WHO’s primary (.5 millivolt) area is a rough circle 310 miles in diameter, using FCC Engineering Standards. In that area, WHO really covers three big markets as shown in the chart above—really covers 1930 cities and towns, and approximately 368,525 farms.

When you buy WHO you get all three markets in Iowa—plus a secondary coverage that draws winter mail regularly from 35 to 45 states—summer mail regularly from 30 to 37 states... Write for further facts—or ask Free & Peters!
Something to make your eyes pop!

As Eddie Cantor might tell it to Harry Von Zell: "It's getting to be a small world, Harry. The other morning I was flying around Beverly Hills when I spied an unfamiliar speck in the distance. I started flying toward it, and what do you think? I found myself in Oklahoma looking at the biggest radio tower I ever saw. Harry, my eyes got bigger than banjos. It's 910 feet high... so big you have to look twice to see it all!

"Harry, when the juice starts through this new WKY antenna, more people in Oklahoma than ever before are going to be wearing the 'Smile of Beauty' and the 'Smile of Health'."

WKY's new transmitter, now nearing completion, will be one of the finest in the nation. Its antenna will be one of the two highest in the Western Hemisphere.

These new facilities will add still more coverage and listeners to WKY's already dominant superiority in both coverage and audience.

The results which WKY produces for advertisers are no less eye-opening than the magnitude of its facilities.
WSIX, with its 5,000 watts on 980 kc, covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Blue and Mutual network programs, with numerous top-notch local offerings, furnish strong listener-appeal.

Here’s a powerful sales force that is yours to command. For availabilities, write or wire this station or

SPOT SALES, INC., NATIONAL REPRESENTATIVES
BE A DISCOVERER

Find New Sales Possibilities

Today and Post-War

In WWL-Land

USE WWL—ONLY: MEDIUM YOU NEED

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

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

6

Reasons Why KFOR has
The “Juvenile Audience”
in
Nebraska’s Capital City Area

DICK TRACY
TERRY & THE PIRATES
LONE RANGER
ADVENTURE HOUR
HOP HARRIGAN
JACK ARMSTRONG

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN
Nebraska
A Small Station Doing a BIG JOB

Page 4 • February 28, 1944
In Charleston, W. Va. **WCHS** has more listeners ... than all other stations combined

*Ask Crossley—he knows!*

<table>
<thead>
<tr>
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<th>8 a.m.-12 noon</th>
<th>12 noon-6 p.m.</th>
<th>6 p.m.-10 p.m.</th>
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<td>WCHS</td>
<td>61.4</td>
<td>62.1</td>
<td>54.8</td>
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<td>All Others</td>
<td>38.6</td>
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*Monday through Friday*

**WCHS**

CHARLESTON, W. VA
5000 on 580 • CBS

John A. Kennedy  Howard L. Chernoff
President        Managing Director

Represented by
THE BRANHAM CO.
FOR AM, FM, SHORT-WAVE AND TELEVISION

In studio speech input equipment RCA has led the field for
the past ten years—in recent years by a wide margin.

RCA studio equipment predominates in the studios of all
major networks and in a large proportion of the outstanding
station installations—large and small.

All of the RCA studio equipment, and all of the RCA broad-
cast transmitting equipment, sold in the last ten years was
designed from scratch by RCA engineers and built exclusively
in RCA plants.

RCA experience in broadcast equipment—studio and trans-
mitting—is unequaled.

And note especially—

All of the RCA studio equipment models current at the
beginning of the war were designed for the wide response and
high standards of FM broadcasting.

A number of commercially licensed FM stations on the air
today are 100% RCA-equipped—from microphone to antenna.
The RCA 76-B2 Consolette, finest, most complete studio equipment of its type. Handles two studios and announce booth. Quality equal to custom-built installations.

(BELOW) Master control room of WFBR, Baltimore. RCA custom-built studio equipments, such as that shown here are unapproached either in utility, convenience or performance. They are made up to suit the requirements of the individual station exactly—and yet, because they are assembled largely from standard units, they often cost no more than much inferior and decidedly less convenient equipments. All RCA units such as amplifiers, racks and control panel are, of course, also available separately.
Says—“To gear advertising to specific market opportunities and problems—that’s elasticity and that’s spot broadcasting”

True, Mr. Black, and in that way spot broadcasting does for advertising what an armored force does for the army—it permits the rapid concentration of decisive force at any place and time that strategy demands.

Here at F&P, we too are geared to the demands of advertising blitzkrieg.

Sixteen good men, completely equipped with all the modern facilities for fast, efficient work—individual secretaries, finger-tip Kardex systems, teletypes, Dictaphones, complete data libraries. . . . Yes, and unbeatable team-work, too. Send us into action for you, won’t you?
John E. Fetzer Named Broadcast Censor

WKZO Owner Will Take Position in April

CONTINUING his policy of selecting practical executives for key positions, Byron Price, Director of Censorship, last Friday announced the appointment of John E. Fetzer, owner of WKZO Kalamazoo-Grand Rapids as Assistant Director of Censorship for radio succeeding J. Harold Ryan. Mr. Ryan is expected to report by April 15 as president of the NAB, to which post he was recently elected by the NAB board of directors.

The new broadcast censor, a veteran of a quarter-century in radio despite his 42 years, will assume his new position about April 15. The appointment, it is understood, is for the duration.

Began as 'Ham'

Active in radio affairs, Mr. Fetzer now is serving his fourth consecutive term as an NAB director representing the 8th district, comprising Michigan and Indiana. In addition to his ownership of WKZO, he is vice-president and part owner of KXEL, 60,000-watt in Waterloo, Ia. He is a former radio "ham" and held an amateur radio license when he was 17.

Mr. Ryan, who takes over the NAB helm from Neville Miller, former mayor of Louisville, is vice-president of Fort Industry Co., operating six stations in Ohio, West Virginia and Georgia. He left Fort Industry Dec. 26, 1941—shortly after Pearl Harbor—having been drafted by Mr. Price for the censorship post. The voluntary Code of Wartime Practices for American broadcasters, invoked originally two years ago and modified three times since, has been administered under Mr. Ryan's immediate direction without a single major incident.

Mr. Price paid high tribute to the retiring broadcast censor in announcing the Fetzer appointment.

"The outstanding service rendered to this war agency by Mr. Ryan is well known throughout the broadcasting industry," he said. "He came to us in the first diffi-

cult days just after Pearl Harbor, organized the Broadcasting Division, and has given unsparedly every since of his time and rare ability. Great credit is due him for this patriotic effort to make voluntary censorship of radio a success.

"I have accepted Mr. Ryan's resignation with great regret. It is fortunate that Censorship has been able to command the services of so able and experienced a successor as Mr. Fetzer." Mr. Fetzer will take over the organization built by Mr. Ryan without immediate change. Chief assistants are Robert K. Richards, formerly of WSPD Toledo; Lester Halpinn, formerly of KOIN-KALE Portland, Ore.; Edward H. Bronson, WCOL Columbus, O.; Charles West, ex-managing editor of the Washington Daily News and assistant to A. A. Schechter, NBC director of news and special events.

Mr. Ryan has maintained silence regarding his immediate plans on NAB reorganization, declaring he desired first to acquaint himself thoroughly with the trade association's operations. A former member of its board of directors and chairman of its finance committee, Mr. Ryan has more than a cursory knowledge of NAB operations, budget and personnel. The immediate task, he has indicated, is that of pursuing legislation to amend the Communications Act of 1934, now pending before the Senate Interstate Commerce Committee.

While Mr. Ryan resigned his Government post, he is on leave from Fort Industry Co. Selected by the NAB board on Feb. 2 as its new president, he agreed to serve only until July 1, 1945, as the interim executive. Upon fulfilling that mission, it is presumed he will return to Toledo to direct the operations of WSPD and of the other Fort Industry stations—WWVA Wheeling, WMNN Fairmont, WLOK Lima, WHIZ Zanesville, WAGA Atlanta.

Mr. Miller, who was under contract to serve as NAB president until June 30, which would have concluded a six-year tenure, advised the board he would leave Feb. 15. The absence from Wash-

(Continued on page 57)

Cox Sees Industry Threat; Garey Quits

Counsel Charges That Lea Whitewashed House Probe

A FEW hours after Eugene L. Garey resigned last Friday as general counsel of the House Select Committee to Investigate the FCC, Rep. E. E. Cox (D-Ga.), former Committee chairman, in a speech on the floor of the House declared that the "evil the Committee started out to correct must be corrected soon if all media of communication are not to be paralyzed and the right of free speech and free press be lost forever."

In a written resignation, addressed to Chairman Clarence F. Lea (D-Cal.), who succeeded Rep. Cox, Mr. Garey directly charged the Californian had "repeatedly ignored the mandate of the House, stymied the staff in its work, and converted the investigation to a sheer whitewashing affair." Resigning with Mr. Garey were his assistants, Fred R. Walker, Ambrose V. McCall and Milton I. Hauser. Chairman Lea left Washington Thursday night for a weekend rest, according to his office. Other Committee members were noncommit-

tai, pending return of the chairman, Rep. Louis E. Miller (R-Mo.) and Rep. Richard B. Wigglesworth (R-Mass.), who broke Feb. 16 with the majority [BROADCASTING, Feb. 21] over procedure of Committee hearings, indicated that action of the majority in postponing hearings in the December 1940 sale of WMCA New York, plus Mr. Garey's resignation is "just the beginning" of sensational developments.

Rep. Wigglesworth has asked permission to address the House Tuesday (Feb. 29) and Chairman Lea will follow him. Rep. Miller also said he would have "something to say" this week. Both Republicans promised that the investigation, though temporarily halted and probably forced to discontinue, will

(Continued on page 64)

Mr. Garey
Record Rule Entails Cost of $750,000

Shortage of Equipment And Manpower Also Are Factors

By BILL BAILEY

ADOPTION of a proposed FCC rule, under Order 119 promulgated Feb. 1 [Broadcasting, Feb. 7], to force networks to record all programs and keep such records one year would cost the nation's four major and 35 regional networks three-quarters of a million dollars for the first year, according to a trade survey.

Oral argument on the proposed regulation, intended as a new Sec. 3.409 of the FCC Rules & Regulations, has been set for March 15 before the Commission en banc. Deadline for filing briefs and requests for oral argument is Wednesday (March 1).

Equipment Not Available

Aside from the cost, adoption of the rule would confront networks with the possibility of daily violations, inasmuch as equipment and materials necessary to carry out such a regulation are not now available. Officials of the War Production Board, though not formally apprised of the proposed action by the FCC, have conducted their own investigation to ascertain if sufficient equipment is held by the 39 networks to record all programs, Broadcasting learned last week.

WPB declined comment, but it was reliably reported that should the FCC rule be put into effect, the only means of assuring the networks of sufficient equipment to record all programs would be to divert several hundred recording machines for necessary military operations to civilian use. Since the country is at war, it was said, WPB would take no such action.

There would confront networks a shortage of the elements which go into the making of recording discs and tape, especially vinylite and shellac. In that connection the WPB is understood to be strongly opposed to diversion of short supplies from essential industries to the networks.

Another factor which would work hardship, should networks be required to record all programs, would be local fire regulations. Since materials used in both instantaneous and other methods of disc recording, as well as film, are inflammable, fire prevention laws require that such materials be stored in metal fireproof containers, approved by the Fire Underwriters Assn.

Again it was pointed out that the necessary metal for the manufacture of sufficient approved filing cabinets is not available. Thus, if the rule is adopted, networks would be faced with violating local fire prevention codes.

In announcing the proposed rule the Commission's public notice said "it does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for the network programs, it is felt."

Regionals Hard Hit

But the same announcement said that the proposed new section "would require that every radio program broadcast over a regional or national network be recorded by the station at which the program originates". In that connection the trade survey disclosed that the 35 regional networks comprise 280 stations, of which 229 either already originate broadcasts or are potential originators.

Inasmuch as at some time or another virtually every affiliate of the major networks is called upon to feed programs, adoption of Sec. 3.409 would mean that every network-affiliated station in the country would be obligated to install recording equipment to be ready for any eventuality.

Most programs on the Blue, CBS and NBC originate in New York, Chicago, Hollywood and Washington, while MBS network is fed by affiliates throughout the country. Available figures indicate that the proposed rule would entail a minimum cost to the major networks of $400,000 for the first year, including some 60 to 85 recording sets in addition to those on hand, and from 90 to 100 technicians and clerks. Those figures take into account the regular estimations for recording in New York, Chicago, Washington and the West Coast. Cost of recording the normal origination at affiliated stations was estimated at $90,000.

The major network estimates were based on continuous operation, whereas the regional networks would be faced with the problem of parttime engineers or working regular staff technicians overtime, inasmuch as many of the smaller stations feed programs only at intervals.

In virtually all of the 39 networks, one or more engineers above present staffs would be required. Broadcasters have been faced with an acute shortage of technical personnel. Scores of stations are training women to handle studio controls. Some have lost their only transmitter engineers to the military services and with induction of prewar radio fathers, radio faces a still more acute manpower problem.

Motive behind the proposed regulation is derived from the various justice interpretations. While there was a general denial that the FCC had program supervision in mind, the public notice issued Feb. 1 said, in part: "In carrying out its obligations under ... Act, it frequently becomes important for the Commission to know what was said on a particular program."

Political Angle?

In some quarters at the Commission it was reported that the proposed regulation is meant to appease certain individual Senators and Representatives whose names have been used frequently by certain commentators. Those Congressmen have called on the FCC to produce transcriptions of the commentaries in question. Because of the recent increase in such demands from Capitol Hill, the Commission majority was reported ready to acquiesce by adopting Sec. 3.409.

Another version was that the Commission wanted to be sure that in the coming campaign the networks are giving equal time to all candidates.

Should the rule be adopted it was pointed out that it could be the means of terminating some regional network broadcasts. Even the major network programs might necessarily be confined to the four top centers of origin. Regional networks, which have provided rural and small urban areas with farm and war information through network links, would have to curtail such broadcasts and confine them to originating stations having recording equipment. Regional stations affected by the order are:


WORM'S-EYE VIEW of bedside manner of H. K. Carpenter, WHKL-WCLE vice-president and general manager. Carpenter was injured in his Cleveland apartment. He fractured his leg a fortnight ago in a fall on a slippery pavement.

Three Baltimore Stations Cancel Hooper Reports

CANCELLATION by three Baltimore stations of C. E. Hooper Reports was confirmed last week, but without formal explanation from the station management. It was reported that WBAL, WPCR and WCBM had notified Hooper of their decision to discontinue the audience measuring service, reached at an informal meeting attended by the executive of the company, with a representative of WCAO. With the fifth Baltimore station, the service was not represented.

Whether current discussions over audience service had a bearing on the action of the Baltimore stations was not disclosed. At Hooper headquarters the resignations were acknowledged, but it was said the matter would be explored promptly with the stations.
Wanted—An Industry-Wide Trade Group

Crane Says Networks Are in Control Of Present Association

By E. B. CRANEY
General Manager, Z-Bar Network, Butte, Mont.

I AM happy that the NAB Board has indicated it would accept the applications for membership of stations with which I am associated. Tom Symons (the late T. W. Symons of KFPP Spokane; KX, Portland and KGIR Butte) and I resigned during the St. Louis debacle because we felt that the NAB was not representing the interest of independent stations. Its management, in our opinion, was under the direct control of the networks. Their domination of the St. Louis meeting and in the copyright controversy, I believe, bore out our convictions.

Recalls 1939 Meeting

This year, I believed the networks when their spokesmen said they were going to "stay in" at Mr. Miller at the Chicago Board meeting. Then some of the Board members came to Washington following the FM meeting in New York and I learned of their intention to retain well-known broadcasters in Mr. Miller's behalf. These broadcasters kept the long-distance telephone lines hot until I began to think Mr. Miller was going to "stay in," at least until July 1, when his contract expires. I must be getting soft to underestimate the networks' ability.

During the 1939 Atlantic City NAB Convention the networks seemingly went along with the idea of clearing music at the source. At a meeting in Washington, immediately following the convention Mr. Miller learned that the networks considered the Convention just so many words and had no intention of assuming responsibility for program content. He stayed in until now, in my opinion, Mr. Miller was so definitely under the networks' domination on every major issue that he became virtually impossible for him to adequately represent the viewpoint of the independent broadcaster.

The reason, of course, for Mr. Miller's "resignation" is not the apparent one that was widely advertised at the Board meeting. It goes much deeper than that. The plain fact is the Board members were sold a bill of goods by Mr. Miller at the Chicago Board meeting. They were sold a bill of goods in a clever campaign preceding the actual meeting. In my opinion, probably for the first time, Mr. Miller did not follow the networks' bidding when he refused to consider all the suggestions of the networks into NAB's own proposed changes of the Bill, S-814. He opposed the networks, I believe, because he maintained that the networks proposed amendments were for their own particular benefit, and not necessarily for the benefit of the whole industry. It wasn't until this happened and until he disagreed with the networks with respect to future policy on Mr. Petrollo that

ED CRANEY is no stranger to broadcasters. Identifying with practically every major controversy of the craft for a dozen years, he quit the NAB at the stormy St. Louis convention in 1941, announcing he wouldn't return until there was a change. With the departure of Neville Miller as NAB president, he applied for readmission, which was approved by the NAB board Feb. 3.

Friend and confidante of Chairman Wheeler (D-Mont.), Mr. Cranev in characteristic fashion, volunteers his views herewith from his vantage point as unofficial attache of the Senate Interstate Commerce Committee now writing a new radio law.
NBC Seeks Change in Video-FM Rule

Phileco and WGN Apply
For Visual Service; WGY-KLZ File

WITH filing of applications for five commercial television stations and one FM outlet in cities in which it now maintains owned and operated standard stations, NBC last week petitioned the FCC to liberalize its regulations limiting the number of low frequency stations which may be operated by a single company. The regulations now set a limit of three television and six FM stations to the same company.

Indicating heightened interest in these new services, 18 applications—eight FM and ten television—were filed last week with the Commission. In addition to the 10 applications by NBC, Oklahoma Publishing Co. and KLZ Broadcasting Co., affiliated organizations, filed applications for commercial and FM outlets in Oklahoma City and Denver. Philco Radio & Television Co. at the same time filed for two new commercial television stations, a Channel 4 outlet for Washing-

Two FM Pending

NBC already has pending two applications for new FM stations in Chicago and New York, and a commercial television application for Washington. NBC application which has been pending for a commercial television outlet in Philadelphia was dismissed at NBC’s request on Feb. 17.

NAB Legislative Committee Slated for Senate Meeting

POSSIBILITY that a revised version of the White-Wheeler Bill (S-814) to amend the Communications Act of 1934 will be ready for consideration of the Senate Interstate Commerce Committee late this month has appeared likely last Friday following a series of conferences between the co-authors, Sens. Wheeler (D-Mont.) and White (R-Mo.). Whether legislation will be passed by this Congress appeared to be a toss-up.

Following a conference last Friday between Neville Miller, retiring NAB president, and J. Harold Ryan, president-elect, NAB called a meeting of its Legislative Committee for Tuesday (Feb. 29) in Washington. The broadcasters will meet with Sens. Wheeler and White after their own session.

Committee members were notified of the call and the senators appeared to be interested and will attend. Applications were filed for a television station on Channel 1 and an FM station on 43,500 kc with coverage of 31,400 sq. mi. unlimited time. NBC’s application for a new FM outlet requests 45,100 kc with coverage of 8,600 sq. mi. This application was originally filed in 1940, along with an application for a similar outlet in Chicago for 46,300 kc with 10,800 sq. mi. coverage.

NBC’s video application for Chicago calls for a Channel 2 station with unlimited time. The network already operates a commercial television outlet in New York, WNBT, which is a Channel 1 station.

Application for the NBC Washington FM outlet requests frequency of 44,300 kc. Television application now pending for Washington is for Channel 2 station. Original application filed in June 1941 was granted in December of that year and assigned call letters of WNBW. The construction permit was expired and was cancelled by NBC request. The application was refiled in May 1943.

West Coast NBC applications call for a new FM station on 43,900 kc and a Channel 4 television station for San Francisco, and a 44,100 kc FM outlet and a Channel 3 television station for Los Angeles.

The Cleveland NBC applications are for an FM station on 43,700 kc and a television station on Channel 1. Application for Denver asks for 43,900 kc and the requested Denver video outlet is for Channel 2.

The Commission was asked in the petitions accompanying the NBC applications to amend the Communications Act through deletion of certain provisions which specify that the ownership, operation or control of more than three television stations or six commercial FM stations by a single company constitute a “concentration of control” inconsistent with public interest.

Other applications for new broadcast facilities received by the FCC last week included WICA Ashatabula, Ohio, for a FM station on 48,900 kc with a coverage of 3,116 sq. mi. The Courier-Journal and Louisville Times, licensees of WHAS Louisville, filed for a construction permit for a temporary Class II experimental broadcast station to be operated on 46,200 kc and vanished power of 1 kw, utilizing special emission.

York County Broadcasting Co. of Rock Hill, S. C., applied for a new local station. Outlet is to operate unlimited time on 1380 kc with 250 w. Reinstatement of an application for a new FM station was made by Cherry & Webb Broadcasting Co. of Providence, R. I., licensee of WPRO, seeking 47,500 kc with 6,207 sq. mi. coverage.

Pall Mall Acquires Jack Benny Series

Comedian Understood to Get $25,000 Weekly for Show

AMERICAN CIGARETTE & CIGAR Co., New York, will sponsor Jack Benny in the hour-slot, 7:30-8 p.m. Sunday spot on NBC, beginning next fall, the comedian announced last Thursday. He has signed a five-year contract with the company to broadcast a weekly program for Pall Mall Cigarettes, he stated, with his 10-year association with General Foods which he described as "10 of the happiest Washington operations, years of my career," coming to an end with the broadcast of June 11.

The Sunday evening period on NBC controlled by Benny under the terms of his last contract with General Foods, a situation believed to be unique in radio. When the contract was signed the comedian received from NBC a letter specifying that should he not continue under the same sponsorship at the conclusion of the contract, he should have the right to turn that choice spot over to his sponsor, as long as the company is acceptable to NBC.

Pay Boost Claimed

Financial details of the new contract were not disclosed but it is understood that the cigarette company will pay $25,000 for the program each week, that sum covering the orchestra and all other talent on the broadcast, which is produced and sold by Mr. Benny as a package. His multi-year contract reportedly is for $22,500 weekly.

White's New Post

SEN. WALLACE H. WHITE JR., of Maine, co-author of the Radio Act of 1934, and McNary, an informed man in Congress on radio, is expected to become the Republican leader of the Senate with the victory of Sen. Charles L. McNary of Oregon. He has been acting minority leader since last November, when Sen. McNary underwent a brain operation. He is co-author of the White-Wheeler Bill (S-814) to rewrite the Communications Act, and is ranking minority member of the Senate Interstate Commerce Committee.

Wildroot Plans

WILDRoot Co., Buffalo, makers of toilet preparations and hair tonics, has completed plans for the largest advertising campaign in its history. The 1944 budget calls for an expenditure of $1,000,000, the largest proportion to be used for radio.

Haven (Conn.) Central Labor Council, opposing "the absorbing of the radio industry by the newspaper industry" and urging legislation "to prevent the continuance of this monopolistic trend" has been referred to the Committee. It was presented in the Senate by Sen. Maloney (D-Conn.) Feb. 17.
Sold
$310,800
In War Bonds
in one hour and five minutes!

Baltimore listened to the Mayor
and 19 City Councilmen . . . and
telephone-pledged that big sum!

Stunt put on by W-I-T-H. This
was in addition to the 30 day
Bond promotion in which
W-I-T-H gave away
$6,000.00 in Bonds!

On The Air 24 Hours
A Day—7 Days
A Week

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Dick Connor Quits MBS Station Post

Future Plans Not Divulged; Godwin Acting Director

RICHARD F. CONNOR has re- signed as director of station relations of MBS to return to his home at Manhattan Beach, Calif., the network announced last week. Frank H. Godwin, manager of the southern division of Mutual's station relations department, has been named acting director of the department until a successor to Mr. Connor has been appointed. Mr. Connor's plans were not divulged.

Mr. Connor joined MBS last September, following the post of station relations chief of the Office of War

Mr. Connor. Mr. Godwin

Information to accept the network assignment was confirmed by West Coast newspaperman, he broke in 1929 at KMIC Inglewood, Calif. (now RKKD) and subsequently served as general manager of KMPC Beverly Hills.

He later organized his own advertising agency in Los Angeles, which he operated until January 1941, when he accepted a special assignment to broadcast affairs of state on the Don Lee Network. After Pearl Harbor Mr. Connor was chosen as Radio Coordinator of the Southern California Broadcasters Assn., developing a wartime emergency radio plan which was widely copied in other areas. In December 1942 he joined the OWI.

R. H. MACY & Co., New York, has opened offices in the Chicago Merchandise Mart to operate in conjunction with the company's Comin' In purchases of these companies was estimated at $400,000,000 annually by the Chicago general manager, Simon M. Jacobs.

Gain in Farm Listening Causes Battery Shortage

INCREASED radio listening by farmers was reported in a government issued last week which gave that as the reason why farmers have been unable to buy batteries as often as desired, rather than because of restrictions on production of batteries.

To the contrary, WBF pointed out that last year the dry battery industry produced the equivalent of 3,750,000 radio sets, compared with 3,500,000 in 1940. Possibility of increasing the supply of dry batteries above the 1943 figure appears remote at this time, the WBF reported.

Showmanship of No. 6 (6-inch) type batteries, including multiple types, were almost exactly the same in 1943, as 1942. These batteries are used to a large extent in rural areas. Thus the hope of meeting farmers' battery needs in 1944

(broadcasting, July 26, 1943) is still slight, according to WBF.

Nets to Aid Red Cross in Campaign for Funds

NETWORKS will take an active part in the annual Red Cross Drive to raise $200,000,000, War Fund Chairman J. R. Seelye and National Chairmen Louis M. & Norman T. Kirk, Surgeon General of the Army, will speak on CBS. A dramat's sketch by William J. Robeson, ODT show's director, will be heard. A two-way broadcast from United States and fighting fronts is being organized by ODT, with John Vandercook narrating. Tallulah Bankhead will play leading role in repeat broadcast of I Serve for Batadak.

U. S. MARITIME Commission has named as Liberty ship for Raymond Clapper, Mutual commentator and Scribb-Howard columnist who was killed in a plane collision during the invasion of the Marshall Islands.

Stabbed in Back

BROADCASTERS attending the Midwestern meet- ing in Tulsa last Monday found themselves lampioned via their own program offerings. The ination of "Dr. Holderman, of the Huff- man Research Institute" covered the air, discoursed, supported by sample off-the- air recordings panning soap operas, multiple-spotting, radio programs and dramatiza- tors. "Doctor Holderman" was later introduced as Ben Henningson, spin-off of speech and dramatics at Tulsa U. and parttime KVQQ announcer.
The noisy little building that keeps things

QUIET

The keen ear of FM is one of the reasons for its superior reception. This very accuracy presents an engineering problem, for every sound is picked up and accurately relayed . . . even the faint rumble of a machine in the building.

So WMFM engineers worked closely with the architects and builders of Milwaukee's Ultra-Modern Radio City. They determined to keep every studio absolutely sound-proof. They succeeded.

Hence the building in the back of Radio City. Here are housed the generators, heating plant, air-conditioning equipment and other necessary, though noisy, machinery.

Perfection is the goal at WMFM. Perfection that combines the miracle of static-free, crystal-clear FM, with the finest broadcasting equipment and facilities . . . perfection in programming WMFM to the wants and needs of its community.

These ingredients have won the approval, enthusiasm and listenership of thousands of Wisconsin families.
Out of a total of 18...

CBS WINS 10 FIRSTS
The notable poll of opinion among active radio editors throughout the U.S., originated by the New York World Telegram, was conducted during 1943 by The Billboard. Among its results: First place went to CBS programs in 10 classes out of 18. (The second network received 7 first places; the third network received 1; the fourth none.)

☆ CBS "Firsts":

*Favorite Programs: ..........FRED ALLEN
*Outstanding Broadcast, 1943:
   ....CBS OPEN LETTER TO THE AMERICAN PEOPLE
*Top Symphonic and Concert Programs:
   ....NEW YORK PHILHARMONIC-SYMPhONY
*Top Dramatic Programs:
   ....LUX RADIO THEATER
*Top Documentary Programs:
   ....THE MAN BEHIND THE GUN

☆ Top Children's Programs:
   ....LET'S PRETEND
*Top Concert and Opera Singers:
   ....GLADYS SWARTHOUT
*Top Female Singers:
   ....DINAH SHORE
*Radio's Newest Star, 1943:
   ....FRANK SINATRA
*Top Light Music and Dance Orchestras:
   ....GUY LOMBARDO

What is more:

Of 13 leading concert and opera singers in the vote, 4 were CBS stars, 3 were regular stars on other networks, 6 were occasional performers.

Of 11 symphonic and concert programs named, 5 were CBS features, and 1 is a newcomer to CBS after long absence from the air.

Of 10 female singers named, 6 were regular CBS features.

Of 11 "army-governmental" programs named, 4 were CBS programs, and 4 were originated by the government on other networks.

Of 9 "favorite programs" 3 were on CBS.

Of 9 documentary programs, 3 were CBS originations, 2 originations by the government.

Of 15 leading comedians, 6 were on CBS.

Of 8 candidates named for top honors as radio's newest star, 5 of them were on CBS.

Of 9 outstanding single broadcasts named, 4 were on CBS.

Of 11 leading dramatic programs voted on, 6 were regular CBS features (totalling nearly 70% of all votes cast).

Of 12 light music and dance orchestras named, 5 were on CBS alone, 2 more were CBS "remotes".

Of 10 "top 15-minute programs" nominated, 3 were on CBS—and 1 more was shared by CBS and the second network.

Of 7 top male singers named, 3 were on CBS.

Balanced teamwork by the program departments of CBS sponsors, their agencies, the artists, and the network's own creative people, has added up once more to the finest variety of radio product offered to a steadily expanding radio audience by any American network.

To the seasoned professional critics of radio, whose keen and rigid standards so ably promote radio's daily forward progress, go the grateful acknowledgments of all those whose efforts they approved in this Billboard poll.

This is CBS ..the Columbia Broadcasting System
ELMER DAVIS, OWI director, called upon broadcasters and newspaper publishers last week to provide 450 trained men to assist OWI in psychological warfare operations overseas in connection with “impending military operations”.

Following a two-day meeting with members of the Radio News & Policy Committee, the Newspaper Advisory Committee, and the War Advertising Council, during which OWI’s special needs were reviewed in detail, Mr. Davis issued an appeal for 100 newsmen; 60 radio engineers; 50 radio announcers, script writers and producers; 20 radio photo editors and reproduction editors; 20 picture editors and photographers; 150 language specialists; 50 publication writers, artists, layout men and printing experts; and 20 Morse code operators.

Committee Named
To assist OWI in recruiting these men, Mr. Davis appointed a special committee representing the broadcasting, newspaper and advertising industries. The committee includes: Earl Gammons, CBS Washington; Kenneth Berkeley, Blue, Washington; Charles C. Barry, eastern program manager, Blue; Lewis Allen Weiss, vice-president, Don Lee; Carlton Smith, NBC Washington; William Brooks, director, news and special events, NBC; Palmer Hoyt, publisher, Portland Oregonian (KGW-KEX); Paul West, president, Assn. of National Advertisers; T. S. Reppner, general manager, WAC.

Mr. Davis assured the Committee the State and War Departments not only endorsed the program, but called upon OWI for its fulfillment. He announced that the majority of those recruited would go abroad before many months pass, that many would go overseas within a few weeks and that others would replace OWI men in America who are urgently needed abroad.

Specific types of candidates required for “this pressing program” were described as follows:

Radio Engineers: All types of qualified radio engineers can be used for the erection and operation of radio stations in the studios and studio operation work. Men with two to three years of experience in this field can be employed for one-week duties. They should be at least 18 years of age, preferably older. These men will be selected because there is a large need for them here. Men experienced in sending and receiving long and short waves are badly needed.

Radio announcers, Script Writers, Producers: These must be top-notch men with a background that will enable them to continue their work abroad. They are to get them clear. Men experienced in operating small radio stations can also be used to take over and run radio stations in liberated areas.

Radio photo Editors and Reproduction Editors: These have been successful in reproduction processes as they will actually produce airborne and other leaflets by radio. OWI’s director, George W. Davis, of print office operation, will work with them in preparing and editing radio photo reports. To have skill and experience are important factors.

Language Specialists: Men truly bilingual can be used in many ways in the transmission of messages, obtaining intelligence, control of foreign newspapers, announcing OWI programs and monitoring the air. Men with highest capabilities can be employed. Perfect language ability is recognized as a very skill and therefore carries considerable weight in obtaining permits to go overseas.

Morse Code Operators: Eventually 200 of these men will be required to receive news broadcasts and to intercept enemy transmissions. Ability to type 40 to 50 words a minute is essential although training courses are conducted for those not up to this speed.

OWI stated that men aged 38 to 45 are preferred but that men from 30 to 37 who are especially qualified will be considered for jobs as radio announcers, script writers, producers, radiophoto editors and reproduction editors. Candidates should write to Ralph Stillman, OWI’s director, 250 W. 57th St., New York.

Salaries for men overseas range from $2,600 to $6,000, with the bulk falling in the $3,800-$4,600 bracket. Additional housing allowances will practically cover costs abroad. Working conditions were described by OWI as “hard” and “trying” and living accommodations generally “scarce and poor.” OWI also cautioned that “people are crowded together and illness is frequent. Ability to work under conditions of hardships and changing conditions is essential to effective work and personal satisfaction.”

The inclusion of engineers in the OWI recruiting program, OWI officials explained, carries the sixty-month rotating privilege previously offered to broadcasting stations by James O. Weldon, Chief of the Bureau of Communications Facilities, as an incentive to releasing technicians for overseas service (BROADCASTING, Jan. 31). Since the publication of BROADCASTING’s article, a number of stations have offered to make engineers available, it was stated, and from 10 to 15 men are being considered as definite prospects.

Qualified men are hired within 10 days to two weeks and are sent abroad within six weeks. Part of this delay, it was pointed out, is due to difficulties in obtaining necessary transportation and effort being made to improve this situation. In the interval between appointment and departure for overseas, the men are given various innoculations and a period of time during which they are called to fill in gaps in their experience. At present, engineers are sent to the European and Mediterranean theatres of war.

Health Standards
Engineer applicants must enjoy generally good health for the OWI overseas work but do not interfere with the ability to carry on work are no bar to acceptance. A number of 4-F’s have been overseas and men so classified because of certain disabilities are eligible. While OWI prefers men not eligible for military service, candidates are considered regardless of their Selective Service classification.

In addition to radio, newspaper and advertising men, the following OWI officials attended the meeting called by Mr. Davis: Edward Klauber, Associate Director; George Healy Jr., Director, Domestic Branch; and Philip H. Cohen, Chief, Domestic Radio Bureau.

Grocers Land Radio
“BEHIND THE FIGURES,” bulletin of the U. S. Grocers Committee, states that the January 1945 radio advertising as it affected the popularity of leading grocers’ brands. Under the heading, “Increasing Sales for Leading Grocers,” the bulletin pointed out that General Foods spent $4,868,710 on 1943 radio advertising, General Mills, $2,875,392, Kellogg Co., $1,853,079; Quaker Oats Co., $1,859,282; and Campbell Soup Co., $1,549,680. “These comments,” the association’s bulletin reveals, “merely statistically, that radio advertising and the followers know: Extensive and persistent publicity has created and developed consumer demand for national goods.”

Caution Is Urged In Handling News
Price Tells of Danger From Careless Rewriting
BROADCASTERS who rewrite domestic and foreign news before putting it on the air were cautioned last week by Byron Price, Director of Censorship, against injecting any new information into stories without appropriate authority, into overseas or accredited correspondents’ dispatches. “Such rewriting,” Mr. Price pointed out, “can force correspondents to invent material which they did not originate, and may cause the curtailing of their privileges.” There is also the security danger, added Mr. Price’s statement pointed out.

The memorandum, which went out to all correspondents and broadcasters, follows:

The handling of material received from abroad and from accredited correspondents can present a danger not only to national security, but to the correspondent as well. In rewriting the material, the meaning is changed and the new material added which conflicts with the Codes without appropriate authority.

The danger is apparent. Also, such rewriting can force correspondents to accept responsibility for material which they did not originate, and this may result in discrediting themselves and their organizations.

There is no objection to normal editing and handling, but any new information added which shall not be clearly inserted by appropriate authority to overseas or accredited correspondents’ dispatches shall be sent to the same source as the original. Cooperation is earnestly requested.

Shortwave Rebroadcasts
UNITED NATIONS Radio Algiers and Radio Barl (Italy) began a regular schedule of rebroadcasts of a number of CBS news programs, including the New York Philharmonic Symphony Orchestra, Philadelphia Orchestra, André Kostelanetz Orchestra, George H. Eldridge, Family Hour, Your Hit Parade and several dance bands. Transmitted in English by shortwave, the programs are picked up and rebroadcast by the stations at Algiers and Bari, with cut-in announcements in French and Italian, respectively. Most of the programs are also broadcast in Latin America in Spanish and Portuguese. CBS reports, so they are now heard in five languages.

Westinghouse on Blue
WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburg, will start a quarter-hour thrice-weekly musical show, starring Sally Sweetland, formerly heard as one of the Music of the Air group by NBC, in the Blue Network’s broadcasts; the King’s Men, male quartet heard on the Fieber McGee & Hoppy McElroy program; Victor male chorus and a piano duo, on a Blue Network of 165 stations, on March 27. Two series is in addition to the Sunday afternoon series on NBC. Mc-Carrick, New York, is agency.
THERE'S no nobler folk-cry on the air than Dagwood Bumstead's anguished S.O.S.: "Blon-dee" There's no more satisfying program: as sure as Morgenthau's collections you know that Dagwood is going to get into new trouble—probably with Mister Dithers—and Blondie is going to get him out of it. Hats off, men and women, to Blondie. Dials on, folks, to Blondie, from Portland, Maine to the same in Oregon.

And why has the program taken America? Superb writing, of course, and notable acting by Penny Singleton and Arthur Lake. But what converts a perfect studio-performance into a flawless broadcast is the smooth, professional handling of KNX's highly unusual facilities—a quality of electronic showmanship that polishes some two dozen of radio's best shows across the continent.

This same polish turns out Art Baker's Meet Joe Public for local listeners throughout Southern California. It's a unique interview-program—it picks audience-listeners, analyzes their reactions to questions of the day, enlists them in songs, and keeps good-nature in high gear from sign-on to sign-off—with Art Baker bouncing up and down the aisles every minute. Unpredictable... all ad lib... and yet the show has a clearly defined and unusual pattern.

You can't buy in on it—it's sponsored. You might whistle at it, but only in fun. But by all means listen to it as an example of KNX production skill... the skill that KNX will put to work for you on your next program. Ask us or Radio Sales to tell you about the KNX shows that are for sale, too.
FCC Finds 52 Clear Stations Averaged $1,000,000 Sales

Analysis, Released Without Explanation, Shows 50 kw Station Return of Almost 50 Million

THE NATION'S 52 stations operating with 50,000 w on clear or duplicated clear channels had an average individual net time sales of approximately $1,000,000 during 1942, according to a tabulation released last Wednesday by the FCC. Aggregate net time totals totaled $49,780,000 for the calendar year, an increase of 19% over the 1941 figure.

The FCC study, prepared by its accounting department, covered the location, ownership, networks and affiliations of the 52 stations, in addition to the business breakdown. It marked the first time the FCC had released such a study.

Reason Not Cited

Inquiries at the Commission failed to reveal the reason for the compilation at this time. In some quarters it was viewed as an effort to spotlight the status and revenue position of the clear channel. Whether the release has any relationship to pending legislation for revision of the Communications Act of 1934, now under consideration in the House Interstate Commerce Committee, was the basis for some conjecture.

It is known that consideration has been given to a possible limitation or power of clear channel station operations of 50,000 w, as a means of thwarting higher powers for standard broadcast stations.

It was stated at the FCC accounting department that the clear channel analysis is the first of a series covering all classes of stations. Case history breakdowns of regionals, locals and high-power regionals, by power categories, are in process, which will be made public as soon as completed. Any association with pending legislation was disclaimed.

Net time sales, under radio accounting practice, represent gross billings less frequency and promotional discounts and therefore constitute gross receipts from the sale of time. These receipts are before deduction of agency commissions.

The full text of the FCC release follows:

RE: CLEAR CHANNEL 50,000 WATT STATIONS

During the year 1942 there were 52 standard broadcast stations operating with a power of 50 kw, one of which was made public by the FCC to be located in the District of Columbia, and the remaining 51 in 25 states, as follows:

JUNGLE BROADCAST from Velia Lavelle, in the Northern Solomon Islands was participated by Staff Sgt. James O. Hardin, Jr. (extreme right), former announcer-news man of WATL Atlanta and now a Marine Corps Combat Correspondent. For this broadcast he utilized five miles of telephone wire, strung between the chapel and his mobile studio-trailer. Marine personnel and natives, including the Northern Solomon Islands chaplain, addresses the native choir in Roviana, the literary language of the Solomons. Staff Sgt. Hardin, a graduate of Emory U., was also affiliated with WWMG Moultrie, Ga. and WSB Atlanta.

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Before the war, the outside world knew more about the scenery than the steel production of the Denver region.

Before the war, most everyone knew about its mountain playgrounds; few knew of its mines and minerals.

Before the war, you thought of wild game and trout; you heard little of Colorado's livestock industry and farm production.

Backstage, in peacetime, Colorado was a manufacturing, mining, agricultural state all the while.

It was because of this that, as early as 1941, a group of Denver manufacturers were able to begin fabricating destroyer escorts. These same firms, 1000 miles from the nearest salt water, are fabricating two-thirds of the nation's entire LCT (landing craft tank) production today.

Colorado's manufacturing facilities and its natural resources are producing at top speed. And there are more people working, earning, and spending today in the Denver market than ever before.

THE STEEL PLANT of the Colorado Fuel and Iron Company at Pueblo smashed all production records in 1943, shipping 895,872 net tons of steel. Its open hearth furnace output was a record 1,207,161 tons. Sharp increases will result this year from new equipment installations.

DENVER DELIVERS

THE DENVER MARKET

DENVER DELIVERS

... FOOD

Denver is one of the biggest livestock markets in the U. S. It led all other markets again in 1943 in number of sheep handled.

Shipments of fruits and vegetables increased 20% in 1943 over 1942.

Colorado is one of the nation's biggest producers of beans, onions, potatoes and sugar beets.

DENVER DELIVERS

... SALES

Dun & Bradstreet in mid-February reported Denver's retail trade to be 2 to 10 percent better than in the same month a year ago, compared with a national average of from 2 to 5 percent. In total retail trade, the Denver market ranks among the top twenty of the U. S. in volume.
Tower Levered

A HIGH wind tore off the 300-foot vertical radiator of CFNB Fredericton, N.B. Feb. 15. Damages were complete, but the station did not have to go off the air for long, as the power lines between the transmitter house and the site of the vertical radiator were used as antennas, which gave a powerful temporary signal.

Hooper's Report Shows

Slight Listening Drop

AVERAGE evening program rating of 1.0 is down 1.4 from a year ago, it is reported by the Evening Network Hooper ratings for Feb. 15, which show similar declines in sets-in-use (32.1), down 1.8, and available audience (78.2) down 2.7 from a year ago. Bob Hope, Fibber McGee & Molly, and Charlie McCarthy are the top ranking programs, with Red Skelton continuing to lead programs broadcast after 10:30 p.m. and not measured in the eastern time zone. The Great Gildersleeve was reported to average 3.15 listeners per set, topping Saturday Night Serenade, with 3.14, by only .01 as a whole-family program.

Serial for Nations

WAV New York claims a wartime radio first in its production of a serial drama designed exclusively for broadcast over captured transmitters, for the entertainment of the native population. Serial, comprising 39 quarter-hour transcriptions, is based on the classic Italian drama Romantismo, a plot of which concerns the 19th century liberation of Italy from Teutonic domination, a theme with special significance for present-day Italy. It is entirely produced at WAV and delivered at cost to the OWI which ships the recordings abroad for broadcasting over such transmitters as Radio Palermo, Radio Naples, etc. Upon completion of this series, other programs, both musical and dramatic, will be produced by WAV, the station reports.

Bombing Victim

AIR RAID over London on the night of Feb. 18 resulted in the death of a teleprinter operator in the London office of FCC's Foreign Broadcast Intelligence Service. A British girl, Gertrude Elizabeth Bott, was the victim. Further details are lacking. Editor in charge, John Mitchell, of Washington, and his staff of five were unharmed the same night when a shell espun from an anti-aircraft gun shattered a window in the office.

A DISCUSSION of fundamentals of electronics is presented in Electron-Optics (American Photographic Publishing Co., Boston, $3), by Paul Hambly, translated from the German by Arthur Palme. It provides a conception of the whole field without resort to mathematics.

RETURNING soldiers, students, and war workers will find helpful information on post-war jobs in a six-page folder on Occupations in Electronics, by F. H. Kirkpatrick of Bethany College and John E. Crawford (R.O.C. Occupational Index Inc., New York City, .25 cents).

Progress of Video Explained by Beal

RCA V-P Tells How War Has Advanced Radio Art

WARTIME electronic research in RCA Laboratories has greatly sharpened the television camera's eyesight Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, told the San Francisco Engineering Council Feb. 24.

Mr. Beal told the council that FM offers great promise in bringing new realism and tonal quality into sound broadcasting. Standards established for the transmission of sound by FM stations make possible the true transmission of all sounds within the frequency range of the human ear.

East will be linked with West through the medium of the television camera, which will be sensitive to the point of recording the flight of a bee, he said. Post-war improvements in home television, he added, and the conversion of the nation's theaters into television outlets, are "one of the brightest prospects of the art." Automatic, unattended radio relay stations, spaced at intervals will enable the people across the country to witness presidential inaugurations, national political conventions, sports classics and the like, he stated. Furthermore, he informed them it was within reason to estimate that several hundred television stations can be placed in operation within the first ten years following the war, and that television receivers will be within the range of the average pocketbook, due to ingenuity in design and production.

Dr. Barata Honored

DR. JULIO BARATA, chief consultant for the Brazilian Section of the Office of the Coordinator of Inter-American Affairs who was to return to Brazil last Saturday, was guest of honor at a cocktail party given by Mark Woods, Blue Network president, in New York on Thursday. Ramiro Magalhaes, special consultant in the radio division of the CIAA Brazilian Section, who was also a guest, accompanied Dr. Barata on his trip. Other guests included Dr. Egídio da Camara Souza, director of the Brazilian Government Trade Bureau; William Brown, American representative of Byington & Co., radio equipment manufacturer and representative for American Business firms in Brazil; Frank C. Page, vice-president, and Leonard Jacob Jr., vice-president, International Telephone & Telegraph Co., and Stuart Kerr, representing the Washington office of the CIAA.

An advertising agency writes—

"We feel that the record you are making is a good indication of the pulling power of your station. We want you to know that both our client and ourselves are well pleased with results."

Fifty Thousand Watts expertly aimed at 123 primary area counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia, are making successes such as the above rather commonplace at WWVA.

ASK JOHN BLAIR & CO.

BLUE NETWORK

WWVA

WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A GLIMPSE OF A CITY THAT'S MAKING SALES HISTORY
-KNOXVILLE, TENNESSEE!

This tremendously busy city is in the very center of a most important and fast growing market. A recent "Sales Management" forecast for February, 1944 placed Knoxville at the top of all southern cities in retail sales and services increase over February, 1943.

INDUSTRIAL GROWTH
The industrial growth of this thriving city is unbelievable! However, it's true! Keep your "sales-eye" on Knoxville!

WBIR
KNOXVILLE, TENNESSEE
"Home of T.V.A."
John G. Ballard, Mgr.

Sales Messages over
WBIR
go straight to the heart of this great concentrated market!

WLAP  KFDA  WCMI
LEXINGTON, KY.  AMARILLO, TEXAS  ASHLAND, KY.-HUNTINGTON, W. VA.
Mutual Network  Mutual Network  Mutual Network

All Four Stations Owned and Operated by
GILMORE N. NUNN AND J. LINDSAY NUNN

Blue  Mutual

February 28, 1944 • Page 23
Women Directors of the NAB Initiate American Home Campaign in New York

THERE'S an urgent job on the home front for radio, it was emphasized repeatedly at the inauguration ten days ago of "The American Home" campaign of the Assn. of Women Directors of the NAB. More than 200 women engaged in broadcasting, advertising, agency, civic and cultural work, gathered Feb. 19, at the send-off luncheon at the Hotel Roosevelt in New York to plan for the task ahead—a nationwide project to channel to the American public, informational and inspirational messages on many phases of home life, through the radio programs of AWD members, starting in March and continuing through May. Some 23 national organizations in such fields as education, music, religion and youth guidance, will supply and broadcast material.

Dorothy Lewis, NAB coordinator of listener activity, characterized the drive to strengthen the American home, as a history-making event—as an example of a trend in broadcasting away from activity on debatable or controversial matters, towards constructive, editorial effort. She read expressions of interest and support from J. Harold Ryan, newly-elected NAB president, and from Wendell Wilkie, presidential candidate for Republican nomination. Other national figures to pledge support to the project included Gov. Earl Warren, speaking over NBC from California; and Roy Carlson, author.

The American home is "challenged and threatened by many conditions bound up in the war effort," and broadcasters have a tremendous opportunity to counteract them, the audience was told by Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor. Juvenile delinquency, and similar trends, are symptoms of the fact that there was no firm basis of community life to "take up the slack" when homes began to disintegrate with the war, she said. We must look forward to a time of awareness of child and youth problems, and we will have to make American leaders as aware as we are, she concluded.

With AWD president Ruth Chilton presiding, representatives of a number of other cooperating groups discussed "American Home" campaign objectives in terms of their own activities. Mrs. Guy Gan-nett, president of the National Federation of Music Clubs, paid tribute to radio's role in bringing good music into the home, and to its influence on family standards of good taste. She told of the Federation's interest in performance of music in the home, as a home-building factor. In these musical families radio has a ready-made listening group, a nucleus of music-conscious audience which welcomes fine music on the air, she said. The Parents Magazine contest for the best 300-word letter to broadcasters on "What I am Doing in My Home to Strengthen the Promise of a Happier Post-War World," was described by Clara S. Littledale, editor.

Women Directors

Mildred Bailey, of WTAG Worcester, AWD secretary, led an informal panel discussion in the morning on mutual problems of women program directors. The broadcaster's responsibility towards commercial copy on her program, was discussed, the feeling being that it was important to check the accuracy of the claims in order to retain the listener's confidence. As one commentator put it, "Do only what you believe or you won't be there at all!" Speaking from the point of view of an agency time buyer, Linnea Nelson, of J. Walter Thompson Co., said "We like to feel listeners are as sure of us as we are when the products go on the air."

It was agreed that afternoon time was more profitable than the morning hours. Women's programs should come up to the afternoon period and go on to the networks more than they have, it was said. A burst of applause followed when Mary Mason, WRC Washington, said that there was no call for a "conscious effort toward "spiritual uplift" or preaching in women's programs. Public service programs, such as parent-education series, should be "built to sell," according to Jane Tiffany Wagner, of NBC. All of the women questioned on the desirability of having a "radio name" in addition to their own, agreed they didn't like the practice.

School Session

RADIO section of the Wartime Regional Conference of the American Assn. of School Administrators meets Feb. 29 in Chicago. A display of equipment, both FM and AM, exhibits of work done by school children after hearing radio programs, photograph exhibits of station WBOE, Board of Education station at Cleveland are planned.
is the Result of
TWENTY YEARS OF
AUDIENCE-BUILDING

WOWLAND is
that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—333 counties in all—served by WOW.

WOWLAND has a population of nearly 5 million, and contains 1,144,229 radio families. For complete market data on WOWLAND, including new daytime coverage mail map, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

CHECK these 6 reasons why WOW is a good buy!

✓ A GOOD MARKET: A rich farm and urban market with A BILLION DOLLARS in retail sales last year.

✓ INTENSIVE COVERAGE of its Service Area.
    (Proof on request).

✓ 590 KILOCYCLES: Because of this excellent frequency, and 5,000 watts power, WOW'S ½ millivolt contour is established approximately 200 miles from Omaha in every direction.

✓ NBC AFFILIATION: Basic NBC for 14 years. Now offering 33 of the 50 best programs on the air, every week.

✓ LOCAL IDENTITY: Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

✓ GOOD MANAGEMENT: John J. Gillin, Jr., is now President and General Manager of Radio Station WOW, Inc.

Also Operating
KODY
NORTH PLATTE
Giving NBC Service to
"The Heart of the
Buffalo Bill Country"
IN WESTERN
NEBRASKA
<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>A Lovely Way to Spend Eve—&quot;Higher and Higher&quot;</td>
<td>Crawford</td>
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<tr>
<td>Besame Mucho</td>
<td>Melodylane</td>
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<td>By the River of Roses</td>
<td>Shapiro</td>
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<td>Don't Sweetheart Me</td>
<td>Advance</td>
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<tr>
<td>For First Time</td>
<td>Shapiro</td>
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<td>Holiday for Strings</td>
<td>BVC</td>
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<td>I Couldn't Sleep a Wink—&quot;Higher and Higher&quot;</td>
<td>T. B. Harms</td>
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<tr>
<td>I Love You—&quot;Mexican Hayride&quot;</td>
<td>Chappell</td>
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<tr>
<td>I Wish I Could Hide Inside This Letter</td>
<td>Shapiro</td>
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<td>I'll Be Around</td>
<td>Berlin</td>
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<td>I'll Get By—&quot;Guy Named Joe&quot;</td>
<td>Morris</td>
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<td>Is My Baby Blue Tonight</td>
<td>Broadway</td>
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<tr>
<td>I've Had This Feeling Before—&quot;Show Business&quot;</td>
<td>Santly</td>
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<td>Little Did I Know</td>
<td>Lincoln</td>
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<td>Mairzy Doats</td>
<td>Miller</td>
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<td>Music Stopped—&quot;Higher and Higher&quot;</td>
<td>Robbins</td>
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<td>My First Love</td>
<td>Dorsey</td>
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<tr>
<td>My Heart Tells Me—&quot;Sweet Rosie O'Grady&quot;</td>
<td>BVC</td>
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<tr>
<td>My Ideal</td>
<td>Paramount</td>
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<td>My Shining Hour—&quot;Sky's the Limit&quot;</td>
<td>Morris</td>
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<td>No Love No Nothin—&quot;Gang's All Here&quot;</td>
<td>Triangle</td>
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<td>Oh What a Beautiful Morning—&quot;Oklahoma&quot;</td>
<td>Crawford</td>
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<td>Shoo Shoo Baby—&quot;Three Cheers For Boys&quot;</td>
<td>Leeds</td>
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<td>Silhouettes</td>
<td>Marchant</td>
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<td>Speak Low—&quot;One Touch of Venus&quot;</td>
<td>Chappell</td>
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<tr>
<td>Star Eyes—&quot;I Dood It&quot;</td>
<td>Feist</td>
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<tr>
<td>When They Ask About You</td>
<td>Berlin</td>
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<td><strong>MOST PLAYED AFTER FIRST 25</strong></td>
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<tr>
<td>Old Acquaintance—&quot;Old Acquaintance&quot;</td>
<td>Witmark</td>
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<td>Louisiana</td>
<td>Marks</td>
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These are the MOST IMPORTANT TUNES on the Air.

WORLD PROGRAM SERVICE
Subscribers Have The ✓ Tunes

A LOVELY WAY TO SPEND AN EVENING
Mitch Ayres and Orch.

BESAME MUCHO
The Song Spinners
Jimmy Dorsey and Orch.
Phil Hanna with Harry Sosnik Orch.
Carmen Cavallaro

BY THE RIVER OF ROSES
Woody Herman and Orch.
Phil Hanna with Harry Sosnik Orch.

FOR THE FIRST TIME
The Song Spinners
Glen Gray and Casa Loma Orch.
Jerry Wald and Orch.
Carmen Cavallaro

HOLIDAY FOR STRINGS
Dave Rose Orch.
Ralph Ginzburg and Orch.
Mitch Ayres and Orch.

I COULDN'T SLEEP A WINK LAST NIGHT
Woody Herman and Orch.

I WISH I COULD HIDE INSIDE THIS LETTER
Lawrence Welk and Orch.

I'LL BE AROUND
Johnny Messner and Orch.

I'LL GET BY
Woody Herman and Orch.
Maria Greer with Al and Lee Reiser

I'VE HAD THIS FEELING BEFORE
Johnny Long and Orch.

LITTLE DID I KNOW
Johnny Messner and Orch.

MAIRZY DOATS
Lawrence Welk and Orch.

THE MUSIC STOPPED
Woody Herman and Orch.

MY FIRST LOVE
Jimmy Dorsey and Orch.

MY IDEAL
Jimmy Dorsey and Orch.
Carmen Cavallaro

MY SHINING HOUR
Glen Gray and Casa Loma Orch.

NO LOVE NO NOTHIN'
Johnny Long and Orch.
Carmen Cavallaro

OH WHAT A BEAUTIFUL MORNING
The Andrew Sisters with Vic Schoen and Orch.

SHOO SHOO BABY
The Song Spinners
Carmen Cavallaro

SPEAK LOW
Woody Herman and Orch.

STAR EYES
The Song Spinners
Jimmy Dorsey and Orch.

WHEN THEY ASK ABOUT YOU
Phil Hanna with Harry Sosnik Orch.
Jimmy Dorsey and Orch.

Transcription Headquarters
World Broadcasting System, Inc.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK
CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
Victory gardens in Maryland now have their own program on WFBR Baltimore. Known as the Victory Club of the Air, program started Feb. 13 and will be heard each Sunday 12:30-1 p.m. Club is under the direction of D. Murray Franklin, editor, lecturer and advisor on victory gardens. Included among organizations cooperating with the program are the Maryland State Victory Garden Committee, Baltimore Civilian Mobilization Committee, State Extension Service, U. of Maryland, Maryland State Nurserymen's Assn., Federated Garden Clubs of Maryland and National Assn. of Gardeners. Statewide coordination of victory gardens will be supervised by the Maryland State Victory Garden Committee. WFBR will broadcast developments each week. Step-by-step garden log will also be presented as well as other information and advice of interest to victory gardeners. Outstanding community victory gardens will receive WFBR "Award of Merit".

This is the fourth of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

<table>
<thead>
<tr>
<th>Sidney</th>
<th>Jamestown</th>
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<tbody>
<tr>
<td>Favorite daytime station</td>
<td>KFYR 59.8%</td>
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<tr>
<td>Next Station</td>
<td>34.3%</td>
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<tr>
<td>Favorite nighttime station</td>
<td>KFYR 46.9%</td>
</tr>
<tr>
<td>Next Station</td>
<td>12.4%</td>
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Ask any John Blair man for the complete KFYR coverage story

Sitting in the Lap of Sterling Drug Co.'s-p in Lorna Lynn of the cast of "My Best Girls" sponsored by the company's Cummington Division on the Blue. Agency is Young & Rubicam, represented at the right by William Chesley, account executive. "My Best Girls" replaced Battle of the Sexes Feb. 9.

Corwin Series

RADIO FARE offered on Norman Corwin's CBS weekly half-hour Series starting March 7 will run the gamut of program formats, including documentary dramas, radio cantatas, literary rhapsodies, satires and monologues. Produced, directed and for the most part written by Mr. Corwin, who has resumed his association with CBS after a leave of absence to do film work on the West Coast, the series is to be titled "Columbia Presents Corwin." Orson Welles, Robert Young, and other star entertainers are among the guest actors to be featured.

Be a Sleuth

REWARDS totaling $1,000 per week are being offered WINX Washington listeners for providing information leading to the arrest and conviction of anyone committing a serious crime in the District of Columbia. The 10-minute program of information and description of persons wanted by the police, as well as reports on stolen cars and other items, is broadcast by WINX five times each week in the mid-evening period. Official approval for WINX Crime Clues has been obtained from the Board of Commissioners and the Police Department.

Entertainment Service

WMCA New York has replaced its quarter-hour Civilian Defense News with a program featuring news of entertainment offered the average family by the city's museums, zoos, public libraries and sports programs. Included are interviews with leaders in the recreational field, children who have creative hobbies, and others.

Wlac Quiz

NEW QUIZ SHOW, Stump the Cadet, is now being presented by WLAC Nashville. Cadets are selected from a nearby Army Air Center to participate on the program. The contestants render a sample of any particular talent they may possess, as well as answer questions, the winner receiving a free phone call home.
Do you time buyers know what Californians mean by ranchers? They’re the same as farmers except they’ve more money to spend. In reach of KPO’s 50,000-watt beam is greater farm income than in any entire state east of the Mississippi. In fact, here are 7 of the 10 fattest agricultural counties in the U.S.

Add farm wealth to big paychecks in Central Pacific Coast cities and you’ve got spending power.

The only 50,000 watter east of Moscow, west of Salt Lake, north of Los Angeles and south of Seattle, KPO really reaches!
If you too, want maximum results from the Number 1 Farm Market, write—right now—about getting your schedule set up. If you haven’t got your copy of "The Complete Mail Study"—which took a solid year of research—you’d better get it now, too. Only a few copies are left.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

WASHINGTON listeners with jumpy war nerves are frequently startled at the end of a program to hear the announcer caution them, "Don’t make a move...without calling Smith’s."

A year ago this week Courtland D. Ferguson, of the agency bearing his name, devised the now famous slogan for Smith’s Transfer & Storage Co., which has become a household phrase to harried Washingtonians, who are always on the move. Two years ago, Arthur C. Smith, president of Smith’s Transfer & Storage Co., placed all the firm’s advertising in newspapers and car ads, until a radio salesman refused to give up in his efforts to persuade Mr. Smith to use spot announcements.

Now the company makes a day-to-day check on how new business is obtained. Company drivers quiz householders on how they heard of Smith’s. The predominant portion of new business has been found to be directly attributable to announcements on Washington stations. It is not uncommon, after a year on the air with four or five daily spot announcements, for the company to receive telephone inquiries prefaced by the remark, "I want to make a move, so I’m calling you."

Although the announcements are heard locally, the slogan has spread. Wherever Mr. Smith goes, he is confronted by someone who has heard of "Don’t make a move". On the West Coast, when Mr. Smith was talking with his friend, Edward Arnold, Washingtonian who has made good in Hollywood, the film star asked if he could "make a move".

FULL PRODUCTION AFTER WAR SEEN

WARTIME production of over $900,000,000,000 annually, doubles the highest pre-war levels, with 55,000,000 civilians, proves the possibility of the same amount of civilian output by 67,000,000 workers. This will then seek employment, working at a 40-hour week level, Arno H. Johnson, director of research, has shown that the research of J. Walter Thompson Co., stated in a talk given Feb. 19 before the American Marketing Association.

Demonstrating that the revenue from this full-scale production can, in addition to taxes and carrying charges on the public debt, provide enough purchasing power to enable consumers to buy the full production, he declared that such an economy can produce an average weekly income of over $50 & week, in contrast to the pre-war average of about $25, doubling the ability to consume.

Mr. Johnson’s mass education in the form of advertising, publicity and all forms of competitive selling will be an essential factor in establishing the demand for the higher standard of living made possible by the increased productive capacity. It is only through an increased consumer demand—approximately double pre-war living standards for the mass of the population—that the nation can provide full employment for this largely increased labor force when the war is over and the returning soldiers must be provided for.

RCA Booklet Foresees Bright Post-War Period

RCA lists some of its new products and services, which America’s industrial scientists see on the post-war horizon, in a new promotional booklet, "Industrial Scientists Look 1945", which new booklet covers homes, house furnishings, farms, food, textiles, and transportation as well as radio, television, and electronics.

David S. Sarnoff, RCA president, in his introduction to the 32-page booklet, writes in part as follows: "I am aware of the social implications inherent in new developments such as the here indicated. Better ‘gadgets’ in themselves cannot make better lives. We shall have a better world only to the extent that our social thinking and social progress keep pace with the advance of the physical sciences."

NBC War Telecasts

WNBT, NBC video station in New York, last Monday telecast the first of a series of news films direct from war zones, titled "See the War as It Happens". Programs, resulting from arrangements made with the War Dept., Signal Corps and Army Air Forces, are assembled by NBC from film subjects just released by the Government agencies. WNBT’s General Electric television station in Scheectady, retelcasts these programs by direct pickup from WNBT.

New Corwin Book

NORMAN CORWIN, radio playwright, producer and director, who was recently transferred to CBS, will publish an anthology of his radio dramas. March 6, under the title More by Corwin. Henry Holt & Co., New York, is the publisher, and the price will be $3.00. Mr. Corwin’s previous collection of radio plays Thirteen by Corwin, was released in December, 1942.
 Truly, Chattanooga has been termed the "heart of the TVA empire". Situated virtually astride the vast chain of dams supplying the middle South with more than one-half billion dollars' worth of cheap electric power, Chattanooga has become the hub of a great new industrial area. Located between Chickamauga Dam and Hale's Bar Dam, connected directly now with the Tennessee river by a navigable ninth channel, Chattanooga overlooks a scenic land of breath-taking beauty, and a territory to which power and transportation facilities have brought new and substantial income to additional thousands.

(In WDOD'S primary coverage area, there are thirteen of the major TVA developments and power dams.)

AND IN CHATTANOOGA, TIME BUYERS FIND WDOD SUITS TO A "T"

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

<table>
<thead>
<tr>
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<th>76.9%</th>
<th>18.3%</th>
<th>4.8%</th>
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<tr>
<td>WDOD</td>
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<td>STATION B</td>
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<td>STATION C</td>
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FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

National Representatives

PAUL H. RAYMER CO.

BROADCASTING • Broadcast Advertising
Hymes Successor To Spire at OWI

Radio Bureau Deputy Chief Quits on Doctor's Advice

AFTER TWO YEARS in Government service, William M. Spire has resigned as deputy chief of the OWI Domestic Radio Bureau, it was announced last week by Philip H. Cohen, chief of the Bureau. Mr. Spire's resignation was prompted by ill health and his decision to leave the Bureau was made at the advice of his doctors, who urged him to take a much-needed rest before resuming radio work.

Mr. Spire will be succeeded by John D. Megyesi, who will continue as chief of the Bureau's station relations division. Government liaison functions formerly handled by Mr. Spire will be taken over for the time being by Mr. Cohen, with the assistance of the two program managers of the Bureau, Mr. Lee House and Mrs. Marion Sabatini.

Praised by Heads

Tribute to the service performed by Mr. Spire was made by various OWI officials, including Elmer Davis, OWI director; David Frederick, chief of the Office of Program Coordination; and Mr. Cohen.

In formally accepting his resignation, Mr. Cohen stated: "Certainly, all of us recognize that no man has made a greater contribution than you to the Government's ra-

dio war effort. Were it not for the procedures which you have set up, and the contacts which you have established, I frankly do not believe this operation could have succeeded in the way that it has.'

Mr. Spire entered the Government in March 1942 when he joined the old Radio Branch of the Office for Emergency Management. When this operation was taken over by OWI in June of the same year he became coordinator of campaigns for the Radio Bureau, later becoming Chief of the Allocations Division and then taking over the post of Government Liaison which involves contact with all government agencies on their radio needs. He was promoted to Deputy Chief when Mr. Cohen was appointed Chief of the Bureau last October.

Previous to joining OWI, Mr. Spire was radio director for McCann-Erickson, New York, for four years, writing and directing programs for Ford, Grumman watches, Esso and National Biscuit Co. His previous experience included three years as studio manager and program director for WHOM Jersey City, N. J. He is 38 years of age, married, and has one child.

Was Timebuyer

The new Deputy Chief was timebuyer and manager of station relations for Foote, Cone & Belding for eight years before joining OWI about eight months ago. He was on the original radio committee of the War Advertising Council and was a leading figure in drawing up the Network Allocation Plan by which OWI channels war messages to network shows.

Mr. Hymes was president at one time of the Radio Executives Club of New York. He is a graduate of Haverford College (Pa.), married and has two children. He is 35 years of age.

As Deputy Chief, Mr. Hymes will take over all of the administrative functions previously handled by Mr. Spire and will work closely with the various allocation operations of the Bureau, in addition to supervising the activities of the twelve regional offices of the station relations division.
WNEW thought its listeners might like to learn Spanish, if it was pleasant and painless.

So, every Sunday afternoon, Merle Pitt and his WNEW orchestra broadcast a half hour of good Spanish dance music. In between the rhumbas, Raoul Henry gives the lessons...amusing, unorthodox lessons that do teach Spanish.

People seem to like the idea. We offered to send listeners weekly lesson sheets, if they would write in. Dicho y hecho.* They’re writing to the tune of several hundred per program.

Someone at the office of the Coordinator of Inter-American Affairs wrote, too. They want 25 copies every week so that the secretaries can learn Spanish!

Want the lessons? Ask us for them.

*Raoul says that means, “No sooner said than done.”

**Dicho y hecho**

WNEW
NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY
Treasury's Spots Attract Sponsors

WIOD Finds Discs Salable; Campaign Nets $1,683

STATION enterprise in obtaining sponsors for transcriptions prepared by the Treasury Dept. for the Fourth War Loan drive netted WIOD Miami $1,683, according to a report received by John D. Hymes, station relations chief of the OWI Domestic Radio Bureau.

John M. Outler, OWI regional consultant for Georgia, Florida and Alabama, submitted the report as illustrating how “a different approach to a difficult problem can produce staggering results.” He stated that he was informed that WIOD “had really gone to town” in the sale of the two types of War Bond transcriptions, “Treasury Salute,” a 15-minute show, and “Treasury Song for Today,” a 5-minute program, when they were given permission.

All Types of Sponsors

Mr. Outler, who is manager of WSB Atlanta, pointed out that while the revenue received from the sponsors was incidental, it guaranteed delivery of 89 programs emphasizing the Fourth Loan drive. WIOD stood 68 of the 15-minute discs and 21 of the 5-minute spots during the drive. It found sponsors among all businesses, principally automobile dealers, banks, utilities, and stores. The bulk of the spots were sold for daytime or late night periods.

Radio Taught at Wayne

FACULTY of professionals will conduct classes in radio at Wayne U. for the spring term. Dr. Preston H. Scott, speech department chairman, has announced. The representatives of Detroit’s major broadcasting units include: Lambert Beeuwkes, WXYZ manager of sales and promotion; William K. Clark, WWJ manager; Franklin Mitchell, WJR program director; and Ernest Rice, WWJ production manager. There will be courses in techniques of broadcasting, script preparation, radio speech, drama, production and direction.

NBC Script Changes

RICHARD McDONAGH has been named assistant manager of the NBC script division. Charles Newton resigned. Timo Hopkins, resigned. Mr. McDonagh has been with NBC since 1937. He replaces Erik Barnouw, now supervisor of the education department, Armed Forces Radio Services of the Army Service Forces.

Script Service

RADIO feature service for women program directors has been announced by Mary Ashley and Ruth Lundgren, and will start operations March 1 with headquarters at 55 Park Ave., in New York. Subscribers receive twice-weekly scripts containing news slanted to the woman listener.

PROUD MOMENT in the military career of Capt. Frank W. Ellis, formerly of the WLW Cincinnati merchandising department, was his award of the Distinguished Flying Cross, conferred upon him by Brig. Gen. Edward Timblake, commanding General of a Liberating bomber wing in England. Capt. Ellis was cited for “extraordinary achievement” on a bombing mission over Germany. Capt. Ellis’ wife is Anita Ellis, who sings on the Charlie McCarthy-Edgar Bergen program. The two met while they were both at WLW.

WCHS BOND STUNT
Gabby Street Catches Ball From Building

SPORTSCASTING from the stands hasn’t dimmed the eagle eye of 68-year-old Gabby Street, former star catcher of the Washington Senators when Walter Johnson was at his peak as a hurler, according to Howard Chernoff, general manager of WCHS, Va., and managing director of the West Virginia Network.

Gabby was visiting Sam Molen, WCHS sportscaster (sponsored at 6:15 p.m. daily by Frankenberger’s Men’s Shop), to help Sam plug War Bonds on the air. Then came a bright idea. Gabby once caught a baseball tossed from the top of Washington Monument by Walter Johnson. Could he still catch?

From the top of Charleston’s tallest structure, the 350-foot Kanawha Valley Bank building, Capt. Paul Powell, owner of the Charleston Senators of the Mid-Atlantic League, tossed a baseball on Feb. 12. Standing in the street below, the Great Gabby caught it. Sam auctioned the ball, then auctioned Gabby’s mitt. On the air the old-time catcher, now a baseball announcer, described the tension of catching a ball after being out of the game several years.

“This radio stuff is duck-soup,” commented Gabby. “On the diamond a fellow has to be on his toes. In radio I just sit and watch the game and tell the listeners what’s going on.”

Press School Endowed

ESTABLISHMENT of a division of research in the U. of Minn. School of Journalism and acceptance by the university of a grant from the Minneapolis Star Journal & Tribune for applied research in problems of the press has been announced by the Board of Regents. “The Research Division of the School of Journalism is established to promote the acquisition of new knowledge of the press and other communication agencies,” said the announcement.
"One if by Land..." "Ye lanterne sped its memorable message to ye few Patriots waitynge on ye far bank of River Charles."

Progreff in ye Land of ye Pilgrims now means that today, not only Charlestown, but hundreds of busy New England communities are simultaneously reached, message-wise, over one microphone—through the WBZ & WBZA combination. . . 50,000 watts stemming out from Boston . . with an extra 1000 from Springfield . . bring NBC Star-studded programs to all of industrial, and most of rural, New England. . . Certain times are available for your sales-messages. Act now, through NBC Spot Sales—New York, Chicago, Hollywood.

A new WBZ & WBZA Coverage Map happily furnished on request.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES
Doubtless one of this country's most vital regions is that of the "Heart of America." Long recognized as being the foodbasket of the nation, it took a war to fully emphasize its importance in the manufacture of materiel and consumer goods. Through its transportation arteries have flowed the needs of a world at war. Great have been the demands on its peoples—but theirs has been the privilege to serve, for how true is the statement that in the "Heart of America" can be found everything on earth—except ocean and desert.

In this thriving metropolis population is up over 60,000 since the 1940 census. Latest rationing figures show greater Kansas City's population as over 700,000 with an effective buying income per capita 100% above that of 1938. Missouri leads the West to the coast in non-agriculture employment per 1000 population.

CROSSROADS

One of the country's most unusual population breakdowns is that found in the "Heart of America"—the crossroads of this country—and thus of the world. Census reports uncovered the surprising condition that 51% of the population is urban and 49% rural. Thus within one compact area are located the two important phases of American life—each with its own peculiar likes and requirements. The throng of metropolitan hustle-bustle mingles with the tractor roar as the "Heart of America" puts its back to the wheel of Victory, doing its share and then some.
Within a few minutes of metropolitan Kansas City one finds spacious, high-production farms such as this of KMBC Service Farms, located over the Missouri line in Kansas.

The greatly broadened and diversified interests of today's "Heart of America" farms are largely responsible for the cash farm income increase of 25% in the past year.

Working from sunup to sundown such livestock producers as Phil Evans, director of KMBC Service Farms, have again made Kansas City this country's leading cow town.

How To Make Each Advertising Dollar Do the Work of Two

A dollar spent in advertising on KMBC assures a "hearing" with the urban thousands in the "Heart of America." Accredited surveys tell the story—giving KMBC a greater audience than any of the five other radio stations.

A dollar spent in advertising on KMBC pays the way, too, into the homes of the 49% potential audience that is rural. There is no secret as to why this is so—KMBC programming is patterned with this population peculiarity constantly in mind every hour of the broadcasting day.

That is why each advertising dollar spent on KMBC does the work of two. Radio's finest programs—those of the Columbia network—exclusive farm features—two full-time farm authorities, a livestock farm operated in service to rural America, and the exclusive right by the Kansas City livestock interests to broadcast official market reports direct from America's largest livestock building—all this adds up to radio's best buy in the land "Where Metropolis Springs From Golden Wheat Fields."

KMBC
OF KANSAS CITY

SINCE 1928—CBS BASIC AFFILIATE FOR MISSOURI AND KANSAS
By Deed & Word

POLITICALLY, radio, like Andy Gump, wears no man's collar. Individual broadcasters, as free Americans (except perhaps where the regulatory authority is concerned), have their own political leanings and their favored candidates. But politics are kept apart from their microphones.

It doesn't take clairvoyance, however, to detect radio—freedom of radio—as a political issue in the political campaigning just ahead. Gov. John W. Bricker of Ohio, an avowed candidate for the GOP nomination, a few days ago sounded the call for legislative checks upon the FCC lest it stifle freedom of radio. Other Republican spokesmen, prospective presidential timber and party workers alike, have picked up the theme.

It is plain that Republicans regard the constant bearing down on radio's freedom (and that of the press) as a liability, politically, to the party in power. The Democrats have, thus far, made no issue of it, or even any defense of the policies or current manifestations.

Radio, over the years has been regaled with a super-abundance of lip service by the "ins" as well as the politically ambitious. "Freedom to listen" was a battle cry just a few weeks ago by the incumbent forces, but it fell upon deaf ears, because past deeds made such talk a mockery.

Radio, as an art and medium, doesn't particularly care what the parties call themselves or each other. It is interested in one fundamental thing—the right to engage in free competition and to conduct Radio by the American Plan. We suspect that before the final gong, both parties will declare themselves four-square for freedom of speech and of the press.

What's more important, however, is what they intend to do about it.

AFM—Pancake Style

THINGS appear to be relatively quiescent these days in the Petrillo-Radio front. Reports trickling from the closed sessions of network representatives with the AFM locals on renewals of contracts for network originations are that "progress" is being made. There are the union demands for increased pay scales and increased quotas of musicians, which probably will be compromised. There's no talk, these days, of a strike, and presumably no dire "or else" threats from Jimmy.

Local 802 in New York, it appears, wants "platter-turners" to be AFM members. All 802 asks is that platter-turners be paid $90 a week—as they are in Chicago. In St. Louis, last reports were that they get $60 a week. And the redoubtable Jimmy himself has said that "a child could do the job".

A year ago, when Jimmy testified before the Senate Interstate Commerce subcommittee investigating the then existing full-scale AFM recording ban, he admitted the record-turner requirement was "not sound". He confessed he would not have called a strike if the Chicago stations had refused his demands. The stations "keyed" the demand, he declared, because the Chicago local (of which he also is president) was "powerful". Under questioning by Senator Tobey (R-N.H.) he said he had made a "mistake" in forcing the hiring of union platter-turners.

Mr. Petrillo's New York union now makes the same demand. We presume locals in Los Angeles, in negotiating network originating contracts, will follow suit. Other locals, of course, can be expected to take the cue.

Practically all stations now hire fixed quotas of musicians because of Petrillo Sat., and the threat of strike. Many stations never use their musicians, who in most instances have other jobs anyway. AFM epitomizes the "madework" formula at its worst.

If independent stations are forced to hire union record-turners at $90 or $60 per week, it may be the difference in many cases, between profit and loss.

But what we would like to know now is how Mr. Petrillo can reconcile his statement to the Senate Committee with the current demands of his locals? Maybe the subcommittee, of which Senator Clark (D-Idaho) is still chairman, will make the inquiry.

Unsound Dollars

MONEY give-aways attract people. Motion pictures have used bank night variations to build audience. Newspapers have given away everything from model homes and automobiles to carving sets in prize-contests dependent upon paid subscriptions. Magazines have sent youngsters scurrying from door to door selling subscriptions for that brand-new racing bike.

Radio, too, has had its flings. The latest is the money give-away variation of the late and none-too-lamented "Pot O' Gold". It builds audience, to be sure. But that audience is artificially stimulated. And that's bad radio.

The older media have found that give-aways don't pay. In normal times, the movies soon noticed that it was only on "bank night" or "country store" that the customers flocked in. The public expected the premium; the movie feature was only incidental. Newspapers and magazines, by and large, found that renewal of prize-induced subscriptions was more than difficult.

Many stations, to meet the competition of network programs, have resorted to the give-away, although the practice is far from restricted to the independent group. It is shortsighted policy, however, because when the give-away goes off, the audience usually takes a nose-dive. Besides, such features soon run their course and die.

There are many examples of independent station operation of a highly successful character. A station isn't disposed to drop a money feature unless the competition drops too. Smart listeners have thrown surveys askew by reporting the money station tuned in when it isn't.

Money-giveaways may be legal—probably are—though the question of borderline lottery has been raised. Irrespective of legality, anything that doesn't build soundly doesn't belong on the air.
This is No. 7 in a series of stories of KOIN PUBLIC SERVICE

Subjects of preceding stories were...

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

Here's... ART KIRKHAM
Vice-President of KOIN

...For 16 years this station's perpetual "ambassador of goodwill" and the Pacific Northwest's best known and best loved radio personality.

Art's contributions to community service commenced with his connection with KOIN in 1928. He started the first radio news service in Portland—"Newspaper of the Air"—now oldest program in the area and always high in public favor. On it Art broadcast over 1300 community service news items in 1943. Another still popular program which he created in 1932 is "'This and That' with Art Kirkham." Throughout the years his civic activities in addition to broadcasting have been many and varied, such as:

1943—President of "Presidents' Council"—composed of all civic and service club presidents.
President of Kiwanis Club.
Member, Board of Directors, Oregon Roadside Council.
Chairman, "Know Your Portland" committee and member "Tourist and Convention" and "Recreational Resources" committees, Portland Chamber of Commerce.

In 1941 and 1942 he was Chairman of the "Members Forum" and member Board of Directors, Portland Chamber of Commerce.

In 1941 he planned and created for the Portland Chamber of Commerce a map-folder of city and nearby trips which visitors endorse as one of the best available in any locality.

Another reason for the dominant position of KOIN in its community.

KOIN
PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives

BROADCASTING • Broadcast Advertising
Our Respects to
(Continued from page 38)
end of the war, he returned to Utah.

For a while he worked with the Secretary of State in Salt Lake City. But desiring wider training and experience, he journeyed to the Nation's Capital for graduate work at George Washington U. In Washington he and the Geordie, the Rubber Co., Chicago, has joined the NBC Central Division local and spot sales department, replacing Phil W. Steitz, resigned. Mr. Steitz has joined the Chicago sales staff of Mutual Net-

work. At one time he was in the sales department of WIND Chicago.

DR. DIXON RYAN FOX, president of Mission College, has been named chairman of the advisory council of WGY Schenectady. The council is in-

volved in public service programs for that area.

SANFORD SKINNER, formerly manager WTRY Troy, N. Y., has joined WSAM Saginaw, Mich., as commercial manager.

EARL C. REINKE, president of WDAY Fargo, N. D. and his bride, the former Marie Early, were feted at a special supper-program Feb. 20 by the personnel of WDAY.

PHIL LALONDE, CKCK Montreal, has been elected president of the Quee-

bec Association of Private Radio Sta-

tions, which includes all privately-

owned French-Canadian stations, and is affiliated with the Canadian As-

sociation of Broadcasters. J. N. Thivierge, CHIQ Quebec, was elected vice-

president; Marcel Lefebvre, CHLP Montreal, secretary-treasurer; Paul Leclerc, CHY Quebec, and the Georges Bourassa, CKCH Hull, were elected directors.

MICHAEL SWEENEY, formerly on the advertising staff of Wall Street Journal, has been appointed to the spot sales staff of the Blue Net-

work in New York. He replaces Robert Catherwood, resigned.

LEO J. FITZPATRICK, vice-presi-

dent and general manager of WDIV Detroit, has been elected to the di-

rectorate of the Detroit Athletic Club.

Mr. & Mrs. GLENN SNYDER an-

ounce that Joanne, daughter of Mr. and Mrs. Marjorie, will be married to Ned George Maxwell. The wedding will take place March 11 in Evanston, Ill. Mr. Snyder is manager of WLS Chicago.

R. V. JENSEN is now general sales manager of KOAM Pittsburg, Kan. For the past six years he has been commercial manager of KTRI Sioux City.

JACK MAURER, WHK Cleveland, salaman, has returned to the studios, though his leg which was fractured a few weeks ago, is still in a cast.

FRANK M. RUSSELL, vice-presi-

dent of NBC Washington, is the father of a girl.

HARVEY STRUTHERS of WCCO Minneapolis sales staff is the father of a boy.

Good results have been ob-

tained from use of the Idea Box at WHO Des Moines, with prizes ranging from $3 to $20 going to employees submitting useful sugges-

tions. Mr. Halwil, vice-

president and general manager of WHO, points with pride to one of the suggestion boxes.

Case Succeeds Neuhorst at WBBM; Kilian Named

GEORGE CASE, former WBBM Chicago production manager, has been appointed assistant program director, replacing O. J. Neuhorst, who has resigned to devote fulltime to the production of WBBM-CBS' The Romance of Helen Trent. Mr. Case has been with WBBM for the past two years, joining the staff as producer and then, becoming production manager six months ago.

Fred Kilian, for the past ten months WBBM producer, has been named program manager for the station. Prior to joining WBBM, he was program director for WIZE Springfield, Ill.

Grizzard Resigns Wlap

TED GRIZZARD, with WLP Lexington, Ky. for the past ten years, has resigned as manager of the station and is replaced by another ten-year veteran, former commercial manager J. E. Willis, who announced his week by J. L. Nunn, owner of the station. Mr. Grizzard is moving to California. His future plans have not been announced. Mr. Willis will take over his new duties March 1.

Blue Operations Aired

EXECUTIVES of the Blue net-

work are explaining the operations of the company to their listeners through Alma Kitchell's Meet Four New Neighbor program each Fri-

day. Fourth talk was given last Friday by Phil Carlin, vice-

president in charge of programs.

Ogilvie Test

OGILVIE SISTERS, New York (hair preparations), on Feb. 12 started a 26-week series of daily spot announcements on WEDV New York, with other stations to be added if the test is successful. Agency is Abbott Kimball Co., New York.

BEAUTY SPOTS

FEMININE BEAUTY is the theme of two programs this week. Lady's Looking at You and Charm Session, prepared by S. G. Goodwin, New York production firm, for department store use. Both are five minute series which can be combined for programs. Misses Robert Powers, model authority, and Jessica Ogilvie, hair specialist, are interview-

ed on Charm Session, while Here's Looking at You features a beauty clinic, with Richard Willis interviewing women.
According to Sales Management's "Retail Sales and Services Estimates for March, 1944".

Sales Management’s "Estimate for March, 1944" gives KNOXVILLE an increase in Retail Sales and Services to total 143.8%, with March, 1943 as base of 100%. Compare this increase with that of Nashville, Memphis, Louisville, New Orleans, or Atlanta! KNOXVILLE is now second, in increase, in the Nation's leading market centers, surveyed by Sales Management. Sales Management's "1943 Survey of Buying Power" showed that WNOXVILLE, the booming trade area covered by WNOX, is greater, in retail sales, than Nashville, Memphis, Louisville, New Orleans, and Atlanta! Take advantage of this growing, moneyed market! Sell WNOXVILLE, through WNOX!
BERT WILSON, sportscaster who traveled with the Chicago Bears, professional football team, for WIND Chicago broadcast last year, will do all at-home and out-of-town baseball games of the Chicago Cubs for the 1944 season, aired exclusively over WJJD. WIND Chicago exclusive coverage of Chicago White Sox at-home and out-of-town games, will be Walt Lochman.

CPL. WALTER KANER, formerly director of publicity and special features of WLIB Brooklyn, has been transferred to the 387th Infantry Regiment at Fort Leonard Wood, Mo., and assigned to the Special Service Section to handle public relations and entertainment.

PTV. CARL J. HALL, formerly a member of the announcing staff of WAAC Fort Meyers, Fla., is now assigned to radio work in Special Services, Amarillo Field, Tex.

BUD MITCHELL, WJR Detroit director of operations, is now teaching an evening class in radio speech at Wayne U., Detroit. Dick Frederick, formerly of the Michigan OWI staff, has been added to the WJR publicity staff.

KOMO-KJR Appointments

FRED DELANO now heads the newsc over KOMO-KJR Seattle replacing Dick Keplinger, who has left Army. Bill Moshier has taken on additional duties as director of special events. He will be assisted by John J. Jordan, announcer and newscaster. New publicity director for the stations is Carolyn Ashbaugh.

R. NED BURMAN, second combat correspondent on Guadalcanal, following Lt. James Horlbot, has been commissioned 2nd lieutenant in the U.S.M.C., assigned to Marine Corps Headquarters, Washington. Before joining the service, Lt. Burman was a news commentator of KQW San Jose, Cal.

NINA ANTHONY, news editor of CJOR Vancouver, was recently appointed to the Vancouver Parent Teachers' Federation.

BILL STEWART, producer of CKWX Vancouver, has married Betty Levitt.

PAUL WANN has joined the WCCO Minneapolis, announcing staff. Mr. Wann was formerly an announcer of WDDO Chattanooga.

DENNIS REAGAN, formerly of WPGM Des Moines, has joined the announcing staff of WFDF Flint, Mich.

MIKE DUNN, sports announcer at WFDF Flint Mich., has announced his engagement to Jean Marie Dickerson of New York.

BILL MARLOWE, former news-caster of WMC Memphis has joined WJR Detroit's Palm Beach, Fla., replacing Lee Taylor, who leaves for the service.

HARRINGTON CRISSELL and Evelyn Gagnon announce the new school district staff of WGFM Schenectady, N. Y. were married Feb. 10.

THOMAS HUDSON McKay, has become assistant director of WSDM Portland, with headquarters in Denver. He was former assistant news editor of KFEL Denver.

DON LEWIS, announcer at WWL New Orleans, is the father of a girl.

CONNIE BOSNER, formerly of Harry Peigenbaum Agency, Philadelphia, has joined the staff of WFEN Philadelphia as continuity director. She succeeds Robert Bloomfield, who leaves to join the Army.

MARION BASEL, announcer of WIP Philadelphia, has left to join the staff of WITM Baltimore, Md. He is succeeded by Jeff Scott, new to radio.

KEL WHEELER, day supervisor for WEXA Boston, is to be inducted into the armed services.

THEODORE HAHN Jr. has been named music director of WCKY Cincinnati. Prior to coming to WCKY he was assistant to the National Director of Music.

JACK BRICKHOUSE, a member of the WGN Chicago announcing staff before joining the Armed Forces, re- turned to WGN last week following release from military service.

JACK HORNOR, director of news and sports for KILO Grand Forks, N. D., was recently awarded the Junior Chamber of Commerce service key as the outstanding citizen of Grand Forks for 1943. He was cited for his work in forming the city Recreation Council.

MARIAN GERVAS, is now publicity director of KIHO Seattle, hav- ing replaced Marjorie de Garmo who has taken over writing and production.

EVELYN MCCUTCHEON, NBC Hollywood writer, has resigned that post to become civilian writer for Army radio programs at Hill Field, Ogden, Utah.

JOE PARKER and Alberto Rondo of Hollywood radio division, Office of the Coordinator of Inter-American Affairs, have been inducted into the Army.

MARX HARTMANN, Hollywood an- nouncer on the weekly Mutual pro- gram, "Adventures of Sherlock Holmes," has joined the Royal Canadian Air Force.

JOHN C. ROBB, supervisor of New York originating Blue news broad- casts, has been appointed Hollywood manager of the news and special fea- tures department.

TOM WHEELER, farm director for WO-WG, Fort Wayne, Ind., was recently appointed to the agricultural committee of the Fort Wayne Cham- ber of Commerce.

DOUG BRUCE, announcer of CJOR Vancouver, has joined the Royal Can-adian Air Force.

JOE MIDMORE, former CKWX Vancouver announcer, now in the Royal Canadian Air Force, recently became engaged to CKWX continuity editor Isabel Frost.
and how do you make THIS sound?

MUSIC:

THEME* ... UP FULL, THEN HOLD UNDER

ANNOUNCER:
Your problem is to move goods ...

SOUND:

(One at a time, in succession, at announcer’s pauses) NAILING SHIPPING BOXES ... STEAM LOCOMOTIVE ... DELIVERY TRUCK ... CARTONS BEING PLACED ON RETAIL SHELVES

ANNOUNCER:
... not just out of your plant ... and across the country ... and to the retailers ... and onto their shelves ... but also ...

SOUND:

CARTONS BEING MOVED OFF RETAILERS' SHELVES

ANNOUNCER:
... into consumer hands. That is, you must create and activate consumer demand. In New England's rich, compact market, you can do that most effectively through NERN, which is seven dominant stations whose combined primary coverage areas include 96.6% of New England’s radio homes ... but whose Class “A” quarter-hour price is only $600. By using NERN, you can make merchandise take that last move quickly — to a people whose effective per capita buying income (Sales Management figures) is 22.9% above the national average.

SOUND:

NEW ENGLAND WOMEN SPENDING MONEY

MUSIC:

THEME* ... UP FULL AND REPEAT

*THEME: "More Results for Advertisers on NERN, the Network."

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<tr>
<th>NERN STATIONS</th>
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<tr>
<td>WBZ* Boston, Mass.</td>
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<tr>
<td>WCSH Portland, Maine</td>
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<td>WJAR Providence, R. I.</td>
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<td>WLBZ Bangor, Maine</td>
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<tr>
<td>WTIC* Hartford, Conn.</td>
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<td>WFEA Manchester, N. H.</td>
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<td>WRDO Augusta, Maine.</td>
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* The only 50,000-watt stations in New England.
Nationally represented by WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

MUSIC:

THEME: More Results for Advertisers on NERN, the Network.
JOE COOK, formerly with WEBC Duluth, is now on the announcing staff of KDAL Duluth. Russell Ireland, formerly with KDB Santa Barbara, Cal, is also a new member of the KDAL staff.

REID KILPATRICK, freelance producer, has joined NBC Hollywood production department. He replaces Frank Pittman who has joined the Hollywood staff of Newhouse, Louis & Brover as production aide to Cecil Underwood, manager.

GENE NOBLES has been added to the announcing staff at WLAC Nashville. He was a former staff announcer at WALA Mobile.

MILTON FORD, Harry Morgan and Wayne Davis are new additions to the announcing staff at WBBB Knoxville. Mr. Davis was formerly with WHBB Burlington, N. C.

W. J. DUNLOP, Canadian Broadcasting Corp., Toronto, commercial representative, recently became the father of a boy.

SID CHAPMAN, secretary-treasurer of Northern Broadcasting & Publishing Co., Timmins, Ont., has been elected 1944 president of the Timmins Kinneren Club.

STEVE BRANDENBURG, new to radio, has joined the production staff of CFCH North Bay Ont.

FRANK LINDSAY has joined the announcing staff of CKL Kirkland Lake, Ont.

DOUGLAS B. LUSTY has been appointed producer of educational broadcasting by the Maritime region by the Canadian Broadcasting Corp. He formerly was on the announcing staff of CBC Toronto.

LEOPOLD HOULE, director of the French division, CBC Press and Information service, recently received the degree of Doctor of Philosophy at St. Joseph University, Memramcook, N. B.

WILLIAM BALDWIN, special features director of Blue, Los Angeles, and Clark Sanders of KGK San Francisco, engineering department, currently are on a special mission with the Navy.

GORDON MILLS, with honorable discharge from the Army, has joined KGFJ Los Angeles as announcer. He succeeds Lou Place who has joined KFAC.

PAUL COATES, formerly director of publicity of WTMJ Milwaukee, and its FM station WMFM, has joined the Chatter Hotel chain as press representative for two New York hotels.

DICK JOHNSON, formerly of KWLM Willmar, Minn., Paul Santee of WDIV Detroit and Gene Lewis, new to radio, have joined KSYS Mankato, Minn., as announcers.

ELEANOR KILGallen, who has been associated with her brother's firm, Richard Kilgallen productions, in the casting department, has joined CBS as casting director.

JANE ELIAS, of the Blue script department, and Lt. Ebb Ford, U.S.A. now stationed at Fort Jay, N.Y., will be married on April 9. Miss Elias will resign her position at the Blue.

ALLEN DE CASTRO, commercial program manager of Mutual and head of the Latin America department, has been placed in charge of all cooperative programs at Mutual.

Lt. M. F. Ritchie

L T. MAXWELL FRASER RITCHIE, 43, public relations officer at Canadian military headquarters, London, England, died suddenly Feb. 17 a few hours after being admitted to the hospital. Born in Toronto, he had been overseas since September 1941. He is a brother of Wells Ritchie, assistant supervisor of press and information service of the Canadian Broadcasting Corp., Toronto. Under the firm name of Central News Bureau, the Ritchie brothers, for a number of years before the war were Canadian representatives of Transradio Press.

SIX-FOOT-FIVE John A. Barclay, newcomer to the WGN Chicago, production department, gets the WGN low-down from veteran producer Eddie Kahn, five-foot-three director of The Crime Files of Flannery and others. Radio production is Barclay's latest venture in a 25-year career as singer and actor in this country and abroad. He is heard regularly on WGN Mutual shows, including The Chicago Theater of the Air, First Nighter, The Human Adventure, and narrator on The Chicago Theater of the Air Symphony Hour.

Art Contest Conducted For Students by WOR

THE broadcasting medium as an art subject is the theme of a contest WOR New York is conducting among art students in five New York City art schools. Students who have been taken on a tour of WOR studios to collect picture material on all phases of broadcasting operations. For the final judging March 3 a total of 13 paintings have been selected from the entries.

Paintings will be on public view at the Advertising Club of New York for two weeks. A private show for the press will be held the preceding afternoon. The entries represent a variety of techniques ranging from impressionistic and surrealist to factual interpretations of rehearsals, engineering operations, and other aspects of radio station activity. Judges are Hilda Loveman, art critic of Newweek; Henry McBridge, art critic of The New York Sun, and Joe Creamer, station promotion director. The winners will receive War Bonds as prizes.

MORTON WISHEGARD, script-writer for NBC's University of the Air, will conduct Columbia U. classes in radio writing, and Neil Hopkins, formerly of NBC's production staff and script division, will instruct a radio production class. Courses were formerly instructed by Erik Barnouw, now on special assignment for the War Dept.

JERRY MARSHALL, WNEW New York announcer, and Geraldine Schwab, cashier at CBS, have announced their engagement.
THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. * It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. * With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. * New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. * Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers’ merchandise. * A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

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

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING
SEATTLE 4, WASHINGTON
Reed Back at J-W-T

DR. VERGIL D. REED, assistant director of the statistics division, and chief of general statistics staff, bureau of planning and statistics, WPB, has resigned to join J. Walter Thompson Co., New York, as associate director of research in charge of market research, it was announced by WPB last week. Dr. Reed entered Government service in 1935 as chief of the retail and wholesale trade division, Bureau of Census. He was assistant director of the Census Bureau from June, 1936 to March, 1942. He then joined the WPB in the post he now leaves.

HERMAN LAND, a former announcer with WHIR Knoxville, has joined the radio department of Kircher, Lytle, Helton & Collett, Dayton. IVAN H. DENTON, McConnell Eastman & Co., Vancouver, and H. S. Watson, A. HeKlim Ltd., Vancouver, have been elected members of the executive of Advertising and Sales Bureau of the Vancouver Board of Trade.

R. EMMETT ATKINSON, former commercial manager of KWWK Cleveland, has established his own advertising agency at 117 E. Colorado Blvd. Telephone is Ryan 1-6586. L. J. NELSON, space buyer of Wade Adv., has returned to Chicago following Pacific Coast conferences with Robert E. Dwyer, Los Angeles manager.

PAUL H. RAYMER Co., station representatives, has moved its Southern California offices to new and larger quarters at 707 S. Hill St., Los Angeles. Telephone is Vaude 1001.

DON JOHNSTONE has left Schenley Distillers Corp., New York, where he was director of field market research, to join Benton & Bowles, New York, as assistant director of research. Mr. Johnstone was director of research at Sherman K. Ellis & Co., New York, before joining Schenley.

PETER LYMAN, former announcer of KDAL Duluth, is now director in charge of radio production for J. Walter Thompson Co., Chicago.

STUART STEVENS has been appointed production manager of Hugo Schelbner Advertising, Los Angeles. He was formerly sales production manager of Dasey Churn & Mfg. Co., St. Louis.

ELDRIDGE D. HEDGES, formerly on the art staff of J. Walter Thompson Co., New York, has been named art director of Erwin, Wasey & Co., New York, specializing in the field of electronics.

ERIC STRUTT, copy writer of Hixson-O'Donnell Adv., Los Angeles, has been commissioned a lieutenant (j.g.) in the Navy.

CULBRETH SUDLER Co., Los Angeles agency, has moved to 412 W. Sixth St. Telephone is Trinity 0909.

PAUL SECON, formerly on the staff of Variety, has joined the research staff of Richard Stark & Co., New York. He will make a study of television and organize a video unit for the firm.

AUSTIN BYRNE, former account executive for William Esty, Inc., New York, has been inducted into the army.

CHARLES CHAPLIN, writer-producer, recently associated with Armed Forces Radio Service in a civilian capacity, is in charge of radio production for Hillman-Shane-Dreyer, Los Angeles agency.

Arthur H. Kudner Dies of Pneumonia

ARTHUR H. KUDNER, leading advertising executive and head of his own advertising agency, Arthur H. Kudner Inc., New York, died of pneumonia Feb. 18 in Los Angeles at the age of 53. His wife, Magdelin Thayer Kudner, who had accompanied him on an extended business trip, was with him at the time.

Born in Lapeer, Mich., Dec. 7, 1891, Mr. Kudner started as an advertising copy writer with the Los Angeles agency, and after a brief career as a concert singer returned to journalism with the Detroit Free Press and the New York Journal American advertising in 1915 as a copy writer of Cheltenham Advertising Agency. A year later he joined Erwin, Wasey & Co., becoming chief copy writer in 1919 and serving as president from 1929 until 1935, when he left to establish his own agency.

Received Award

Author of several early tire advertising campaigns which were considered advertising classics, Mr. Kudner in 1917 created advertisement for the Red Cross and Liberty Loan drives, which are still recalled and quoted. In 1929 he received the Harvard Award for having prepared the best advertisement of the year.

During his association with Erwin, Wasey, Mr. Kudner was active in developing a number of outstanding radio programs in the early days of commercial broadcasting, including the Morton Downey and Evangeline Adams programs. Last fall he personally induced Quentin Reynolds to go on the air as narrator of war stories on NBC’s Salute to Youth series for Goodyear Tire & Rubber Co. and he was instrumental in bringing about General Motors’ sponsorship of the Sunday afternoon broadcasts of the NBC Symphony Orchestra, under such noted conductors as Toscanini and Stokowski.

In addition to the General Motors symphonic series, current radio programs carried by the agency also include the Goodyear The Star and the Story on CBS and Gay 90’s Revue, also on CBS, sponsored by U. S. Tobacco Co.

Arthur Kudner Inc. will continue its agency operations under the direction of the corporation’s six vice-presidents, who had been associated with Mr. Kudner for periods of from 14 to more than 20 years and who are all stock-holders in the organization. These are: J. H. S. Ellis, executive vice-president, Edward J. Owens, Samuel H. Kovner, Charles E. T. Peters, Eric H. Stewart, Hayward Anderson.

In addition to his widow, Mr. Kudner is survived by his son, Arthur, 9, a daughter, Karyl, 7, his mother, Mrs. H. C. Kudner of Lapeer, Mich., and two brothers, Dr. Don Kudner of Jackson, Mich., and Schuyler Kudner of New York.
SMOKE SIGNAL COMMUNICATIONS

While the puffs of our early American smoke Signals were not as complicated as the Morse Code, this type of communication was a speedy and effective means of communication at that time and could be seen for scores of miles on a clear day. Used for transmitting their battle messages, smoke signals in the days of the early American meant a progressive means of communication.

Restricted by climatic conditions this type of communication was limited in its use. Universal microphones in the part they play in modern electronic voice communication must withstand the climates of the Arctic and the Tropics all in a day’s work. Built to accomplish a specific job, Universal Microphones are “getting the message through” on every Allied front.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U.S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Charles F. Michaels
CHARLES F. MICHAELS, 74, chairman of the board of McKesson & Robbins, died Feb. 20 in a San Francisco hospital. A native of San Francisco, he was president of the Langley-Michaels Co., wholesale drug company, when it was absorbed by McKesson & Robbins in 1929, at which time he was named regional vice-president. He became executive vice-president, then president, and in 1941, following the reorganization of McKesson & Robbins, he was elected chairman of the board. In 1927 Mr. Michaels was president of the National Wholesale Druggists Assn.

JOIN AGENCY STAFF
PETTINGELL & FENTON, New York, announced the following additions to their staff: Bernice Newton, of Spier & Susman, New York, as space buyer; Marjorie Bass, of the advertising staff of Gimbel Bros., New York, as contact executive; Louis Kraus, honorably discharged from the Army and previously assistant executive for Joseph Katz Co., New York, as contact executive; Burney Drayman, as the production staff of Lester Harrison Inc., New York, as the production staff.

WOR's 22d
WOR New York, last week celebrated its 22d anniversary — without celebrations. Station let its holiday slip by without fanfare for the duration. Operations started from Bamberger's Department Store, in Newark, N. J., on Feb. 22, 1922.

Overseas Agency
AMERICAN OVERSEAS Advertising Service Inc. has been organized at 424 Madison Ave., New York, to lay ground work for future American business relations and build up goodwill for the United States in countries liberated and occupied by the United Nations. William V. C. Ruxton, former president of the British-American Ambulance Corps., and New York banker, has been elected chairman of the board. A former European publisher, Rudolf V. Hahn, is president.

Radio Is Aid in Solving Delinquency of Juveniles
WOMEN'S NATIONAL Radio Committee, through its newly-formed subcommittee on juvenile delinquency, is submitting four suggestions to networks and local stations on the use of radio in combatting juvenile delinquency, according to Miss. Yolanda Meriozirion, chairman and founder of the organization.

Programs such as those of Bing Crosby, Edgar Bergen and Frank Sinatra, have a large following among juvenile listeners and will be requested to include in their shows material which will be "helpfully stimulating to young people". This has been tried successfully by Eddie Cantor, Bob Hope and others, it is pointed out.

The use of spot announcements in directing young people to recreational and useful war effort activities, will be suggested, along with radio forums on aspects of other programs. The committee also suggests that radio figures such as Kate Smith and Ginny Simms might stress the importance of maintaining the right sort of home relationships.

Annual radio awards will be made by WNRC on the basis of contribution to the juvenile delinquency problem.

Halpin Opens Agency
JOHN L. HALPIN, former Deputy Commissioner of Conservation, State of New York, has resigned and will establish an advertising agency in Schenectady. Mr. Halpin has been in the public service for 15 years and has wide experience in the field of public relations and publicity, acting in that capacity with the Dept. of Taxation & Finance. His work included radio and motion picture promotion.

VICK KNIGHT, formerly vice-president in charge of radio for Foote, Cone & Belding, Hollywood, has been inducted into the Army.

Franco Breaks Ankle
CARLOS FRANCO, manager of the Station Relations Department of Young & Rubicam, New York, broke an ankle in a fall last Monday. He will be confined to his home for several weeks.

WIN

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Radio Advertisers

MORRIS B. SACH, Chicago (clothier), is now sponsoring for the fifth year its Amateur Hour on WNIR.

The program, now heard 5:00 p.m. Sundays, after March will be heard Sundays 12:30-1:30 p.m., and will also be heard over WICL Chicago.


A GROUP of magazines, organized under the title of Youth Group Magazines, have appointed Hill Adv., New York, to handle advertising. Magazines are Boys Life, Open Road for Boys, Young America, and Young Catholic Messenger. No radio is planned.

RICHARD W. GIVIN, formerly of Willmar Service System Inc., New York, has joined Englander Co., New York, manufacturer of bedding, as coordinator of post-war advertising and sales promotion plans which include a projected program on CBS.

DUOTONE Co., New York, has appointed Mason Inc., New York, to handle advertising for phonograph needles. No radio is planned.

DERBY-LOU SPORTSWEAR, Boston (sportswear for women), has placed its account with Wm. J. Small Advertising, Boston. Plans are said to include radio.

WEATHERHEAD Co., New York, auto and aviation sales, has named Mason Inc., New York, as agency. No radio is planned.

NUTRISOL Co., New York, soy bean products, has appointed A. M. Shindler Co., New York, to handle its advertising. No radio is planned.

VICK CHEMICAL Co., New York, has signed a 26-week contract with WABC New York for a three-week quarter-hour news program in behalf of Alkaloid and cough drops. Account previously advertised on WABC in the fall and winter only. Agency is Morse International New York.

HELM'S BAKERIES, Los Angeles (home service), on Feb. 13 started a weekly quarter-hour program, Letters From Serviceboys, on KNX Hollywood. Contract is for 26 weeks. Firm uses a total of 350 transcribed announcements per week on KFI KECA KNX KHJ KFOX KFWB KBV RPAS. Agency is Dana Jones Co., Los Angeles.


LOS ANGELES RAILWAY Co., Los Angeles, has appointed Dan B. Miner Co., Los Angeles, to handle its advertising. Firm on Feb. 18 started sponsoring weekly quarter-hour dramatic series, Great Short Stories, on KNX Hollywood. Contract is for 52 weeks.

HELENE CURTIS INDUSTRIES, Chicago (Cosmetics), has named Weiss & Geller, Inc., Chicago, to handle magazine advertising. Radio is contemplated for the future.

J. P. ALLEN'S DEPARTMENT STORE, Atlanta, are sponsors of a new quiz show, Fashion Fun on WGRT Atlanta Tues., 9-30-9:45 p.m.

LONGINES WITTNAUER (Canada), Montreal, on March 10 starts half-hour Longines Symphonette on CBL, Toronto, and CBV Vancouver, weekly. Account was placed by Russell T. Kelley Ltd., Montreal.

W. W. W. WRIGHT JR. Co., Toronto (June) on March 3 renewed Wrangle's Air Bond on CFRR CFCO CKOC CHML Fri. 9-9-30 p.m. Agency: J. Walter Thompson Co., Toronto.

S. C. JOHNSON & SON, Brantford, Ont. (Johnson's Wax 7 CnRu) on April 3 renewed to June 30 Pierre Quinan on CJF CGY CHL and CHIL Mon., Wed., Fri., 10-4-11 a.m. Agency is Vickers & Benson, Montreal.

MAIER BREWING Co., Los Angeles, has appointed Dan B. Miner Co. to handle its advertising and is sponsoring wrestling matches on KMPG Beverly Hills, Cal.
Baseball has again been sold for WING Dayton and WIZE Springfield, O., for the summer of 1944, it has been announced by Ronald B. Woodward, vice-president of WING.

Radio Workshops—Philadelphia Board of Education cooperative activities, begun last summer offers a new course in script writing. Gordon Hawkins, KYW program supervision, is in charge.

WTIC-FM Hartford has announced a new schedule, effective Feb. 20, to increase the broadcast time by two hours, which makes the daily operating hours from 2-6 to 11-11 p.m. The change in time schedule is accompanied by a change in programming, but WTIC-FM will continue to originate Box at the Opera, Sundays 6-8:30 p.m., Library of the Air; Mondays, 4:45-5:00 p.m., and Symphony Hour daily 8-9:55 p.m.

CLAIMING to be the oldest program of its kind, kob's radio picture, WTOP Washington marked its 500th broadcast Sunday, Feb. 20. During the past 10 years, more than 250 eminent guests have appeared on the series, including top Government officials and labor leaders. The program is directed by Albert N. Dennis, Senior Producer, and CBS Washington. For the past two years, the program has been released for use in England.

WESTINGHOUSE stations KDKA Pittsburgh, WBZ Boston and KYW Philadelphia will distribute new rate cards effective March 15 showing moderate increases on station breaks, announcements and cooperative programs, according to an announcement from E. M. McDonald, General Sales Manager, Westinghouse Radio Stations Inc. Base rates of KDKA and KDKB have been raised to 256, and to 255, respectively. The Musical Clock rate of KYW is increased. No music, certain time breaks have been changed to favor advertisers.

WHOM New York on Feb. 18 moved its equipment to a new studio building center and featured an all day series of broadcasts in behalf of the Red Cross activities.

KXU Burlington, Ia., planned and produced a stage presentation "Here We Are" to raise funds for the spider charity, which is sponsored by a local club organized to give high school students wholesome recreation facilities. Presentation is given in the home of Walter Stone, KXU studio director.

FIVE languages were used by WHOM Jersey City, in urging people to donate more blood in an all day series of broadcasts from the New York American Red Cross center Feb. 18.

KNX Hollywood is aiding local Red Cross Blood Bank, by registering student volunteers donors and assigning definite appointments for a four-hour period Feb. 28, when a Red Cross mobile unit will be in the KNX studio.

WBYN New York, formerly at 132 E. W. 43rd St., has moved to the Fox Theatre Building, 1 Nevins St., Brooklyn, N. Y.

IN COMPLIANCE with public demand, WINX Washington has returned its early morning Symphony Hour to its original 55-minute format. Program was recently shortened to a half-hour to make room for another music program.

LINDA MARVIN'S Housekeeping Made Easy transcribed series is being distributed by Charles Michelson to 45 stations.

CBS in New York has organized an employees music chorus of 100 voices under the direction of Charles Touchette.

WCOI Columbus, 0., has contracted for the special AP radio news wire from Press Assn.

Newscasts are being wired five times daily, seven days a week, by WEEI Boston to the Boston & Maine Railroad's North Station. Special custom-built amplifier has been set up in the main waiting room of the station. Local WEEI and network CBS news is presented.

WLIB Brooklyn has contracted for the special AP radio news report through the facilities of Press Assn.

STATE Teachers College of Valley City, N.D., has built a modern radio workshop on campus providing students with facilities to produce their own programs. A half-hour program originates from the college each week. The program is WKBW Buffalo, WBAL Baltimore, KRLD Dallas, KTHS San Antonio and KN $('[text cut]')
Railroading Seen
For Press Subsidy
Cannon May Call Up Measure
When Time Is Propitious

WITH ELECTION coming up this year and opposition waning, the Cannon newspaper subsidy bill (HR-3695) directing the Treasury to spend 1234-16 million dollars annually for War Bond advertising in small newspapers, is expected to be pushed through the House, it was disclosed last week.

When the original measure, patterned after the Bankhead Bill (S-1457), which passed last session by a 5-vote margin in the Senate, was introduced last June 19, and referred to the House Ways & Means Committee, the Committee voted to table both the Bankhead and Cannon bills after considerable opposition was registered.

Without fanfare the Committee on Feb. 9 reported out the Cannon measure, completely rewritten. It was committed to the Committee of the Whole House and placed on the Union calendar, which means it may be called up momentarily. According to Capitol Hill reports, Rep. Cannon (D-Mo.), the bill's sponsor, plans to call it up when opposition is least likely.

Wide Opposition
Despite protests of the NAB on behalf of radio that small stations also are suffering from lack of revenue, as claimed by small newspapers, both the Senate and House authors ignored broadcasting in the proposed bills. Opposition from the metropolitan press and various newspaper organizations also was registered. Both the Bankhead and Cannon bills were sponsored by the Newspaper Editorial Assn., comprising small newspapers.

The revised Cannon Bill directs the Treasury to place advertising in daily, weekly, semi-weekly and tri-weekly newspapers published in communities of 25,000 population or less and in weekly, semi-weekly and tri-weekly newspapers published in cities of more than 25,000, providing such publications held second-class mailing permits on Jan. 1, 1944.

The subsidy would be cut off six months after the war ends.

Noxon Placing
NOXON Inc., Ozone Park, N. Y., has appointed Rose Martin, New York, to handle advertising for Noxon polish, now promoted on WEAF New York. Schedule of participations on women's programs in 10 areas in Ohio and Pennsylvania to start around the last of March, is under consideration.

New radiotelegraph service between the United States and "Somewhere in Southern Italy," has been opened by RCA Communications. Originally restricted to Government and press messages, service has been expanded to include messages to and from American troops and other official personnel in the Italian war area, the company announced last week.
Army Policy Bans Outpost Air Shows
Hope Drops Plan to Originate Outside Continental U. S.

PLANS of PepsiCo. to origi-
nate broadcasts of the weekly NBC Bob Hope Show from military bases outside the continental U. S. have been abandoned and Hope will tour more in south-
ern United States. He also plans to take four-day plane hops between broad-
casts for personal appearances in Cuba, Thailand, Japan, Taiwan, Australia, Paris, and the Virgin Islands, Trinidad, Panama, and Guatemala City.

War Dept. policy, enunciated at the outbreak of war, forbids the origination of regular commercial or sustaining broadcasts at posts outside the continental U. S. because of difficulties involved. Although many requests have been filed by sponsors to originate their respective programs, overseas outposts in the Western Hemisphere, the War Dept. has rejected them.

Transportation Involved

It was pointed out that excessive transportation is a big problem. In most cases extra Army units would have to be diverted from neces-

sary military operations to trans-
port entertainers and production equipment. Limitation of move-
ment also is a factor, since radio facilities are not available at all outposts. By adopting a blanket policy against all regular broad-
casts involving transportation and extra military operations the War Dept. escapes the possible accusation of discrimination, it was pointed out.

Both Hope and Jack Benny, while entertaining troops overseas, did not be-

cause they had many ties with domestic home programs and appreciated entertainment of troops overseas as well as within the U. S., a spokesman said, but when enter-

tainers go outside the U. S. there is no assurance that definite schedule can be maintained. Thus the restriction.

Callahan’s New Post

VINCENT F. CALLAHAN, former

director of advertising, press and radio for the War Finance Divi-
sion of the Treasury Dept., is per-
cently directing promotion activi-
ties for the First National La-
bor-Management Production Ex-
position, sponsored by the WPS, and to be held in Washington Feb. 28 - Mar. 11. Included in the public promotion program will be many sorts of war products, to be supple-
mented with movies and other spe-
cial exhibits, will be war materials produced by various radio manu-
facturers.

WJAP Indianapolis

The Indianapolis News (Indi-
anapolis, Ind.), 7 am to 7 pm, thru RCA.

WANE Fort Wayne

Fort Wayne Beacon (Fort Way-
ne, Ind.), 7 am to 10 pm, thru WRIS.

WAPL Indianapolis

Radio Times (Indianapolis, Ind.), 7 am to 7 pm, thru WAPL.

WABD Baltimore

WABD Baltimore. (Baltimore, Md.), 7 am to 10 pm, thru WFTS.

WABU Washington

Radio Times (Washington, D.C.), 7 am to 7 pm, thru WABU.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WBAL Baltimore

WBAL Baltimore. (Baltimore, Md.), 7 am to 7 pm, thru WAFS.

KWHX Los Angeles

KWHX Los Angeles. (Los Angeles, Calif.), 7 am to 7 pm, thru KWHX.

KFWB Los Angeles

Radio Times (Los Angeles, Calif.), 7 am to 7 pm, thru KFWB.

WBBM Chicago

WBBM Chicago. (Chicago, Ill.), 7 am to 7 pm, thru WBBM.

KDDO Denver

KDDO Denver. (Denver, Colo.), 7 am to 7 pm, thru KDDO.

KDKA Pittsburgh

KDKA Pittsburgh. (Pittsburgh, Pa.), 7 am to 7 pm, thru KDKA.

WABA Madison

WABA Madison. (Madison, Wis.), 7 am to 7 pm, thru WABA.

WABZ New York

Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABZ.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

AF relaxes restrictions on the use of its facilities

The armed forces the propriety of using facilities in the case of entertainment programs originate

WJZ Baltimore

WJZ Baltimore. (Baltimore, Md.), 7 am to 7 pm, thru WJZ.

WPGN Baltimore

Radio Times (Baltimore, Md.), 7 am to 7 pm, thru WPGN.

WBAR Radio

WBAR Radio. (Baltimore, Md.), 7 am to 7 pm, thru WB.

WBAL Baltimore

WBAL Baltimore. (Baltimore, Md.), 7 am to 7 pm, thru WB.

KMOX St. Louis

KMOX St. Louis. (St. Louis, Mo.), 7 am to 7 pm, thru KMOX.

WABC New York

Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WBARN New York

WBARN New York. (New York, N.Y.), 7 am to 7 pm, thru WBARN.

WABC New York

Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WBAL Baltimore

WBAL Baltimore. (Baltimore, Md.), 7 am to 7 pm, thru WBAL.

WABC New York

Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WYAF New York

WYAF New York. (New York, N.Y.), 7 am to 7 pm, thru WYAF.

WABC New York

Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

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Radio Times (New York, N.Y.), 7 am to 7 pm, thru WABC.

WABC New York

The New York Times (New York, N.Y.), 7 am to 7 pm, thru WABC.
Soil-Off Increases

Soil-Off MFG. Co., Glendale, Cal. (liquid paint cleaner), with expansion of marketing plans in mid-February revised its radio advertising and under 52-week contracts is sponsoring newcasts on KUGA KFBB KDFN KFFY. In addition five-minute participation thrice-weekly is being used in Women in the News on 37-Bar Network stations (KGIK KFPA KRBM) with spot announcements on KGVO KGLH KGHF KFXJ KPRO. Firm also sponsors Truman Bradley news on 9 CBS western stations, Tuesday, Thursday, Saturday, 5:45-5:55 p.m. (PWT). Agency is Buchanan & Co., Los Angeles.

Kasper-Gordon Discs

NATIONWIDE promotion on a new series of five-minute programs Jerry & Sky, The Melody Men, will begin shortly, according to Kasper-Gordon, Boston. Over 200 programs are being recorded and are being produced so that four may be used together if the sponsor desires a 15-minute program.

Launching Broadcast

LAUNCHING of USS Pittsburgh at Fore River Shipyards, Quincy, Mass., Feb. 23 was witnessed by Joseph E. Bandino, KDKA manager. Recording of ceremonies was made by WHZ Boston with broadcast by KDKA the following day.

Sound Effects Wage Hike is Granted WGN by WLB

REVERSING its decision of April 27, 1943, the National War Labor Board has notified the American Federation of Radio Artists that it has approved 10% salary increases for sound effects technicians at WGN Chicago, retroactive to Dec. 15, 1942. Board's refusal to approve these increases last spring when other increases were approved [Broadcasting, May 10, 1942] was based on the premise that the sound effects men had received increases of more than 15% since Jan. 1, 1941, which would prohibit further increases under the little steel formula.

Board's action is to AFRA, dated Feb. 17, 1944, states that since these other increases had been made in 1940 prior to the inception of the little steel formula, they should not prevent the further increase, which is now approved.

AFRA's application to the board for reconsideration of its original ruling was not opposed by WGN, which had previously agreed with the union to the increase.

AFRA last week announced the renewal of all its contracts with St. Louis stations, including $5 weekly increase for all staff announcers.

CBC Plans Net Support For Red Cross Drive

SUPPORT for the forthcoming Canadian Red Cross Drive to raise $10,000,000 has been arranged by the Canadian Broadcasting Corp. through network programs describing the numerous functions and wartime services of the Red Cross.

Feb. 20 broadcast told the story of the use of blood plasma in the front lines; coming programs will consist of short dramatizations of true stories of the work of the Canadian Red Cross. Some will depict the work done for prisoners of war, post-war reconstruction in the many devastated areas as well as personal observations of workers who have operated under fire in Italy and other war theatres.

Clothier on 19

FOREMAN & CLARK, Los Angeles (chain clothiers), in a five-week pre-Easter campaign which ends March 5 is using from one to five transcribed announcements daily on 19 stations. List includes WHB KMBB KCKK KEAGA KAPC KRKP KFOX KFFB KBMB KFSK KJBS KGRO Kuya. Firm also has renewed for 52 weeks its daily quarter-hourly early morning newscasts on KGO KRF KRP KAP. Agency is Wells, Constantine & Gardner, Los Angeles.

Press Assn. Adds

PRESS ASSN., radio subsidiary of AP, has opened a regional bureau in Oklahoma City, its 19th in the country, and has added three radio clients, Oliver Gramling, assistant general manager, announced. New stations adding service are: KWBK Corpus Christi, which installed the wire in its Baylor U. studios in Waco; KEYS Corpus Christi, and WMV Martinsville, Va.

SELL THE 7th. STATE

* CUT YOURSELF 1/4 OF NEW ENGLAND

WITH

STATION WLA

WALAWENCE, MASS. 680 K.C.

Dear Time Buyer ~

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives HOWARD H. WILSON CO.

KROD

CBS 660 K.C.

1000 Watts

EL PASO, TEXAS

Dwight Baker, Owner Val Lawrence, Manager

Don't dig so hard for sales when they come so easy in Albany!

1480 Kilocycles Full Time Operation

WHOM


New York Studios: 29 West 57th Street, New York City

BROADCASTING • Broadcast Advertising

February 28, 1944 • Page 53
DETROIT RADIO STATION

Page

AND

KX

SH/FT/HG

George

THE CAMPAIGN for the 1944 Red Cross War Fund enters its fourth week on the OWI Domestic Radio Bureau packet for the week beginning March 20, with messages scheduled on both the Network and Station Announcement Allocation plans. This week's drive, which seeks to raise a minimum of $200,000,000, will affect the organization's activities, stressing the importance of lesser known operations.

The 1944 Victory Garden campaigns, which began March 13, continues for a second week, with transcribed messages scheduled through the Station Announcement plan on the "KW" group of stations. Announcements carry an appeal for 22,000,000 gardens, a 10% increase over last year, with emphasis likely to be placed on larger and better gardens to produce the most vitally needed foods. Sponsorship possibilities include hardware stores, nurseries, seed dealers, department stores, five and ten-cent stores, bookshops, and other dealers selling gardening supplies, fertilizers, insecticides, etc.

Gasoline Back

Two other subjects, scheduled on the Station Announcement plan, are included in the packet. Save Paper, also allocated to Network programs, emphasizes the continued urgency for salvaging every type and kind of waste paper and selling it or donating it to a local charity or salvage committee. Sponsorship for the announcements may be found among grocers and supermarkets, waste paper dealers, department stores, laundries, and local industries requiring paper for packing.

Save Gasoline returns to the packet after a month's absence, with messages scheduled on the "OI" group of stations. The extreme importance of conserving gasoline as war requirements increase is urged in the appeals. Sponsorship for the announcements may be found among service stations, transportation companies, supermarkets, shopping centers, and other stores which promote group memberships. The focus will be on the best combination of radio homes per dollar for spots at any possible rating, in every rate bracket, for every discount, Robert Robinson explained.

Taking a mythical station, KRUM, as an example of how the tables were prepared, she continued, "KRUM claims a primary audience coverage of 100,000 homes. So if you reach 1% of KRUM's audience you reach 1,000 radio homes—for each additional 0.1 per cent of audience you reach another 100 radio homes. A certain spot on KRUM costs $10. Divide the audience by $10 and you find that if the rating is 1 you get 100 radio homes per dollar. And, for every 0.1% more audience you get $10 more radio homes per dollar."

First volume of tables published last week, deals with one-minute announcements. Next volume, now in preparation, will treat 15-second spots. Robinson's Radio Reckoner was opened headquarters at 19 W. 44th St., New York. Telephone: Murray Hill 2-4257.

The Texas Rangers

SELLING

Barbecue Pits

on

KONI

Portland, Ore.

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

George E. Halley

Texas Rangers Library

Hotel Pickwick

Kansas City, Mo.

The Texas Rangers

NOW

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

McClatchy Broadcasting Company
Sacramento, California

ROBINSON PRESENTS A RADIO RECKONER

A NEW service for radio time-buyers, Robinson's Radio Reckoner, has been introduced by Cecile L. Robinson, former timebuyer at William Esty & Co., New York. Designed to do for timebuying what the milline did for space-buying, the reckoner consists of a set of tables combining station coverage, rates, discounts and ratings to give the buyer an idea of the number of radio homes per dollar for spots at any possible rating, in every rate bracket, for every discount," Miss Robinson explained.

Taking a mythical station, KRUM, as an example of how the tables were prepared, she continued, "KRUM claims a primary audience coverage of 100,000 homes. So if you reach 1% of KRUM's audience you reach 1,000 radio homes—for each additional 0.1 per cent of audience you reach another 100 radio homes. A certain spot on KRUM costs $10. Divide the audience by $10 and you find that if the rating is 1 you get 100 radio homes per dollar. And, for every 0.1% more audience you get $10 more radio homes per dollar."

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RCA N. Y. Studio

LEONARD JOY, musical director of popular record repertoire for RCA Victor, is in charge of recording studio operations at the company's New York studios at 155 E. 24 St., New York, according to J. W. Murray, general manager of RCA Victor. In activities, de-scribing the New York organization following transfer of some personnel from the old offices, others in New York include: Herbert Handler, manager of popular record artists relations; Frank Wicander, in charge of development of hillbilly and race records; Dixon Gayer, New York publicity representative. RCA Victor also recently opened offices and reception rooms for artists and their managers in Room 1444, RCA Bldg., New York.

BROADCASTING • Broadcast Advertising
It is an admitted historical fact that
WASHINGTON CROSSED THE DELAWARE
... but it is just plain medicine show hokum when any other station CLAIMS TO BE THE FAVORITE in
MILES CITY, MONTANA

There is only one favorite day and night time radio outlet in Miles City, and it is

KRJF

Recently a North Dakota station advertised the results of an alleged cross section survey by one Commercial Service Company purporting to show said North Dakota station as the prime favorite in this market.

WHEN WE ALL GOT THROUGH LAUGHING
over this alleged survey, we pulled out our case records and produced the following facts:

**KRJF DAY TIME COVERAGE:**
- 85 percent cannot get outside reception
- 83 percent are constant KRJF listeners

**KRJF NIGHT TIME COVERAGE:**
- 50 percent cannot get outside reception
- 42 percent are constant KRJF listeners

Being a non-network station, we naturally were interested in knowing how the 15% of daytime listeners and the 50% of night time listeners who could get outside reception, divided their reception time between the networks. We found out that:

- NBC got 93% of the 15% daytime listeners and 91% of the 50% night time listeners
- CBS got 90% of the 15% daytime listeners and 3% of the night time listeners
- Mutual got 7% of the 15% daytime listeners and 6% of the 50% night time listeners

**YOU CAN'T SELL THE MILES CITY, MONTANA MARKET WITH HOKUM—**

It's a nice market, "out where the West Begins", where we raise plenty of cattle, sheep, sugar beets, wheat, alfalfa seed; a market served by two transcontinental lines of railroads, with the largest division shops and terminal facilities on the Milwaukee railroad between St. Paul and Spokane. It can be sold by using

KRJF, MILES CITY, MONTANA

P. S. We used to have one of those Commercial Service Companies in Miles City. It made surveys, too—but of why you didn’t pay your past due bills. It was a credit organization—not a cross-cut radio surveyor.
DISTINGUISHED SERVICE in promoting good will among Americans of all faiths brought to WHP Harrisburg, Pa., CBS affiliate, the radio award of the National Conference of Christians and Jews as the outstanding individual radio station in 1943. Awards were made at a luncheon Feb. 21 at the Yale Club, New York attended by (1 to r): A. K. Redmond, WHP general manager; Dr. George N. Shuster, president of Hunter College, who delivered the citations; Mari Yanofsky, WHP script writer for many of the station's good will programs; and Dick Redmond, WHP war activities director.

NCCJ Confers Awards to Industry For Broadcast Programs on Tolerance

By HELEN HOUSE

NATIONAL Conference of Chris- tians and Jews formally conferred five awards on the radio industry for helping to create greater tolerance and understanding among Americans of all faiths, at a lunch- 

unon at the Yale Club in New York last Monday, Feb. 22 as part of Brotherhood Week. Dr. George N. Shuster, educator, who presided, said the winning programs had shown "the same kindliness, the same courtesy," and the same desire to build good-will, which were the objectives of the NCCJ. Present were the script writers, producers and directors, as well as agency, advertiser, and network executives who had a part in the presentation of the winning broadcasts.

Everett R. Clinchy, NCCJ presi- dent, who was unable to attend because of illness, said in a state- 

ment read at the luncheon: "The restraints and decencies so necessary in a democratic society are vastly strengthened by the content of broadcasts." Those selected for the citations were "conspicuous examples of radio's contribution to civilized living . . ." Representing the NCCJ was Robert A. Ash- worth, director of Brotherhood Week.

Carl Van Doren, author, who conducts The American Scriptures intermission feature of The N. Y. Philharmonic Symphony-CBS broadcasts, accepted the citation for the outstanding program series in 1943. Mr. Van Doren's book, which was "depicted dramatically . . . the struggle of generations of patriotic men and women to establish and sustain the American principles of equality, of opportunity and fair play . . ." was a citation read making special mention of Dick Redmond, war activities director, and Marie Yanofsky, script writer, both of whom were present, for production of America's in Action, The Blood of Patriots and What Is This America? The award was accepted by A. K. Redmond, general manager.

In the absence of Dr. Walter W. Van Kirk, the citation for his Religious News Reporting on NBC was accepted by Samuel McCreary, general secretary of the Federal Council of the Churches of Christ of America. Dr. Van Kirk was personally cited for having "interpreted to a wide audience the fundamental Judeo-Christian principles on which our American civilization is built."

Guests, many of whom were personally commended, included: J. K. Hough, director of advertising, Goodyear Tire & Rubber Co.; E. J. Owens, vice-president, and Myron Kirk, radio director, Artur Kud- ner Inc., Tex Weiner, script writer of Salute to Youth; Everett C. Parker, NBC public service director; and Allan Kalmus, NBC press. Representing Mutual were: Ela; Dick, religious director; Adolph Opfinger, program direc- tor; Julius Seebach, WOR program director; and Christopher Cross, press. 

Crest, general secretary of the National Conference of Christians and Jews, was represented by Paul M. Holister, vice-president in charge of advertising and sales promotion; William C. Gittinger, vice-president in charge of sales; Arthur Perl, assistant director and Morris Hastings, press information. Present were Earl McGill, director and William King, pro- 

ducer, broadcasters. From Campbell-Ewald, New York, were Richard Hackenger, Willis Blodgett and Mike McConaugh. T. H. Young, director of advertising of U. S. Rubber Co., was repre- 

sented by Harold Rosenberg, assistant chief of the special as- 

ignment division of the domestic branch.

"Brotherhood Week," a project of NCCJ, was celebrated on some 30 network programs, many of which were rebroadcast overseas, along with special background stories, and the text of President Roosevelt's proclamation.

Southern California's Fastest Growing Radio Station
Fetzer Named

(Continued from page 9)

In England, loo, years both maintains the operations of the Kalamazoo Grand Rapids station. WKZO maintains offices and studios in both cities.

A Versatile Executive

John Earl Fetzer has served in virtually every radio capacity—engineer, announcer, program director, sales manager, and general manager. Born in Decatur, Ind., March 25, 1901, he took his undergraduate work at Purdue and Emmanuel College and was a graduate student at the University of Michigan. He attended the Hoover radio conferences in the early 20's, when the pattern was set for standard broadcast allocations.

In 1925, at 24, John did research in Europe, covering the radio field in England, Holland, Germany, Switzerland and France. His studies of the economic, social and engineering aspects of European radio contributed in a measure to the early development of American radio.

WKZO had its beginnings during World War I, as an amateur station operated by the 6 foot 2 youth. It wasn't until 1931 that the station was established. Two years ago he participated in the establishment of KXEL, at Waterloo, and owns approximately 10% of the station's preferred stock and about 12% of its common stock.

Serves On Committees

Mr. Fetzer incorporated his policies of station operation in a 72-page treatise entitled "Standards of Practice" covering all phases of business administration, programming, copy writing, news and engineering.

Mr. Fetzer, in addition to his stewardship on the NAB board, is chairman of its War Committee. He is also a radio consultant to OWI and is national Councillor to the U. S. Chamber of Commerce and a former president of the Kalamazoo Chamber of Commerce. He is a member of the Institute of Radio Engineers and the American Institute of Electrical Engineering.

The Fetzer family goes back to one, Joachim Fetzer, who came to America from Bavaria about 1760 and fought under Washington at Valley Forge and Yorktown. John Fetzer played basketball at school and is still keenly interested in all athletics. His wife, the former Rhea Yeager, whom he married in 1926, plans to move to Washington with him. They have no children.

PROFITS OF RCA INCREASE IN YEAR

RCA PRODUCTION of radio, sound and electronic equipment for the armed forces increased in 1943 more than 100% over 1942, according to its annual report. Net profit of RCA in 1943 was $10,192,452, compared with $5,002,437 in 1942. After payment of preferred dividends, earnings per share of common stock were 60.5 cents. Total gross income from all sources amounted to $294,635,362, compared with $197,024,056 in 1942, an increase of $97,611,306.

Operations for 1943, compared with 1942, show an increase in gross income of 49%, net 13%. Year was marked by a "substantial increase in the number of commercial sponsors and advertising agencies using the NBC network," the report states, adding that "the average number of stations used per-program also increased." Of the network's total program hours, 46% were commercial and 54 sustaining %.

Retailers' Guide

RETAILERS problems and queries relating to radio and radio advertising have been openly presented and answered in a "Handbook for Success in Retail Radio Advertising" written by Frank Parke Wright, of the Oakland and San Francisco agency bearing his name. Handbook was distributed by the San Francisco and Oakland Broadcasters' Retail Committee at the January "command performance" repeat showing of the NBA's "Air Force and the Retailer" presentation. Reasons for traditional "radio sale" defenses are explained and their remedies presented in the handbook along with suggestions of programs suited to retail advertising and numerous case histories.

Ellis Succeeds Kudner

JAMES H. S. ELLIS, executive vice-president of Arthur Kudner Inc., last week was elected president to fill the vacancy caused by the death of the firm's founder, Arthur H. Kudner (see story page 46). Mr. Ellis is well-known to advertising, having entered the business in 1916, and was associated with Mr. Kudner for 15 years as copy chief of Erwin, Wasey & Co. before becoming vice-president in charge of copy when Arthur Kudner Inc. was formed in 1936. In 1942 Mr. Ellis became executive vice-president of Kudner agency.

Sylvania E Awards

ARMY-NAVY "E" Awards are to be presented to three plants of the Sylvania Electric Products March 1. Cast of Duffy's, sponsored by Bristol-Myers Co. for Minit-Rub on the Blue on Tuesdays, will entertain at the banquet climaxing the convention of the Associated Chain Drug Stores, at the Waldorf-Astoria, New York, March 15.

MEET GIUSEPPE MERINO

- Giuseppe is a metal worker, engaged in war work. The pay envelope he brings home every week has $105 hard earned dollars in it.

- Giuseppe has an important stake in America. In the window of his small home there are three stars.

- After a hard day's work, a good supper under his belt, Giuseppe relaxes and listens to the Italian programs on WBNX. Maria, his wife, listens too. They both enjoy music and the news in Italian, the language they know best.

Yes, in the WBNX service area there are 1,254,000 Giuseppe Merinos. There are more Italians in the New York market than the total population of Pittsburgh or Baltimore or Boston. Let us show you how you can penetrate this major market at amazingly low cost. Wire, write or phone WBNX, Melrose 5-0333, New York 51, N. Y.
Wanted—Industry Wide Association
(Continued from page 11)

er and Brinkley should have been
taken off the air.

Broadcasters also will be amazed to
learn that a system of fines to
be imposed by the FCC was ad-
vocated by broadcaster spokesmen
—and yet—these same spokesmen
never raised the question before
the Committee of why the FCC
pursued its doubtful legal policy
of using a system of granting
"temporary-licenses" as a penal in-
strument designed to make licenses
conform to some particular idea.

Fines and Penalties

Unquestionably, this "temporary-
license" policy has been the major
cause for the much advertised
FEAR of the regulatory agency by
the broadcasters. It may well be
asked why this point was not
raised by broadcaster representa-
tives. Could it be because no one
appeared before Congress with
"clean hands" and could say he
was representing independent
broadcasters. Certainly N A B
couldn't afford to speak loudly af-
ter a breakdown of its income be-
came public.

The networks are opposed to
permitting independent broadcast-
ers to organize as a free group
which will honestly represent in-
dependent stations because they
are afraid of what we may do with-
out their ever-present "advice"
and pressure. After all, most
broadcasters get together only once
or twice a year in a district or a
national meeting. Most of them get
to Washington only once a year
or possibly only at the time of a
hearing. What then, say the net-
woks, can the individual broad-
caster know or do for the "good
of the industry"?

After all, whose business is this
radio industry? Let us nail this
donce and for all. Who speaks
for the radio industry in America
—the licensees of 900 broadcast
stations, small and large,—or the
licensees of a half-dozen stations
who also operate a network? Why,
if we take the spokesmen of the
networks at their word at the Sen-
ate hearings, the networks are ac-
ually not in the broadcast busi-
siness!

Their spokesmen contend they
are "program producing organiza-
tions"; they are a business like a
grocery store or a gasoline station,
selling service. They claimed bitterly because such business is not
licensed and that they have to be,
because they happen to run a few
stations. Why, they argued,
run these stations only incident-
ally; these stations are neces-
sary only because we have to have
some place to originate programs.

Does this sound fantastic? Well,
then, read the testimony of the
network spokesmen.

And yet these are the people
who insist on speaking for the "indus-
try". By whose permission? Who
gave them authority? Isn't it clear
that the present situation is un-
healthy and dishonest? Isn't it
clear that we now have a situa-
tion where the tail is wagging the
dog—where a couple "program
producing" organizations, to use
their own definition, are attempt-
ing to speak for 900 independently
owned stations about whose prob-
lems, policies, and listeners they
know little and care less?

Capitol Lobby?

Who is it that placates the local
listener when a popular sport pro-
gram is abruptly discontinued in
a particular area?

Who is it that soothes "irate"
sport fans who have been glued to
a radio for 30 minutes listening to
a boxing match and then are sud-
denly cut off and shifted to another
program because of "prior com-
mittments"?

Who is it that sends out the
alarm and asks for volunteers to
fight a forest fire, or a cricket
invasion, or asks for help to aid
in any community disaster? Who
is it that furnishes the local weath-
er reports and local time signals?
Who is it that is interested in the
local School Board election—the
community's social, economic and
political problems?

Isn't it clear that local problems
cannot be understood and handled
by men 1,000, 2,000 or 3,000 miles
away? Milwaukee, Peoria or Butte
can neither be served nor "built up"
from New York, Washington, or
Hollywood.

Most broadcasters know Frank
Russell who is vice-president in
charge of NBC in Washington.
They also know Earl Gammons,
formerly of WCCO, who took over
Harry Butcher's Washington posi-
tion for CBS. These men might
deny it—but deny or not—they are,
in my opinion, exceedingly expert
lobbyists for their companies in the
Nation's Capitol. So expert are
they, in fact, that no group of
broadcasters could suggest legisla-
tion which might be against the in-
terest of their companies which
these two men could not kill or
have altered to an extent that all
the "ting" would be removed.

And by the same token, neither
should these men be able to sug-
gest any legislation for their prin-
cipals that might be detrimental
to the interests of independent
broadcasters (such as a network
being allowed to own all of its out-
lets—and don't think it hasn't been
talked about) without there be-
ing on the job another man, as
astute as they, but representing
independent stations who should
Runyon Elevated

JACK RUNYON has been elevated to assistant director of the Coordinator of Inter-American Affairs, Radio Division, and will continue to be headquartered in Hollywood. He joined CCAA approximately two years ago as Pacific Coast radio director. John Ogilvie is national director of the radio division.

of RCA, with its myriad of subsidiaries.

This is one of our very vital problems of the moment. I am certain the networks are well able to take care of their own interests in Washington through their present representatives. I would like to see them organize an association of all networks and their M&O stations with which our association of independent stations could collaborate from time to time. There are many problems that must have our combined thoughts and efforts; there are likewise many problems which can be better thought out, argued and voted upon without the presence of individuals from M&O stations.

Industry Welfare

These are individuals who must lay aside their thoughts as individual station managers and think instead as those who are concerned with the welfare of a recording or a transcription company, or as a license holder of many shortwave stations, or as a manufacturer and therefore a holder or negotiator of millions of dollars in government contracts. These are the kind of individuals who, for example, after an exhaustive hearing on a bill would suggest that it might be wise to forget all about such a bill because "the industry wouldn't go for it."

I am fully convinced that the independent stations should maintain their own association and also should hire someone as competent as Russell or Gammons to head its Washington office. This representation should be exclusively for the independent stations—for US and not with the interests of a network or a great manufacturing or communications company always in the background.

Or Else

Don't you see that when Russell or Gammons go in and talk about NBC, RCAC, RCA, Victor, Columbia, CBS, NAB, BMI, or any other combination of the alphabet that everything they talk about is immediately interpreted as being connected with network ownership and it can't be otherwise? What independents must do is to take the three little letters "NAB" out of the networks' repertoire. And we must do it now because the broadcasters are probably not going to be given more than just one more chance at self regulation. If we can't cure some of the ills and alleviate some of the criticism that is now prevalent, it may be Government ownership in the not too distant future.

What can we do for the benefit of ourselves? How can we raise enough money to support an NAB without the networks? Representation in Washington is of primary importance to us. But we need not carry on alone all the work of the present NAB. Many functions can be usefully and properly collaborated between our independent organization and a networks' organization and funds can be supplied jointly for that work. NAB used to operate on much less than the $350,000 budget of today; under wise and competent management it will not be difficult to do so again. Moreover the industry will have better standing if it is not running an expensive Washington corporation lobby.

Of course, many station owners are going to have to take a great deal more interest in their public responsibility. We, as an independent group of broadcasters must see that the standards of all broadcasters, local and national, be raised above the reproach of any one.

‘MANAGER’

Is Defined by a Fellow
—Who Is One

DEFINITION of a radio station manager may be either problematical or axiomatic, but whichever it is (or both), Pat Buford, manager of KBFG, Okmulgee, Okla., may be quoted as classifying said manager according to the following:

"He must be the chief air raid warden, take care of the War Loan Drive, attend all of the PTA meetings, and stay in his office to receive all visitors. He should also get around to see all of his friends and accounts each day, particularly his board of directors, just to let-them know that he is still interested in them.

"He must be a man's man, a lady's man, a good father, a plutocrat, a Democrat, a Republican . . . a New Dealer, an old dealer, and a fast dealer. He must be an expert on the OPA, WPB, SWPC, Internal Revenue, Withholding Taxes, OAB, and still remember the NRA. . . . He must belong to all the clubs and do a great deal of entertaining . . . pay his bills and never appear to be tight or a spendthrift. . . . He must always stay in the lead but always stay in the background, and know that radio is news while a newspaper is history."
Way Is Reelected 12th District Head

Discontinuance of Cow-Catcher
And Hitch-Hikes Is Praised

WILLIAM B. WAY, vice-president
and general manager of
KVVO Tulsa, was unanimously re-
lected as NAB director for the
12th district,
comprising Kan-
sas and Oklaho-
ma, at the annual district meeting
last Monday in Tulsa. Mr. Way
was the sole nomi-
nee.

Resolutions
adopted at the
one-day confer-
ence, attended by
55 broadcasters and radio represen-
tatives, commended broadcast-
ers who had taken steps to discon-
tinue “cow-catcher” and “hitch-
hike” announcements — a move
inaugurated last year by Mr. Way.

Following the pattern of previous
district meetings, the 12th district
urged and even stronger and more
competitive BMI through invest-
ment of funds otherwise applied to
reduction of fees. The Cannon-
Millis bill was condemned and op-
position was voiced to Government
buying of either time or space for
promotion of the war effort. The
broadcasters also commended NBC
Thesaurus, Columbia Recording Corp.
and RCA Recording Co.

Mr. Way

Old Dutch Renew

CUDAHY PACKING Co., Chicago
(Old Dutch Cleanser), has re-
newed its sponsorship, beginning
March 20, of the daytime serial,
Helpmate, on 39 NBC stations,
originating out of Chicago. The
production, aired Mon-
tdays through Fridays, traces life
in a war boom factory settlement.
Contract renewal negotiated for
NBC by J. D. Galbraith, is for 52
weeks. Agency is Grant Adv., Chi-
icago.

their refusal to accede to the de-
mands of James C. Petrillo, in the
recording fight.

After hearing a review of the current problems confronting radio
from C. E. Arney Jr., secretary-
treasurer and temporary managing
director, as well as reports from
other NAB department heads and
from spokesmen in the music field,
the meeting expressed appreciation
in the NAB Legislative Committee's
ability to obtain remedial legisla-
tion. Neville Miller, outgoing presi-
dent, was thanked for his stew-
ardship, and J. Harold Ryan, his
successor, was pledged the alle-
giance and support of the district.
The board was commended for se-
lecting a practical broadcaster as
NAB president.

On the business side, Lewis H.
Avery, director of broadcast adver-
tising, and Clark Luther, KFH
Wichita, chairman of the district
sales managers, covered the re-
action to the Retail Promotion Com-
munity plan and outlined proposals
to cover the motion picture and
building industries with similar
presentations. A proposed confer-
ence with the Proprietary Assn.
also was announced. Recommendations
covering advertising agency
contract provisions which contain
objectionable and impractical terms
were debated, along with discount
provisions.

The attendance follows:

Arney, C. E. Jr. NAB
Atteberry, Ellis KCKN
Avery, Lewis H. NAB
Balch, Owen KRAL
Barrett, Wade NBC
Barry, Jimmy KFB
Beha, Leland General Electric
Beneke, W. H. KOCY
Brandborg, Gus KYVO
Brown, Ken KOMA
Browning, Paul KODA
Calahan, L. D. SESAC
Carroll, Charles WBZZ
Carruth, Mrs. A. L. WBZZ
Case, Fred KWON

Walt Lochman Steps Up Ladder
OPEN KMBC SPORTS JOB

We're proud that Walt Lochman is moving to the top as a
KMBC graduate.

Walt became America's leading minor league baseball an-
nouncer while here.

How would you like to take his place at KMBC?

Yes—we're looking for an all-around sports announcer with
both play-by-play and commenting experience. Your back-
ground must be successful from a commercial standpoint—
a background that means something to the national adver-
tiser. Your character must personify the work you're doing.
What we offer is a sound, good-paying basis . . . associa-
tion with one of America's recognized prestige radio sta-
tions . . . national promotion . . . excellent living conditions
in the friendly "Heart of America."

Walt liked it all well enough to be with us eight years.

Furnish us with complete details including draft status, age,
family, religion, experience, etc. Be sure and send voice
transcription—including sample of play-by-play talents.
Write Karl Koerper, managing director, KMBC of Kansas City.

Still a Fiddler

"TWAS all in fun, this idea of Roy Acuff as hillbilly fiddler-
singer of WSM Nashville, running for Governor of Ten-
nessee, the mountaineer him-
self declared. He definitely
will leave the business of poli-
tics to politicians while he'll
continue to fiddle and warble
on the Prince Albert
Grand Ole Opry, originating
at WSM for NBC Saturday
nights. Roy's followers in
Tennessee entered his name as
gubernatorial candidate on
both the Republican and
Democratic tickets. It was
the first time in Tennessee's
history that one candidate
was entered in the primaries
on both tickets, according to
word from the southern state.

Stein-Hall Names

STEIN-HALL MFG. Co., Chicago,
has named Needham, Louis &
Brody as the advertising
for their Hallmark Pre-Cooked
Beans in the Midwest. In the East,
Hixson O'Donnell Adv. of New York
will place the business. Two years
ago, the company developed a pre-
cooked navy bean for the consumer
market.

Case, Mrs. J. Fred NAB
Chitselhi, Frank NBC
Clark, K. W. KFB
Deane, Jerry OWI
Egolf, Willard NAB
Enoch, Bob KTKO
Forster, Mal. Ralph British Army Staff
Garber, Milton KGCR
Grimes, Harold KOME
Grubh, Gayle WKY
Hassell, W. C. United Press
Havelino, Carl BMI
Jadassohn, K. A. U.S. Trade, Office
Kercher, George A. Edward Petrie Co.
Kaney, A. W. NBC
King, Jerry Standard Radio
Knodel, J. W. Free & Peters, Inc.
Lindley, Bob KEW
Luther, Clark KFB
Miller, Ralph WKY
Minor, C. A. KOMA
Morgan, Glenn KYVO
Peterson, Mal. Pete KFB
Page, Allan KYVO
Pyle, K. W. KFB
Randolph, Jim KFO
Reed, Vernon KFB
Ross, Eddie KFB
Russell, Dave OWI
Shoemaker, W. F. Zericke W. Ziv, Inc.
Stamps, Weldon KADA
Stiles, Albert E. Press Association
Tarter, George KOCY
Todd, Jack KANS
Vaccum, Ralph KFB
Wardell, Gordon KGBX
Way, W. B. KYVO

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts

First in Television Development

in NEW ENGLAND

BROADCASTING • Broadcast Advertising
6th NAB District Reelects Wooten

Support of BMI, Opposition To Press Subsidy Voted

HOYT B. WOOTEN, WREC Memphis, was reelected for another two-year term as NAB director representing the 6th district at a meeting last Friday in Memphis. The district comprises Arkansas, Louisiana, Mississippi and Tennessee.

At the closing sessions Friday of the two-day meeting, a series of resolutions were adopted urging full-scale support of BMI, opposition to newspaper advertising subsidies, and endorsement of remedial legislation. Wiley P. Harris, WJDX Jackson, Miss., was nominated from the floor for the directorship but drew in favor of a unanimous ballot for Mr. Wooten.

Status of Hillbillies

The status of the hillbilly musicians, popular in southern areas, as a factor in negotiating musicians contracts, was fully covered at the meeting. Overall copyright and music matters were discussed by Carl Haverlin, BMI, and Frank Chizini, NBC. C. E. Arney Jr., NAB secretary-treasurer and temporary managing director, advised the sessions of the legislative, labor, selective service and other current industry problems.

As at other district meetings, Willard D. Egolf, assistant to the president, reported on public relations activities and led a discussion on the proposed book on public relations for radio. Lewis H. Averly, director of broadcast advertising, reviewed past advertising promotional projects and those contemplated this year. The meeting adjourned Friday noon to permit separate sessions of CBS and NBC affiliates.

The full registration follows:

Bill Bates, Millard Magruder, KFFW; Sam W. Anderson, J. Q. Floyd, KFFA; John C. McCormack, Kenneth Kelley, KBFD; William E. Warner, KIYI; H. Cale, KBTM; Ed Zimmerman, C. K. Beaver, KARK; B. C. Vissonhaler, KLRN; Jack Ferris, KOTV; Frank D. Myers, KCMC; Harold Wheelahan, WBMB; W. H. Sommersville, KWWL; H. L. Lane, KRM; B. G. Robertson, KTBS; Fred Ohl, KTEI; KWWK; Willins Cobb, WMZ; W. F. Danaharger, United Press, Atlanta; Willett Kingston, OWL, Atlanta; Hugh O. Jones, WGM; Wiley P. Harris, WJDX; Mr. Frank Baskin, WBBIC; Bob M. McRaney, WBC; Emmett Mckurry, WPPR; P. E. Young Jr., WMB; Hugh M. Smith, Dave A. Maiton, WAML; C. J. Wright, WFOR; I. M. Segpagh, WEL; Rubin Weaver, WROL; Carter Parham, Earl W. Walker, WDLX; Bob Thomas, CIT; Horace N. Goodlin, H. W. Blevick, WMC; Ola Devine, Harry Stone, Dean Upton, Louise Farmer, Gerride McClanahan, WRR; R. Kedlin; Francis Chamberlain, WMPF; Jack Darghenton, WBL; E. A. Allotry, WHQ; Hollis R. Wooten, Hoyt B. Wooten, Roy Wooten, WREC; F. D. Sinsa, P. C. Sowell, WLAC; W. E. Williams, WZEM; Bob Stevens, Eugene Pourcette, John T. Orr, WHQ; J. Lindsay Nunn, WBB; Bill Schult, CBS New York; Charles Godwin, Mutual New York; W. Ward Dorrell, C. E. Cooper, KFDM; Howard D. Wahren, KRRB, WBB; Joel Barnes, NBC Theor,ors, John Rynes, WFB; Cotton, Jr., WPL; W. P. Moxley, WBB; British Army Staff, Washington; K. A. Jackson, E. K. Tozier, WJX; Alex Sherwood, Standard Radio, Chicago; A. W. Cane, Associated Press, Chicago; George Peary & Co., Sr. Louis; Herbert Denny, Standard Radio, Dallas, Al Stine, Association, Kansas City; Don Wash, United Press, Oklahoma City.

Whitten Joins Mutual

PHILIP F. WHITTEN will join the sales department of Mutual's New York office as account executive effective March 1, it has been announced by the network. Mr. Whitten since 1942 has been account executive for the sales division of the Blue network and prior to that he headed his own advertising agency; yet this is only one of the many great industries in the prosperous, populous Sabine area dominated by KFDM. Why not include KFDM on your schedule now?

Radio Men Meet With Farm Heads

GALLED together by War Food Administrator Marvin Jones, farm service directors of 10 radio stations in northeastern states met with WFA and Dept. of Agriculture officials in New York last Monday to discuss problems facing farmers in 1944 and to assist the agencies in meeting production goals. Meeting, which also included sessions the previous day, was the first of a series of four regional conferences to enlist cooperation from radio stations and farm journals in bringing essential information to the farm front.

The presence of the farm radio men was also the occasion for "exploring the possibilities of a national organization dedicated to the interests of better farm broadcasting."

Farm service broadcasters attending the meeting included, in addition to Mr. Markham and Mr. Haeg, Stanley Flower, New England Radio News Service, a public agency; Jesse Buffam, WEEL Boston; Mert Emmert, WEAF New York; Joseph Bier, WOR New York; Tom Murray, WHAM Rochester; Roland Foley, WGR Buffalo; Homer Mertz, KDKA Pittsburgh; Charles Shoffner, WCAU Philadelphia.
Canadian Surveys To Start by May

CBS Ballot Method Chosen to Measure Radio Audiences

THE BUREAU of Broadcast Measurement, which Canadian broadcasters unanimously voted to establish at their annual convention at Quebec, Feb. 14-16 [BROADCASTING, Feb. 21], is expected to be functioning by early May. The Bureau is to be incorporated with the Assn. of Canadian Advertisers (ACA) and the Canadian Assn. of Advertising Agencies (CAAA) to elect three representatives each for the nine-man board. The Canadian Broadcasting Corp. has not yet decided whether to join the independent broadcasters in the venture and appoint a member to sit on the BBM board. Consensus is that the CBC will come in, and that the BBM will open its offices in Toronto by early summer.

The BBM plan of obtaining coverage data will be based on the CBS ballot method with premium selected families in various income groups and rural and urban areas on a proportionate basis. The frequency of listening as well as the stations heard will be listed, and daytime and night listening will be separately listed and plotted on coverage maps. Because CBS statistics have shown that those who listen at least one night a week actually listen several nights a week, one night a week listening from a sufficiently large number will be taken as evidence of coverage.

Interesting Formula

Listening intensity for night primary area will be composed of counties which have 50 to 100% of the radio families stating that they listen at least one night a week; night secondary area will show from 25 to 45% of the families listening at least one night a week; and night tertiary area will be composed of counties where 10 to 24% of radio families listen at least one night a week. The same applies to daytime listening habits.

The Canadian broadcasters' decision to leave the Canadian Assn. of Broadcasters to go ahead with the BBM will provide advertisers and agencies with a standard method of obtaining coverage data. The formula will be used to obtain coverage data and listening habits on all Canadian station members of BBM, and the method will be available for special purposes to any other agencies or advertisers who are members of BBM. An insignia of membership will be used by broadcasting station members as part of their published rate schedule, and may be used by all members on their stationery.

BREWERY'S FOUR ON WGN

WITH addition of Mystery House, half-hour five weekly programs which began Saturday, Feb. 19, Peter Hand Brewery, Chicago (Monster Baw beer), now has four shows on WGN Chicago. On Feb. 14 Peter Hand began sponsorship of the quarter-hour Judy & Jane series; on Jan. 4 it began sponsorship of Crime Files of Flemond, half-hour mystery drama each Tuesday night. All three programs are scheduled to run to Dec. 31, 1944. The fourth Peter Hand-WGN program, in Elmer's Juke Box, transcribed quarter-hour program heard thrice weekly.

GRADUATING CLASS of a nine-week course in studio control operation, sponsored by the NAB in cooperation with Mutual and WOR New York and under the direction of Howard Frazier, NAB director of engineering. The nine young ladies graduated Feb. 23. Here they are, with their instructor, Harold L. Hadden, supervisor of engineers of WOR, who also conducted classes for the other networks (1 to r): Patricia Dewell, Helen Donaldson, Ruth Broderick, Alice Wilson, Christine Wolborn, Hilda Reigel, Esther Lewis, Instructor Hadden, Barbara Stein Schneider, and Zonia Andreyev.
WEARING PURPLE HEART decoration, Lt. James Fagan visited studios of WCAU Philadelphia, where he was announcer before entering the service, to assist in the station's all-day War Bond sales. Receiving pledges at the telephone is Anita Colby, Hollywood's original Cover Girl, who stopped off in city and helped WCAU sell $650,000 in bonds during 12-hour sale.

Gaines Joins Ziv
CHARLES M. GAINES, former secretary and vice-president of World Broadcasting System, will join Frederic W. Ziv Inc. on March 1, it was announced last week by John L. Sinn, Ziv vice-president in charge of the New York office. Mr. Gaines will serve as contact with advertising agencies and talent and will act in an advisory capacity on production. In charge of the World Library Service from its inception in 1934, Mr. Gaines had been active in the talent and production end of the transcription company and had also functioned as liaison man with advertising agencies. Before joining World, Mr. Gaines had been in the phonograph business, where he was associated with Percy Deutsch, when the latter headed the Senora Phonograph Co. before founding World.

WOLF ASSOCIATES, New York, radio production firm, has secured radio rights for S. S. Van Dine's mystery book series Philo Vance. Each month a different Philo Vance volume will be serialized into four weekly half-hour programs.

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

WSPA 5000 Watts Day 1000 Watts Night 950 k. Spartanburg, S. C. Represented by Kellingberg

**Directors Name CAB Committees**

Policy, Public Relations and Program Structure Studied

SEVERAL COMMITTEES have been appointed by the 1944 board of directors of the Canadian Association of Broadcasters, following the CAB convention at Quebec [Broadcasting, Feb. 21]. A policy committee is headed by Glen Bannerman, president of CAB Toronto, with Harry Sedgwick, CFRB Toronto; Phil Lalonde, CKAC Montreal; Ted Campeau, CKLW Windsor-Detroit; and Jack Cooke, CKGB Timmins, Ont., as members. The public relations committee, which plans a new dramatized program series to indicate the part played by free enterprise in the building of Canada as a nation, is headed by Jack Cooke, CKGB; H. R. Carson, CFAC Calgary; Joseph Sedgwick, CAB counsel, Toronto; Mr. Bannerman; Wm. Borrett, CHNS Halifax; and Walter Dales, CJAT Trail, B. C.

A new program structure committee has been established with Charles Gaetz, CKRC Winnipeg, as chairman, and consisting of eight other members, whose names have not yet been announced. A committee to study ways and means of increasing the effectiveness of commercial continuity of sponsored programs, is being set up jointly with the Canadian Association of Advertising Agencies and the Association of Canadian Advertisers, but no names of this committee have been released as yet.

A code committee continues with the same membership as last year, namely, Mr. Bannerman, Georges Bourassa, CKCH Hull, Que.; Carson Buchanan, CHAB Moose Jaw; Ted Campeau, CKLY; Wm. Borrett, CHNS.

**WGY is 1st.**

In terms of POWER
PROGRAMS
POPULARITY
PRESTIGE
PULL

and has been for twenty-two years
(Anniversary Feb. 20)

**Blessed Eventer**

BLESSD Eventer feature of WWDC Washington will move to the Alexandria (Va.) Hospital when Mrs. Nora Lamborn, who for the past six months has been giving practical "blessed event" advice to the mothers of the WWDC audience, continues her Monday through Friday broadcasts during her confinement and the birth of her third child. Her aid and advice on the problems and worries of mothers will continue from the hospital and from her home, with a factual account of her own experiences relating to the birth and development of her own "blessed event".

KPHO Phoenix has appointed Homer Graffith Co. Hollywood, as station representative for the Pacific Coast area.
Cox Sees Threat; Carey Quits
(Continued from page 9)

be resumed with full vigor by the next Congress.
In some Capitol Hill quarters the denunciation of President Roosevelt by Sen. Alben B. Barkley (D-Ky.), when the veteran senator lator resigned last Wednesday as floor leader, was linked to the recent development in the House Committee.

These sources contended that both Sen. Barkley's resignation and his immediate re-election by majority Senators, which they interpreted as tantamount to a confidence, coupled with reports that Reps. Wigglesworth and Miller will resign this week from the House Committee, are definite indications that Congress objects to the powers allegedly usurped by the Executive Branch of Government.

In his speech Friday Rep. Cox told his colleagues that "things during general elections and under that "Robespierre never employed greater force and fear to undermine the psychological foundation of moral force at all times."

"There can be one purpose in this move and that is to stop the investigation," declared the Georgian who himself was under fire during the Garey case, voted to postpone the Committee of chairman. "It will stop," he continued, "for the time being. The investigation will be renewed, however, but under different circumstances. Congress will not forever tolerate this kind of outside interference in the exercise of its constitutional powers."

A question was posed to Mr. Garey as a "great lawyer and a good man," adding: "No braver nor more honest man ever lived."

"Mr. Garey's leaving the Committee will all that he can do, for under the circumstances his task is an impossible one. It is unfortunate, however, that the public should have to take the loss that is involved."

Franklin S. Wood, attorney for Edward J. Noble, chairman of the board of the Blue Network Co., defendant in a suit filed in the New York Supreme Court by Donald Flamm, former owner of WMCA, last Friday wrote Rep. Edward J. Hart (D-N.J.), thanking the majority for his expedition in investigation pending litigation. It was on Mr. Hart's motion Feb. 16 that the Committee majority, Reps. Lea, Hart and Warren G. Magnuson (D-Wash.) voted to postpone the WMCA case. Mr. Wood previously had written the Committee, protesting it was unfair to his client for the House Committee to air its investigation of Mr. Flamm, and by Mr. Flamm to Mr. Noble during litigation.

Philip Handelman of Handelman & Ives, representing Mr. Flamm, wrote Chairman Lea last Friday protesting the postponement as "unfair, inequitable and unjust." He said Mr. Flamm objected to appearing before the Committee while the suit was pending and that "it was only upon the assurance of your Committee that there would be a full disclosure of both sides of the case that we consented to return our evidence.

Writing that "we are now shocked to learn that Mr. Noble has been able to terminate this investigation," Mr. Handelman said his client's opinion that there be the same amount of revelation on both sides and that we have the immediate opportunity of examining the statements made by Messrs. Noble, Corcoran, Dempsey, Koplovitz, et al., at the private examination conducted by Mr. Garey and Mr. Hauser.

Robert E. Carpenter Hill were that should the FCC investigation collapse, as freely predicted, then testimony taken in executive session in the WMCA case and others may read into the Congressional Record by the minority.

Floor Speeches Hinted

Although informing the chairman that his conclusion to resign "became crystallized by the Committee majority's action in postponing hearings into the WMCA case, Mr. Carey as asserted his action "has long been under serious consideration."

"From the beginning of your chairmanship your hostility to the investigation, and its purposes has been clear to me," the general counsel wrote. "To continue as counsel to the Committee in these circumstances and to serve no useful public purpose, would merely produce waste and futility, and would end in shame and dishonor to the Congress."

Rep. Lea, who also is chairman of the House Interstate & Foreign Commerce Committee, was named chairman of the Select Committee last October [Broadcasting, Oct. 11,], replacing Rep. Cox, resigned, reports circulated that his appointment was a move to whitewash the inquiry. That charge was denied by Rep. Lea, who declared at the time that the Committee would conduct a thorough probe.

Throughout the intervening time, however, the investigation was suspended in Committee ranks. Rep. Miller clashed with the chairman in several executive sessions and once he directly charged the Californian with "frittering away the investigation. The bitterness between Chairman Lea and the general counsel flared in the open last December when Mr. Garey charged, in open hearing to have Mr. Flamm who shared these Committee and the chairman of the FCC" had taken arrangements for presenting the Commission's case out of his hands.

Page 64 • February 28, 1944 • Broadcasting • Broadcast Advertising
Keese Is Appointed As Aid to Taylor

To Headquarter in Amarillo, According to Ted Taylor

APPOINTMENT of Alex Keese, manager of WFAA and the Dallas studies of KGKO, as executive as-

Assistant to the Taylor operation

Mr. Keese has been with WFAA since 1930, when he became the station's musical director. After-

ward he became program director, regional sales manager and sales manager. A native of Georgia but reared in Chattanooga, Mr. Keese was in theatre music for many years. He began as a violinist but became a top-rank conductor in the Paramount-ublix theatre circuits. He has functioned under Martin B. Campbell, managing director of WFAA-WBAP-KGKO, in Dallas.

83.9% of WSAI's contracts are RENEWED contracts!

THE VOICE OF MISSISSIPPI

1943 BUSINESS IN MISSISSIPPI UP 23%

Business activities in Mississippi for the twelve months in 1943 showed an average monthly gain of 23% over the same months in 1942.

WASHINGTON, D. C., April 1 - The upward trend of business activity will continue in 1944 - making Jackson and Mississippi a MUST on your schedules.

And, for maximum returns, remember WJDI, the Voice of Mississippi, DOMINATES this market.

WJW Names Sylvester

Mr. Sylvester has been named manager of the WJW in Cleveland, according to an announcement made by William O'Neil, president of the station.

A & P in Market

GREAT ATLANTIC & PACIFIC Tea Co., national food chain stores, headquartered in New York, is understood to be in the market for a network program. A three-

weekly quarter-hour show with Burns Mantle, drama critic, is being considered. Transamericas, production agency, is understood to be packaging the radio program. Paris & Peart, New York, handles the account.

83.9%

of WSAI's contracts are RENEWED contracts!
ESSO TRIES SPOTS IN BASIC ENGLISH

STANDARD OIL Co., of New Jersey is experimenting with "Basic English" commercials on its Esso Reporter programs on three eastern stations, and has already received a fan letter from Washington, D. C., instructor in the new English -word language. According to a spokesman at Standard Oil, Basic English copy is not a permanent feature, but is being tried out from time to time. Account is handled by Marshchalk & Pratt, New York.

On the first announcement Jan. 5, the announcer told about the new language and identified Esso -merial as such, following with a 45-word spot, which in ordinary English would run about 190 words. The copy ran:

"Esso oil is uncommonly good because it has a great number of qualities that give you anti -olling over a wide range of conditions. The balance of good points in Esso oil is all together in your interest. Make certain you get the great help that Esso oil gives. Talk about it to the man with the Esso sign and say to him: 'I need Esso oil.'"

WMUX, Manchester, N. H.

available through PRESS ASSOCIATION, INC.

WMUX, Manchester, N. H.

...may I compliment you again on the high quality of the selling presentations on Tele -script features you are forwarding to us.

Harvey Carter, Manager.

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WMUX, Manchester, N. H.
COMPTON'S RADIO STAFF REVAMPED

WITH resignation of Lewis H. Titerton as manager of the NBC script division to become assistant head of the radio department of Compton Adv., New York, Richard McDonagh last week was appointed acting manager of the NBC script division.

As part of a major reorganization of Compton's radio department, still in process last Friday, Mr. Titerton will work on current and prospective radio programs, including scripts. Lee Graves is manager of the radio department, answering to John E. McMillin, vice-president. The timebuying division, under supervision of Guy Richards, vice-president and director of media, is headed by Murray Carpenter.

Frank Kemp handles network timebuying of all Compton accounts while Fred Apt buys for Socony-Vacuum Oil Co., Allis-Chalmers Mfg. Co., and Wheatena Corp. Jean Lawler buys time for Proctor & Gamble's Du, American Home Products Corp. and Kelly- Springfield Tire Co. Harriett Be Lille's buying includes Crisco and other P & G products, Krueger Brewing Co. and Wm. S. Skill Co. Julia Brown and Harriett Kirby handle the rating analysis position in the Compton timebuying division while Renee Gould and Alida Schiaffino function as estimators.

Mr. Titerton joined NBC in 1932 as manager of the literary rights division. He was appointed

Doubles in Air

GIRL engineer on WJW Cleveland is Helen Cottrell, who had to obtain a license in radio to get her pilot's license, for she is also a member of the Civil Air Patrol.

Coming to WJW early this year, Miss Cottrell was appointed a year in radio engineering at WLEU Erie, Pa., after getting her start as a receptionist at WFMJ Youngstown several years ago. "A good disposition and a sense of humor," says Miss Cottrell, are essential requisites for a radio engineer.

Irvin Gross Inducted

IRVIN GROSS, former assistant sales manager of WPA-A-KGKO and for the last two years with Edward W. & Co., Chicago, has been inducted into the Army and is at Camp Wolters, Tex., undergoing basic training. He is married and has two children.

head of the script division in 1936. Previously he served in an editorial capacity with the Atlantic Monthly and MacMillan Co., publishers.

NBC REVISES CARDS FOR ITS STATIONS

NEW rate cards for NBC-operated stations WEAF New York, WMAQ Chicago, WTAM Cleveland, WRC Washington, KOA Denver and KPO San Francisco were issued last week by the network, dated March 1, 1944, with current advertisers protected at former rates until Feb. 28, 1945.

Chief change in all cards is the establishment of a new time classification, covering the time between midnight and sign-off and between sign-on and 7 a.m., which has a new rate of 25% of the Class A rate, covering the 6-10:30 a.m. period. Class C (with a rate of 50% of Class A) now covers days- time and 9-11:15 p.m., instead of to midnight as formerly, and Class D (whose rate is 1/3 of Class A) now covers 11:15 p.m. to midnight and 7-9 a.m., instead of midnight - 9 a.m.

Rate increases are shown for several stations: WJW's Class C rate has risen from $500 to $550; WRC's from $240 to $300; KOA's from $250 to $320; KPO from $240 to $480. These have also been comparable increases for many other stations.

New rate cards for Westinghouse stations KDKA Pittsburgh, KYW Philadelphia and WBBK Boston, effective March 15, will be released shortly.

RADIO IS INCLUDED IN 'ESSENTIAL' LIST

RADIO broadcasting, radio communications and televisions are continued as essential communications services in a revised list of essential activities issued last Friday by the War Manpower Commission.

The list continues radio and television; electrical sound equipment and vinylite transcriptions as essential production; and radio repair as an essential repair service.

The list serves as a general guide for the Employment Service in allocating labor to employers and for Selective Service boards in reviewing requests for occupational deferment. The new list consists of 35 broad categories and includes all changes up to Jan. 15, 1944.

WRGA Joins MBS

WRGA Rome, Ga., starts operations as a Mutual outlet March 12, line facilities having been completed. Station is operated by Rome Broadcasting Corp. with 250 watts on 1460 kc.

Hosiery Firm Plans

REINGOLD HOSIERY Co., New York, has appointed D. Walters & Associates, New York, to handle advertising for Gold Mark Hosiery, Radio is being considered.

CARROLL D. ALCOTT, WCKY Cincinnati commentator, is completing his second book on the Japanese titled "Song of Heaven" which will be published this spring by Henry Holt & Co., New York.

FILM RIGHTS TO CHARM

DU-ART FILM Labs., New York, has purchased the film rights to Phil Spitalny's "The Hour of Charm," sponsored on NBC by General Electric Co. Mr. Spitalny and his girl orchestra will appear in a film.
L.T. CLYDE J. WHITE returned to his duties as senior supervisor of the WGN Chicago engineering department last month after a year of duty in the special service division in aviation radio and radar of the Naval Air Corp. Although on inactive duty status, he will be subject to recall by the Navy.

BILL RAINEX has joined WLAC Nashville as operation engineer.

CHARLES FRITZ has been added to the engineering staff of WIP Philadelphia. He succeeds Philip Horton, who left to enter the Army.

LARRY SAWBO has resigned from the engineering staff of WIP Philadelphia.

HAL MARCH has resigned from the engineering staff of WKD Philadelphia to enter the Merchant Marine.

GORDON FAIRWEATHER, formerly of CPAC Calgary, has been appointed chief engineer of CKW Vancouver.

SEEMING connection where ideas, copy, publicity and applied energy can be of mutual benefit. Draft status, 4-F.

Write or wire.

BOX 915, BROADCASTING

FURNITURE

“IT'S A WIZE
advertiser who
uses
the
Springfield, Ohio
Market.”

An inquiry
will
prove it.

Classified
Advertisements

Situations wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Closing date for words for book is one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D.C.

PAYABLE IN ADVANCE

Help Wanted

WANTED—By large station operating regional network in midwestern A program of producing and scheduling news and commercial programs. Must be willing to work full time.

KEVIN Real, W. D.—CP new station, 1200 kc, unlimited time.

WKBW Chicago—CP new station.

WJAC Norfolk—CP new station.

National Broadcasting Co., Cleveland—CP new station.

National Broadcasting Co., Denver—CP new station.

National Broadcasting Co., San Francisco—CP new station.

National Broadcasting Co., Los Angeles—CP new station.

KZLE Dedham, S. D.—CP new station.

WFAB Boston—CP new station.

WJAR Providence, R. I.—CP new station.

Applications for licenses to operate new commercial television stations have been filed as follows:

FEBRUARY 24

WICA Ashtabula—CP new station, 48,900 kw, 4,116 sq. mi., unlimited time.

WHAS Louisville—CP new station, 46,700 kw, 1 kw special emission.

WKBW Buffalo—CP new station, 46,600 kw, 2,800 sq. mi., unlimited time.

FEBRUARY 25


National Broadcasting Co., Cleveland—CP new station.


WKNY New York City—CP new station.

WKBW Buffalo—CP new station.

WICCA Ashtabula—CP new station.

FEBRUARY 26

WKY Oklahoma City—CP new station.

WBT Charlotte, N. C.—Vol. assign. licenses from Columbia Broadcasting System to KBAB Broadcasting Co.

KFAB Lincoln, Neb.—Vol. lin. to Executive Director of the Sibley Co. through distribution capital stock as follows: Sibley Co., 27,000; Star Printing Co., 12,765; State Journal Printing Co., 18,725. (This is to replace licenses from WBBM, 40,000 kc; 21,400 sq. mi.; 15,500 meters.)

WALL Los Angeles—CP new station, 1,100 kw.

Actions of the Federal Communications Commission

FEBRUARY 19 TO FEBRUARY 25 INCLUSIVE

Decisions

FEBRUARY 22

Ludington Broadcasting Co., Ludington, Mich.—Granted CP new station, 14,000 kw, unlimited time.

KBYI Tacoma, Wash.—Designated for hearing application for CP change 1400 kc to 1290 kc.

FEBRUARY 23

KVAN Vancouver, Wash.—Granted motion for continuance of hearing on application for CP for, from Mar. 1 to Mar. 31.

WJW Akron, O.—Granted petition to discontinue operation, premium application for CP, and assignment of license for CP settlements; license and application for consent to use of CP, hereof, granted to WJW Inc.

Applications

FEBRUARY 21

Harold H. Thom, Durham, N. C.—CP new station.

Cherry & Wells Broadcasting Co., Franklin, R. I.—CP new station, 1,200 kw, unlimited time.

WGBI, Boston—GP new licenses.

WJAR Providence—CP new station.

FEBRUARY 22

KGGB Coffeyville, Kan.—Granted mod. CP which authorized installation new transmitter, for extension completion date from Feb. 25 to April 22.

General Manager of 5,000 Watt midwest station seeks similar arrangement west coast or Florida. Move necessitated by child's health. Prefer long-term contract with real opportunity to make money for you and me. Increased gross sales 70 percent in past 12 months here. Aggressive sales personality, thoroughly conversant with complete station operation. Present income $25,000. Can move by April 15th. Let's get together now!

Box 935, BROADCASTING

Page 68 • February 28, 1944

BROADCASTING • Broadcast Advertising
WANTED
ANNOUNCER-roadcasting Radio and Satellite combination men. Salary or per-
engineer-Sales-production. Good references. CASTING.

and can graduate. CASTING. in broadcasting. Automatic telephony and equipment
obligation, KW

thirty days, 917, $5,000-

-First experience. Capable personnel, please write

Draft. Desires

of voice. Will go

wants

of station. In south, southeast or southwest. Box 901, BROADCASTING.

Wanted-By progressive NBC station - full time announcer-$40 week start, ad-

ances. Must have experience and references. Box 910, BROADCASTING.

Situations Wanted

ANNOUNCER—EXPERIENCED—College graduate—Honorable discharge—Desires

change to larger station. Box 914, BROADCASTING.

CHIEF ENGINEER—for small station. Good Announcer. Box 917, BROADCASTING.

COMPLETSTAFF—for local station. Engineer—Sales-production. Three ver-
satile combination men. Salary or per-
centage. Box 916, BROADCASTING.

Train Radio Help Available—to help off-
get the shortage of technically trained Radio personnel, we are preparing wom-

en for second year in first telephone licenses and other Radio com-

munication work. Some trained girls are available right now. When you need

women technicians, please write us. No obligation. No fees. ELECTRONICS TRA-

INING, INC 2533 N. Ashland Ave., Chicago 11, Illinois.

Announcer—News specialist. Nothing un-
der $85.00 weekly considered. Ability too good to pass up. Write Box 921, BROADCAST-

CASTING.

Radio Engineer—15 years experience in broadcast-
ing, Automatic telephony and equipment design. Desires a connection in

any of these fields. Box 922, BROADCAST-

CASTING.

SECRETARY—Actress, writer, 24, college graduate. Requires change in position. Needs to

break into radio. Box 924, BROADCASTING.

Ten Years Experience—Salemman, Com-

mercial Manager. Outstanding sales rec-

ords; ideas, ambitions, energetic. Quali-
fied for station manager. Available in

thirty days, good references. Give full de-
tails. Must be able to travel and make

arrangement and possibilities. Boxes 925, BROADCAST-

CASTING.

Chief Engineer—sacrificing $5,000 pre-war radio engineering employment account for

health; returning broadcasting, best offer. Box 926, BROADCASTING.

Newscaster—Available March 1st. Weekly minimum $100.00. Now employed, fair

and obvious reason for change. Box 929, BROADCASTING.

ANNOUNCER—Experienced. Exempt. East. Box 931, BROADCASTING.

OPERATOR—Secretary graduate of NAB operators course desires position. Write Box 932, BROADCASTING.

Graduate Of Radio Announcing School. Had mine experience only in local de-

partment store. Hope to get job on station in either New York or Pennsylvania. Good

radio voice. Will go far in radio if given a chance. Excellent recording voice if

photo furnished on request. Can furnish any number of recommendation. Can be ready immediately. 4F in Draft. Box 933, BROADCASTING.

Transmitter Engineer—Desires change. 60 KW experience—Married. Box 934, BROAD-

casting.

Situations Wanted (Cont'd)

College Woman—22, single; ex-novel-


American, Los Angeles. Can

Dean, 3 months experience in general announc-

ing and writing. Good references. Box 918, BROADCASTING.

Announcer—Draft exempt, single, 22, nine months experience in general announc-

ing. Available. Box 919, BROADCASTING.

NEWS EDITOR—and newcomer with 10 years experience in radio and prior newspaper editor
desires work that will not substi-

tute for experience.” Will guarantee building up the very best local news serv-

ice. Have knowledge of all major news wire and bureau operation. Am now employed. Availability. Box 908, BROADCASTING.

WILL you like IDEAS

THINGS DONE DIFFERENTLY AND BETTER? THEN WRITE BOX 909, BROADCASTING.

Young Man—4-F, desires connection with station in or around New England as announcer. Previous
casting on college radio station. Box 902, BROADCASTING.

Young Man—2-A, WANTS ANNOUNCER'S POSITION—4-F, trained in radio tech-

nique and board work at two excel-

lent schools; good appearance and aca-

demic background; will send photo and references. Box 909, BROADCASTING.

Top Flight Announcer—Wants program direc-

tor position. Network experience. Knows programming and production. Station size no object, 4-F. Married. Col-

lege degree, 5 years radio. Box 901, BROADCASTING.

Musical Director—Program recording and live work. Desires work in large or

local or small station. Formerly with reputable

New York Station. Box 899, BROADCASTING.

ENGINEER—Electrical engineer 4-F, desires change in position. High—medium power

-Present position; desires Engineer—Desire change. Box 894, BROADCASTING.

Wanted—One Wincharger or any tuned circuit tube or used RCA instantaneous

recording tube. Type 70-C. Box 911, BROADCASTING.

WILL PAY CASHER—For Western local or regional station. Replies confidential. Box 922, BROADCASTING.

Wanted—1 250 foot tower, forty to fifty thousand watts. Box No. 10 have copper wire, large

inductors of eight to one hundred micro-

hangs small inductors, approxi-

mately twenty-five microhenries and micro-

uctors, two to fifty thousand volt, State condition and price in your letter.

G, E. Station, Station WICA, Ashtabula, Ohio.

Used Nedly—Proto Model “T" Table and Head. Send full particulars. Box 911, C.

Wanted—To Buy—Modulation and Frequency Monitors. Box 903, BROADCASTING.

Wanted—To Buy—250 watt transmitter, studio equipment, tower, ground wire, frequency monitor. Box 906, BROADCASTING.

WANTED

Engineer—Wanted—New or used 1 KW committee, wholesaling component, vertical

radiators, copper wire for
ground system coupling units, frequency modulation and phase monitors, Address

Box 900, Care BROADCASTING Maga-
nize.

All or part interest in 250 watt Broadcast-

casting station. In south, southeast or

southwest. Box 902, BROADCASTING.

Equipment Wanted—Modulator, with FCC approval, studio console or
telephone wire, and/or linear amplifier with FCC approval. Will pay cash for any and all above items. Joe

McManey, General Manager WGBL, Colum-

bus, Mississippie.

WANTED

Assistant Engineer For FM Station

North Carolina's Pioneer FM station, WMIT, with its transmitter atop Clingman’s Peak. Single

man, draft exempt. Salary or board and lodging. Attractive proposition for right man. Write full information to

P. O. Box 2093

Winston-Salem, North Carolina

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg, Wash., D. C.

MCNARY & WRATHALL

CONSULTING RADIO ENGINEERS

Washington, D. C.

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FIELD ENGINEERING, STATION LOCATION SURVEYS

CUST OM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

CONSULTING RADIO ENGINEERS

Radio Engineering Consultants

Frequency Monitoring

Commercial Radio Equip. Co.,

- Evening Star Building, Washington, D. C.

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Morgenthau Lauds Radio's Part In Putting Across 4th War Loan

"RADIO has once more demonstrated its place in the social structure of this nation, as well as its ability to move people to act," Secretary of the Treasury Morgenthau stated in an open letter to the radio industry last week. The stations and networks for their Fourth War Loan contribution.

Best Job Yet

"Now, with the impact of its role still fresh in my mind, I want to pay tribute to the part that radio stations, networks and advertisers have played in the success of the Fourth War Loan. Because of the total number of people it reaches and the effect which it has on these people, radio as such is indispensable to the success of War Loan drives," Mr. Morgenthau stated, adding "I commend to you a report on radio and its people which I have just received from Ted R. Gamble, national director of the War Finance Division.

Mr. Gamble's report to the Treasury chief said: "Because radio is so equipped to talk in personal terms to people, it was able to be so successful. And, because the people of radio placed the job of the Fourth War Loan above their personal jobs, radio was so successful." In his letter Mr. Gamble stated that the Hooper figures on the overall copying (Full-hour four network kick-off program of Jan. 17, BROADCASTING, Jan. 17) of the Drive show an "unusually high" rating of 44.4. In other words, 14,000,000 families, or 42,000,000 people heard that one broadcast." Mr. Gamble also stated that in the OWI report received on the Loan, it is shown that "radio beat the job it did in the Third War Loan by 20%; it beat its Second War Loan performance by 50%.

OWI Record

It was shown by OWI in its consolidated report on Fourth War Loan activities allocated through that agency, that a total of approximately 1,390,543,000 listener impressions were estimated to have been effected in the Drive. Breakdown of this total shows 961,100,000 under the network allocation plan; 257,592,000 under the special assignment plan; 120,800,000 under the station announcement plan; 38,651,000 under the national spot plan; 27,600,000 under special events. It should be understood that these figures do not include the recorded Treasury programs, or the large number of programs initiated individually by stations or nets. Time and talent estimated on the OWI allocated programs and announcements is estimated at around $2,574,000.

Program allocation resulted in a total of 37,466 programs and announcements during the four week Campaign, the OWI report states. These included 395 network, 86,954 local station transcribed announcements and 77 national spot and regional programs. The latter composed 2,441 station broadcasts.

Formal Petition for Four-Way Transfer Of WBT and KFAB Stock Filed at FCC

FORMAL applications in a four-phase transaction involving transfer of WBT Charlotte to the KFAB Broadcasting Co., Lincoln, Neb., and acquisition by CBS of 45% of the KFAB Co. stock [BROADCASTING, Feb. 7] were filed last Wednesday with the FCC.

Stations Affected

In the proposed transaction, which needs only FCC formal approval, WBT will be acquired by the KFAB Co. and CBS becomes 45% stockholder in the Lincoln firm, on payment by the company of $455,000 to CBS and depositing in escrow in the First National Bank of Lincoln $100,000, pending completion of all phases of the deal, at which time the $100,000 will go to the stockholders of KFAB Co.

Affected by the transaction are WBBM Chicago, which will get clear-channel operation on 780 kc; KFOR Lincoln and KOIL Omaha would be sold by the Sidles Co., the State Journal Printing Co. and the Star Printing Co., present owners of KFAB Co. to Charles T. and James Stuart of Lincoln; KFAB, changing frequency from 780 to 850 kc; and WJAG Norfolk, Neb., limited time station, changing frequency from 1090 to 780 kc.

At present WBBM and KFAB synchronize at night. The transaction opens the way for WBBM, 50,000 w CBS key, to terminate the synchronous operation as an unrestricted, clear-channel outlet.

The Sidles Co., which now holds 51% of the stock in KFAB Co., would relinquish control under the transaction. Ownership of the Lincoln

colin firm, which would continue to operate KFAB and take over operation of the Nebraska and Iowa stations, would be as follows: CBS 45%; Sidles Co. 27.5%; Star Printing Co. and Journal Printing Co. 13.75% each.

Construction work on the KFAB transmitter will be immediately upon FCC approval, the application filed by Segal, Smith & Hennesey stated. Under Order L-41 the WPB has granted authority to purchase all construction materials, as much as all critical materials are on hand. Shift of KFAB from 780 to 1110 c. also will pave the way for an increase in power from 10,000 to 50,000 w.

Under terms of an agreement filed with the FCC, Columbia is to provide all materials and bear expenses of changing WJAG from 1090 to 780 c. WJAG is operated by the Norfolk Daily News. Transfer of WBT to the KFAB Co. was attributed to the FCC network anti-monopoly regulations which prohibit a chain company from owning facilities in other than key station cities or where network competition cannot acquire competing facilities. The KOIL-KFOR transfer was necessitated under the Commission's "duopoly" rule, which becomes effective at midnight May 1 and which bans multiple ownership.

MACY DRUGS NATIONWIDE

R. H. MACY Co., New York department store, is planning national distribution of its new "The Great Drug Bargains" campaign. A library of drug bargains through tall drugstores. Following trade promotion through direct mail and other media, di-
rected to the dealers, a national consumer advertising campaign will be initiated. Store will issue its advertising locally. Pa-
dio may be used, but will be a second-
ec medium. Gray Adv., New York, is the agency. Account executive is Herschel Deutsch.

4TH LOCAL GRANTED UNDER FCC-WPB ACT

LUDINGTON Broadcasting Co., Ludington, Mich., last week was granted a construction permit by the FCC for a new local 250 w outlet in that area. Grant is the fourth to be handed down under the FCC-WPB statement of Jan. 26. The new station will operate unlimited time on 1340 kc. Ludington Broadcasting is owned by Karl L. Ashbacker, president and 48% owner of WKBZ Muskegon, Mich., and his son, Grant L. Ashbacker (51%), WKBZ general manager.

First three local station con-
struc-tion permits to be authorized under the Jan. 26 order are held by Sacandaga Broadcasting Corp., Gloversville, N. Y.; KNOE Inc., Monroe, La.; and Fort Hamilton Broadcasting Co., Hamilton, O.

Applications received by the Commission for new stations were filed by Harold H. Thoms, Durham, N. C., for a 1 kw standard outlet, and Cherry & Webb Co., Providence, R. I., licensee of 25 WPRO, for a new FM station to be operated under a construction permit.

Mr. Thoms is chief owner of WISE Asheville, N. C., and is part owner of WAYS Charlotte, N. C.
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.
America's NEW Frontier

- IN AMERICA'S EARLY DAYS of growth, opportunities for progress lay in the ever widening frontiers. In the fertile lands of the great plains... in the timber of our forests... in the metal of our mines.

Today, we have reached the limit of our physical frontiers. But new frontiers lie before us—new opportunities for exploration—new resources, in our research laboratories. Here in the multiple world of the electron tube are being born the scientific advances that will make our world immeasurably safer and happier.

Pioneering on this new frontier of research are RCA Laboratories in Princeton, New Jersey. Today RCA Laboratories are devoted to providing the fighting forces of the United Nations with the best radio and electronic equipment available. Tomorrow, this same skill will continue to serve America in creating new and finer peacetime products.