six-months radio, newspaper and magazine campaign which exceeds the advertising appropriation for the last half of 1943 by 123%. Radio has returned to take its place in the schedule, for P & T's Tintex dyes and tints, after a hiatus of several years to secure the additional coverage called for by the sales figures and by the large market which exists.

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PREDOMINATING theme in the commercials is the conversation angle which figures prominently in the explanation of the wartime jump in demand for the product, according to Charles M. Storm Co., New York, agency handling the account.

Shortage of fabrics, the narrow range of colors in available fabrics as compared to the unrestricted color range in dyes for homes use, and the present-day appeal of homes are among the factors contributing to the good market for the product, and these points are brought out in the campaign material.

Radio Club Elects
OFFICERS of the Radio Club of America to serve during 1944 have been announced as follows: F. L. Klingenschmitt of Amy, Acheson & King, president; O. James Morelock, Weston Electrical Instrument Corp., vice-president; J. J. Stanley, Continental Sales Co., treasurer; M. R. Sleeper, Fun Radio-Electronics Magazine, corresponding secretary; J. H. Bose, engineering consultant, with Maj. E. H. Armstrong at Columbia U., recording secretary. Prospects of future technical papers to be presented before the club, which was founded in 1906, are good, according to Mr. Klingenschmitt.
AND LO!

— WINC

LED ALL THE REST!

From historic Winchester—General Sheridan started his famous ride—DELIVERING a victory to the union army. TODAY—WINC carries on the tradition of victory—DELIVERING NUMBER ONE RESULTS to advertisers!

WINC is first with farmers in the Shenandoah valley.

WINC is first with defense workers in this area.

WE'LL SHARE THIS POPULARITY WITH YOUR PRODUCT

1400 kc
250 Watts

BLUE NETWORK

WINCHESTER, VIRGINIA

BROADCASTING • Broadcast Advertising February 21, 1944 • Page 51
CITY, AMARILLO, TEXAS

PERIOD FALL, 1942 FALL, 1943 
INDEX "A" KFDA "A" KFDA 

8:00 AM-10:00 AM Mon. thru Fri. 74.0 21.7 43.0 55.2 154%
10:00 AM-12:00 N. Mon. thru Fri. 84.1 12.6 39.2 58.4 363%
8:00 AM-12:00 N. Mon. thru Fri. 78.4 17.7 41.0 56.9 221%
12:00 N-3:00 PM Mon. thru Fri. 73.1 22.6 62.9 35.7 58%
3:00 PM-6:00 PM Mon. thru Fri. 81.9 17.4 65.3 32.7 88%
12:00 N-6:00 PM Mon. thru Fri. 76.5 20.5 63.9 34.4 68%
6:00 PM-8:00 PM Sun. thru Sat. 81.7 18.3 74.0 25.6 40%
8:00 PM-10:00 PM Sun. thru Sat. 80.1 11.3 82.1 16.7 48%
6:00 PM-10:00 PM Sun. thru Sat. 80.8 14.3 78.0 21.2 48%

Radio Station "A" in the Hooper Station Listening Index extracts above is the second Amarillo station. As will be noted by adding the percentages for the two stations, listeners to all other stations are so negligible that they need not be considered.

From 40% TO 363% Listeners Increase in One Year

WBS "Fresh Paint"—Drug Relations—World War II

Drug Relations

BELIEVED to be a new way of dramatizing the cooperation between radio merchandising and retailers, the Gallaher Drug Co. of Dayton, Ohio, arranged with WLW Cincinnati for company executives and managers attending its Feb. 15 meeting in Dayton to hear personal messages from a number of network and WLW stars, all of whom take part in drug product programs heard over WLW. The complete half-hour transcribed program, prepared under the direction of A. E. Griffes, WLW merchandising director, and R. E. Visconti, WLW director of drug trade relations, included such personalities as Bob Hope, Bill Stern, Bob Burns, Lum & Abner, Ellery Queen, Basin Street Fun, National Barn Dance, Abe's Irish Rose, and a number of local WLW talent.

Critic Series

HERBERT WEINSTOCK, music critic, has introduced a series of weekly half-hour musical appreciation programs, The Listener's Corner, on WMCA New York. Mr. Weinstock plays masterwork recordings to illustrate his criticisms and recommendations on the newest standard record releases.

SALES FLY HIGH WHEN YOU BUY

KFDK AMARILLO

HOWARD ROBERSON, Station Director
Other Stations Owned and Operated by Gilmore N. Nunn and J. Lindsey Nunn WLP, Lexington, Ky.-WBIR, Knoxville, Tenn.-WCM, Ashland, Ky., Huntington, W. Va. 250 Watts—1230 Kc. Blue and Mutual Networks

KSOO-KELO, Sioux Falls, S. D.

Have, in my time at the microphone, read a lot of so-called farm features. Your 'Form Fair' Telescript tops them all.

Dan C. Harvey, Farm Service Director.

KFDK AMARILLO

Baltimore's Blue Network Outlet

John Eimer Geo. H. Roeder President Gen. Manager
FREE & PETERS Exclusive National Rep.
HYMN OF THE SOVIET UNION

LOUIS UNTERMeyer

Distinguished American Poet Writes the English Text for Alexandrov's New Russian National Anthem.

1.
Republic forever, the land of the free,
Joined in love and labor for all men to see;
Long live mighty Russia, the union supreme,
As the hope of the people, their work and their dream.

Chorus
Long may she live, our motherland;
Long may her flag be over us!
Flag of the Soviets, our trust and our pride,
Ride through the storm victorious, Lead us to visions glorious—
Flag of a people in friendship allied.

2.
Through terror and darkness the sun shines today,
For Lenin and Stalin have lighted the way.
We crushed the invader, we hurled back the foe,
And our armies in triumph will sing as they go:

Chorus
Long may she live, our motherland;
—etc.

Public and private performance permitted without payment of fee.

BROADCAST MUSIC, Inc.

New York    Chicago    Hollywood
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio programs
- news programs
- transcription programs
- spot announcements
- telecasts

WOW New York
Block Drug Co., New York (Gold Medal Cephalon), 1944, thru W. J. Thompson Co., N. Y.
Paramount Pictures, New York (film), 4 "weekly, thru Buchanan & Co., N. Y.
Henna Shampoo, New York (hair shampoo), 5 "weekly, thru Arthur Rosenberg & Co., N. Y.
Consolidated Drug Co., Chicago (Kratka Sheen Cream), 7 ed., thru Arthur W.槭, Thong
& Co., Chicago.
De Marchi Macaroni, New York, 32 "weekly.
Marlene Cosmetics, New York, 32 "weekly.
National Shoe Stores, New York, 468 "weekly, thru Emil Mogul Co., N. Y.
A. Carus, New York (edible salt), 312 "weekly, thru De Luca Adv., N. Y.
S. A. Schoenbrunn, New York (Madalina Dolce O’Flora), 3,620 "weekly, thru Pettineils, N. Y.
20th Century Fox Film Corp., New York (Actor Theatre), 4 "weekly, thru Kayton-Ripso Co., N. Y.
Victory Auto Sales, New York (automobiles), 260 "weekly, thru Sound Adv., N. Y.

KPO San Francisco
Klopfman-Walker, Los Angeles (infant products), 5 "weekly, thru Pacific Coast Advt., Los Angeles.
Chamberlain Sales Corp., Des Moines (men’s clothing and shoes), 25 "weekly, thru Carey-Arrowsworth, Des Moines.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 5 "weekly, thru M. W. Kaster & Sons, Chicago.
McCormick-Keithley, Los Angeles (tobacco products), 6 "weekly, thru Aubrey, Moor.

WOAI San Antonio
Johnson & Jonavie Co., New Brunswick, N. J. (Trek toothbrushes), 3 "weekly, thru Ferry Kansas City, Vicks Chemical Co., N. Y. (Vicks Salve), 1 "weekly, thru Morale International, N. J.
Johns & Jonavie Co., Buffalo (Blow-lye’s Cough Syrup), 2 "weekly, thru Nels G. Sossin, Chicago.
Chattanooga Medicine Co., Chattanooga (Evermore Black Draught), 3 "weekly, thru Nelson Chennin Co., Chattanooga.
Galveston-Houston Breweries, Galveston (Bibber Select Beer), 6 "weekly, thru Kautz & Ryan, Chicago.
Imperial Sugar Co., Sugar Land, Texas, 3 "weekly, thru Tracy-Locke-Dawson, Kansas City.
Jorgen’s Lotion, Cincinnati (hand lotion), 1 "weekly, thru Lennox & Mitchell, N. Y.
Kellogg Co., Battle Creek (cereal), 3 "weekly, thru Kenyon & Eckhardt, Chicago.

WGY Schenectady
MacFadden Publications, N. Y. (True Story), 5 "weekly, thru Raymond M. Cooper Co., N. Y.
Studebaker Corp., So. Bend, Ind. (automobiles), 78 "weekly, thru Roche, Williams & Cunningham, Chicago.
American Oke Co., Long Island City, N. Y. (Child’s), 78 "weekly, thru Badger, Bower, & Hersey, N. Y.
Spaulding Bakersies, Birmingham, N. Y., 39 "weekly, thru N. Y. Telephone Co., Schenectady, 2 "weekly.
Hold, Murphy & Co., Chicago (groceries), 6 "weekly, thru Rodgers & Smith, Chicago.
Dairy Age Co., London, Ont. (Kosher butts), thru Glue, Williams & Cunningham, Chicago.
American Poultry Journal, Chicago, 30 "weekly, thru Simmons & Simonds, Chicago.
Pan American Coffee Bureau, Chicago, 10 "weekly, thru J. M. Mathes Inc., N. Y.

WIND Gary-Chicago
Lantern Medical Lab., Chicago (Vit-Terra), 3 "weekly, thru McCann-Erickson, Chicago.
American Lithograph Co., Chicago, 12 "weekly, thru Fink, Chicago.
Boulder, Chicago (Coronary care), 25 "weekly, thru Carey-Arrowsworth, Des Moines.

KFI Los Angeles
Johnson & Jonavie Co., New Brunswick, N. J. (Trek toothbrushes), 6 "weekly, thru Ferry Kansas City, Vicks Chemical Co., N. Y. (Vicks Salve), 1 "weekly, thru Morale International, N. J.
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Kellogg Co., Battle Creek (cereal), 3 "weekly, thru Kenyon & Eckhardt, Chicago.

KGW San Francisco
Schantz Water Co., San Francisco, 6 "weekly, thru Ferry Kansas City, Vicks Chemical Co., N. Y. (Vicks Salve), 1 "weekly, thru Morale International, N. J.
J. W. Martine Sales Co., Oakland, Calif. (war housing), 8 "weekly, thru Lockwood, Oakland.
Bellbrook Dairies, San Francisco (milk), 4 "weekly, thru Botsford, Constantine & Gardner, San Francisco.
Alameda County Nursery, Oakland, Calif. (strawberry plants), 2 "weekly, thru Emil Schenck, Oakland.

WZKO Kalamazoo, Mich
American Chicle Co., Long Island City, N. Y. (gum), 6 "weekly, thru Badger, Browning & Hersey, N. Y.
Automobile Club of Michigan, Detroit, 6 "weekly, thru Armand W. Well, Detroit.
Spaulding Bakersies, Birmingham, N. Y., 39 "weekly, thru N. Y. Telephone Co., Schenectady, 2 "weekly.
Hold, Murphy & Co., Chicago (groceries), 6 "weekly, thru Rodgers & Smith, Chicago.
Dairy Age Co., London, Ont. (Kosher butts), thru Glue, Williams & Cunningham, Chicago.
American Poultry Journal, Chicago, 30 "weekly, thru Simmons & Simonds, Chicago.
Pan American Coffee Bureau, Chicago, 10 "weekly, thru J. M. Mathes Inc., N. Y.

WJJD Chicago
Bean Sales Co., Chicago (money belt), 6 "weekly, thru Paul Grant Adv., Chicago.
Carter Products, N. Y. (Superglue), 6 "weekly, thru J. Walter Thompson Co., N. Y.

KFRC San Francisco

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THE BUSINESS OF BROADCASTING

COMPLETE FACTS

URGED BY KNODEL

STATIONS should give agencies and advertisers complete facts about announcements or programs they are offering. Mr. W. Knodel, vice-president of Free & Peters, Chicago, was named to the 10th NAB District sales managers meeting in Oshkosh for tonight.

TOO OFTEN

Mr. Knodel declared in a speech titled “What Radio Buyers Want to Know,” the “timebuyer, who has asked for announcement or program availabilities, finds the names of adjacent programs a mere collection of meaningless titles.” To overcome this difficulty, Mr. Knodel counseled sales managers to incorporate with availabilities a brief description of the programs involved. Such salient facts as will help to establish the popularity of the program will interest the advertising audience.

Urging a standardization of basic coverage data for all radio stations, Mr. Knodel stated that advertising agencies and advertisers throughout the Midwest prefer coverage maps based on a combination of mail response and the one-half-millivolt-per-meter contour line. Emphasizing the need for such standardized data, he pointed to the unity of circulation data in the magazine and newspaper fields.

The meeting passed a resolution that the NBC’s Sales Promotion Division for cooperation in preparation and presentation of the Retail Promotion Plan, “Air Force and More.” The National Board of Directors was urged to appoint a committee of members of both Radio Sales Councils, Executive Councils, and Public Relations Committee to “investigate and recommend the making of a suitable visual presentation of Air Force and the Retailer” that could be used by radio stations before schools, civic organizations, trade groups, and for general consumer groups.” The meeting went on record as being opposed to so-called “cow-catcher” and “hitch-hike” announcements.

Naples Calling

IN NAPLES, Italy, the Allied Radio Station is headed by Lt. Carl G. Zimmermann, whose Army duties are the same as those he performed before he donned khaki. Lt. Zimmermann in private life was chief announcer for the WEMP Milwaukee. He entered the Army as a buck private in 1941. Virtually growing up on radio, Lt. Zimmermann started as an announcer shortly before his graduation from high school.

He broadcast Sundays on NBC’s Army Hour, 1:30-2:30 p.m., and at other times when being transmitted with news over the four major U. S. networks.
“And this is our Chicago branch — of course they’ve been expanding since we started advertising on WGN!”

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

A CLEAR CHANNEL STATION

CHICAGO 11  ILLINOIS
50,000 WATTS  720 Kilocycles

MUTUAL BROADCASTING SYSTEM
MANY FACETS of industry problems and policies came in for their share of discussion when these national and regional officers of NAB gathered informally between sessions of the 16th district annual meeting in Los Angeles on Feb. 11. Among the topics considered were: the annual report of the 13th NAB district meeting in Dallas last Thursday, held in conjunction with the Cannon-Mills bill for purchase of space in small newspapers was discussed as a political "subsidy without merit." Other resolutions adopted commended NBC Thesaurus, Columbia Recording Corp., and RCA Recording Co. for their opposition to Petrello; appreciation for Willard Miller's services as NAB president, and Chidnian's efforts to have the network consider all bids for Willard D. Egolf, assistant to the president, outlined industry public relations and presented a proposed introduction to the subject.

Other NAB district meetings scheduled are District 12, at the Tulsa Hotel in Tulsa, Okla., on Feb. 22; District 6 in Memphis, Tenn., at the Peabody Hotel on Feb. 24-25; District 2 at the William Penn Hotel in Pittsburgh on March 6-7; and District 2 at the Roosevelt Hotel in New York on March 2-3.

Denver Attendance

Attendance at the 14th district meeting in Denver on Feb. 7 (Broadcasting, Feb. 14) was predicted as the largest in the history of the district. Ed Yocum, KOHL, Billings, Mont., was reelected by acclamation as district director but served notice that he would not be a candidate for another two-year term. Full attendance at the meeting included:

- Hugh B. Terry and Fred C. Muller, KLB; James R. MacPherson, R. H. Owen, D. A. McCull and Clarence C. Moore, KOA; Al G. Meyers, KMRY; Con Becker, T. E. Emmons, and V. W. Coburn, KVOI; Mark C. Crandall, Frank L. Bishop and Gene O'Fallon, RFEL; Rex Howel and Mrs. Mildred Fuller, RFJX; J. H. McGill, KOHH; George T. V. Cooper, KFRA; Florence M. Gardner, KFPL; Rutha A. Fletcher, KFEE; Ed Yocum, KOHL; W. E. Wagstaff and T. L. Loub, KBDU; Dan H. Vincent and Ralph W. Hard, KSL.

RCA Schedules Music

In "What's New" Spot

ABANDONING the elaborate format of its original hour-long Blue series, "What's New," which goes off the air Feb. 26, RCA will present two musical stars, an orchestra and chorus under the direction of Jay Blackton, "Oklahoma" conductor, to be heard on 159 Blue stations, Sunday, 7:30-8 p.m.

One classic and one popular star will be featured each week starting with the appearance of Jeanette MacDonald and Perry Como on the first broadcast March 4. Commercial announcements and continuity will be reduced to a minimum, the idea on the new series being to eliminate the spoken word as much as possible. Title is RCA Program—The Music America Loves Best. Agency is J. Walter Thompson Co., New York.

A Proven Sales Medium

WNX delivers your message to New York's foreign language millions in the intimacy of their native tongue. Let us give you the facts. WBNX, New York 51, N. Y.

Info Please and Dr. I. Q.

To Shift Time on NBC

H. J. HEINZ Co. Information

Please program will move into an earlier spot on the full NBC network as the result of a shift in the agency's sponsor setup for Dr. I. Q., which relinquishes the Monday 9:30-10 p.m. period to Clifton Fadiman's quiz program April 3. Dr. I. Q. in turn moves into the 10:30 p.m. spot vacated by the Heinz show, and changes from Vick Chemical Co. back to its original long-term sponsor, Mars, Inc., Chicago candy manufacturer, using a 60-station holding company.

Vick Chemical Co., parent company of Vitamins Plus Inc., canceled Dr. I. Q. in shifting its network EDAs to Grant Adair's "Morning to Morrow" International. Grant owns the Dr. I. Q. show. Heinz agency is Maxon Inc., New York.

Heinz, through Maxon Inc., New York, lost no time in snapping up the 9:30 p.m. vacancy left open by the Vick cancellation. It was able to do under NBC's revised policy in regard to time priorities for advertisers, which allows the network to consider all bids for time on its own merits, as for example the suitability of the time to the program, regardless of seniority. Until four or five months ago, the network had an abeyance list system, whereby time vacancies were allotted in accordance with priority of requests from advertisers.

Salt Lake Meeting

On Feb. 9 Messrs. Avery and Egolf stopped at Salt Lake City enroute to Los Angeles for a luncheon meeting arranged by S. S. Fox, president of KDYL Salt Lake City. Present were:

- Al E. Wagoner, KDYL; Ralph W. Hard, KSL; Alvis G. Pack, KDLY; Tom Avery, KDYL; George Stroll, KDY; Louis Snell, KDYL; Fred Horwitz, KDYL; Frank McGrath, KDYL; and Kenneth J. Green, KDYL.

- John H. Manwaring, KSL; and Harry Fox, KDYL.

The PLUS Buy in the Heart of PENNSYLVANIA

These three stations can be bought as a package at an exceptionally low combined rate—on a planted individually.

PAUL H. RAYMER

Sales Representative:

IN WNQX SERVICE ARE THERE:

2,450,000 Jewish Speaking Persons
1,527,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

AMERICAN LEADING FOREIGN LANGUAGE STATION
Better Than 73% Said:
"Happy Jim Parsons"

It snowed so hard in central New York one afternoon last January, that a worried central school principal decided to notify his pupils by radio, should it be necessary to suspend classes the next day. He asked them to name the program they habitually listen to at 8 o'clock in the morning. The results, spontaneously passed on to us, were:

- 112, or better than 73%, said "Happy Jim" Parsons.
- 27, or 17%, named another Syracuse station.
- 13 have no radio, or listen to other stations.

If a like question were asked in the 12 prosperous counties of central New York, similar results would obtain. For "Happy Jim" Parsons, WSYR's Timekeeper, has vaulted to unprecedented popularity. Here is fresh proof that WSYR, always on the alert to provide glittering talent of its own, in addition to NBC shows, is the station most central New Yorkers like to invite into their homes.

WSYR
SYRACUSE, N. Y.
The only NBC Station covering Central New York
5000 watts at 570 Kc.
H. C. WILDER, Pres.
REPRESENTED BY RAYMER

"Happy Jim" Parsons
(IRVING KAUFMAN)
THE NEW TIMEKEEPER

Some of His Past Roles...
"Happy Jim Parsons" on NBC and Mutual
4 1/2 years as "Lazy Dan" over Columbia
"Salty Sam the Sailor" over Columbia
Conducted the CBS Community Sing program
Featured in the "Champion Spark Plug" program over NBC with Gus Haenschens's orchestra for 4 years

It snowed so hard in central New York one afternoon last January, that a worried central school principal decided to notify his pupils by radio, should it be necessary to suspend classes the next day. He asked them to name the program they habitually listen to at 8 o'clock in the morning. The results, spontaneously passed on to us, were:

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5000 watts at 570 Kc.
H. C. WILDER, Pres.
REPRESENTED BY RAYMER
TRADE VIEWS on sales and programming policies were these CBS ninth district affiliate representatives during an executive conference on mutual problems at CBS Hollywood headquarters on Feb. 10. Conferees (l to r) are Les Bowman, CBS Hollywood engineer; George L. Moskovic, Western division sales promotion manager; Robert R. Benedict, KQW San Francisco; Royal Miller, KROY Sacramento; Clyde F. Coombs, KARM Fresno; Arthur L. Bright, KFPP Oklahoma City; and W. T. Thornburgh, KRTC Tucson. Mrs. Royal Miller; D. W. Thornburgh, CBS Pacific Coast vice-president; Miss Katherine Leuer, KFPP Spokane; Lee Little, KRTC Tucson; C. W. Myers, KOIN Portland, and chairman of ninth district affiliates; Albert Johnson, KOY Phoenix; J. P. Wilkins, KFBB Great Falls; A. J. Mosby, KGVO Missoula; Fox Case, news and special events director of CBS Hollywood; I. W. Sharp, KGK Salt Lake City; Harry W. Witt, assistant to Donald W. Thornburgh; E. B. Pfeffer, KGDM Stockton; Edwin Buckalew, CBS Pacific Coast field manager of station relations. The group discussed relation of sales and programs.

AMENDMENT PLEA IS GRANTED KOMA

PETITION to amend application for construction permit as to certain application on the hearing docket was granted KOMA Oklahoma City Feb. 16 by the FCC on the condition that KOMA would furnish the Commission certain technical information within 15 days. Requested in the amended application are facilities of 690 kc, same as previously asked, but with 6 kw day, 500 w night and without directional antenna for either day or night use. KOMA now operates under the condition of 1620 kc with day and night power of 5 kw.

Original application filed in November 1943 requested an increase of power to 50 kw on the same frequency, but was subsequently amended for 690 kc and then for 27 kw, and last for 10 kw. Permission was also asked in certain of these applications to move and install new transmitting equipment and a directional antenna. In requesting 690 kc, KOMA has asked that KGOP Coffeyville, Kan., now utilizing 690 kc, be shifted to KOMA's 1520 kc, or other facilities as determined by the Commission.

KOMA now has pending an application filed in November 1941 for renewal of license to use its present facilities (690 kc, 1 kw day, 500 w night without directional antenna) and an application to increase night power to 1 kw.

All of these applications have been consolidated for hearing and the supplement to the Feb. 16 order stated that the hearing would be conducted "to determine which will better serve the public interest, convenience and necessity, the use of the frequency 690, as proposed by KOMA or as proposed by KGOP."

Marget KVOX V-P

M. M. MARGET was elected vice-president of KVOX Moorhead, Minn., on Feb. 14, according to Robert J. Bolter, president of the station. Mr. Marget has been with KVOX since Robert Herbst obtained the original license in 1937. He supervised construction, and joined the station as general manager. In 1940 Bolter, Shepard and Johnson purchased KVOX; Mr. Marget continued as manager.

Committee Split (Continued from page 9)

day that whether the majority would reply to the charges made by the minority members was "undecided." He indicated that another Committee meeting might be held this week to determine "future procedure." Mr. Les said, however, that the issue was "not whether we are going to investigate the WMCA sale, the point is when." He repeated a statement made some time ago that "the Committee intends to complete the WMCA investigation."\r\n\r
Merely Filled In

Rep. Magnuson said: "Apparently the minority group has no faith in the integrity or the ability of the courts of New York to decide a case. I have." Published reports in Washington that Rep. Magnuson conferred with Thomas G. Corcoran, former White House confidant now under subpoena by the Committee, that his return from Alaska were met with a "so-what" attitude by the Congressman.

"I've known Tommy Corcoran for many years," said Rep. Magnuson. "I ran onto him at the Shoreham hotel and he told me about the WMCA hearing. Is there anything wrong in a friend filling me in on what has happened while I was away?"


Philip Handelman of Handelman & Ives, counsel for Mr. Flamm in his suit for damages against Mr. Noble, said in New York: "There must be something to this case that everyone's so afraid of." He declined to comment further, explaining that he had no part in the Committee proceedings but added that there will be an opportunity to "disclose the facts" when Mr. Flamm's suit comes to trial before the New York Supreme Court. Mr. Woold's only comment was that his written protest "speaks for itself."

Action, alleging coercion and fraud on the part of Mr. Noble and his associates to force Mr. Flamm to sell WMCA, is expected to come to trial this spring.

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Gov. Cox Says
(Continued from page 9)
duty of Congress in doing something to clarify the present state of things emphasised by the fact that the Supreme Court has almost supplicated the law-making body to indicate the path for a more sensible, efficient and just regulation of the whole industry.

"Second, I am convinced that Fly wants radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the Government. If we had Federal ownership, then a Huey Long administration could never be gotten rid of.

Public Questions

"Third, Senator Wheeler has put his finger on the very definite need of providing some way, somehow, for an equal division of time in the discussion of vital public questions. It might be difficult to write this into law. Jefferson was a very wise man and he once said that it was a mistake to make either charter of government or statute too specific. The important thing was to express the principle involved, having some confidence in the intelligence and integrity of both administrative officers and the courts.

"We live in a democracy which cannot go on in good health unless we have a healthy public opinion and that cannot be unless our public has presented to it the truth, and all of it. After all, that is the very essence of democracy and this form of government is not going to live if truth is diluted through misrepresentation. It is as necessary to keep the current of public opinion protected as it is to balance the diet of a baby.

"Elaborating a little upon this basic philosophy, we have a job to do in the making of a world peace. The truth from all over the world must come unshackled. If our civilization knows what is going on, then we can assume that the rightness of things will have a much better chance to prevail than it ever has in the past."

Austin, capital of Texas and home of Station KNOW, is the nation's top-ranking city in percentage of gain in retail sales and services over February, 1943!

This month retail sales and services in Austin skyrocketed 58.6% above the volume of last February, as shown by the list of "High-Spot" cities published in the January 1st issue of Sales Management. The magazine projects its estimate a month ahead.

Use KNOW to get your share of this vastly increased business in Austin. Follow the lead of local radio advertisers, who spend more than 60% of their money over KNOW — the top station in the nation's "high-spot" city!
Don't Look Now—
But Television Has Grown Up!

War overtook Television at the awkward age. Like many another green recruit, its heart—the Cathode Ray Tube—was appraised and indexed. It proved a heart of magnificent promise in the nation's desperate need. This heart was assigned strange, important duties. It is serving wherever men are fighting, wherever production lines are bustling, wherever the stamina of metals must be certified.

Out of war's crucible, this amazing heart—the Cathode Ray Tube—is emerging with vastly increased stature, range and power! When materials are again available, a newer, greater Television will make your easy chair at home the choicest seat where exciting news is breaking...fifth row center on the aisle wherever the "stars" are scintillating.

Television has grown up! The most-prized possession in your postwar home will be your DuMont Television-Radio Receiver. Why DuMont? Because DuMont is the first name in Television! The scientific achievement that makes clear Television reception possible is its amazing heart...the work of Allen B. DuMont, who transformed it from a laboratory curiosity to a commercially practical product.

Today, DuMont is pioneering in the great new field of electronic weapons. Tomorrow, DuMont leadership will assure your enjoyment of peacetime Television...through the manufacture of precision electronic equipment for Television pick-up and transmission...through distinctive operation of our own commercial Television Stations...and through the manufacture of the finest Television-Radio Receivers.

![Picture of a television set]

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Printed in U.S.A.

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HOUSE COMMITTEE VIEWS

Two statements were issued last Wednesday, following a closed meeting of a majority of the House Select Committee to Investigate the FCC. The majority announcement was released by Rep. Clarence F. Lea (D-Cal.), Committee chairman, at 1 p.m., following a meeting of Reps. Lea, Hart (N.J.) and Magnuson (Wash.), all Democrats. At 6 p.m. Reps. Wigglesworth (Mass.) and Miller (Mo.), Republicans, issued a minority statement. Following are the two releases:

MINORITY

THE ACTION of the three-man Democratic majority of the Select Committee to Investigate the FCC in squelching the investigation of the strange sale of Radio Station WMCA and the part played by high officials of the present political administration makes it perfectly plain that this is a 'hush-hush' move, pure and simple, to keep unsavory facts from the public.

It is part of the whole New Deal scheme to cover up pernicious bureaucratic practices and the graft that is inherent in such a maze as we have in Washington today.

Let the record show that neither of the two Republican members of the Committee were present at today's meeting, at which this unexpected action was taken. Let the record show that one Republican member was not even notified of the meeting until after it had been held, and neither was advised of the contemplated action.

Let the record show that three Democrats covered up and sought to shield the administration just as the facts began to hurt.

For more than a solid year we have sat as a minority on the Committee investigating the FCC and have watched while the present political administration frantically tried to prevent the American people from learning the truth about the FCC and its sordid and illegal activities. We wonder—and the American people have a right to know—why the White House, the Dept. of Justice, the FCC and high New Deal officials, past and present, are so fearful that the truth about these and other matters in which the FCC played a part should become known.
Judicial Air Control Urged in Canada

Agency for Measuring Of Coverage to Be Created

(Continued from page 11)

It is estimated that about 6,000 watts under Havana
Treay regulations, which is expected to count against Canada
in the Havana Treaty revision in 1946; the slowness with which
the CBC implemented its Canadian
Press news agreement last year,
requiring private stations to con-
tinue for seven months to carry
with the same sustaining network
newscasts as arranged under the
contract; the regulations which favor
CBC network commercial programs to the transmitted pro-
grams.

CBC Is Competitor

"So far as national advertisers are concerned the CBC network is
in competition with the privately-
owned stations for their revenue.
This condition of competition is a
healthy state of affairs, except that the Board of Governors is placed
in the position of a man umpiring a
ball game who at the same time
is the manager of one of the op-
posing teams. It doesn't matter how
fair he tries to be in his decisions, he is bound to be suspected of
favoring the team he manages," Mr. Bannerman said.

In reviewing 1943, Bannerman paid tribute to the late Ed Sandell,
owner of CKTB St. Catherines,
Ont., and former CAB director,
who died during the year.

It was brought out that private
stations are giving up 10 per cent of their time free for various wartime
charities, loan drives, recruiting,
government announcements, and
are receiving 7 per cent of their
commercial business from govern-
ment departments in paid adver-
sising. Currently Canadian broad-
casters are getting ready for a Red Cross campaign and Canada's Sixth Victory Loan.

Concrete suggestions for the early settlement of the most pressing
problems of the industry in its
relations with the CBC were
promised the broadcasters by
Maj. Gen. L. R. LaFleche, Min-
ister of War Services, which
has jurisdiction over CBC and ra-
dio broadcasting. Speaking at the
closed Monday afternoon session he
addressed the broadcasters in con-
fidence, suggesting that broadcast-
ning's problems should be settled
within the industry, that the Ca-
nadian public would not stand for
abolition of the CBC and its Do-
minorion-wide program service,
and that a settlement could be reached
which would leave CBC and private
operators satisfied.

BBM Established

Decision to set up a Bureau of
Broadcast Measurement, a radio
media Audit Bureau of Circula-
tion, was reached at an after-
noon of discussion at the closed
Monday afternoon session. On the
first voting of the resolution a siz-
able minority opposed the pro-
posal, but after determination as
to the nature of surveys to be un-
dertaken, the broadcasters voted
almost unanimously to establish
BBM.

The organization will be presided
over by a board of nine, three from
the broadcasting industry including
two from the CAB and one from
the CBC, three members of the As-
sociation of CanadianAdvertisers
(ACA) and three from the Can-
nadian Association of Advertising
Agencies (CAAA). Cost of the
BBM will be borne mainly by the
broadcasters on a basis of two-
thirds the peak half-hourly rate
monthly, with ACA and CAAA
members each paying an annual fee
of $25.

Total cost of a year's operation is estimated at about $30,000,
which would include a paid secre-
tary-treasurer, cost of two cover-
age surveys per year, and distri-
bution of the surveys. An inde-
pendent research firm would make
the surveys on a ballot basis to de-
termine coverage of each member
station. The firm of Elliott-Haynes
Ltd., Toronto and Montreal, affili-
ated with the C. E. Hoope organ-
ization in the U. S., is understood
to have been selected to make the
surveys. President of BBM will be
picked from the board members
representing the ACA and CAAA.

The establishment of BBM will

CENSORIAL subjects occupied this
trio at Quebec (l to r): Charles
Shearer, chief Canadian radio cen-
sor, Ottawa; Wm. C. Borrett,
CHNS Halifax; J. Harold Ryan,
NAB president-elect and U. S.
broadcasting censor, Washington.

This Great February
American had the
idea for Good Radio!

- Of the
PEOPLE
- By the
PEOPLE
- For the
PEOPLE

It's always the people who
have the say-so at WMMN!
That's why it's their favorite
station . . . that's why they
listen and respond . . . that's why
WMMN is one of America's
finest Direct Response Stations . . .
THAT'S WHY ADVER-
TISERS GET RESULTS!

ASK JOHN BLAIR
— Columbia Network —

A 50,000 watt audience at a
250 watt rate

C. E. HOOPER
FOR NOVEMBER & DECEMBER, 1943

<table>
<thead>
<tr>
<th>Time Period</th>
<th>AQ</th>
<th>WG</th>
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<td>27.7</td>
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<td>Afternoon Index</td>
<td>12:00 - 6:00</td>
<td>27.1</td>
<td>30.6</td>
</tr>
<tr>
<td>Evening Index</td>
<td>6:00 - 10:00</td>
<td>41.6</td>
<td>13.7</td>
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</tbody>
</table>

WHAT BETTER PROOF of an
audience can you ask for?

Southern California's
Fastest Growing
Radio Station

KWKM
1000 WATTS
PASADENA

HOWARD L. TULLIS, General Manager

BROADCASTING • Broadcast Advertising
February 21, 1944 • Page 61

KWMN
FAIRMONT, W. VA.

WGRC Mutual

THURSDAY, FEBRUARY 21, 1945

LOUISVILLE'S TRADING AREA

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

Burn-Smith National Representative
mean that for the first time anywhere all stations becoming members will be provided with potential audience data that will have the universal confidence of advertising agencies and advertisers. The same formula for securing the data will be applied to all stations alike.

Palmer’s Suggestions

Constructively criticizing radio commercials and warning that “unless radio mends its programming and commercial planning it will find itself in a most precarious position,” B. J. Palmer, president of WHO Des Moines, spoke at the Tuesday afternoon open sessions of the CAB convention field at the Chateau Frontenac in Quebec, Feb. 14-16.

Quoting from his book, “Radio Salesmanship,” Mr. Palmer explained that “broadcasters and agencies today overlook one of their most important functions of radio in their lack of developing good copywriters and announcers. All copy going on the air should be suited to suit the intellect. The uct, with logic, reason and truthfulness the cardinal principles.”

He stressed that box tops, contests and stock inferential phrases were undermining confidence in the use of radio as an advertising medium. Speak truths, he stressed, and pointed to the work of the FTC in regulating pharmaceutical firms, quoting an article in [BROADCASTING, Feb. 14] on Miles Laboratories.

How radio research is handled from a common sense view was told Canadian broadcasters at their Monday luncheon by Matt N. Chappell of C. E. Hooper, Inc., New York. Illustrating the theoretical side of surveys and statistical covering data with graphs and tables, he informed them on percentages of error and how these are overcome in making commercial surveys for radio today. The talk tied in with the sessions which followed on the formation of the Canadian Bureau of Broadcast Measurement.

The development of radio broadcasting and the part it plays in our life was traced for Canadian broadcasters by Dr. James Rowland An-gell, NBC public relations adviser, at the annual dinner on Tuesday evening. He cited its criticisms and detailed its accomplishments under the American system of broadcasting, envisioned its future development in the field of television and FM, stressed the importance of its development in the hands of men of intelligence and integrity.

Interested in FM

While Canadian broadcasting does not yet know where it stands on FM, no policy has been announced by the CBC or the Canadian government, Canadian broadcasters are vitally interested in this new development. They were told plans of the FM branch of the industry in the United States by Paul Chamberlain, manager of FM Division, General Electric Co., Schenectady, at the Wednesday morning open session.

At closed business sessions Tuesday and Wednesday the treasurer’s report was stated showing total income from all sources of $45,990 and expenditures of $36,723. Membership now stands 61 of Canada’s 78 privately-owned stations, with CHOV Pembroke and CJRL Kenora elected members.

It was decided at the standardized rate structure meeting that standardized rate cards should be issued, and for this purpose an expert typographer had been engaged to prepare samples of this new card which would be similar for all stations, and would be contained in a binder and supplied to all time buyers. The card is to be published annually, on July 1. Standardization rates for spot announcements and flashes were recommended, most other rates now being on a standardized structure set up a year ago.

To Hire Engineer

Because of the proximity of the date of revision of the Havana Treaty and the fact that the Canadian government and the CBC has not yet found it feasible to unfreeze power increases in the Dominion (power being limited to 1000 watts, except in a few cases), the appointment of an engineer at a salary of at least $5,000 was recommended to the CAB by George Chandler, CJOR Vancouver, who has been the voluntary technical committee of the CAB. Delay and lack of action, he pointed out, will likely cost Canada most of the Class A channels the Dominion now holds, and on which it has but four 50 kw stations.

Increasing public sentiment favoring private ownership of broadcasting stations was reported at the Wednesday closed sessions, as a result of the public education campaign established last year. In an independent survey made recently, 27% preferred full government ownership of broadcasting stations, 33% only private owner-
ship, 35% private and public ownership as at present, and 6% showed no preference, thus with a total of 69% favoring private or joint private-government ownership. It was decided to continue the publicity campaign staged by independent stations in their own communities.

**Political Policy**

Sale of time for political broadcasts on a non-partisan basis at election times was favored, with all parties being called in and shown times available and how this time would be divided on a sale or free basis among the parties. Radio, it was determined, should promote greater interest in political broadcasts.

Specific ways of improving religious broadcasts, especially morning devotional periods, were reported by a special committee set up to study this problem. More religious music of the great composers, training of preachers and ministers in radio technique, and less gloom were urged.

A resolution was passed, providing that the CAB arrange production of a series of dramatic programs indicating the part played by free enterprise in the building of Canada as a nation.

It was decided to set up a committee with the ACA and CAAA to study and report upon ways and means of increasing the effectiveness of the commercial continuity of sponsored programs. A standing committee on programming was also urged.

Of 22 Canadian war correspondents at the front, three have been killed, including one radio man, three have been wounded, and one is a prisoner-of-war, Joe W. G. Clark, director of public relations for the Canadian armed forces, told the broadcasters at their Wednesday luncheon. He recounted his recent trip to the Italian front and complimented radio on the work it has done in war reporting. J. G. Turgeon, chairman of the Parliamentary Committee on Reconstruction, spoke on “Canada’s Plans for Peace” at the Tuesday luncheon.

Basic principles underlying survey technique were explained in a talk by Matthew N. Chappell, of New York, consultant to C. E. Hooper Inc. Mr. Chappell listed the five basic elements in surveys as follows: 1. What shall we ask questions about; 2. Of whom shall we ask them; 3. When shall we ask them; 4. How shall we ask them; 5. Of how many people shall we ask them.

Formulation of the problem is about half the battle, he said, in referring to the first element. Therefore, in planning a survey it is necessary to decide upon and formulate clearly the exact nature of the data desired. Second criterion, he said, deals with selection of the sample, which must be representative. Among conditions influencing radio listeners, he said, are program availability, time, competition between programs, geographic conditions, language and national origin, size of locality, family composition.

**When to Ask**

These conditions are taken care of by random selection, after decision has been made on number of homes to be contacted in each geographic, language, city size and other groups.

Third criterion, when we shall ask our questions, is easiest of all, according to Mr. Chappell. “We will ask them when the information will be useful to us,” he said. “Some data we need often; others infrequently. Measures on the attraction value of programs—that is to say, program ratings—we need frequently to guide our program building. But we do not need ‘coverage’ or station listening area data twice a month. This data every year or two may serve to

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**INTERNATIONAL group at the CAB convention, Quebec (l to r):** Athol McQuarrie, Assn. of Canadian Advertisers, Toronto; B. J. Palmer, WHO Des Moines, and F. F. Gamble, American Assn. of Advertising Agencies

**Lalonde Elected**

PHIL LALONDE, director of CKAC, Montreal, was elected president of the Quebec Assn. of Private Broadcasters Feb. 15 at a meeting held in conjunction with the Canadian Assn. of Broadcasters’ convention. Other officers elected were J. N. Thivierge, CHRC Quebec, vice-president; Marcel LeFevre, CHLP Montreal, secretary-treasurer; Paul Lepage, CKCV Quebec, and Georges Bourassa, CKCH Hull, directors.

---

**On the Air AROUND THE CLOCK**

**Since January 1st KCKN has been a 24-hour station... the only day and night (all night) station within 200 miles. Now, around the clock, Greater Kansas City enjoys the same popular-music program format that has made KCKN the voice of Greater Kansas City. KCKN is fast becoming "discovered" by value-wise time-buyers... so better wire or call your nearest Capper office before the better availabilities are gone.**

---

**"I'd suggest Walter Winchell on WFDF Flint."**

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**BROADCASTING • Broadcast Advertising**
balance well our desires and pocketbooks."

As to the fourth criterion, Mr. Chappell said experience is a vital factor. "For example, if we want to know how big an audience BBC News gets in cities that have two local outlets, we would first try getting the information one way perhaps by unaided recall and then try it by others; Aided recall, by coincidental calls, by using a mechanical recorder, by setting up a listener panel or by using the mails. Whichever one we find to yield us the best results is the one we use."

Most "mysterious" criterion is the fifth, he told the CAB. "The important thing to be known about any sampling figure," said Mr. Chappell, "is this: How much larger or how much smaller must another figure obtained by sampling be before it is reliably larger or reliably smaller than the figure obtained. This is what the statistician means when he talks of a 'statistically significant difference' between results obtained by sampling. It is the only measure of statistical reliability which can have the slightest significance to an interested layman."

Bernice Challenger Bost BERNICE CHALLENGER BOST, 42, radio commentator and former editor and publisher of several Chicago community and club magazines, died last week at St. Francis Hospital, Evanston, Ill. The former wife of William Dale Bost, president of the Orange Crush Co., Chicago, and the Bost Toothpaste Co., New York, spoke as a commentator on various women's programs under her true name and under a pseudonym, Priscilla Pride.

RTPB Reviewing Television Sound Panel 6 Considers Changing Sound Signal to AM

PROPOSED changes in the present standards for broadcasting television sound, which now specify the use of FM rather than AM for sound transmission on the television channel, are being considered by a subcommittee of the Radio Technical Planning Board's Panel 6, according to the minutes of a recent meeting. In reviewing television standards, both FM and AM sound will be studied.

Particular attention will be given by the subcommittee to the problem of multipath distortion as it affects television broadcasting using the FM now standard for television sound. There will probably be greater multipath distortion as television develops into the higher frequencies of the spectrum. In this connection the subcommittee has asked the assistance of the Very High Frequency Broadcasting (FM) Panel 1, which thus far has not considered the problem of multipath distortion.

FM More Complicated

The minutes of the meeting of Panel 6 reveal that in addition to multipath distortion there are other points which appear to favor AM for sound transmission. FM receiving equipment is considered to be more complicated than AM. Then too, it has been found that FM reception requires finer receiver tuning of the sound channel, which makes occasional adjustments necessary. It was also noted, as a point against FM, that in the case of television sound, the use of FM hasn't resulted in any appreciable improvement.

On the other hand, the meeting found that much could be said in favor of the FM method in transmitting television sound. It is desirable to have the radio television sound channel use the same system that is being used for VHF broadcasting, which is FM. In regard to power use, the committee takes into consideration the fact that an FM sound transmitter requires less power, which is an economic factor. Finally, the committee was told that the use of FM results in less static and electrical interference.

While it was pointed out that the television technicians themselves do not favor either FM or AM for sound transmission, the problem promises to be an increasingly important one economically as television comes into greater prominence after the war, the committee feels. For that reason RTPB's Panel 6 is studying the problem from all angles with extreme care and has asked Panel 5 to submit a recommendation on the problem of multipath distortion and also that of receiver stability on FM sound channels.

All of the television standards are being reviewed by Panel 6, and the method of handling the sound is only one of the standards to be studied. The industry, however, is viewing with interest the television sound problem and it will provide a forum discussion upon relative merits of both FM and AM.

Young Oldtimer ALTHOUGH still a youngster himself (48), Frank E. Mullen, vice-president and general manager of NBC can look back on 21 years of service in radio. Mr. Mullen, who has seen the radio industry grow from the cubist stage to its present high state of development, nevertheless predicts even greater things for the post-war era. "An occasional visit to the RCA Laboratories," Mr. Mullen said last week, "will give even an oldtimer in radio the thought that he cannot relax and just go on selling time." Everybody in broadcasting, according to Mr. Mullen, should feel he is in on the expansion from the very start.
Public Relations Post
Given Douthat By RMA

JAMES W. DOUTHAT has been appointed director of publications for the Washington headquarters of the Radio Manufacturers Assn. in an expansion of staff and membership services authorized recently by the RMA board of directors. His duties will include membership, press, patent, short-wave program and other bulletins of the Association and also industry promotion and press relations.

Mr. Douthat was with the AP for 18 years and for the past eight years has covered the Supreme Court. He is a graduate of Emory and Henry College in Virginia, is 42, married and has one daughter.

O'Dea to Intervene

RICHARD O'DEA, minority stockholder in WOV New York, has requested the PCC to advise him when a date has been set for the hearing of the WOV application for transfer of stock held by Arde Bulova and his brother-in-law, Maj. Harry Henchel, former manager of the station, to the Mester brothers, in order that he may file a petition to intervene in the proceedings. Mr. O'Dea holds 20% of the common stock and one-half of the preferred stock in WOV [BROADCASTING, Feb. 7].

Universal Reorganized

UNIVERSAL MICROPHONE Co. Ltd., Inglewood, Cal., has been dissolved and reorganized into a partnership to be known as Universal Microphone Co., with the assets and liabilities of the former company. The partnership will continue to conduct the business of the former corporation, according to an announcement last week. Officers will continue to be James L. Pouch, president, Cecil L. Sly, vice-president and Durwood D. Allen, secretary.

Gillette Derby Plans

GILLETTE SAFETY RAZOR Corp., Boston, on CBS will sponsor May 6, 6-6:30 p.m., the Kentucky Derby, sponsored by Gillette for several years. CBS has exclusive broadcast rights through 1945. Agency is Maxon Inc., New York.

Rainbow Dye Spots


Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over the rich, ever-expanding Corpus Christi market. (Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth.)

In this prosperous Gulf Coast city of well over 100,000 people, KRIS's dominant evening listenship averages 65 per cent or more. Take network or spot time on KRIS ... and reach more people at less cost.

---

OWI PACKET, WEEK MARCH 13

Check the list below to find the war message announcements you will broadcast during the week beginning March 13. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT</th>
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<td></td>
<td>store</td>
<td>Group Announcements</td>
<td>PLAN Trans.</td>
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<td></td>
<td>group</td>
<td>Group Aff.</td>
<td>Ind.</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 99 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

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GROWING

REFRAIN FROM

The blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADEY-REED CO.

Buy both KRIS and KXYZ, Houston...a Money-Saving Combination

BROADCASTING • Broadcast Advertising February 21, 1944 • Page 65
Dangers of State Radio Explained

(Continued from page 18)

and true formula plays, or daytime serials (or even string quartets). But we just can’t force people to like a certain kind of program—even our own preferred kind. And we can’t force them to listen. Radio must give people the best programs—it can produce, of the broad kinds which people want, or they just don’t tune in. And all of us must agree that today, any situation in America other than one of certain national interest, throughout the land, in what is on the airways is unthinkable; for that interest is indispensable to the process of effectively informing and inspiring the public; and that process is vital in speeding the day of victory.

Then a Revolution!

“But suppose some dictator of radio programs (praise be, we have none in America) decided to dish out that fare to the public; nothing but the kind of program 11 every evening! No Benny, no Bergen, no Kay Kyser, no Aldrich Family, no Ralph Edwards, no Kate Smith, no Vic and Sade, no programs of any kind—no commentaries, no forums, no news—just string quartets. Station after station—network after network—just string quartets. The best the world affords of no—nothing but just string quartets. I’ll leave it to you what sort of a revolution would follow.

“But what is worse: the public—the millions of eager listeners—night after night—would not be listening. They would not hear what your government and mine had to say; to conserve, how to help in the war, how to do these parts. One of Uncle Sam’s very most important mediums of public information and inspiration would be silent—for want of its audience—because of its audience, has long since learned to do more interesting things than listen to what, for the very great majority, was an uninteresting radio!”

“For don’t let us forget: we, personally, may like opera, or certain singers or bands, or stories, comedians, or commentators, or FTC Ad Study

APPROXIMATELY 5% of advertising expenditures of the paint and varnish industry in 1940 went for radio, according to a report last week by the Federal Trade Commission on distribution of building materials, part of a study undertaken in 1940. The Commission reported that 115 firms, with 80% of the industry sales, spent $3,555,000 for advertising, of which 4.8% was for radio, 7.9% for newspapers, 8.8% for trade journals, and 1.5% for other media; 8% for price and 5% for display advertising. Large outlays were for direct mail and dealer displays. In the lumber industry, the study showed only 2 of 38 companies reported use of radio.

Hints at State Control

Hitting several times at the possible need for Government control of radio, Miss Dickerman, said that while the public will always have radio, “...whether radio service will be provided by private or government owned companies, or not, depends on how well those companies serve the public interest.”

Turning to daytime serials, described as “reeling off with gush and gore and gutter morals,” Miss Dickerman said the “naive” introduction of “moral precepts, as a sop to the conscience of producer and public” was no antidote for the “morals” of the programs.

A certain type of small station program, which features contests in which prizes are awarded on the basis of chance, rather than performance or merit, “has all the moral quality of a lottery,” she said.

Radio stations have failed to give the public quantity and quality of sustaining programs in return for the monopolistic use of a publicly owned facility, by private companies for private benefit,” she charged.

She urged women to fight the commercial pressure which seeks to profit from cheap and lurid programs for profit’s sake. She suggested that through mutual agreement with the FCC, arrangements be made by the networks and the local stations to guarantee that at any hour of the day at least one broadcasting company carry a program on an intelligent level. Women should see that the station does not exploit its facilities for such purposes as the so-called “lotteries.” The industry should be made to understand that public service should be geared in part to any rise in earnings, and should insist on quality of sustaining programs accordingly, she said in conclusion.

Gertrude Wixson, of the New York Journal American, questioned the need for so many “blood and thunder” radio programs for children, in the present wartime atmosphere. She suggested turning over the 4-6 p.m. period to programs in which children—non-professionals—could participate.

Other speakers included: Anita L. Barnard, NBC; Thomas Cowan, WNYC; Dorothy Day, WINS; Julie Braverman, WAAT, New York; Grace M. Johnsen, Blue Network; Mary Jane Kroll, WABC; Robert M. Scholle, WLIR; Helen J. Slousat, CBS; Marion Sabatini, in charge of women’s war programs of the domestic radio bureau of the Office of War Information; and Sylvia Schumacher, of the Du Pont Cavalcade program on NBC.
Adair Named
(Continued from page 10)
Ph.B. in electrical engineering and
is a member of Sigma Xi.
Mr. Siling was with AT&T from
1917 to 1929 in Transmissions and
Outside Engineering departments.
From 1929 to 1933, he was outside
plant engineer of AT&T and after-
ward served as acting plants opera-
tion engineer for the system. In
this position he was responsible
for outside plant construction and
maintenance, central office installa-
tion and maintenance, plant exten-
sions and related activities.
Mr. Siling was appointed super-
intendent of materials and supplies
for IT&T of South America in
1931, with headquarters in Buenos
Aires. In 1933 he was appointed
Assistant Deputy Administrator of
the National Recovery Administra-
tion in charge of codes of the elec-
trical manufacturing industry. In
1935 he transferred to the FCC as
senior technical engineer and in
February, 1927 was appointed as-
sistant chief of the International
Division.
Woodward’s Career
When Mr. Gross was named as-
assistant chief engineer in charge
of broadcasting in 1941, Mr. Siling
was promoted to head of the In-
ternational Division. Mrs. Siling is
the former Grace Ruth Poertzel, with
whom he married in 1921. They have
one daughter.
Mr. Woodward, new chief of the
International Division, was born
Feb. 5, 1902 at Cape Charles, Va.

Gardner Advertising Co.
Names 4 Vice-Presidents
GARDNER Advertising Co. of St.
Louis has announced the election of
four new vice-presidents for the
agency. Named are Rea Adams
Mcclellan, L. C. MacGlachan, Rud-
dolf Czufin and Merle R. Fuller.
Mrs. Mcclellan is a past vice-
president of the Advertising Fed-
eration of America. She joined
Gardner in 1935. Mr. MacGlachan
has been an account executive for
the agency. Mr. Czufin has been
art director for the Gardner con-
cern and Mr. Fuller has been an
account executive for the past
seven years.

He graduated from Virginia Poly-
teclic Institute in 1922 with a
B.S. in electrical engineering. Up-
on graduation he joined Western
Union’s engineering department,
remaining there until 1929. He was
in charge of equipment and auto-
matic operation of submarine tele-
graph circuits.

Joining IT&T in 1929, he served
with that company until 1933 as
Ocean Cable Systems engineer in
charge. In 1934 he transferred to
the Postal engineering department
and left the following year to join
the FCC as senior telegraph engi-
ner. He was appointed March 16,
1942 as assistant chief of the Inter-
national Division. In 1935 he was
a technical adviser at the inter-
national conference in Cairo.
Mr. Woodward is married and
has two children.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
FEBRUARY 12 TO FEBRUARY 18 INCLUSIVE

Decisions

FEBRUARY 14


WiHC Canton, O.—Mod. CP authorizing changes in equipment, frequency, increase power and DA-N. for changes in antenna system and extension completion authorized.

WICA Ashabula, O.—Special service authorization operates unlimited time 570 kc, 1 kw D, 100 w N, for period ending Aug. 9. Gus Zahari, South Charleston, W. Va.—CP new experimental television station 50,000-56,000 kc, A 5 special emission. 110 w aural. 50 wc visual.

FEBRUARY 15

WSAP Portsmouth, Va.—CP change 1490 to 1460 kc.

FEBRUARY 17

KWBU Corpus Christi, Tex.—License canceled CP non-commercial construction station, 1019 kc, 50 kw, hours of daylight to antennas in Little Rock, Ark.

KSPU Cedar City, Utah.—Petition reit rate application for CP make changes in equipment, increase power to 250 w.


FEBRUARY 18

Susquehanna Broadcasting Co., York, Pa.—CP new FM station, 44,500 kw, 5,000 mc.

Gene L. Cagle, Fort Worth, Tex.—CP new standard station, 1420 kc, 35 kw, unlimited. Facilities of KAND.

Indiana University, Bloomington, Ind.—CP new non-commercial educational FM station, 82,900 kc, 10 kw, special emission.

Commodore Broadcasting Inc., Spring- field, Ill.—CP new FM station, 46,900 kw, 5,000 mc.

Commodore Broadcasting Inc., Decatur, Ill.—CP new FM station, 46,900 kw, 15,000 mc.

ROBERT E. POE has rejoined the engineering staff of WAOV Vincennes, Ind.

WALTER ROGERS, studio engineer of WLW-WSAI Cincinnati, is the father of a girl who was born on February 14.

PERRY MUFFMAN, former engineer of KKY Philadelphia and now in the Army, has been promoted to captain. He is now serving overseas.

GILBERT F. NORRIS and Carl Hansen are new members of the engineering staff of WHK-WCLE Cleveland.

CHARLES BUTLER, for 16 years NBC studio engineer, on Feb. 14 was appointed a director on the Blue Net- work Central Division production staff.

CARTIC Tucson, Ariz., has changed its telephone number to coincide with its frequency of 1400 kc.

Applications

FEBRUARY 12

KOMA Oklahoma.—Granted petition amended application for CP change to 690 kc. Conditions.

WSIP Springfield, Mass.—Granted motion to change application from w 1200 kc. to request 1270 kc, 1 kw w, 600 N, using DAB and B, first 1 kw, B and D then only application from hearing docket.

WABC New York City.—On its own motion continued to April 24 hearing new set for Feb. 23 on application for CP move of its transmitter facility locally in Queens, N. Y.

FEBRUARY 17

KNOE Inc., Monroe, La.—Granted petition reissue and grant application for CP new standard station, 1460 kc, 250 w, unlimited. Transmitter site and antenna to be determined subject to FCC approval.

The Fort Hamilton Broadcasting Co., Hamilton, Ohio.—Granted CP new standard station, 1460 kc, 250 w, unlimited. Transmitter site and antenna to be determined subject to FCC approval.

Eldon Weaver Sr., Carlisle, Miss.—Granted request change assigned call letters to new station free WLOX.

KQW San Jose, Cal.—Granted extension license for period ending May 31, 1944, pending determination renewal application under Multiple Ownership Rule, Sec. 83.31.

WDUE New Orleans.—Granted consent vol. assign. licensee and CF W9DUE Inc. to A. A. Stephens, Fred Weber and R. G. Wall, d/b Stephens Broadcasting Co.

WSAM Saginaw, Mich.—Granted acquisition control by Milburn L. Greenebaum by purchase of 35 additional shares.

WIGN Kingston, N. Y.—Granted vol. transfer from Benjamin F. Feiner Jr., to Lewis J. Turman to Myers Wiesenthal, Charles C. Ewan-

WAMS Grand Rapids, Mich.—Granted renewal license and CP increase 150 w to 250 w, install new antenna on 1460 kc. Conditions.

In the Control Room

WILLIAM PURVIS, who recently received an honorable discharge from the Navy, has joined CBS as short-wave transmission technician at the Wayne, N. J. plant. Before joining the Navy, Mr. Purvis was communication operator with the Civil Aeronautics Administration.

EDWARD ANTHONY, control room engineer of WTAR Norfolk, has been inducted into the Navy.

BERNARD ONTIVEROS has joined KTMS Santa Barbara, Calif., as transmission engineer, replacing Jack McManus, now in the Navy.

BESS O. BEEMAN is the first woman engineer to work in the control room of W. L. Battle Creek, Mich. She is also known as the Texas Poet of Radio.

HELP WANTED

Announcer Wanted By Radio Station WSPD. A real opportunity on a 5000 watt NBC station. Wire or write, stating qualifications.

WSPD Toledo, Ohio

ENGINEER

* Harford graduate, 45, 15 years experience all phases radio. Desires permanent position as engineer, executive with station operating or planning FM outlet. Experience covers station operation and management, both AM & FM, programming, design and construction all types equipment, recording, etc., FCC procedure. Free to locate. Prefer west or southwest.

BOX 883, BROADCASTING

Classified Advertisements

Situations Wanted (Cont'd)

Producer-Writer—Capable and experienced, with definite talent and capability of originality. Available if you can prove existence of real opportunity. Presently employed in new station. Box 878, BROADCASTING.

Manager or Commercial Manager—5 years radio, 6 years newspaper, proven sales records. Write Box 871, BROADCASTING.

Young Man—Draft exempt, first class license, five years varied technical experience, no previous operating. Wants position as engineering operator. Anywhere, Robinson, 3647 Main, Kansas City, Missouri.

For Sale

All or part interest in 250 Watt Broadcast- ing station in north, southwest or southeast. Box 891, BROADCASTING.

Equipment Wanted—New or used 1 kw transmitter, phasing equipment, vertical radiators, copper wire for ground systems, commercial frequency modulation and phase monitors. Address Box 890, Care BROADCASTING MAGAZINE.

Portable Recorder—Complete with amplifier. Must be in good condition. WAGA, Atlanta, Georgia.

To Want By—500 watt transmitter, tower, modulation and frequency counter. Write Box 886, BROADCASTING.

To Want By—250 watt transmitter and all necessary equipment for such operation. Please give complete details, condition, age, price, etc. Address Box 879, BROADCASTING-

Equipment Wanted— RCA or Federal Field strength meter. State condition, last calibration date and price. Box 871, BROADCASTING.

To Want By—One kw transmitter any make. Must be self-supporting. Accepted FCC standards. Vertical tower 200 feet or better, include contact information. Box 870, BROADCASTING.

To Want By—Will pay cash for good 1 kw transmitter and other station equipment. Address Scripps Newspapers, Lloyd Building, Seattle 1, Washington.

WANTED—MODULATION MONITOR WITH FCC APPROVAL. WRITE CHIEF ENGINEER, WZRO KALAMA-

ZOO, MICH.

If you are a Good Announcer or salesman here is a real chance for permanent well-paid position. If you have any special ability as M.C. or ex-cel as newscaster, so much the better. Write down in (confidence) all possible particulars including height, weight, status, physical defects, age, experience, etc.

Last year this appeal pleased some good men in good jobs in a well-known eastern basic station. Special consideration given men with military discharges. Others should state with accuracy all possible particulars, if future is to be assured. This is a genuine opportunity, if you have any ambition, to do your work for the future.

BOX 895 BROADCASTING MAGAZINE.

Page 68 • February 21, 1944

Broadcasting • Broadcast Advertising

NEEDED—Announcer—With versatile technical for clear-channel kilowatt. No night work. KLON Blytheville, Arkansas. Fine opportunity for announcer or production man with imagination and dressmanship. Starting salary $55 a week. Apply Box 986, Broadcasting.

RADIO SALESMAN—Wanted for Bridgeport, Conn. Excellent station. Starting salary $60 a week. Apply Box 987, Broadcasting.

WANTED—Experienced announcer start at $50.00 per week. Will pay moving expenses for permanent man. Write WINC Winchester, Virginia.


WANTED—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 868, Broadcasting.


WANTED—Announcer-operator, with first class license. Must be capable of news and general service in network station. Send details to KSEI, Post Falls, Idaho.

Experienced Radio Announce—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 874, Broadcasting.

LICENSED OPERATOR—Who can do some announcing for an Eastern station. Good salary, transportation from Seattle. Give full details. Box 878, Broadcasting.

SALES PROMOTION Men—Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience. The more the better. But ideas and applied energy are most important. Good salary. Write in detail. Box 872, Broadcasting.

WANTED—Announcer, 4F or discharged from the service for newcasting and announcing position. Send references, audition record, salary expected, to WCBL, Columbus, Mississippi.


ANNOUNCER—Progressive Ohio network affiliate needs experienced man. Good pay, pleasant working conditions. Write Box 868, Broadcasting.

ANNOUNCER-Copywriter—Immediate permanent position with successful station. Reliability required; participation in civic activities requested. Age, draft status, experience, starting salary, snapshot all details first letter. KGFW, Kearney, Neb.

WANTED, Assistant Engineer For FM Station

WANTED
Hammond Organ with Crawford speakers. State best cash price. First good offer accepted.

BOX 888, BROADCASTING

WANTED
By Southern Regional Network Station: Operators at $49.00 per week Announcers at $55.00 per week Furnish photograph, complete employment record and references. Announcers please furnish transcription.

ADDRESS: BOX 893
BROADCASTING MAGAZINE

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
National Press Bldg., Washington, D. C.

McNARY & WATRALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Dl. 1203
Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

RIGGS & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7777

HELP WANTED

PROGRAM DIRECTOR
WANTED
Licensed Experienced Radio Announcer for progressive 5000 watt station located in Massachusetts and by regional network. Fine opportunity for announcer or production man with imagination and dressmanship. Starting salary $55 a week. Apply Box 886, Broadcasting.

ADVERTISING SALES MANAGER—LEADING RADIO STATION REPRESENTATIVES want young or middle aged man as time salesman. If now employed in advertising agency or on radio station and wants to keep top ranking organizations, will try his hand at selling. With good future, send particulars at once to Box 889, Broadcasting.

ADVERTISING SOLICITOR—Wanted man experienced in selling, servicing and maintaining good will of local merchants. Active list already established. Basic Blue Network station east coast—write full story in first letter, a post war job for right man. Box 897, Broadcasting.

SITUATIONS WANTED


Experienced Engineer—Technician with nine years experience on construction and maintenance. List class radio telephone license. Interested in permanent position. Box 889, Broadcasting.


EXPERIENCED OPERATOR—First phone. References. 4F, family, available 5 weeks. Must be permanent. Guarantee $50 per week. Box 899, Broadcasting.

CHIEF ENGINEER—Three years experience in broadcast with First Class Phone License. S. A. & M. B. Diploma—All phases of operation and maintenance. Send audition.


WANTED
Radio Help Available—to help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DeFOREST'S TRAINING, INC., 5555 W. Ashland Ave., Chicago 14, Illinois.

FREQUENCY MEASURING Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc., 66 Broad St., New York 4, N. Y.

RING & CLARK
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New Radio Research Program Urged by Archibald Crossley

Statistician Points to Weakness in Existing Survey Methods at Marketing Meeting

A FIVE-POINT program for radio market research, covering audience, attention, attitude, advertising and accomplishment of programs, was outlined by Archibald M. Crossley, president of Crossley Inc., in an address Thursday before the American Marketing Asn. at the Waldorf Astoria Hotel, New York.

 likening today's radio research to "a television image beginning to take form," Mr. Crossley said that "so far only the noses have appeared clearly and we have been very busy counting them—so busy that we have ignored the fact that those noses belong to people—people who have ears and brains—people who have likes and dislikes—people who not only listen, but buy."

Even in counting noses, material for market detection to the total national audience of any program will not be made available until non-telephone homes in cities and small towns and farms are checked as well as big-city telephone homes, he said.

Attention Factor

"The greatest unexplored field in radio research is this subject of attention," Mr. Crossley declared. "We, too, don't have attention, noting else matters. Today you do not know for the whole United States how many people are conscientiously listening to your program. Whatever the case, whatever the interviewing problems involved, sooner or later that information must, and will be, obtained."

In radio showmanship, as in the theatre or on the screen, tempo has played an important part. Attention has been sought in mystery thriller thrillers, in serial stories, in variety shows, in the most elaborate and expensive efforts have fallen flat. Here is a job for radio research—to find out what is that creates—and holds—attention, so that the program bears close relation to the degree of interest which it holds for the set owner.

"Attention, in part, is affected by attitude toward a program. If the program, or one of its features, has been well liked in the past, the favorable attitude should produce initial attentiveness. What people like about a program depends upon many things—a mood, the day's events, the choice of music and talent, and so on. You cannot, of course, study attitudes for all programs the same way."

"A number of means have been devised to study program attitudes. "Some of them so far has been called very useful. And yet attitudes are making and breaking popularity—building and destroying audiences. In the program attitude story, the commercial plays a major part. Sometimes the commercial goes so far it sends the dial spinning to another wave length. Sometimes it doesn't go far enough to do its job. The frank truth is that we are still neophytes in radio commercials. Some of them scream, some nervously apologize. And while we are finding out how best to fit the advertising into the program, inevitably we face the question, "What Has the Program Accomplished?" Studying the effectiveness of a radio program is not an easy job."

E. W. Engstrom, research director, RCA Laboratories speaking on "Post-War Trends Resulting from Radio and Electronic Research", cited television, FM and facsimile as three radio services which are technically ready to serve the public.

Langendorf Musical

FOLLOWING a three-week test run on sustaining basis, Langendorf United Bakeries, San Francisco, on March 13 starts a weekly musical A Song Is Born on 6 NBC Pacific stations (KFSO KFI KMJ KPO KGW KOMO), Monday, 6:30 p.m. (PWT). Featured weekly will be three songs by non-professional composers with $50, $25 and $10 in War Bonds and stamps to be awarded by studio audience applause. Listeners will choose three songs from the 15-week cycle to be used on 16th broadcast. BMI will publish final winning tune. Larry Keating will m.c. Caryl Coleman is to write the music with Archie Scott as producer. Pacific Coast Adv. Co., San Francisco, has the account.

ANPA TO WITNESS GE VIDEO EXHIBIT

MEMBERS of the American Newspaper Publishers Asn. have been invited to an April 28 demonstration of televised news, to be held at Schenectady following close of the ANPA convention in New York. A special edition of a newspaper will be televised, reviewing various types of news and feature material.

First the regular newspaper page will be televised, then GE will show how the same news might be covered by television, using models, puppets, actors and movies to supplement efforts of newspapermen in the studio. The demonstration is designed to show publishers how television can be helpful to them in dissemination of news. Eastern publishers saw the exhibit last November.

GE featured the three winners of the Beaux-Arts Institute of Design contest for best television studio plans in a program on WRGB Feb. 20. First television style play was presented by WRGB last Friday.

More Battery Packs

PRODUCTION of battery packs to operate rural radio sets totaled 3,750,000 units during 1943, according to Arthur Stringer, ANPA promotion director. Mr. Stringer expressed the belief that battery packs available to farmers would register an increase during 1944.

On Reserve

FOUR uniformed policemen of Vincennes, Ind., have been placed on the "reserve list", for the operation of the WAOV Vincennes transmitter in case of emergencies. The two-way radio-telephone operator licenses of the policemen have been especially approved by the FCC to permit the measure.

Open Record Rule Is Termed Unfair

Briefs Say Free Competition Endangered by FCC Proposal

OBJECTIONS to a proposed proposed by the FCC, under the Standards of Practice & Procedure Relating to Inspection of Records, under FCC Order 118 (Broadcasting, Jan. 24), were raised last week in briefs filed by NAB on behalf of radio generally, the major networks and individual broadcasters.

Chief objection was voiced on the ground that such a rule would be discriminatory, in that other advertising media in competition with radio are not required to expose their business records for public inspection, and that the "free competition," if adopted, would place radio in the category of a common carrier.

Primary Objections

Three primary objections were listed by the NAB: (1) "Par. (c) of the rule now proposed is deemed to be too restrictive (2) the non-active feature of Par. (c) might result in inequities and undue hardships; (3) it is not clear that the adoption of Par. (c) will serve any useful purpose." NAB waived right to oral argument.

Segal, Smith & Hennessy, filing on behalf of King-Trendle Broadcasting Corp., Detroit, (WXYZ) and Dempsey & Koplovitz Radio Inc., objected on the grounds that the proposed rule would do away with competition.

NABC and CBS filed briefs on similar grounds. To the CBS brief was added the objection that since the business records of advertising media in competition with radio are not open for public inspection, the proposed rule would be discriminative.

Dempsey & Koplovitz were to file on behalf of the Don Lee Network. Oral argument under Order 118 is set for 10:30 a.m. March 1 before the Commission en banc.

Station at Cornwall

A NEW 100 w station is to be built at Cornwall, Ont. The Cornwall Standard Freeholder is the licensee, the Board of Governors of the Canadian Broadcasting Corp. having passed the application at a recent meeting. Call letters have not yet been assigned. The station is affiliated with CFOS Owen Sound, Ont., and the Owen Sound Sun Times, and it is learned that duplicate equipment or replacement equipment of CFOS will be used to build the transmitter at Cornwall.

SERIES TO BE TELEVISED

BOOTS NUT AIRCRAFT Corp.'s new program which starts on Mutual Feb. 27 in three-hour, period, will be repeated at 8:15 p.m. as a television program on WJNY, New York television station operated by Allen R. DuMont Labs., on an experimental basis. Commercials will be included. Roots agency is Cecil & Freasby, New York.
MORE advertisers spend MORE money to sell MORE merchandise to MORE people on WLW than on any other radio station in the world.
A "SHINING" EXAMPLE OF TRUTH

As Harlow Wilcox would say, "Fibber boasted that WKY has the country's finest transmitter—but you know how Fibber is—but when I saw WKY's new transmitter building I said to myself, 'well, old boy, now you've seen everything.' Beauty, size, convenience, comfort, eye-appeal. What a spot to demonstrate that easy, quick-acting surface-protecting brilliance of Johnson's wax. No other wax is good enough for so fine a floor, and vice versa. It's sure a great break for Fibber and Molly and the Johnson Wax folks that when WKY's new transmitter is completed, the Oklahoma City station most people listen to most of the time will reach thousands of NEW listeners."

Right now Fibber McGee and Molly have a 39.2 Hooperating on WKY—a national rating of 33.6. Chalk up 5.6 to WKY's brilliant record of audience loyalty.