

DECEMBER 27, 1943

PRICE 15 CENTS

BROADCASTING

The Week

NEW YORK CITY 22 3 1139

MR. EDWIN H. ARMSTRONG

435 EAST 52ND ST.

of Radio

Broadcast Advertising

Hmm-m, let me see . . .

WOR covers 16 cities.

The cities include such war arsenals as—Camden, Trenton, Paterson, Jersey City . . .

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean? No, WOR doesn't cover Rochester.

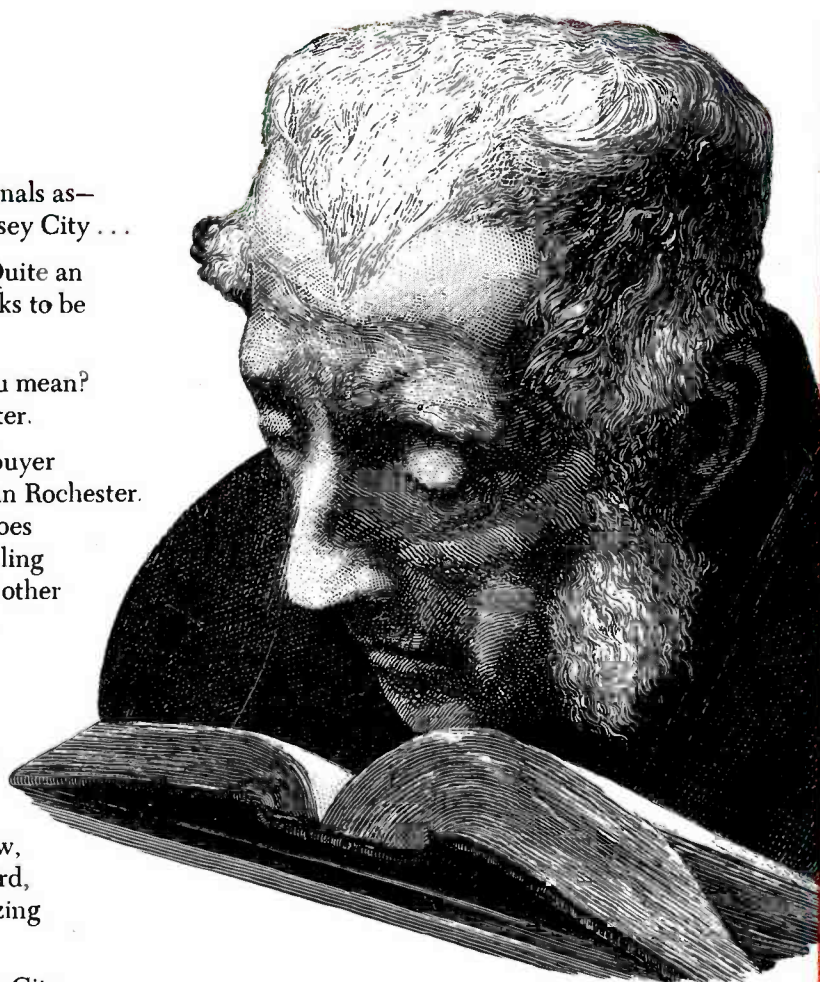
Yes, I read that letter from the buyer at National Clothing Company in Rochester. Yes, interesting what he says. Goes something like, "We are now selling more Gotham Hosiery than any other brand of rayon hose we carry." Doesn't it?

Yes, I know. Gotham used "Pegeen Prefers" on WOR. First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn't! The station's weird, that's what! Does the most amazing things for so little.

But, tell me . . . outside of Jersey City, Camden, etc., WOR covers New Haven, doesn't it? And Hartford and Bridgeport and Wilmington and many other places? I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!



—that power-full station,

WOR

1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

IN THIS ISSUE: 1944 RADIO BUSINESS OUTLOOK



The WLS FAMILY ALBUM is Ready

— and WLS Listeners Will Buy Another 40,000!

EACH YEAR since 1930 WLS has published a book about the station, its personnel and activities, entitled "The WLS Family Album." The booklet is available to listeners at 50¢ per copy, and an average of 42,000 copies are so distributed each year — 584,000 in the past 14 years.

The 1944 Family Album is now ready for distribution. Already thousands of Midwest America listeners are sending in

their half-dollars, eagerly awaiting the new pictures of their WLS friends with as great enthusiasm as ever. They listen to WLS... and *act on our suggestions.*

The demand for this annual picture book about the station is, we think, a further indication of the consistent interest and loyalty which listeners have for WLS and its people. It illustrates in part, too, an interest reflected in the response advertisers get from their broadcasts on WLS.

REPRESENTED BY
JOHN BLAIR & COMPANY

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARMER
STATION**

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO

YOU CAN BUY NEW ENGLAND BLINDFOLDED



IT'S no secret. Buy as one unit enough stations to include the twenty-one best markets covering all sections of New England.

There is one way and only one way to do this with complete effectiveness. Buy the one network that blankets the territory with twenty-one hometown stations — penetrating every important city and its trading zone, and providing everywhere the direct impact that only a locally accepted station can give.

For opening the door to a warm, friendly welcome, there is nothing to compare with a hometown station that is producing every day for local merchants.

There is a difference between long distance and local station appeal which is in direct ratio to failure and success.

Pass up the halfway measures. Sell New England twenty-one ways with Yankee's twenty-one hometown stations.

ACCEPTANCE IS THE YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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New York
has its
Belmont Park



Omaha has its "Ak-Sar-Ben" Track

KOIL *Omaha* Covers and Sells
a Metropolitan Market
of Cosmopolitan People

Omahans' are alive, alert and aggressive. They not only have the "where-with-all" to enjoy an above-average standard of living — but they, also, have the "know-how."

KOIL (basic Columbia) is geared to Omaha's way of doing things. It is programmed, both network and local, to win, and hold, the confidence and good

will of an up-and-coming people.

On any basis — KOIL is definitely THE radio buy of Omaha. Write us for availabilities.

DOUGLAS COUNTY OMAHA

Ranks second in the whole United States for total increase of effective buying income for the first nine months of 1943 over 1942.

Represented Nationally by Edward Petry Co., Inc.

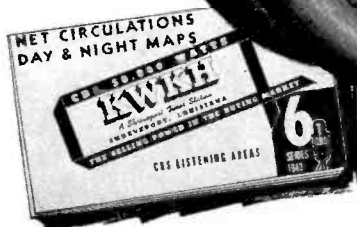
KOIL *Omaha* CBS in
5000 WATTS 1290 KILOCYCLES

**PROSPEROUS FARMERS ARE
PART OF THE
WFLA
AUDIENCE**

WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

In de land ob Cotton...

Always known as a rich cotton country the KWKH area this year is harvesting a bumper crop. In many localities ginnings are more than 300 per cent above those of a year ago. This is only one of the many thriving industries down in KWKH-land. They all add up to a market rich in opportunities for selling now ... for building sales for the future.



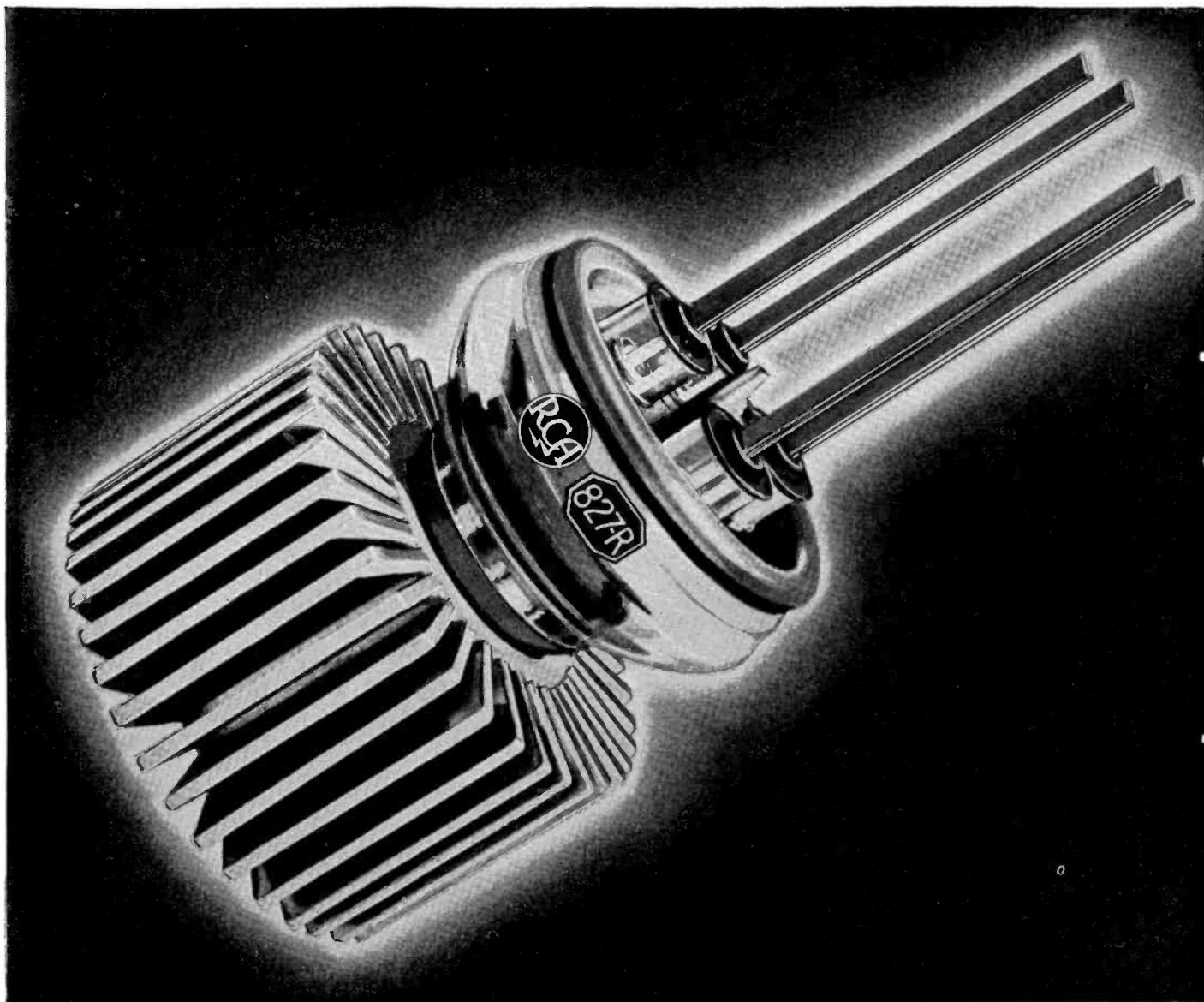
Recently published. Write for your free copy of KWKH net circulations day and night maps

C B S
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA



★ BUY MORE WAR BONDS ★

RCA FIRSTS

USE OF BEAM POWER AMPLIFIER TUBES

RCA engineers early realized that beam power amplifier tubes could mean important benefits to American broadcast stations.

Because of the higher amplification obtainable with these tubes, transmitters would need less tubes.

With less tubes circuits could be simplified.

Simplification would mean less opportunity for trouble—less

space—easier inspection and maintenance.

Now, as always, simplification is a prime objective in RCA transmitter design.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience and the advantages of an integrated system of matching units.



RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.



KEX

RECORD FOR 1943

LEADER IN WAR BOND SELLING, INCLUDING NATION-WIDE
BLUE NETWORK BROADCAST WITH RED SKELTON.

DEVELOPED JAMES ABBE AS SPONSORED
BLUE NETWORK COMMENTATOR ON PACIFIC COAST,

BEAMED MANY SHOWS TO WAR INDUSTRIES ...
SPONSORED W.I. SHOW "DOWN THE WAYS."

"SCHOOLS AT WAR" PRODUCED FOR PORTLAND
PUBLIC SCHOOLS ON WEEKLY SCHEDULE.

BROADCAST HALF HOUR SHOW TO "OREGON'S OWN"
EACH WEEK FROM CAMP ADAIR, STATE'S LARGEST
MILITARY ESTABLISHMENT.

"LABOR NEWS" KEPT UNION WORKERS TUNED TO KEX

CITIZENS POSTED ON STATE AND LOCAL GOVERNMENTS
THROUGH KEX "THIS IS YOUR BUSINESS," FROM
THE STATE CAPITOL, AND "MAYOR SPEAKS!"

THROUGH "WAR NEWS ROUNDUP" 11:30 TO 12 P.M. GAVE
MOST COMPLETE NEWS SUMMARY OF THE DAY.

KEX HOOPER RATINGS ROSE STEADILY DURING
1943-EXPECTED TO GO HIGHER IN '44.

FOR VICTORY-
LET'S DO
MORE IN '44

1944

KEX

PORTLAND, OREGON
1190 KC-5000 WATTS

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

SPONSOR IDENTIFICATION GOES UP WHEN YOU USE SONOVOX!

IT'S perfectly okay to talk about the listener's "sub-conscious" recognition of a sponsor's identity: It's unquestionably true that the average listener does retain *some* impression of the sponsor's commercial, whether or not he can tell you, during the broadcast, what product is being advertised.

But wouldn't you rather have *absolute identification* of your sponsorship and your product?

With Sonovox, sponsor identification is measurably and tangibly increased. This is not a matter of opinion. We can *prove* it to you. For a few dollars spent on Sonovox, you can definitely increase the effectiveness of your far greater expenditure for *time*.

Ask for the proof, as established by Hooper Sponsor Identification Ratings.

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



WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee
(Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunningham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and Wm. Esty & Co., Inc.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc.
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 444 Madison Ave.
Plaza 5-4130

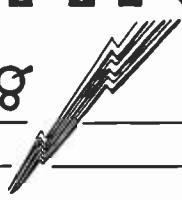
SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1512 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and
Broadcast Advertising



Vol. 25, No. 26

WASHINGTON, D. C., DECEMBER 27, 1943

\$5.00 A YEAR—15c A COPY

Time Sales to Continue Upward in 1944

Music, Congress, Clock Are Problems; Sponsors Plan for Post-War Market

By WALLACE JANSSEN

WHILE 1944 seems destined to be a doubtful and decisive year for the future of radio, depending particularly on what action Congress takes as to regulatory legislation, there is no uncertainty as to the immediate course of radio business.

The trend is still up—curbed only by the ceiling of available time.

And while most observers see that as an effective barrier to further sales gains, there are some ways of surmounting it.

For stations where population has jumped decidedly, higher rates may add to revenues. They seem to be particularly justified in war industry areas.

Better Programming

It has been suggested that time optioned to networks and not sold can be further utilized for station business.

Independent stations, especially the smaller ones, are in line for more and better shows, agency-produced for spot placement. Secondary markets should not be neglected. Eventually they will be needed.

Still another relief for the time shortage is more effective programming of time usually considered unsalable.

These ideas, advanced by key industry figures in interviews with BROADCASTING reporters, were not represented as cure-alls; on the contrary, all factors are agreed that time is tight and that advertisers are eager to contract for their share of a medium which seems to be sold out so far as some outlets are concerned.

Regarded as highly significant is the fact that in a year when leading sponsors had nothing to sell, while others had to ration their output to distributors, these sponsors saw the value of continued advertising. 1943 demonstrated, as never before, that radio is amazingly effective for many purposes other than the direct sale of merchandise.

Despite the tax situation—frequently mentioned as favorable to advertising—it cannot be said that sponsors spent their money frivolously or without thought of desired results. Radio did outstand-

ing and unusual selling jobs in 1943; among others, it carried the burden of the two greatest selling and advertising jobs of all time—the Second and Third War Loans, totaling 28 billion dollars, with estimated time and talent cost of at least 25 millions for this one phase of radio's war contribution.

The round-up stories which follow give a detailed report as to radio business sources in 1943, including the new sponsors whose purchases were added to the backlog of food, drug, soap and tobacco accounts which traditionally have provided radio with the bulk of its revenues.

Return to Competition

Looming large is the institutional business placed by firms which sought to keep their brand names and trade marks alive against the day when peace is declared and they return to selling in highly competitive civilian markets. There seems little doubt this business will continue for the duration, and thereafter until conditions are altered. Contributing to this prediction are the previously cited tax position, and the paper situation which offers no hope of improvement in the foreseeable future. Yet while institutional advertising is expected to continue at present high levels, there are signs on the horizon that a return to selling copy may become possible during 1944—when, as and if the War Production Board finds it expedient to release materials for manufacture of selected essential civilian merchandise.

Already initial war needs seem to have been more than met in cer-

tain respects, thereby releasing increased quantities of materials for civilian goods. Steel, aluminum, sugar and coffee are cited as instances, and the list is likely to grow. Such developments will affect the advertising practices of sponsors whose activities have been restricted by lack of the materials involved. Soft drink manufacturers might become an example. Sugar and metal crowns have been their peculiar problems.

As to such relative newcomers in the sponsor list as moving pictures, department stores, used car buyers and help-wanted advertisers—there is nothing in sight to suggest any cessation of their interest.

Audience prospects are good for 1944. All surveys indicate increased listening, with but a slight drop in interest for news programs, the leading category, and a gain in the demand for comedy and certain other program types.

Set Problem

Although little was done to maintain home sets during 1943, with the result that a slight loss of radio homes took place, this was compensated for by increased listening, and by purchase of used sets and of surplus sets remaining in dealers' hands after the war conversion order to set manufacturers in April, 1942.

Reports in the last issue of BROADCASTING (Dec. 20) and in the current issue, indicate that WPB has initiated programs which will prevent the sets out-of-service total from increasing, and may even reduce it during the coming year. At the moment, the tube outlook is a little better than the battery picture.

Farm radio battery supply apparently needs to be augmented on the basis of the latest statistical reports. There is good assurance, however, that all civilian reception will be maintained at a high level. Broadcaster's station equipment situation, while not permitting of expansion, is good enough to provide ratings equal to those for military equipment.

A strong element in the security of civilian radio is the very large military electronics program. This will provide the facilities for rapid post-war expansion, while during war it is fully capable of supplying

all broadcasting maintenance needs with but a small fraction of its production capacity.

Following is a detailed survey of 1944 radio prospects, based on 1943 experience as seen in leading radio centers and markets by key people of the industry.

NEW YORK

By BRUCE ROBERTSON

FROM a purely business standpoint, American radio clicked off another all-time high during 1943, with both network and individual station business well ahead of 1942, which in its turn had set a new industry revenue record.

The broadcasting industry in 1943 was beset by many problems. The major one of revamping Governmental regulatory measures set up 16 years ago for the guidance and control of broadcasting operations in line with present day conditions will continue to occupy a large portion of industry attention and effort for months to come.

James Caesar Petrillo and his musicians' union went back to work in the fall for some record and transcription companies, which may lead to more spot program business; but Columbia Record Co. and RCA Victor, as well as NBC Radio Recording Division, are still refusing to accept the AFM condition of direct royalty payments. This may lead to a nation-wide musicians' strike against the major networks before the end of winter.

All Agree on '44

But in business, 1943 was the best yet and the first quarter of 1944 will be even better, according to executives of networks, stations, advertising agencies and station representatives contacted by the New York bureau of BROADCASTING last week. For later in 1944 their view is unanimously optimistic, although there was a general admission that in these times anything may happen and it's not safe to predict more than 90 days ahead.

After this hedging, however, all went on to depict a clear and cloudless business sky as far as the eye can reach. Foods, drugs, soaps and

(Continued on page 18)

Gillette Acquires Radio Rights To Giants, Yanks Home Tilts

Games To Be Aired Over WINS; Cost Reported \$75,000 to Each Club, Plus Station Time

MAJOR sponsor of sports broadcasts, Gillette Safety Razor Co., Boston, last week announced that it had purchased radio rights to all home baseball games including Sundays and holidays of the New York Giants and New York Yankees to be broadcast in 1944 on WINS New York.

Contract terms, which are said to call for payment of \$75,000 to each club, were drawn up by J. P. Spang, president of Gillette; Craig Smith, Gillette vice-president; Ed Barrows, business manager of the Yankees, and Horace Stoneham, president of the Giants. J. T. Adams, sales manager of WINS, handled the station's end of the deal. Maxon Inc., New York, is the Gillette agency.

Broadcasts from New York's Yankee Stadium and Polo Grounds, to get under way in mid-April, will cover 156 home games for the two clubs. Cost for radio time alone is reported to be close to \$50,000. Auditions will be held after the first of the year for announcers to handle the play-by-play description

and color assignments, WINS stated.

Gillette's coverage of the Giants-Yankees games during 1944 is the first broadcast of baseball by these two clubs since 1942, when their home games were sponsored jointly on WOR New York by R. H. Macy Co., New York department store, and General Mills, Minneapolis.

Gillette is sponsoring four New Year's Day football games, two on Mutual and two on CBS. All to be heard on Jan. 1 after 2 p.m., they include the Sugar Bowl game from New Orleans and the Orange Bowl game from Miami on CBS, both on 130 stations; the Cotton Bowl game from Dallas and the East-West classic from San Francisco on 200 Mutual stations.

Announcers are: Harry Wismer—Sugar; Ted Husing, Jimmy Dolan—Orange; Don Dunphy, Earl Harper—Cotton; Ernie Smith, Mel Venter—East-West. On a sustaining basis NBC is carrying the traditional Rose Bowl clash from Pasadena, with Bill Stern announcing.

Time Purchase Up to Each Railroad, Association Tells OWI Radio Chief

PURCHASE of time for "Don't Travel" announcements will be left to the determination of each railroad, Phil Cohen, chief of the OWI Domestic Radio Bureau, was advised last week by the Assn. of American Railroads.

Mr. Cohen had met last month with Col. Robert S. Henry, assistant to the president of the association, to present the request of stations that the railroads consider radio along with other media in war message advertising. Stations had protested to OWI that it was unfair to ask them to carry "Don't Travel" messages free while the roads were using other media [BROADCASTING, Nov. 22].

Col. Henry informed Mr. Cohen that the association's advisory committee on public relations had taken up the matter at its Nov. 17 meeting in Chicago. The subject, he stated, "was given thorough discussion, resulting in the obvious conclusion that the matter was one for handling by each railroad in the consideration of its own advertising plans."

Minutes of the meeting covering the discussions concerning radio advertising, were reported by the association as follows:

The chairman reported that representatives of the Office of War Information have made the following report and recommendations as to the situation arising from the requests made upon radio stations, by the OWI, to use "spots" to discourage travel at such times as the approaching Christmas season:

"The radio stations have cooperated to

the utmost with the OWI in the use of material of this sort. They feel, however, that where railroads are simultaneously carrying on paid advertising programs in local newspapers, there is justice in the position of the local radio stations that they should not always be expected to carry such announcements without charge.

"It was suggested that those railroads which are spending money on programs to discourage travel at peak seasons consider the sponsoring of the OWI announcements, or of announcements to be prepared locally by themselves, along with newspaper advertising and other media used.

"The position of the radio stations is not so much that they want to sell the time as that they feel there is a discrimination and a lack of recognition of the value of radio in the present situation whereby the railroads spend their advertising appropriations for this purpose chiefly with the newspapers, while the government, through the OWI, requests a donation of radio time."

After general discussion it was felt that the matter was one for handling by each railroad.

Objections of radio stations to donating time for the OWI "Don't Travel" announcements have been heard in the industry since last summer. Charges of discrimination made by W. L. Gleeson, president of KPRO, Riverside, Cal., and James R. Curtis, president of KFRO, Longview, Tex., were published in BROADCASTING.

The OWI took up the problem with the railroads when Edwin E. Borroff, vice-president of the BLUE and OWI regional consultant in Chicago, last month protested in behalf of 14 stations to Elmer Davis, OWI director, and reported that strong feelings had developed on the part of broadcasters which might result in refusal to carry "Don't Travel" messages.



ADDED SECURITY for the WGN Chicago transmitter at Roselle, Ill., is provided by Dinny Dimwit and Bullneck, schooled Doberman Pinschers, who patrol the 100-acre site with Guard Bill Heide. Puppy Dinny (l), is learning not to be afraid of Heide's shotgun.

S. D. MAHAN TAKES CROSLLEY POSITION

S. D. MAHAN, director of advertising and promotion for the Treasury's War Bond drive, has been appointed director of advertising and public relations of the manufacturing division of Crosley Corp., Cincinnati, succeeding Ellis Travers, who was announced last week by R. C. Cosgrove, vice-president and general manager of Crosley.

Mr. Travers, who formerly headed the Detroit office of Ruthrauff & Ryan, and was a vice-president of that agency until 1942, will join Crosley's advertising agency, Roy S. Durstine Inc., New York and Cincinnati. He will be in charge of the office which Durstine is opening in Chicago.

Mr. Mahan, who has also served as associate national field director in charge of all War Bond and Stamp sales through retailers, will continue his association with the Treasury as consultant in the same field. He was in the electrical appliance field previously, first as merchandise, advertising and promotion manager, and later as general advertising manager of Westinghouse Electric & Mfg. Co. Before that Mahan was engaged in agency work as vice-president of Fuller & Smith & Ross, and as account executive for the former H. K. McCann Co.

FAA Chairmen

J. M. EASTON of the Northern Trust Co., Chicago, has been appointed chairman of the Financial Advertisers Assn. advertising committee and Merrill Anderson of Merrill Anderson Co., New York, was named FAA representative on the War Advertising Council by the new association president, Lewis F. Gordon, vice-president of the Citizens & Southern National Bank of Atlanta, Ga., it was announced last week.

McMillan Named

GEORGE S. McMILLAN, now secretary of the Assn. of National Advertisers, will become public relations director of Bristol Myers Co., New York, after the first of the year, succeeding Sherwood Chatfield.

NAM Forum Plan May Buy Air Time

'Better America' Promotion To Stress Post-War Aims

RADIO, together with newspaper and magazine advertisements, and specially organized community meetings throughout the country, will be employed during 1944 to put over the "Better America" promotion campaign to be conducted by the National Industrial Information Committee, public relations subsidiary of the National Assn. of Mfrs. An outline of the coming drive "to bring home to 137,000,000 Americans the post-war ambitions of American enterprise" was released last week by Alfred P. Sloan, chairman of the board of General Motors Corp., and chairman of the NIIC.

Radio Director

Use of these media in addition to forum discussions is now in the discussion stage, with plans to be revealed after the first of the year. Chairman of the NIIC program committee is James S. M. Adams, president of Standard Brands, while the agency in charge will be Arthur Kudner Inc., New York. According to Philip Kirby, who is consultant with John Orr Young on media plans for the NIIC, a radio director will be named in the near future, after which definite radio plans can be formulated.

Theme of the large scale advertising and educational campaign as approved at the recent Second War Congress of the NAM in New York will be "to teach and emphasize that freedom is the very basis of American life, and that doing business the American way means free, private, competitive enterprise." The NIIC also plans to set up 10 regional offices to organize local business men in assisting the national campaign.

Doremus V-Ps

DOREMUS & Co., New York and Boston, has promoted five members to the office of vice-president: Dewey B. Holland, secretary; W. Howard Millar, account executive; George A. Erickson, account executive; William J. Kellev, account executive; and Chas. W. Morse, manager of the financial department, in Boston.

Talk by Sarnoff

DAVID SARNOFF, president of RCA, addressed war workers in five plants of the RCA Victor Division during a closed circuit Christmas party broadcast Dec. 23. Program featured a telephone reunion between an RCA worker employe and his wounded son, hospitalized in Norfolk, Va.

R&R Directors

DONALD D. STAUFFER and S. Heagan Bayles, vice-presidents and directors of radio at Ruthrauff & Ryan, New York, have been elected directors of the firm.

Press Ownership Compromise Is Expected

See FCC Frowning On, Not Banning, Before Jan. 1

By SOL TAISHOFF

UNLESS all signs fail, the FCC will attempt to solve its self-inflicted newspaper-ownership predicament by a compromise which will see dismissal of the proposed orders for absolute divorcement and adoption of a less stringent policy which will frown upon joint ownership but won't bar it.

Action is slated this week—before New Year's.

While FCC members were wary about discussing this—the most vexatious of the pending controversies—it was learned that the Commission held a meeting last Monday to take action. It was the second such effort within a fortnight. The heat engendered over the FCC's delay in deciding the issue, brought out forcibly in Congress, makes action necessary now.

President Opposed

A committee comprising Commissioners Ray C. Wakefield, chairman; Norman S. Case and C. J. Durr was named by Chairman Fly, who was fresh from a visit to the White House just before last Monday's session. The committee now is drafting a report which would set forth the new policy.

It is logically deduced, based on testimony of Mr. Wakefield and of Commissioner T. A. M. Craven, before the Senate Interstate Commerce Committee, that the policy will be a modification of that outlined by the former. He told the Committee he wanted no flat ban against newspaper ownership, but thought cases should be considered on their merits. The inference was that ownership should be diversified, where feasible, and that therefore, non-newspaper applicants would be favored, all other things being equal.

Chairman Fly saw President Roosevelt for half-an-hour Monday noon, before the FCC meeting. He declined to reveal the subject to White House newsmen, remarking he simply had come "to wish the President a Merry Christmas." The President's interest in the newspaper-ownership situation often has been represented as intense. He is said to be opposed to it.

Broad Effects

The temper of Congress has had an obvious effect upon the FCC's shift in attitude. But even the compromise, if it develops as indicated, would be objectionable because it would create a class distinction. Moreover, it would affect more than ownership of standard stations by newspapers; logically it would apply to ownership of any additional media for dissemination of information in the same area. Thus standard stations might be

precluded from owning FM or television stations; motion picture companies might be barred from television operation, as would newspapers or other classes of radio licensees.

The fact that Commissioner Craven consistently has opposed any distinction between classes of licensees augurs for a dissenting report. By the same token, Commissioner Wakefield's appointment as chairman of the committee to draft the policy report would indicate that a majority of the FCC favors his view. Gov. Case's appointment to the Committee likewise seems to infer that he favors some modification of the Wakefield policy, and would vote with the majority, if his views are accepted.

Expect Application Action

Commissioner Durr is understood to have supported the original Wakefield proposition when it was considered more than a fortnight ago during the absence of Chairman Fly who then was ill with flu.

Because of the veil of secrecy, little could be learned about the manner in which the FCC proposes to handle the problem. After the meeting last Monday, the newly-appointed committee met to consider its procedure. Chairman Wakefield is expected to write the initial draft.

More than likely, the new policy will be enunciated in a report on

the newspaper-ownership hearings held from July 1941 until February 1942, and recessed without closing of the record. The question has been on ice for two and one-half years and, in the view of observers, wouldn't be decided now were it not for the reaction of Congress.

The Commission (our guess now is by a 5-1 vote) will decide to dismiss orders 79 and 79-A adopted in 1941. Because the hearing was "legislative," with no individual applications involved, it is assumed that opportunity will be allowed for oral arguments before a final effective date is set.

To show all possible leniency (and to appease those members of Congress who have protested) it is a better than even money bet the FCC will conclude that applications of newspapers which have gathered dust in the pending files for more than two years, will be disposed of under the opinion. Action will be on "individual merits" or some such similar basis. There are several applications involving newspaper transfers still in the pending files.

Materials Problem

Overall, there were some 50 applications affecting newspapers on all counts, including FM as well as standard. Applications involving new construction or modifications will be handled, it is surmised, consistent with the WPB requirements as to availability of critical materi-

als and in the light of the April 27, 1942 freeze order. Many of the applications were dismissed by the newspaper applicants following the freeze order.

Irrespective of all else, and however sugar-coated, the policy as now projected, would establish the principle of diversification of ownership by classes. It might mean, ultimately, that only one medium for reaching the public would be entrusted to a single licensee.

Whatever the FCC does, however, will get the attention of Congress, and more immediately the Senate Interstate Commerce Committee, now engrossed in drafting new radio legislation after six weeks of hearings. The committee has been asked specifically by the Newspaper Radio Committee and by other witnesses to write into the law a specific provision against class distinction in station ownership. If reactions of committee members mean anything, it might do just that.

Auto-Lite Starts Series

AUTO-LITE Battery Corp., Toledo, on Jan. 18 starts an institutional series on NBC entitled *Everything for the Boys* in the Tuesday 7:30-8 p.m. period, currently filled by Goodyear Tire & Rubber Co.'s *Salute to Youth* program. The latter show will go off NBC shortly after the first of the year and Goodyear is expected to launch a new variety program in its place on CBS. The Auto-Lite program will be dramatic in format.

NETWORK ALLOCATION HITS PEAK

OWI Reports 246 Advertisers Participating In War Message Assignment Plan

REFLECTING continued growth in the number of network advertisers, commercial programs cooperating with the OWI network allocation plan reached a new high figure of 246 last week, it was revealed by William Fairbanks, chief of the allocations division of the Domestic Radio Bureau.

During the past two months, 19 additional advertisers have joined the network allocation plan, through which war messages are channeled to the vast listening audiences of network shows, and new advertisers are expected to participate in the plan, Mr. Fairbanks reported.

Gain in Coverage

"As of today," he asserted, "the total of 246 sponsored programs represents approximately 98% of commercial network shows which are cooperating with the network allocation plan of the OWI. A great many of these programs have come to us without waiting to be approached, immediately enlisting their time to war information themes. It is a gratifying demonstration of the patriotism of advertisers."

Mr. Fairbanks recalled that when the network allocation plan started operation in April 1942, there were about 160 commercial

programs participating. Since that time, the audience coverage obtained under the plan has grown steadily as new radio advertisers joined in cooperating.

Thanks to the growth of the allocation plan, he pointed out, the OWI has been able to reach a larger and larger audience for important war messages and as a result radio has been increasingly effective in promoting public understanding and support of war aims.

Another important result of the growth of the network allocation plan is that it has enabled OWI to put a fourth campaign on the air when an emergency arises, without causing listener annoyance. As a rule, not more than three subjects are assigned during any week for war messages. Under the network allocation plan, messages are assigned once every four weeks on programs broadcast once a week and twice every four weeks on programs broadcast more than once a week.

The wider coverage obtained through the network allocation plan has thus enabled the OWI Radio Bureau to better serve the requirements of the war agencies whose needs increase as war imposes additional restrictions and makes greater demands upon civilian life.



TURNING TABLES, Iowa Master Pork Producers, whose members receive 25 annual awards from WHO Des Moines, gave J. O. Maland, vice-president and general manager of Central Broadcasting Co. station, a Christmas present at station's 1943 banquet Dec. 11. When Mr. Maland tore off holly paper, he discovered present was a purebred Poland China gilt, given him because he admits being "cow milking champion of the NAB." Admiring the gift are (l to r): Harry Linn, Iowa Secretary of Agriculture; A. J. Loveland, chairman, Iowa Agricultural War Board; Prof. E. L. Quaife, Iowa Agricultural Extension Service; Mr. Maland. Broadcaster has arranged with 14-year-old Lawrence Side, Polk County 4-H member, to "raise the critter".

AFM Says RCA and CRC 'Repudiated'

Union Brief Says They Had Agreed to Direct Payment Principle

CHARGES that Columbia Recording Corp. and RCA Victor Division of RCA agreed to the principle of direct payment to the American Federation of Musicians and later repudiated that agreement are contained in the answering brief of the AFM, submitted to the National War Labor Board panel last Monday by the Union's attorneys, Joseph A. Padway and Henry A. Friedman.

The AFM's reply followed the brief filed Dec. 9 by CRC, RCA Victor and NBC Radio Recording Division and a previous union brief filed the first week in December [BROADCASTING, Dec. 13]. With all briefs and replies now in its hands, the panel is expected to make its recommendations to the National Board in Washington within the next few weeks. The board may either adopt or reject the panel's recommendations or may hold further hearings of its own before rendering its decision.

Five Major Points

Five major points emerge from the 40-page AFM brief, the first being that RCA and CRC are the only holdouts to signing the AFM contract "reached with the help and assistance of the WLB panel" and acceptable to "Decca and the other transcription companies." The second point covers the objection by CRC and RCA to the "principle of a payment for each record made directly to the Union" and charges that the companies, after "acquiescence" to that principle, repudiated it "without giving any reason for their change of attitude."



FEEDING LOCAL INTEREST in basketball exploits of Oshkosh All-Stars, Krambo Food Stores, largest independent food chain in Wisconsin, has signed contract with WOSH for play-by-play broadcasts covering all games of team in National Professional League. All-Stars, sponsored by WOSH, has won several championships and two years ago was World's Champion. Signing contract is I. S. Kramlich of Krambo Stores. Looking on are (l to r): C. L. Kramlich, Krambo Stores; Ben Laird, WOSH manager and sportscaster; and Bob Nelson, commercial announcer.

The AFM brief further charges that CRC and RCA are "trying to invalidate the agreements made with the other companies by procuring an order to compel the men to go back to make records without any agreement for payment by these companies." Reason for this, the brief states, is that they hope to be able to create a "large backlog of recordings for use, not during the duration, but after the war in any conflict which they contemplate may arise with AFM after the war."

The fourth point brings out how, after "the companies repudiated their acquiescence to the principle of payment to the Union", they promised to submit a further proposal of settlement, but, after a meeting with the NAB, "they had no proposal to make." This confirms the recent charge by FCC Commissioner James L. Fly, the Union's brief declares, that "the NAB is merely a stooge for the two companies"—and that "whenever NBC and CBS are needed in any way, a cry goes up from Neville Miller, president of the NAB."

The final point contends that "the musicians would be left out in the cold" if the suggestion of RCA and CRC to amend the copyright law were adopted. Under such an amendment, the companies, as manufacturers of the recordings, "would have control and could impose the payment of a license fee to them by the users of the rec-

ords." Even if "the companies saw fit voluntarily to pay any part of those license fees for the benefit of musicians," it would not help the musicians, the brief contends, "unless such payments were made for use in helping unemployed musicians."

Ask Dismissal

Summarizing the brief with the recommendation that "these proceedings should be dismissed," Mr. Padway and Mr. Friedman submitted the following reasons as a conclusion to the Union's answer: "The Union, therefore, respectfully submits that there is here involved no such dispute as is contemplated either by the executive order or the Smith-Connally act; that there is no such employee relationship as is contemplated by that order and act; that there has been and will be no interruption of work which contributes to the effective prosecution of the war and no substantial or other interference with the war effort; that these proceedings continued by the present companies after the settlement with Decca and the other transcription companies, not for, or in connection with any war effort, but solely in the personal interests of these companies for the creation of a backlog for use by them after the war."

"For these reasons and the other reasons given in this memorandum and appearing in the record, these proceedings should be dismissed."

Banks Find Radio Profitable Medium For Increasing Personalized Services

BANKS have been using radio with good results, a recent survey conducted by Financial Advertisers Assn. disclosed. Answers to questionnaires sent out by the FAA revealed that local advertising by radio has been profitable in promoting such banking services as personal loans, safe deposit rentals, new checking accounts and mortgage loans.

Following are some answers received by the FAA to its questionnaire:

L. L. Matthews, American Trust Co., South Bend, Ind.: "We use radio about nine months out of the year, eliminating the summer months. We believe that if radio gets results for large advertisers with tremendous budgets on a national broadcast chain, it will do a similar job in a local area. Test checks reveal the fact that we do get results from this advertising medium."

K. Winslow Jr., Seattle Trust & Savings Bank, who was quoted in a recent issue of the FAA *Bulletin* as being personally opposed to radio advertising: "Our announcements merchandise many services which have a popular appeal, such as pay-as-you-go checking ac-

counts, safe deposit boxes, night service on Friday evenings and bank money orders. The results are difficult to trace in an accurate fashion, but as nearly as we can tell, radio is a good medium for popular services."

Mrs. L. M. Butterfield, Coast Federal Savings & Loan Assn., California, which has used radio since 1936: "Our main theme in radio has been the nice, friendly, easy-to-deal-with Coast Federal staff, and the type of programs and individual programs have been chosen with this psychology in mind. Results? You bet."

Hennafoam Spots

HENNAFOAM Corp., New York, is running a two-week spot announcement campaign on WLBI WINS WHN WMCA WOV WPAT, in addition to its regular programs on WAAT and WNEW, to promote Hennafoam Shampoo. Drive started Dec. 20. Firm is expanding outside the New York area, having started a musical series on WCFL Chicago, in October. Programs in Boston and Philadelphia will be started after the first of the year. Agency is Arthur Rosenberg Co., New York.

Nine CBS Clients Renew 13 Shows

Six Broadcast on Full Net; All Effective by Jan. 5

NINE advertisers on CBS last week announced the renewal of 13 separate programs, six of which are heard on the full U. S. network. All the renewals become effective on various dates between Dec. 27 and Jan. 5. The six renewed shows on the full network are among the total of 53 programs presented on the full net by 37 clients as of December 1943, CBS reported in its announcement.

The advertisers and the programs being renewed are as follows: Procter & Gamble Co., Cincinnati—Jan. 3, *The Goldbergs* (Duz); *Life Can Be Beautiful* (Ivory Soap); *Bernadine Flynn* (Ivory Flakes, Crisco); *Perry Mason* (Camay, Ivory Flakes), and *Ma Perkins* (Oxydol). Compton Adv., handles the first three, Pedlar & Ryan is the agency for *Perry Mason*, and Blackett-Sample-Humert is the Oxydol agency.

Eight More

Wm. Wrigley Jr. Co., Chicago—Dec. 30, full network, *The First Line* (Wrigley products), through Arthur Meyerhoff & Co.; Lever Bros. Co., Cambridge—Jan. 3, full network, *Lux Radio Theatre* (toilet soap), through J. Walter Thompson Co.; R. J. Reynolds Tobacco Co., Winston-Salem—Jan. 1, full network, *Thanks to The Yanks* (Camels, Prince Albert smoking tobacco), through Wm. Esty & Co.

Celanese Corp. of America, New York—Jan. 5, full network, *Great Moments in Music* (fabric products), through Young & Rubicam; Ironized Yeast Co., Atlanta—Jan. 4, full network, *Big Town* (Ironized Yeast), through Ruthrauff & Ryan; Curtiss Candy Co., Chicago—Jan. 1, full network, *Warren Sweeney* (candy products), through C. L. Miller Co.

Johns-Manville Corp., New York—Dec. 27, *Bill Henry—News* (insulation), through J. Walter Thompson Co., and International Silver Co., Meriden, Conn.—Jan. 2, *Silver Theatre* (International Sterling and 1847 Roger Bros. silver-plate), through Young & Rubicam.

New Salt Series

INTERNATIONAL SALT Co., Scranton, Pa., at the conclusion of a cycle of participations on home economics programs on six stations in the East, will start a series of one-minute transcribed announcements on 17 eastern stations the first week of the New Year. Musical jingle featured in the announcement ties in with "Salty Salt", a nautical character introduced in a commercial company film some time ago, and featured in the firm's newspaper ads. Campaign theme is "No Shaker Clog". Jingles will be aired on an average of four times a week. Agency is J. M. Mathes Inc., New York.

Radio Weekly Pay Leads Again In 1943; Average Now Is \$55.75

Weekly Payroll of 10 Networks, 815 Stations, Is \$1,366,687. Average Pay 6.6% Over 1942

WITH average weekly compensation to fulltime employees of \$55.75, as compared with \$52.32 last year, a gain of 6.6%, radio apparently has maintained in 1943 its position in paying the highest average wages and salaries of any U. S. industry.

The annual report of the FCC on Radio Employment and Compensation reveals that during the week of Oct. 17, 815 standard broadcast stations and 10 networks employed 24,515 persons fulltime and 4,862 parttime. Total weekly payroll of fulltime employees was \$1,366,687. Excluding executives, the average per fulltime employee was \$49.50, or an increase of 7.3% over last year's average of \$46.12.

Station employees in executive capacities were found to be receiving the following average weekly salaries: general managers, \$132.73; technical, \$67.15; program, \$67.29; commercial, \$102.49; publicity, \$65.32.

In non-executive positions, station technical operating personnel averaged \$48.53; announcers, \$45.76; staff musicians \$53.83; outside salesmen, \$76.85. Writers averaged \$37.60.

Network employees in the same categories receive average weekly compensation as follows: executive positions, general managers, \$420.57; technical, \$134.11; program, \$180.34; commercial, \$175.49; publicity, \$128.33.

Network, non-executive: techni-

cal operating, \$66.94; announcers, \$71.35; staff musicians, \$121.20; outside salesmen, \$122.53. Network writers received \$62.11. The average weekly network salary is \$61.53.

Comparing station salaries by districts and regions, the average compensation of executive employees, fulltime, is as follows: Northeastern Region, \$116.59; Great Lakes, \$106.77; Midwest, \$89.51; Pacific Coast, \$88.90; Southeastern, \$81.50; Mountain, \$78.89; South Central, \$77.53.

Average non-executive station employee salaries, by regions: Great Lakes Region, \$51.57; Northeastern, \$48.49; Pacific, \$48.22; Midwest, \$41.09; Mountain, \$39.66; Southeastern, \$37.13; South Central, \$36.53.

The largest classification of parttime employees is that of "other artists," including 2,411 of the 4,862 listed in the parttime class. Networks and network-owned stations pay this talent group an average salary of \$80.44 per week; stations, \$30.25.

The 815 reporting stations pay the following average salaries to parttime employees in the executive class: general managerial, \$77.64; technical, \$26.38; program, \$29.25; commercial, \$48.75; publicity, \$28.60; "other," \$64.98. To parttime operating employees they pay a weekly average of \$11.15; to parttime announcers, \$13.14; to parttime musicians, \$27.12.

REPUBLIC BUDGET SET AT 2 MILLION

REPUBLIC PICTURES Corp. will spend upwards of \$2,000,000 in advertising and publicity next year, it was announced following a sales conference in New York Dec. 16-17, attended by representatives from the Eastern and Central districts and Canada.

While the overall figure for promotion was not broken down by media, it was reported that radio would figure prominently in the advertising picture. Campaigns for projected films will be similar to promotion used for "In Old Oklahoma" and "The Fighting Seabees", in which Republic allotted \$350,000 for radio spot announcements and other media [BROADCASTING, Dec. 13].

Among pictures to be promoted are "The Monster", "The Man From Frisco" and several big-budget specials starring Cowboy Roy Rogers. "The Fighting Seabees" will be released in January. Republic's agency is Donahue & Coe, New York.

WEIM Assignment

CONSENT last week was granted by the FCC for the voluntary assignment of the license of WEIM Fitchburg, Mass., from Ruben E. Aronheim, sole owner, to Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers, copartners of a newly-formed partnership doing business as Radio Station WEIM. \$12,788.88, book value of 66 2/3% interest in the licensee, is the amount involved in the transaction. Each partner now holds 1/3 interest.

GEORGE THOMAS FOLSTER, NBC reporter in the South Pacific, will resume his news broadcasts from Guadalcanal, having returned from a tour to Adm. Halsey's headquarters and other South Pacific outposts.

FCC Findings Deny Three Applications

KFXM Granted Unlimited Time in Pre-Xmas Actions

ADOPTION of proposed findings of fact and conclusions was announced by the FCC last week proposing to deny the application of WROL Knoxville, Tenn., to modify its license and increase its nighttime power from 500 w to 1 kw. Action was taken on the ground that the proposed operation could not be considered a "fair, efficient and equitable distribution of radio service." (Sec. 307(b) of Communications Act.)

The proposed findings state that the increase in nighttime power would cause interference to KWFT Wichita Falls, Tex., and that those radio listeners in Knoxville who would be benefited by the change in power already receive service from another station which covers that area. It is also stated that radio listeners in the area of Wichita Falls would be adversely affected through loss of service from KWFT, only station assigned to Wichita Falls.

WMRO Denied

Proposed findings were also adopted by the Commission denying the application of WMRO Aurora, Ohio, for modification of its license to permit unlimited operation on 1280 kc, 250 w day and 100 w night, concluding that this operation would be inconsistent with the Standards of Good Engineering Practice as severe nighttime interference would be imposed upon the station. Denial was made without prejudice to the right of WMRO to file an application requesting unlimited time on 1490 kc, as this frequency may be available for unlimited time in the area.

The application of WBNY Buffalo, N. Y., for modification of license to change frequency from 1400 kc to 680 kc with 250 w, was denied at the same time by the FCC through the adoption of proposed findings which state that the proposed operation would result in a high nighttime interference limitation and would grant no improvement over the present nighttime service. It is also claimed that critical materials would be used; that objectionable interference would be caused to WLAW Lawrence, Mass., WPTF Raleigh, N. C., and WISR Butler, Pa.; and that the daytime service which WBNY would be able to offer in areas already served by other stations would more than be offset by the service losses in those areas currently covered by only one station.

The FCC also adopted at the same action an order making final the proposed findings of fact and conclusions granting the application of KFXM San Bernardino, Cal., for a modification of its license to change operation from sharing of time with KPCC Pasadena to unlimited operation on 1240 kc with 250 w.

Particulars	10 Networks and 815 Stations			Networks including 9 key stations of major networks			Total Stations		
	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Number of stations.....							806		
Executives:									
General managerial.....	969	\$141,856	\$146.89	46	\$19,346	\$420.57	923	\$122,510	\$132.73
Technical.....	554	38,409	69.33	18	2,414	134.11	572	35,995	67.15
Program.....	518	38,814	74.98	35	6,312	180.34	483	32,502	67.29
Commercial.....	400	44,281	110.70	45	7,897	175.49	355	36,384	102.49
Publicity.....	119	9,474	79.61	27	3,465	128.33	92	6,009	65.32
Other.....	216	17,737	82.12	30	3,558	118.60	186	14,179	76.23
Total, executives.....	2,776	290,571	104.67	201	42,992	213.89	2,575	247,579	96.15
Employees (Other than executives):									
Technical:									
Research and development.....	92	6,996	76.04	45	4,329	96.20	47	2,667	56.74
Operating.....	4,383	227,617	51.98	809	54,154	66.94	3,574	178,463	48.53
Other.....	324	11,856	36.59	66	2,569	40.44	258	9,187	35.61
Program:									
Production.....	1,022	55,730	54.53	384	24,884	64.80	638	30,846	48.35
Writers.....	802	33,096	41.27	120	7,453	62.11	682	25,643	37.60
Announcers.....	3,072	144,786	47.13	164	11,702	71.35	2,908	133,084	45.76
Staff musicians.....	2,150	150,569	70.03	517	62,659	121.20	1,633	87,910	53.83
Other artists.....	1,386	88,553	63.89	704	48,817	69.34	682	39,796	58.26
Other.....	1,197	58,161	44.40	537	27,515	51.24	660	25,636	38.84
Commercial:									
Outside salesmen.....	1,348	110,540	82.00	152	18,225	122.53	1,196	91,915	76.85
Promotion and merchandising.....	592	30,636	51.75	361	19,895	55.11	231	10,741	46.50
Other.....	488	19,549	40.06	307	13,550	43.49	181	6,199	34.25
General and administrative:									
Accounting.....	937	34,342	36.65	266	10,366	38.97	671	23,976	35.73
Clerical.....	1,120	28,190	25.17	247	6,517	26.38	873	21,673	24.83
Stenographic.....	1,172	33,214	28.34	218	6,850	31.42	954	26,364	27.64
Other.....	1,248	55,765	28.66	594	18,515	31.17	654	17,250	26.38
Miscellaneous.....	406	11,526	28.39	51	2,614	52.43	355	8,852	24.94
Total, employees.....	21,739	1,076,116	49.50	5,542	340,974	61.53	16,197	735,142	45.39
Total, executives and employees	24,515	1,366,687	55.75	5,743	383,966	66.86	18,772	982,721	52.35

Wheeler, White Mull Legislative Plans

Immediate Action Is Seen After Holidays

By BILL BAILEY

WITH TESTIMONY of 36 witnesses, supplemented by several written statements, still fresh in their minds, Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator Wallace H. White (R-Me.), co-authors of the White-Wheeler Bill (S-814), plan to go into conferences during the holidays with a view of steering new communications legislation through the committee and subsequently the Senate shortly after Congress convenes Jan. 10. Both Houses adjourned last Tuesday until the second Monday in January.

Although most of the Senators and Representatives have gone home for the holidays, Senators Wheeler and White plan to remain close to their desks. Senator Wheeler asserted in the last week of hearings on S-814 [BROADCASTING, Dec. 20] that the committee would take up its study of international communications "after this legislation is out of the way shortly after the first of the year."

Immediate Plans

That the committee will recommend immediate remedial legislation, spelling out the limits of the FCC's powers and correcting existing confusion in view of the Supreme Court May 10 decision and the controversy over "the composition of that traffic," seemed imminent, with long-range law-writing to be postponed for the duration.



REPS RARELY are so completely burdened by station managers as in this charming scene, wherein H. Preston Peters is toting John M. Rivers, president of WCSC Charleston, across the threshold of the new Madison Ave., N. Y., offices of Free & Peters. Nor do station managers often have a chance, literally, to ride a rep.

"I'm rather encouraged as a result of the hearings," said Senator White, ranking minority member of the committee. "I have hopes of getting together with the chairman during the recess on something workable in the way of corrective legislation. Certainly I have learned a lot about radio from these hearings and I feel confident that all members of the committee have a better understanding of the problems facing broadcasters."

Added to the 2,197 pages of recorded hearings, which closed Dec. 16 after 28 hearing days, have been several supplemental memoranda. FCC Chairman James Lawrence Fly, in closing his testimony at the final session, told the committee he would submit a supplemental letter covering recommendations for legislation which he didn't touch in his verbal presentation.

Neville Miller, NAB president, said he would submit recommendations in addition to his oral testimony and written statement presented during the hearings. NBC also plans to file a few answers to 11th-hour charges hurled by Chairman Fly in his tirade against the "big networks." CBS already has filed for the record answers to five questions posed during the hearings. The network cited figures to show that in expanding its service to include added small stations CBS actually took a big cut in revenue.

Public Service

Also presented to the committee was a program breakdown disclosing that CBS broadcasts an average of 35¼ hours each week in "public service" programs, contrary to the inference of Chairman Fly that the networks were overlooking their "obligations in the public interest."

Another damaging denunciation of Chairman Fly's testimony that the Catholics brought pressure to bear on NBC to prevent cancellation of the *Catholic Hour* in favor of *Amos 'n' Andy* for commercial purposes was presented to the committee in a letter from Edward J. Heffron, executive secretary of the National Council of Catholic Men [BROADCASTING, Dec. 20].

Explaining that NBC last spring suggested that the *Catholic Hour* could be given more stations at 3 p. m., but that the NCCM, after considering the proposal, informed the network it would prefer to retain the 6 p. m. time, Mr. Heffron wrote Senator Wheeler:

"Our transcript of the testimony before your committee seems to suggest that NBC may have accepted this decision of the NCCM board only as a result of organized efforts by Catholic groups to persuade them to do so. Actually the negotiations were private, entirely between the NBC and the National Council of Catholic Men. NCCM released no word concerning the matter, either during the pendency of negotiations or afterward, to indi-

viduals, groups, newspapers or magazines. I trust this statement will serve to avoid any possible misunderstanding of the matter."

In its supplemental statement submitted for the record, CBS set down replies to five specific questions which had been "touched on, to some degree, in the proceedings." (1) Has the growth of radio in the U. S. tended toward centralization of control, or toward diversification of control? (2) Has network service resulted in any affiliated station becoming a mere "spigot" for network programs? (3) Has prosperity reduced the number or quality of public service programs on the networks? (4) How does the network treat the small stations—in terms of dollars and cents? (5) How much economic strength has a successful network?

Monopoly Charges

"The FCC has made recurring use of the word 'monopolistic' in its published documents, its public statements and in its testimony before the committee," said the CBS supplement. "The casual impression which this constant reiteration might easily create is that the growth of radio broadcasting has been marked by a definite monopolistic trend."

In reply to question 1 CBS pointed out that major network companies have multiplied by 400%, regional networks by more than 1000% while individual stations have increased 70% in the last 15 years, adding to radio's "internal competition". In the same

15 years total advertising expenditures have decreased about 20%, the statement added.

"Moreover the network's total share of radio billings has steadily declined from 73% (in 1928) to 43% (in 1942) while the stations' local billings have increased from 27% to 57% of the industry's total," the committee was informed. "This means that individual stations have competed more successfully than the network for the advertiser's dollar. The stations, not the networks, have received a larger and larger share of the total amount of money spent for radio advertising—and this doesn't count the stations' increased income from the networks themselves which, if added to the final figure, would increase the stations' share of total income to about 80%."

Competition for listeners has played an important part in network operations, the statement continued. Summing up the answer to question 1 CBS told the committee: "It is doubtful if any other industry in America has so clear-cut a record of moving steadily toward decentralization of control and into more and more vigorous competition."

Network Service

To question 2 the statement said: "The average CBS affiliated station today fills 40.9% of its own time—about 7½ hours per day—with non-network programs. In small communities stations depend largely on networks for program service,

(Continued on page 54)

Republicans More Consistent Attenders At Senate Radio Legislation Hearings

GREATER interest in hearings on the White-Wheeler Bill (S-814), which closed Dec. 16, was manifest by Republican members of the Senate Interstate Commerce Committee, than the majority Democrats, a tabulation of daily attendance disclosed. A total of 36 witnesses appeared before the committee, the majority favoring new communications legislation.

637,000 Words

Senator E. H. Moore (R-Okla.) holds the attendance record. He missed only three of the 28 sessions, which began Nov. 3. Chairman Burton K. Wheeler (D-Mont.) and Senator Wallace H. White (R-Me.), co-authors of the measure to revamp the Communications Act of 1934, each attended 24 meetings. Senator Wheeler was absent Dec. 8, 9, 10 and 14 during a flu attack, while Senator White failed to attend Nov. 22, 23, 24 and Dec. 4, the latter the only Saturday hearing conducted.

Hart, Dice & Harkins, Washing-

ton shorthand reporters, recorded 2,197 pages of testimony, embracing 637,130 words. That included some statements which were filed for the record but which were not read. Average length of each hearing was 2 hours, 15 minutes, for a total of 63 hours. Wordage went into the record faster than the average radio newscaster speaks.

Eight persons were employed for a total of 18 hours a day compiling the massive record upon which the committee will base communications legislation. Three operators worked in shifts of less than an hour each, while five other employees transcribed and typed the record. The stenographers and their staff worked until 4 a. m. on each day's record, completing mimeographed copies for committee members.

Composite attendance figures show that the Republican minority members attended a total of 113 hearings, while the Democrats had but 95 to their credit. At 14 hear-

(Continued on page 55)



It's Cost-per-listener That Counts!

Radio advertisers who keep close to fundamentals, who demand measurable results, have been responsible for W-I-T-H's success in Baltimore. Local merchants, who must hear that cash register ring the next day, drug merchandisers with careful cost-per-sale tables, food advertisers with sharp pencils . . . these are some of the advertisers who know that it is the "cost-per-listener" that counts . . . these are the astute merchandisers who have proven that W-I-T-H does a great job in Baltimore.

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed

Forced-Sale Victims Given Relief by Clark Amendment

Repercussions to FCC Order 84-A Expected When Senate Debates 1943 Tax Bill

REPERCUSSIONS to FCC Order 84-A, banning multiple ownership of stations [BROADCASTING, Nov. 29], are expected in Congress next month when the Senate debates the Revenue Act of 1943 (HR-3687).

An amendment by Senator Bennett Champ Clark (D-Mo.) to exempt from capital gains taxation, radio property involved in sale or transfer under Commission rules, has been adopted by the Senate Finance Committee in face of Treasury opposition.

Would Protect Owners

Senator Clark introduced the amendment (Sec. 116) Dec. 16 just before the Finance Committee went into executive session to consider the House bill. He proposed the provision, it was understood, as a "protective measure" for stations affected by the FCC order.

Under the Clark amendment the "sale or exchange of property required by the FCC by order or as a condition to the granting of an application for a construction permit, for the transfer of control, or for the assignment or renewal of any license shall, if the taxpayer elects . . . be treated as an involuntary conversion of such property."

When he introduced the amendment, Senator Clark had in mind KGBX and KWTO Springfield, Mo., now under FCC mandate to separate by Jan. 1. The stations, although licensed to separate corporations, are controlled by the same interests, Lester E. Cox, H. S. Jewell, R. D. Foster, the Bixby family et al. Senator Clark's office said the Missourian had been informed that "some 50 other stations" affected by the FCC order would have to be sold by next June 1.

"We contend that where the Government forces a broadcaster to sell a station which he otherwise would retain, that broadcaster should not be forced to pay taxes on capital gains," said a spokesman for the Missouri Senator. The treasury, however, has taken an opposite viewpoint, contending that regardless of whether the sale is voluntary or forced by a Government agency, capital gains should be taxed.

So far as could be learned the FCC has taken no stand on the Clark amendment which would be applicable effective Jan. 1, 1943. Complete text of the proviso, which was added to Sec. 112, follows:

(m) GAIN FROM SALE OR EXCHANGE PURSUANT TO ORDERS OF FCC.—The sale or exchange of property required by the FCC by order or as a condition to the granting of any application for a construction permit, for the transfer of control, or for the assignment or renewal of any license, shall, if the taxpayer elects to have the benefits of this section, be treated as an involuntary conversion of such property subject to subsection (f) and the part of the gain, if any, which is

recognized after the application of such subsection shall nevertheless not be recognized to the extent that it is applied to reduce the basis for determining loss upon sale or exchange of property, of a character subject to the allowance for depreciation under section 28. (1), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the Secretary.

The election of the taxpayer to have the benefits of this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before Jan. 1, 1944, by a statement to that effect filed within six months after the effective date of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations by the Commissioner with the approval of the Secretary) and such election shall be binding for all subsequent taxable years.

OWI News Chief

APPOINTMENT of Dowsley Clark as chief of the News Bureau of the OWI Domestic Branch was announced last week by Palmer Hoyt, OWI Domestic Director. Mr. Clark succeeds Charles L. Allen, who is returning to Northwestern U. where he is assistant dean and director of Medill School of Journalism. Mr. Clark was formerly assistant to the regional director of the War Production Board in Chicago. Previously, he headed the OWI regional office in Minneapolis, which was abolished last summer along with other field operations.

Tubes for Civilian Receivers Are Scheduled by the WPB

EFFECTIVE ACTION in the civilian radio tube problem is now guaranteed in the announcement last week by the WPB Radio & Radar Division of a definite program for the production in the first quarter of 1944 of at least 4,500,000 critical types of tubes.

These tubes, for household sets, are being scheduled for production in sizable quantities by plants best equipped to make them, the Domestic & Foreign Branch of Radio & Radar Division said.

It is pointed out that this civilian tube program may not be a complete solution for the home set maintenance problem, but it should put back into service thousands of sets which have been "blacked out" by the inability of their owners to secure needed tubes, according to WPB. It is expected that the tubes will continue to reach civilian outlets in increasing quantities as the new program gets under way.

HEATH, HAMMOND DUNLAP PROMOTED

IN A REALIGNMENT of promotion and public relations executives, RCA and NBC announced last Thursday that Horton Heath, director of advertising and publicity of RCA, moves to NBC where he becomes assistant to Frank E. Mullen, vice-president and general manager. Orrin Dunlap, Mr. Heath's chief assistant, takes over as RCA director of advertising and publicity, Mr. Heath's post.

Appointments are effective Jan. 1. Charles Parker Hammond becomes NBC director of advertising and promotion, succeeding Charles B. Brown, who on Jan. 1 becomes advertising director of the RCA Victor Division of RCA [BROADCASTING, Dec. 13].

Graduating from Cornell U. in 1931, Mr. Hammond was associated with three publications before joining the Bureau of Advertising of the American Newspaper Publishers Assn. He started on the editorial staff of the *New York World*, later moving to the *New York Post* and subsequently to the *Literary Digest*. During his association with the ANPA bureau of advertising, Mr. Hammond was for two years promotion manager, and then became assistant to the research and promotion director, a post he held until Jan. 1, 1943 when he joined NBC.

Cities Service Renews

CITIES SERVICE Co. has renewed its contract with Lucille Manners for her eighth year on the *Cities Service Concert*, heard on NBC Fridays 8-8:30 p.m. Contract was negotiated through the National Concert and Artists Corp. Foote, Cone & Belding, New York, is agency.

Lysol Spot Series Ties in With Flu

L & F Announcements to Run Until Epidemic Passes

LEHN & FINK Corp., New York, will advocate the use of Lysol as a household disinfectant in a projected spot campaign tying in with the flu epidemic. Schedule was still incomplete by the middle of last week due to the shortage of availabilities in the markets selected, but it was expected to start sometime this week, according to Lennen & Mitchell, New York, agency handling the product. L & F used spot radio for Lysol for similar emergencies in the past, such as the Mississippi flood.

An important and little-known fact about the flu virus is brought out in the live announcements which will run one to three times daily about five days a week on stations in from 15 to 20 markets throughout the country, if the schedule goes through as planned.

Runs Week-to-Week

Urging householders to use Lysol in "laying" the dust in the home, the commercials point out that the flu germ dispersed by a cough or sneeze can remain active for as long as six weeks as a source of infection to those in the home. Campaign will run on a week-to-week basis, until the emergency is considered passed.

Pending start of the spot campaign L & F on Monday, Dec. 20 inserted a cow-catcher for Lysol on *Blind Date*, BLUE program used to promote the company's Etiquet deodorant and Hinds Honey & Almond Cream. Hitchhikes or cow-catchers for the disinfectant will be included in this series from time to time as long as the situation warrants it, according to Wm. Esty Co., New York, agency handling the BLUE program for L & F. Starting Dec. 17, and continuing through Feb. 28, the program promotes a new L & F kit, "Hinds Beauty Bargain", it was learned.

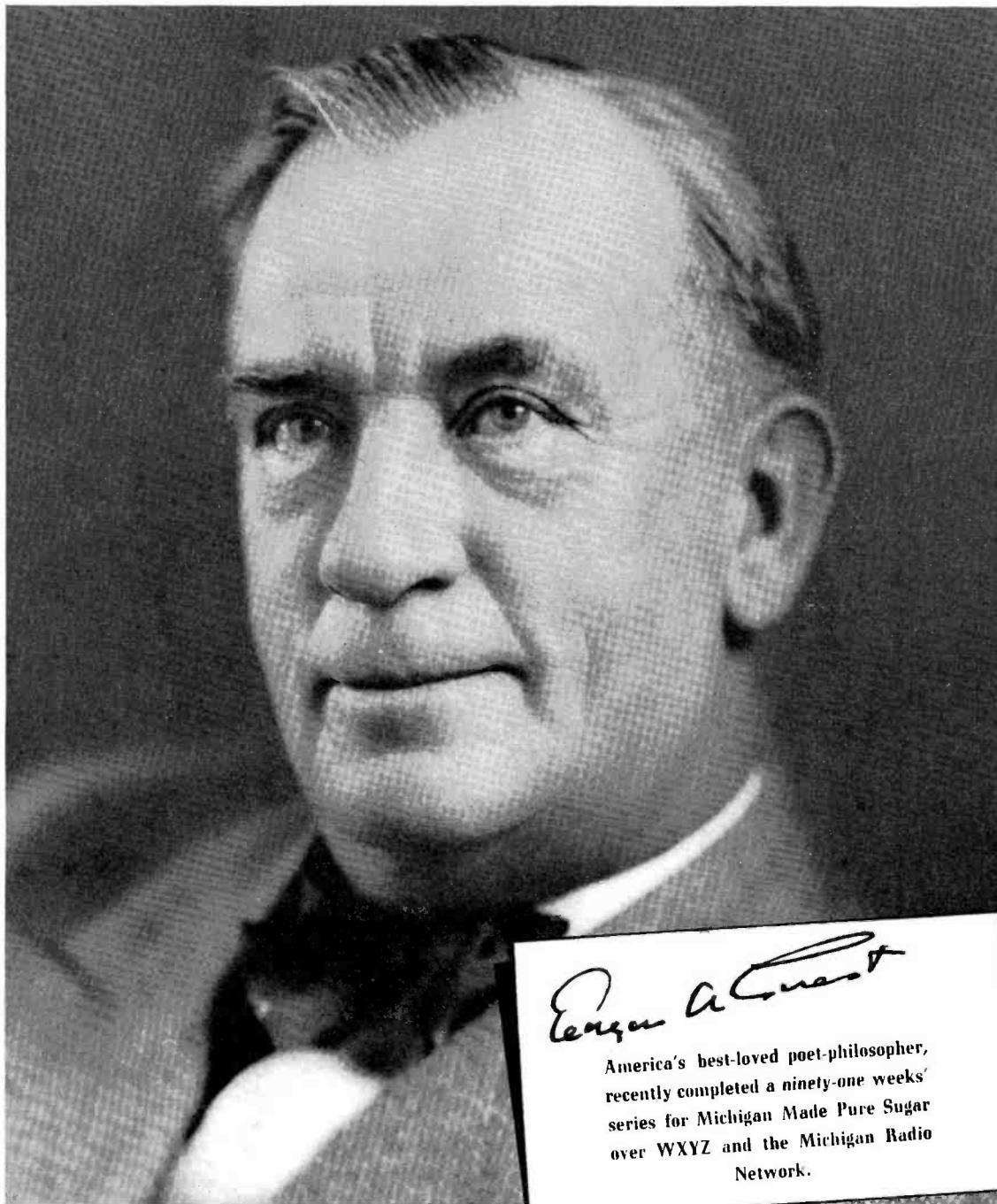
Groups Meet OPA

OPA announced last Thursday that its Radio Receiver Tube and Battery Manufacturers' industry advisory committees met Dec. 15, 16 in Washington to discuss control of price levels in the fields. Chairman of the tube committee is M. F. Balcom, vice-president of Sylvania. A. E. Barash, of Bright Start Battery Co., was temporary chairman of the second committee.

Censorship Denial

THREE Washington sources stated last week they were not familiar with reported plans to censor speculative stories dealing with a second front in Europe. President Roosevelt, Office of Censorship and War Dept. all stated they were not aware of the purported plans to ban broadcasting and publication of such stories.

national figures presented **LOCALLY**
... make **WXYZ** a great station!



Eugene A. Cuneo

America's best-loved poet-philosopher,
recently completed a ninety-one weeks'
series for Michigan Made Pure Sugar
over WXYZ and the Michigan Radio
Network.

Time Sales to Continue Upward in 1944

Music and Limits Of Clock Are Problems

(Continued from page 9)

tobacco products account for most of radio's income and form a solid base that goes on through war and peace, good times and bad. The tax situation is favorable to advertising and apparently will continue to be. The shortage of paper has produced a rationing of publication space that has encouraged many advertisers to make initial or increased expenditures in radio.

During 1943, networks have had a rush of institutional business, resulting in the sponsorship of even such supposedly untouchable programs as the 12-year-old New York Philharmonic Symphony Sunday afternoon concert broadcasts on CBS, which since last May have been presented under the aegis of U. S. Rubber. General Motors is now sponsoring the NBC Symphony broadcast and Allis-Chalmers Mfg. Co. on Christmas began sponsorship of the Boston Symphony Orchestra on the BLUE.

Selling Copy to Return

None of those companies have much, if anything, to sell to civilians. Neither have most of the other institutional advertisers who have turned to radio to keep their names alive until the time when they can again turn to the manufacture of peace-time products. But a reversal has started and it should continue at an accelerated pace during 1944, when we may begin to see some of these advertisers change their commercials from institutional to straight sales copy.

The institutional advertisers who are using radio include a number of organizations with public services to promote, such as the Electric Companies Group, now using CBS' *Report to the Nation*, or the Council on Candy as Food in the War Effort and the American Dairy Assn., both with Sunday quarter-hours on NBC. These programs are likely to continue into the post-war era with unchanged listener approach.

Spot Increase Noted

In the national spot field, 1943 saw acceptance of this medium as a regular means of advertising by the motion picture industry, with a number of the big picture producers who formerly used spot radio only on rare occasions now including a spot campaign in the exploitation program for each new picture. Otherwise, national spot in 1943 was pretty much a "more of the same" affair, with some new brands of foods, vitamins, cough drops and other package goods entering this field and increased use of spot by old advertisers.

On a local or regional basis, ra-

dio was used widely and with considerable success to broadcast "help wanted" or "classified" copy. In all parts of the country war plants have advertised extensively for more workers via radio, ranging from such giant organizations as U. S. Rubber and Bethlehem Steel to a local biscuit baker in Pennsylvania. Department stores have used local campaigns to recruit help for the Christmas rush.

The "used-car" buyer, broadcasting his appeals to A-card auto-owners to sell their cars to war workers requiring them for transportation, is another radio advertising war baby that has produced much station revenue in 1943. In New York, legitimate theatres, motion picture houses, restaurants, night clubs and summer resorts have been more active in radio than in former years.

Spots Lighten Fare

The over-all increase in spot business has had some effect in breaking up the solid formula of one-minute announcements which to many advertisers has been synonymous with spot radio. Chain and station breaks have been widely used by advertisers who could squeeze their commercials into 20 or 30 seconds. The Rinso White spots are a good example of this.

Other advertisers have purchased five-minute or quarter-hour news programs, with a number of station representatives reporting news availabilities almost as difficult to get as one-minute announcement time. An increased use of participations and of five-minute or 15-minute segments of musical clocks and other locally produced programs was reported. Several reps said that the spread of local rating reports, showing the comparative audiences of all stations in



GLOBAL TALES are told by Maj. Paul Clark (r), engineer on leave from the NBC Central Division, to his former boss, Howard C. Luttgens, chief engineer for NBC in Chicago, about his adventures in the South Pacific war theatre. Maj. Clark, as radio officer of the U. S. Army forces, travelled more than 20,000 miles in keeping communications open in that arena.

the community, supply proof of audience and have helped them to sell these station shows.

The settlement of the musicians' strike against most of the transcription companies has not yet resulted in any such transcription campaigns as Coca-Cola's *Singin' Sam* was before the AFM walkout in 1942, but it is probably too early for any such to appear. A few of the daytime serials are again being transcribed from the network studios for supplementary use in other markets, however.

Status of 'Overflow'

Difficulty of time clearance on major stations in major markets has produced a volume of "overflow" business for secondary stations and markets, a trend which some representatives expect to grow in 1944. Several agency radio men, however, expressed disappointment with results produced by these small stations and predicted that their accounts might switch to network programs if better spot time does not become available. The representatives of small stations, to the contrary, stated that most of their advertisers are renewing and that results are generally considered satisfactory when compared with those from major stations on a cost basis. One rep predicted an increase in availabilities for national advertisers after the first of the year, when local merchants have concluded their annual pre-Christmas radio campaigns.

Indicating the difficulty of obtaining one-minute announcements, two New York stations reported a complete sell-out of this kind of business. One of these stations said that in 1943 it turned away 30% more announcement business than in 1942, with both years sold solid, a new contract invariably becoming effective whenever one expired.

Sees Plenty of Time

A contrary view was expressed by another New York broadcaster who declared that the war had killed the belief that radio was limited by the clock whereas publications could always add pages. Paper shortages plus the increased demands of advertisers, he said, have forced the broadcasters to expand and revamp their former operating schedules and have proved that time formerly considered unsalable can, with good programming, produce real returns for advertisers who have been willing to pioneer. The thoroughness with which the broadcasters learn this lesson now will largely determine their ability to cope with post-war conditions, when pre-war advertisers return and the current war-time accounts will vie for station time. He added that even then a smart broadcaster need not hang out the SRO sign.

Post-war planning seems still to be largely in the front-office conference stage; at least, it has not as

yet had any visible effect on the buying of radio time. Executives of major food, drug and automotive companies agreed with agency, network and station sales executives that most post-war plans are rather nebulous at the moment, although there were some statements of specific plans for expanding both distribution and advertising on an international basis as soon as feasible after the end of the European part of the war.

In the drug field, for example, it is interesting to note that the Proprietary Assn. of America, as a part of its annual meeting, to be held in New York in May, has scheduled an advertising clinic at which representatives of radio, newspapers, magazines and possibly other media will be invited to present plans for post-war advertising by the drug industry. Drug companies which entered Latin American markets earlier, expanded their advertising in those countries last year, with Sterling Drug, for example, now using announcements and/or programs, as well as newspaper schedules, in every major market below the Rio Grande.

Possibly of post-war significance is the realignment of major accounts among agencies during the last few months. Especially conspicuous are such companies as Chrysler, Ford and General Electric, all faced with major conversions from war to peace production as soon as fighting ceases and all companies which have recently made drastic alterations in their agency line-ups.

One electric supply and electronic company is beginning work on its post-war problems by launching an extensive spot campaign and delegating to its salesmen the task of contacting local stations throughout the country, giving its men a chance to become acquainted with local markets as they set the radio plans.

Unrationed Foods Pushed

Food companies for the most part reported increased radio expenditures in 1943. The only effect of the war on their advertising seemed to be a promotional emphasis on such unrationed items as cereal, coffee, bread and soya products. One agency executive pointed out that if the war in Europe should suddenly end early next year, distributors of such staples as sugar, flour, dehydrated soups and vegetables might be forced to curtail domestic advertising because of the quantities of these goods which would be sent abroad to feed the European peoples.

No significant changes in time buying or program plans as a result of economic or governmental trends were noted by the advertising agencies, except that the general increase in time and talent budgets is probably due in some measure to the present favorable

(Continued on page 22)



Surrendered... to an old radio transmitter

Italy was tottering . . . collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless . . . unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate . . . a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid a tribute to Americans and to American Radio. "They've accomplished in one day,"

he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service . . . of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam . . . for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.



BASIC STATION
COLUMBIA BROADCASTING
SYSTEM

G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

After who'll buy what

SO it's going to be a platinum-lined, plastic-coated, helicopter-flying Post-War World?

Maybe it is...when things get settled down. But this much we know *now*.

Comparing pre-war competition to post-war competition is like comparing muted violins to a brass band.

The Manufacturing Plant of America will be tremendous. Competition will be keener than ever before. Vastly expanded war plants will cast about *into other industries* for new outlets and markets.

New methods, new products, new materials, new packages *and new names* will come into being. The American consumer will have a greater choice, greater variety, better quality and eventually lower costs than ever before.

Nobody can hold back the hands of the clock of Progress.

Just as new and greater products and trade marks came out of World War I, they will come out of World War II.

Just as older, solidly established companies and products were outrun after 1919, so they may be outrun after this war.

Who'll buy what, from whom?

Scarcities of consumer goods, by bringing on an artificial *seller's market*, have lulled many a manufacturer into a blissful dream.

Where once people weighed, sifted, compared and shopped, now they must take almost anything they can get in many lines.

But after the war? Competition will turn the picture upside-down. Post-war competition will put the *buyer* in the saddle, with the whip of supply-and-demand in his hand.

And the manufacturer whose advertising fails to *get out and dig* (no matter how good

Ruthrauff & Ryan Inc.

ADVERTISING

the War ...from whom?

the product) may well starve in the midst of plenty.

When the going was tough

The progress of Ruthrauff & Ryan was greatest during the "depression years." Against all economic trends and business conditions, the billings of this agency *climbed* from 1929 (when we already had been in business 17 years) through 1943.

Today our business is five times the 1929 figure . . . and our own progress is the reflection of our *clients'* progress.

In the successes of our clients, as well as in the factual, down-to-earth Ruthrauff & Ryan story, you may see new light on your own post-war problems . . . how your own advertising may be geared to your production, to meet the post-war brass-band competition.

We would welcome the opportunity of telling you this story.

OFFICES IN

NEW YORK

DETROIT
ST. LOUIS
CINCINNATI
HOLLYWOOD

CHICAGO

SAN FRANCISCO
SEATTLE
HOUSTON
TORONTO

Clients of RUTHRAUFF & RYAN

Acousticon Hearing Aids	Lever Brothers Co.: Rinso,
Allen Edmonds Shoes	Spry, Lifebuoy Health
Alligator Raincoats	Soap, Lifebuoy Shaving
Allstate Insurance	Cream, Covo
American Airlines	Lever Brothers Ltd. (Canada):
Auto-Lite Batteries	Rinso, Lifebuoy, Lifebuoy
Auto-Lite Spark Plugs	Shaving Cream, Sunlight
Autopoint and Realite	Marcus Campbell Co.,
Pencils	Publishers
Bay Manufacturing Co.	Arthur Murray School of
Bild-A-Set Toys	Dancing
Binyon Optical Co.	Noxzema
'blue coal'	Oshkosh B'Gosh Overalls
Blue-Jay Foot Products	Pall Mall Cigarettes
Bozeman Canning Company	Palm Beach Suits
Bromo-Seltzer	Prest-O-Lite Batteries
Brown-Forman Distillers	The Quaker Oats Company:
Corporation: Old Forester,	Quaker Oats, Mother's
King Black Label and	Oats, Quaker Oaties and
Early Times Whiskies	other cereal products
Canadian Pacific Railway Co.	Radio Corporation of America,
Chrysler Corp.	Radios, Phonographs,
(Dodge Div.)	Television Instruments
Dodge Passenger Cars	Red Arrow Proprietaries
Chrysler Corporation	Reliance Mfg. Co.
(Institutional)	Rhythm Step Shoes
Dictograph Interior	Robt. Reis and Co.
Communication Systems	Ruppert Beer and Ale
H. Fendrich, Inc.	Savings Banks Association
Florence Stoves	of State of N. Y.
French Lick Springs	S. A. Schonbrunn & Co., Inc.
G. Washington's Instant	Southern Select Beer
Coffee and Cafémelo	Sterling Beer and Ale
The Gilmore Oil Co.	Toledo Steel Products Co.
The Globe-Wernicke Co.	U. S. School of Music
Goodall Fabrics	Universal Zonolite
Griesedieck Bros. Beer	Insulation
Interstate Brewery Co.	Virginia Dare Wines
Ken-L-Ration Products	Wadsworth Watch Case Co.
Krim-Ko	Wheeler-Osgood Lumber
La Corona Cigars	Products
	Wolverine Work Gloves
	and Work Shoes
	Wm. Wrigley Jr. Co.

(Continued from page 18)

tax situation. One agency said it was lining up network replacement shows for the war-flavored programs it now sponsors, so that a replacement can be made without fumbling or delay whenever world events may require.

New Products Expected

A large percentage of advertisers now on the air are known to be developing new products which can be introduced to the public in the post-war era on either the sponsors' current or new programs. The Government has already released some manufacturing plants from their war commitments and permitted them to resume the production of goods for civilian consumption, a trend that is expected to develop rapidly in 1944. Optimistic reports that tires for civilian motorists will be on the market by spring were current in New York last week.

War's end, even conclusion of the conquest of Germany, will undoubtedly increase competition among advertising media as well as products advertised. Paper will be less limited, FM and television stations will spring up to offer time to advertisers, but few of those interviewed by BROADCASTING had any fears that increased competition would for years to come be large enough to offset the increased business radio will immediately receive.

Political business, usually a major industry topic of conversation on the eve of a Presidential election year, was not mentioned by any broadcaster until asked about it. Consensus was that in 1944 it will be more of a problem than a profit, as candidates usually want their major speeches broadcast at time, generally a mid-evening hour, that has been sold to a commercial sponsor. The latter grudgingly gives up the time, leaving the station or network apologetic without adding a dime to its income.

CHICAGO

By JAMES J. MCGUINN

THE SHAPE of things to come casts a large shadow on radio in 1944, according to opinions gathered from agency, sponsor, network, representative, station and technical leaders in Chicago, who base their beliefs on experiences of 1943.

That sponsors are spending money that could otherwise go into the excess profits tax, is generally agreed upon, but other factors are brought out to account for the 1943 upsurge and the anticipated 1944 boom. One reason cited is that newspaper space is at a premium. Another that sponsors are devoting 50% of their commercial time to the promotion of war effort material. Still another is based on what happened after World War I to products that failed to keep their names before the public.

One agency man asserted that



RADIO'S FIRST ship-wrecked station transmitter stands precariously at left, after the Dec. 9 65-mile gale had lashed the California coast. Two of the large purse-seine boats were blown to within a few feet of the KDON Monterey transmitter house on the beach, and several smaller boats jammed the pilings around the house and tore away the bracings. No air time was lost, and the antenna's structural strength and operating efficiency were not impaired.

"advertising will continue regardless of the fact that demand outweighs the supply," adding, "This war isn't going to last forever, and all large establishments are anxious to keep their trade names alive. The market is flooded with substitute products which I believe will go out of business in normal times and competition. For instance, certain chewing gums. There's no quality, but there is quantity. Even with advertising, products like that won't stand up.

"Companies aren't buying time just to spend money. There is a real and necessary need for advertising now."

Compete for Media

As for changes in merchandising and promotion, John A. Martin, advertising manager for Montgomery, Ward & Co., Chicago, who places 5½ million dollars worth of advertising for his company annually, declared:

"Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising miraculous new products to blossom out after the war, the public will not be much surprised to learn that these products will not be available immediately. Firms will manufacture the last model they turned out, until manufacture can catch up with new ideas.

"Many industries have advertised extensively in order to relieve their tax output, I believe. On a trend from net to spot or vice-versa, I don't think there has really been a shift. The well-known establishments are continuing with their usual radio programs, and recent entrants in the business world have snatched the available advertising media."

Sidelight on the sponsors' reaction to availabilities were observations by George Duram, media director and radio time buyer, H. W. Kastor & Sons, Chicago, who said, "From all indications our advertisers expect to use just as much radio time in 1944 as they have this year. Significant for 1944, too,"

he added," is the increasing trend of seasonal advertisers to stay on the air for 52 weeks in order to keep their time."

Would Clear Option Time

June Rollinson, timebuyer for the Russel M. Seeds Agency, Chicago, revealed a trend from spot advertising to network time. "Sponsors are buying larger network accounts," Miss Rollinson said. "For the most part companies are influenced by taxation in their budget boost. Radio is packed at this time. The only way out that I can see would be a clearance of station optional programs."

Howard H. Wilson, Chicago station representative, maintained there has been no change in the listener reaction to radio. Said he, "Business is good. All the stations are filled to capacity. As for programs, the public is news conscious. Sponsors manufacturing materials now unavailable will continue to promote goodwill. Many are setting up patterns to fit immediately on cessation of war into their plans for advertising post-war products."

Program Changes

However, an indication that the public taste in programming is changing was brought out by Walter Preston, program director of CBS' Central Division, who said, "The public seems more interested today in education than ever before. Music, too, seems to be undergoing a change, with a definite trend being exhibited toward 'sweet' music, and so-called 'hot' bands recently adding string instruments to their orchestras."

E. R. Borroff, vice-president of the BLUE and general manager of its Central Division, saw no indications that sponsors or agency heads were influenced at this time by Washington rulings or wartime uncertainties. "Sponsors," he said, "are buying more shows and larger networks, the latter probably due to the fact that all networks are endeavoring to extend the service of high grade sponsored programs to all their affiliates."

As for listeners' reaction to radio, Mr. Borroff stated, "If there is any change in the reaction of listeners to radio it would be that listeners now devote more time to their radios than ever before." He continued, "I feel there is a trend to the period time as against spot broadcasting wherever sponsors' distribution warrants. There will always be many advertisers who must use spot broadcasting to solve their particular problems.

"The outlook for radio in 1944 is excellent. There will be a trend toward preparing for FM and other developments following the war."

Client Service Needed

Harry C. Kopf, vice-president in charge of the NBC central division directed attention to the significance of the 1943 sales record in view of the fact that radio has given more freely to the war effort than any other advertising medium. Every network show and the great majority of local station programs are devoting part of their time to some vital government message. For the most part, these hundreds of thousands of messages are being written by the advertising agencies. Last year, he said, over half a million individual programs carried war messages, while stations themselves broadcast several million war announcements between programs. The value of the radio time and talent contributed this year will be over \$100,000,000.

Mr. Kopf also spoke of the thousands of programs of all types which have been sent to members of the armed forces all over the world, to which advertisers and agencies have given generously in time and talent.

Saying that 1944 is likely to be "another very good sales year" Mr. Kopf noted that promotion methods in radio are undergoing a change for the better, "a proof of the stabilization of this vigorous infant industry." He said that stations are now finding that they can render their clients effective assistance which can be increased, although not to the point where it will become economically unsound. "The stations are becoming concerned," he said, "about the retailers in their respective territories, and the manner in which their clients' products are moving through them into the hands of the consumer."

(Continued on page 26)

Record Mission

MISSION completed, Niles Trammell may now tell "all" about his military assignment in North Africa. The NBC president lugged a large, mysterious box on his globe-girdling jaunt, and everyone was wondering about it. Turned out to be a recording sent from Gen. Carl Gray to Stanley Hubbard, president of KSTP Twin Cities for a Christmas season broadcast. The record, produced in North Africa, is of the general and the Railway Chorus, and was aired on KSTP Dec. 18.



KXOK

Broadcasts St. Louis Symphony Concerts...

CONDUCTED BY VLADIMIR GOLSCHMANN

On the evening of Thanksgiving Day, KXOK listeners heard the premiere performance of the St. Louis Symphony broadcast series. This world renowned symphony is conducted by the famous Vladimir Golschmann.

The first broadcast of this sponsored weekly series... heard exclusively in St. Louis on radio station KXOK... reflects the best in musical talent and taste for radio listeners.

It reflects, too, the wholehearted confidence of the program sponsors in KXOK... the only St. Louis radio station over which these weekly symphony concerts can be heard.

ANOTHER FIRST... THE ST. LOUIS SYMPHONY EVERY THURSDAY NIGHT ON KXOK

KXOK

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

630 KILOCYCLES • 5000 WATTS • FULL TIME • BASIC BLUE NETWORK



FMBI's Convention January 26 To Speed Post-War Planning

**Fly, Armstrong Will Address Group in New York;
Meeting Is Open to All Interested Persons**

TO GET FM off to a flying start as soon as war restrictions are lifted, FM Broadcasters Inc. will throw open its annual convention in New York Jan. 26-27 to all those interested in the medium. FCC Chairman James Lawrence Fly will address the meeting at the luncheon session Wednesday Jan. 26.



Mr. Damm In an open letter last week, Walter J. Damm, FMBI president, said the meeting is designed to make available "to all those interested in this new medium a forum and roundtable discussion."

Full Information Is Good

The convention will be the fifth annual meeting of the association. Greater interest has been aroused in FM in recent weeks than at any time as a result of postwar planning discussions of broadcasters and manufacturers. Moreover, the war trend has tended to accelerate interest. FMBI membership totals 73, of which 63 are active and 10 affiliates. The latter are equipment manufacturers.

The main purpose of the meeting, Mr. Damm stated, is not so much to take care of the association's business, but rather "in view of the tremendous strides made in FM and the promises for its future development" of making available full information on the medium.

"It is becoming more evident every day that those planning to take part in the future of FM need to begin making their plans now," he said. "It is also evident that there is a great desire on the part of the many people who have heard about FM for a more detailed and intimate contact with those who have pioneered and with those manufacturers who will produce the transmitters and receivers of the future."

To bring together all interested parties, Mr. Damm stated, the New York meeting will be open to everyone, irrespective of how remotely interested in FM they may be. The convention will be at the Commodore Hotel. Registration fee is \$10 per individual. Advance registrations should be sent Mr. Damm at 333 West State St., Milwaukee 1, Wis., before Jan. 15.

The annual meeting will open at 10 a.m. Wednesday, Jan. 26 with a report by President Damm, a legislative review by Philip G. Loucks, FM general counsel, and an engineering review by C. M. Jansky Jr.,

consulting engineer to FMBI. There also will be a discussion on receiver and transmitter manufacturers' future FM plans. Maj. Edwin H. Armstrong, FM inventor and pioneer, will discuss "FM—What, How and Where" featured in an address. Dr. W. R. G. Baker, vice-president of General Electric Co. and chairman of the recently created Radio Technical Planning Board, will address the meeting on "FM and the RTPB."

At the Tuesday session there will be a roundtable discussion on FM, participated in by Messrs. Armstrong, Jansky, Loucks, Damm, John Shepard 3d, president of American Network Inc., FM chain project, and an engineering official of the FCC to be named. This will be followed by the annual meeting of FMBI, restricted to members only and by a directors' meeting.

Business to be discussed at the annual session includes election of directors to succeed Messrs. Damm, Shepard and George Lang, chief engineer, WGN Chicago, and amendment of the dues section and membership eligibility section of the by-laws. The recommendation for change of dues would provide \$300 a year for the first license or permit issued or for the first application filed with the FCC; \$200 for the second license or permit; \$100 for the third and each subsequent license or permit. These changes would become effective as of Jan. 1, 1944.

Associate members would pay annual dues of \$25 for each non-commercial or educational license or permit, while affiliate members would pay annual dues of \$300. The board of directors would be authorized to levy special assessments against active members to

Joiners

THEY'RE joiners at WTCN Minneapolis-St. Paul, a recent tabulation shows. Seven staff members belong to 31 fraternal and social organizations and, according to station information, they're all active on club committees.

4-A Newspaper Coverage And Market Report Issue

NEWSPAPER coverage figures for the 73 major cities of the United States of over 100,000 population have been made available through the publication of Vol. 12-B of Market and Newspaper Statistics by the American Assn. of Advertising Agencies, 420 Lexington Ave., New York, N. Y.

The 4-A report covers newspaper audit figures to March 31 and June 30, 1943. Included are the latest figures on population, number of occupied dwelling units, income tax returns, audited newspaper circulations, lineage, retail rates, general rates, the differential between retail and general rates and analysis of those sections of the ABC Audit reports which deal with circulation inducements.

This report is compiled under the direction of the 4-A committee on newspapers, of which H. H. Kynett, of the Aitkin-Kynett Co., Philadelphia, is the chairman and Lester H. Malitz, of Warwick & Legler, New York, is vice-chairman. Copies are \$6 to other than 4-A members.

defray expenses exceeding regular dues. These assessments would be levied in direct proportion to annual dues and the total amount levied in any one year would not exceed 50% of regular active membership dues.

Eligible for active membership would be any individual, firm or corporation licensed to operate a commercial, experimental or developmental FM sound station or who has been granted a permit to construct such a station, or who has filed an application with the FCC for authority to construct such a station.

TIME TO WAR FUND SET AT \$1,318,000

VALUE of time and talent contributed by the radio industry during a five-week period in October and November for the National War Fund campaign was estimated last week by the OWI Domestic Radio Bureau at well over \$1,318,000. The OWI estimate was based on programs scheduled under its various allocation plans and does not include radio appeals carried after Nov. 8 to tie in with local War Chest drives.

OWI scheduled 242 network programs, 6 national spot programs on 281 stations, 9 special assignments, and 56,133 local announcements on 891 stations. The Bureau estimated that approximately 600 million "listener impressions" were obtained from these broadcasts.

Staff members of the Bureau monitoring the network programs reported the campaign received unusually fine treatment. The monitors rated two-thirds of the messages either "good" or "excellent" and declared them "accurate, interesting and persuasive."

The campaign was launched to help 17 national and thousands of local welfare agencies raise their 1943 goal of \$125 million.

Krank's Campaign

CONSOLIDATED ROYAL Chemical Corp., New York, on Dec. 13 started promotion of Krank's shave cream with a six-weekly five-minute sports program on WHN New York. Titled *In Opposite Corners*, the series features Bert Lee and Marty Glickman, sportscasters, in an exchange of views on sports topics and personalities. Contract is for 18 weeks. Firm also started 10-minute participation in Alan Courtney's recorded music program on WOV New York Dec. 14, and recently signed for spots and news programs on Chicago stations, and for *Ten O'Clock Wire*, a news program on CBS' West Coast stations. Arthur Meyerhoff & Co., Chicago, is agency.

VIDEO GROWS

**Lever Bros. and Firestone Start
Programs**

GROWING INTEREST in television is evidenced by leading commercial firms starting regular video programs within the last six weeks. Two of radio's oldest advertisers, Lever Bros., makers of Lux soap, and Firestone have started television programs in New York. Other sponsors already using the medium are Bulova, Kirkman's soap, Adam Hats, Spry, and Botany Worsteds.

Many of the advertising agencies have had television staffs in readiness for some time and the whole broadcast industry is stepping up post-war television plans. The G-E symposium in November, attended by radio and newsmen, televised an edition of a newspaper on its WRGB video station. Niles Trammell, NBC president, at a Senate Interstate Commerce committee hearing last week asked for freedom from government restrictions in television broadcasts.



COMMEMORATING Pearl Harbor Day, the entire staff of WWL New Orleans visited Red Cross Blood Bank to donate blood and broadcast description of the proceedings. Holding the microphone is Ed Hoerner, program director, who is interviewing John Kent, the donor. Others are (l to r): Mary Thiel, Martha Adams, George Winston, Don Lewis, Val Winter, Jim Barry, and June Thompson.



Can you see the entire picture? Who is it?
Just for fun, jot it down on your memo
pad and check with the answer next time!

Answer to preceding ad:
MARK TWAIN

The BALTIMORE BLUE NETWORK OUTLET

Buying Time

IS ONLY HALF THE PICTURE

You don't get a complete selling picture just "buying time." That's only half of it! Choosing the right station is equally important if you expect results! What is the right station? It's the station that offers you the most for your radio dollar. In Baltimore it's WCBM, where you get:

- Complete Baltimore coverage.
- A lucrative market, increasing daily.
- Distinctive programming.
- A receptive and responsive audience.
- Economical rates.

That's why it's easy to sell when you buy

WCBM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager



FREE & PETERS, INC. *National Rep.*

(Continued from page 22)

ers. By keeping in close contact with industrial organizations and the dealers, many faults in manufacturer-retailer relations are discovered which, when rectified, make a radio program more effective.

Audience listening surveys are becoming more accurate, more abundant in the type of service that they render, Mr. Kopf said, concluding that in entering the new year with the knowledge that 1943 has been exceptionally good, the industry must "strive to do an even better job in program planning, time sales, research and promotion."

PHILADELPHIA

WAR-TIME rations for Philadelphia radio stations and advertising agencies in 1943 exceeded the wildest dreams of the most optimistic. And with the war status remaining quo, prospects for 1944 are even greater than they have ever been at the start of any one year. It is appreciated, of course, that a boom-town cycle has made war-working Philadelphia one of the richest markets in the country.

Apart from the manpower problem, somehow overcome in every instance, the chief concern of every station is in trying to squeeze in more than 60 minutes to the hour and perhaps stretch the day to exceed the 24-hour limit. It has become impossible to grant preference or priority for the tide of spot announcement campaigns, both local and national, that has flooded Philadelphia in the past year—and the tide threatens to flow even higher in 1944.

'Brotherly Love'

However, both agencies and sponsors have come to appreciate station problems and no ill-feeling is being bred. Agency and sponsor consider it enough if the station can accept the campaign. Stations have even found it necessary to curb program clearances for identical sponsor products for the duration. And again, the condition has been accepted as an emergency situation.

Should the war come to an end before the new year runs its course, the general feeling among station and agency executives is that the sudden shift will only create a greater rush of air-time buyers.

While depleted inventories may affect many local retail accounts in 1944, station executives believe that there will be new accounts eager to take up any available time.

When some retailers had to drop out in 1943 because of lack of merchandise, the loss was more than made up for by the influx of "used car" business—a type of account stations never dreamed of a year ago.

For the new year, stations expect an influx of new—and returned—business from the soft-drink accounts. Absent from the air in 1943 because of sugar shortages and the gasoline situation affecting shipments of product, the soft-drink manufacturers are once again inquiring about radio. Sugar is now available to them in greater quantities; the gasoline crisis has



WINNER OF TROPHY awarded the station judged to have given the best promotion to the WAC recruiting drive which ended Dec. 7 was KGO, BLUE Network station in San Francisco. Station conducted a month-long concentrated push for WAC recruits. Corp. Doris Davis, of New Orleans, presents the trophy to Don Searle, general manager of KGO.

been eased somewhat. The 7-Up Bottling Co., one of the first to leave the air because of the war, has been one of the first to return to radio.

New Friends

Hundreds of war plants in the Philadelphia area have come to rely on radio to put across their "help wanted" appeals. The manpower situation in war plants remains most critical, and it is expected that the factories will make even greater use of radio in search for new workers. In peace time, most of these plants were cold to radio. Now using the medium for the first time and finding the results satisfactory, it is a virtual certainty that most of these concerns will think of radio as an advertising medium when they convert back to peace-time production.

Highly significant is the turn-about-face on radio by Philadelphia department stores. The "ice" has been broken, but only in a small way. No longer do the advertising managers at the department stores look upon radio as a "racket". In the last months of 1943, time was purchased by every large department store in the city except John Wanamaker's. The stores, at first using scattered spots in connection with special sales, are now sponsoring regular program series. The new year, it is predicted, will find these stores won over entirely to radio, bringing a rich new source of revenue.

Still another significant commercial advance in 1943 has been the time-buys of the motion picture companies. Heretofore, radio was content to get paid in passes for the free time it gave to motion pictures. Now radio has proved that it can do a major selling job for motion pictures, and with the business definitely credited to radio, the medium has been sold 100%. The new year is sure to find Hollywood making even greater use of radio to promote and exploit its picture openings.

Can such a "bubble" burst with the cessation of hostilities? Philadelphia denies it is a "bubble;" holds on the contrary that radio has come of age.

LOS ANGELES

By DAVID GLICKMAN

HOLDING a mirror up to the past 12 months on the Pacific Coast and peering so far as we may into the future, the coastwise radio picture in general shapes up as one peculiar to that region. In retrospect, no group of stations can match the prosperity enjoyed by those in West Coast metropolitan centers during the past year. The same can be said of stations in secondary markets. Again considered in terms of an area, the West Coast is least likely to be affected by a sudden end of the European war. Cessation of these hostilities will merely mean shifting emphasis to the Japanese theatre of war. Pacific Coast defense industries will maintain their present active level of production. There will be no post-war aspect to West Coast conditions with end of war in Germany. Proximity of this coast to the Pacific theatre of operations alone will tend to prolong its status as a military zone. This in a nutshell sums up opinions gleaned from key station and network operators, representatives, agency account executives and time-buyers.

More Consumers

Translating the regional economic picture into terms of consumer buying power, the trend is patent. While there has been no large increase in per capita buying, there is a greatly increased buying population. In 1940 there were 9,735,262 people in the three states bordering the Pacific. Today the total is close to 12,000,000, despite the fact that the three states have given their full quota of young men to the armed forces. This increased buying population will continue to be centered on the West Coast after end of the war in Europe and during the continued Pacific phase of World War II. The West Coast has more buying dollars per capita than elsewhere in the country and the shrewd national advertiser is aware of the implications. Along with shift of his attention to the West Coast has come an awakened interest on the part of national advertising agencies. Nearly a dozen such agencies with headquarters in New York and Chicago have established branch offices in either Los Angeles or San Francisco during the past 18 months. In a few instances new offices have been opened in both cities.

Expect Sponsors to Continue

Although no one in radio or the advertising agency field was willing to hazard a guess as to what 1944 might bring specifically, they all express confidence that clients will continue to buy time as long as it is available. It was pointed out that many advertisers do not have to worry about direct selling effectiveness. Their problem today is to keep brand name and trademark before the consumer public. It is the consensus of station operators in outlying districts that manufacturers cannot afford to forget importance of secondary markets in the post-war period when advertising again becomes the lever for wide distribution of actual prod-

KTHS Saluted

HOT SPRINGS merchants purchased more than 40 quarter-hours of time on KTHS to salute the station on its 19th birthday anniversary. Originated by the Arlington hotel, KTHS went on the air Dec. 20, 1924, with 500 w power. It subsequently was operated by the Hot Springs Chamber of Commerce and in June 1942 it was purchased by Radio Broadcasting Corp., headed by George D. Wray. Broadcasting on 1090 kc with 10,000 w days and 1,000 w nights, KTHS today is owned by John C. McCormack, Shreveport, La., with Kenneth K. Kellam as manager; Ed. Appler sales manager; and Frank A. Browne, program director.

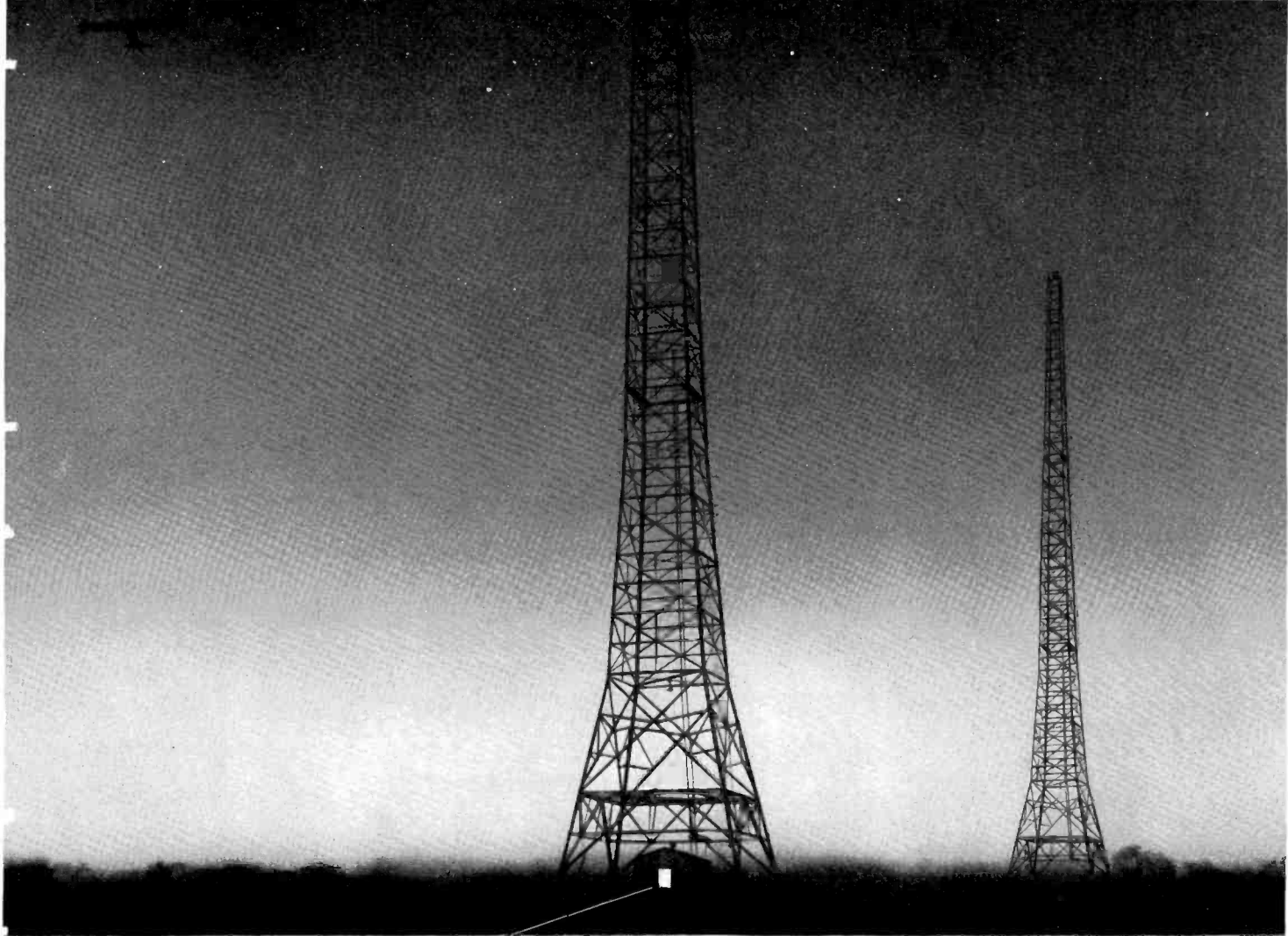
ucts. Rise in the standard of living in the rural sections has resulted in a large increase in consumer demands. Manufacturers should make the most of it, taking advantage of radio's ability not only to sell but to build good will in these areas as well, station managers declare. Consensus on status of the institutional advertiser is that he will either continue that type of advertising in the post-war period or switch to consumer advertising, having learned the value of maintaining an established spot on the air in these days of "standing room only" signs.

Materials Affect Same

If any generalization about accounts can be made, it is that established war-time appropriations are being and will be maintained during the coming year with a reshuffling of schedules to meet merchandising problems. Chief among these have been the scarcity of materials and the ever-tightening problem of distribution. Some accounts have been forced to cancel radio advertising in outlying markets which they can no longer easily service. Notable exception is Rosefield Packing Co., Alameda, Cal. (Sippy peanut butter) which has developed on a spot schedule. Prior to the war this firm had limited distribution in California. Utilizing a weekly half-hour transcribed program, *Sippy Hollywood Radio Theatre*, as part of its advertising campaign to influence buying habits in other markets, the firm today has distribution for its product in the 18 Western states.

Returning to generalization and looking ahead into 1944, no radio advertising appropriations have actually been curtailed. On the contrary, there is a predominance of long-term regional spot and network contracts, with advertisers seeking to insure their position in a medium whose availability is rapidly diminishing. Looking backwards, 1943 has seen the end of a two-year Pacific Coast cycle in which an entire series of former regional spot announcement users have turned to regional network shows. This shift is not, however,

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This Man has Heard More Radio Programs than Anyone Else in the World

HE listens to NBC radio programs eight hours a day, five days a week. And he's been doing it for sixteen years. Out in Port Washington, Long Island, where WEAJ, key station of the National Broadcasting Company, has its towering transmitters, he and another engineer report for work every morning. By the time the first program is ready to go on the air, they have checked a hundred dials and controls and instruments.

Then they start listening. Listening not as you and I do, but with a *feel* for sound. The slightest irregularity in transmission, the minutest deviation from the exact volume set for it, is detected by the expert ears of these men even before it is indicated on the dials. They correct it instantly.

It is the job of these two men, and the two who replace

them on the second shift, to just sit there and "listen to it perk." It is lonely, tiring, unexciting work. Yet it has to be done to assure the most perfect reception possible in the homes of the millions of listeners who tune to NBC all through the day.

So it's no accident that one of these four NBC engineers has been on the job for 16 years, and another for 15 years. It's no accident that even in this routine, little-known, inconspicuous phase of broadcasting, NBC has aimed for perfection.

For it is the NBC credo that no job in broadcasting is too small not to be done perfectly. This painstaking attention to every detail, this uncompromising insistence on achieving broadcasting at its best throughout, *are some of the things that make NBC "The Network Most People Listen to Most."*



—The **National Broadcasting Company**

America's No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA

(Continued from page 26)

to be confused with the reshuffling of budgets due to wartime exigencies.

Only notable user of national network which shifted to spot was California Fruit Growers' Exchange (Sunkist oranges, lemons). This firm relinquished its network time in mid-summer last for a brief whirlwind spot announcement campaign utilizing the Keystone network stations. Several religious accounts, faced with the problem of network time clearance, resorted to transcribed versions of their programs in various areas.

In analyzing accounts which have been active during the past year wine, beverages, flour and petroleum clients show up as increased users of Pacific Coast radio. Beverage accounts such as Nehi Corp. (Par-T-Pak), abandoning policy of former years, have become year-round rather than seasonal users of spot radio. Nehi Corp. recently renewed its Western campaign on a 52 week basis. Royal Crown is also carrying a heavy spot schedule.

Flour and cereal accounts have maintained a uniformly healthy schedule. Globe Grain & Milling Co. (Globe A-1 flour), division of Pillsbury Flour Co., currently is conducting a live and transcribed spot campaign. Fisher Flouring Mills Co., Seattle, in 1943 expanded its schedule on the *BLUE Breakfast at Sardi's* and added a twice-weekly newscast featuring Louis P. Lochner on NBC Pacific stations.

General Mills recently renewed its Sam Hayes commentary on 6 NBC Pacific stations and added Nelson Pringle, news analyst, on 8 CBS Pacific stations. Kellogg Co. Battle Creek, absent from national network radio since 1939, on April 5 expanded its regional sponsorship of *BLUE Breakfast at Sardi's* to 130 stations and added transcribed version on two Arizona stations. Firm in addition started sponsorship of the five-weekly transcribed *Last Night in the Rose Room* on Don Lee Pacific stations.

Cereal Series

Campbell Cereal Co., Minneapolis (Malt-O-Meal), in addition to a nationwide campaign in September, currently is sponsoring *Ten O'Clock Wire* on 4 CBS California stations three times per week, as well as a five-weekly quarter-hour newscast featuring William Winter on 6 Pacific stations of that network.

Despite gasoline rationing and threat of more stringent cuts to come, petroleum companies continue to be heavy users of West Coast regional radio, devoting commercials primarily to conservation and service. Besides its weekly *Standard School Broadcast* and *Standard Symphony Hour* on 16 Western and 8 Pacific NBC stations, respectively, Standard Oil Co., San Francisco, on Nov. 1 started sponsoring Lowell Thomas five times weekly on 13 BLUE Pacific stations.

Union Oil Co., Los Angeles, currently sponsors the weekly half-hour comedy-drama, *Point Sublime*, and a thrice-weekly commentary featuring Gen. David Prescott Barrows, on 35 Don Lee western stations. Richfield Oil Co., Los Angeles, is in its thirteenth year of continuous sponsorship of the nightly quarter-hour *Richfield Reporter* on 10 NBC Western stations.



OK ALL AROUND by this quintet is *OK for Release*, five-weekly quarter-hour commentary on 7 NBC Pacific stations. A. S. Boyle Co. is sponsor. Script-checkers (l to r) are Jim Doyle, co-commentator; Ross Covert, vice-president of A. S. Boyle Co.; Joy Storm, co-commentator; Norton W. Mogge, Los Angeles manager and account executive of J. Walter Thompson Co., agency servicing the account; Sidney N. Strotz, NBC western division vice-president.

MacMillan Petroleum Corp., Los Angeles, on a contract that runs through April, 1944, sponsors H. V. Kaltenborn, news analyst, thrice-weekly on 6 NBC Pacific stations. Gilmore Oil Co., Los Angeles, recently renewed its weekly half-hour *Furlough Fun* on 5 NBC Pacific stations. Signal Oil Co., Los Angeles, recently replaced Signal Round-Table with *The Whistler* on 10 CBS Western stations.

Cleanser Series

With much reshuffling of schedules to meet distribution demands, detergents show heavy West Coast activity. Kelite Products Inc., Los Angeles (Kenu cleanser), after experimenting with several types of programs on western stations, on Oct. 17 started for 52 weeks sponsoring a weekly quarter-hour commentary, *Your Weekly Spectator*, on 9 BLUE Pacific stations.

This is being supplemented by the weekly quarter-hour program, *Harrison Wood, Editor*, on 4 Don Lee California stations. Other stations will be added to the list as time is cleared. Latter contract is for 52 weeks. Firm in addition sponsors a weekly quarter-hour recorded musical program on KWKW, Pasadena.

Soil-Off Mfg. Co., Glendale, Cal. (liquid paint cleanser), has doubled its radio advertising appropriation for the coming year. In addition to the thrice-weekly quarter-hour *Truman Bradley—News*, on 8 CBS Pacific stations, firm sponsors Galen Drake three times per week on that same list of network outlets. A varied schedule of 5- and 15-minute newscasts is also utilized on stations in major Western markets.

Purex Corp., Los Angeles (bleaching solution), on Dec. 26 started sponsoring weekly quarter-hour commentary featuring Rex Miller on 12 Don Lee Western stations. Manhattan Soap Co., New York (Sweetheart soap), supplementing its thrice-weekly quarter-hour morning newscast on 8 CBS Pacific stations, has a half-hour word-game program, *Scramby-Amby* on 6 NBC Pacific outlets.

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine),

currently sponsors *Art Baker—News* five times per week on 16 NBC Western stations; *Bob Andersen—News*, five times weekly on 12 CBS Western stations; and a thrice-weekly morning quarter-hour newscast on 34 Don Lee Pacific stations. In addition daily spots are being utilized on 7 stations in major western markets.

Auto Accounts

The unprecedented volume of advertising done by car dealers in the Los Angeles area during early 1943 has in nearly every case been maintained or even increased throughout the last six months with every indication that type of account will continue to be a heavy local spot user in the new year, contracts being on a long-term basis. Commercials have been directed chiefly at war industry workers.

Similarly, investment, banking and insurance concerns which took a new lease on life in early months of 1943 have continued a healthy spot activity. Dipping into regional network, Bank of America started a weekly half-hour institutional show, *California Carry On*, on CBS Pacific stations. Seaboard Finance Co., always a heavy user of spot radio, in addition to continuing that type of schedule on some 20 stations nationally, added a daily five-minute newscast on 8 BLUE California stations. Contract is for 52 weeks. Taking a long-sighted view, All Year Club of Southern California is now readying a wartime campaign to promote post-war tourist travel. During 1943 the Southern California organization utilized a short-term campaign in the Chicago area. Advertising plans for the coming year call for continued use of radio.

Elastic Plans

Many Los Angeles agency executives were reluctant to discuss clients' 1944 budgets, pointing out that with shifting and reshufflings radio advertising appropriations must necessarily be elastic. Network time at a premium, more and more spot radio will be used, with announcements being fitted into

the schedule where they may.

It was pointed out that spot broadcasting has a number of definite advantages over network radio advertising under present merchandising conditions. It can be adapted to specific regional sales and distribution problems. In many cases it is being used to intensify advertising in metropolitan markets. Extensive announcement and quarter-hour transcription campaigns, augmenting live talent programs on local stations will swell the volume of spot business.

Any resume of the West Coast 1943 spot field should highlight the many help wanted and employment recruiting campaigns sponsored by firms as diverse as shipbuilding corporations, airplane manufacturers and telephone companies. Local station help wanted programs open to participating sponsorship also mushroomed in the metropolitan centers to help meet the acute manpower shortage. More ambitious schedules such as that of Lockheed & Vega Aircraft Corp. reached into the Chicago area to secure manpower.

Railway Drama

Reinforcing its labor recruiting campaign on approximately 30 stations in the Pacific area, Southern Pacific Co., San Francisco, added the half-hour dramatic series, *The Main Line*, on 14 Mutual-Don Lee Pacific and Arizona stations in mid-November. Plans for the future include spot announcement schedules in strategic eastern regions as well. From check with agency and station executives trend of Western Coast help wanted spot campaigns will continue well into the coming year.

Another advertiser not to be lost sight of in the 1944 presidential election year comprises the political accounts. Shaping up as a major participant in the campaign, Pacific Coast organized labor is already planning to take to the air with regional network programs as well as a heavy spot announcement schedule.

Despite the fact that most major national advertising decisions are made in either New York or Chicago, Hollywood's importance as an originating point for network commercials still dominates, agency executives concede. Time relinquished by a network sponsor is being immediately snapped up by new advertisers who want Hollywood "name" shows.

By all odds these major buyers of talent and network time, according to consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising assets. Agency executives are pretty well reconciled to the fact that good name variety shows today cannot be bought for under \$10,000 weekly. New offerings now start at around \$12,000 and they are practically submitted on a package basis. Quite a number of the big-rating shows now on the networks are below that \$10,000 figure, but they are among the "oldies"—programs that have been on the air for sometime. Network coverage in some instances is being enlarged in response to advertising demands. Advertisers seek broader and broader coverage to exploit their product or name brand.

Polling of Los Angeles and
(Continued on page 30)



DAYTON, O.

is sold on **WING**

THE BIRTHPLACE OF AVIATION



FACTS THAT MAKE DAYTON, OHIO A 'MUST' ON YOUR 1944 ADVERTISING SCHEDULE

It's the fastest growing market in the entire mid-west, with an increase of 16.1% or 47,688 new buyers in the past forty-two months.

The 1943 payroll, exceeding \$410,000,000 and a bank debit of more than \$1,650,000,000 per year, is a healthy financial circumstance.

As the hub of the United States Air Force, including Wright Field, Patterson Field and Air Service Command, Dayton, Ohio is destined to reach new heights in post-war aviation.

More than four hundred and seventy diversified manufacturing industries, among them Frigidaire, National Cash Register, Ohmer Fare Register, Dayton Tire, Standard Register, Egry Register, Airtemp, Fyr-Fyter are located here. And though Dayton is very busy now in the war effort, its multiple enterprises, vital to domestic economies, assure it a brilliant peace-time future.



Figures compiled by the Dayton Chamber of Commerce.

... and so are its merchants, who by time-tested results find that WING sells their merchandise. Coupled with 'listener loyalty' acquired through its 'cream of the Blue Network shows' and the best in local talent, WING carries by far the greater percentage of the local radio business.

More than half a million persons are influenced by the 'program potency' of WING, which in consideration of its power and dominance, offers its time at an exceptionally low national rate. If you should wish to expand your market in this area, use WIZE in Springfield, Ohio, a bonus station, for just 40% added to your WING time cost.

BASIC BLUE—5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

We are devoting our efforts to the sale of more and more War Bonds.

Weed and Co.

NATIONAL REPRESENTATIVES

(Continued from page 28)

Hollywood sages and masterminds has produced some rather interesting angles and indices to the necessary ideal commercial radio programs in the relatively early future. They predict that radio is destined to improve itself somewhat along the following lines:

1. Take a freshened slant at its program for better technique of production and presentation. Needs new ideas. Originality and greater variety are more desirable now than ever.

2. Better creation and handling of commercials. Lengthy, hackneyed and repetitious commercial plugs are unnecessary and are becoming increasingly nauseating to listeners. Some sponsors are interpolating clever plugs into programs, but a more universal employment of the subtle is desirable and would be more effective.

3. Hitch-hike and cow-catcher announcements be eliminated. Spot announcements between commercial programs be eliminated by the independently-owned network affiliates. Networks must take the initiative and force the issue.

4. Growing objection to agency domination of production and lack of artistry in program conceptions, from which radio suffers because of agency disposition to coddle advertising clients, which is of lesser importance than listener approval. Agencies rather than advertisers are to blame for excessive commercializing and lack of balance. Fault here lies largely in failure of broadcasters themselves to exercise control over agency production of programs.

5. Practice of clap-trap is obvious to listeners and offensive when carried too far beyond point of spontaneous reaction.

6. To listeners, an obvious difference exists between the informal and the cheap by-play on radio programs. Agencies, entertainers, producers and broadcasters seemingly seldom know the difference and regardless of studio audience reactions, greater attention to finesse must appear in production and technique of presentation, aimed at listener reaction rather than those who witness performance. Backslapping, a-la-Hollywood motion picture style and mutual flattery before microphone by radio principals, cheapen programs and are not conducive to favorable listener response.

SAN FRANCISCO

WITH the industry primed for the approaching year, which promises to be the greatest in its history, the biggest headache to plague San Francisco radio and advertising agency executives is how to handle clients who, thanks to war profits, are blooming out with hefty budgets and a yen for big programs.

Boiled down, radio is on the plus side of a sellers' market. The boom quite naturally is following the general business line laid down by the war. Network outlets are reluctant to admit that they are loaded, but it is becoming more and more evident that the non-network and independent stations will get the break during the coming year.

Walter Guild, of the Garfield & Guild Agency, declared: "With



FROM WAVE TO WAVES goes former receptionist Alleen Christen, being sworn in by Lt. F. A. Hardy, in charge of Navy recruiting in Kentucky, on *Navy Blue* program. Watching the proceedings is Yeoman Graeme Gilmore, former **WAVE** (Louisville) continuity writer, who arranges and acts as m.c. for the show which is designed to boost enlistment of Waves. Program is carried on **WAVE** and originates from Louisville Navy recruiting station.

little or no time for sale by the biggies, we can no longer lean on large station production staffs. Agency-produced shows for spots will become far more common. Next year we are going to really learn how to make radio work, by doing a big-time job on small-time stations."

Population Ups Rates

With expert manpower depleted by the war, network outlets are on the rack trying to serve clients and dream up ideas for the once dormant accounts which are now crawling through keyholes, under the doors and over the transoms to get to the microphone. Time buyers placing commercial time have no choice as to when their programs can be aired. For this reason, KPO-NBC is toying with the idea of merchandising its after midnight hours.

According to Philip G. Lasky, manager of KROW Oakland, an independent, next year will be tops as far as his station is concerned. Already, Lasky has announced plans to raise the station's advertising rates 20%, based on the latest census figures which show a 30% population boost in that area. He said that the new rates will be put into effect Jan. 1.

John Elwood, manager of KPO-NBC, predicted that more and more commercial programs will sponsor war messages since there is a likelihood of less merchandise available to sell the consumer in 1944. He declared that institutional advertising will be one of the most popular methods in use during the coming year and that brand accounts will be more and more in evidence.

CANADA

By JAMES MONTAGNES

FOR THE fifth wartime winter Canadian broadcasting sees a continued record use of radio advertising and forecasts an increasing amount of commercial radio in the immediate postwar era. Broadcasting, leaders in the Canadian industry point out, has shown its value as an advertising medium and advertisers who have never been on

the air are planning to use it after the war, with some already started with institutional programs of high quality.

Looking back over 1943, leaders in the Canadian broadcasting industry are unanimous in their opinions that the year was the best in history, and that quality of programs improved. Local as well as national network and spot business increased in the past year, and there has been a swing in favor of live network programs in preference to transcriptions, due to some extent to the recording situation.

Time Scarce

Currently and for the immediate future it is extremely difficult to obtain time on most Canadian stations. During 1944 this situation is expected to be further aggravated as more sponsors are planning on using broadcasting for postwar business. A number of large national advertisers are understood to be making plans to use network programs, an indication of this being the fact that the long mooted second transcontinental net is to be inaugurated officially on January 1 by the Canadian Broadcasting Corp. for three hours nightly seven days a week. Pressure on evening time on the existing network more than a year ago necessitated the lining up of a second Canada-wide net for national advertisers when needed. Business prospects have brought about the premanent establishment of a second network across the Dominion.

While business has been good in all parts of Canada, it is reported as being better than expected in western Canada where farmers today have more money than they have had for a long time. Local business in western Canada as well as elsewhere has grown despite short store inventories of merchandise. In many communities store proprietors report that bad debts are being repaid. Merchants are keeping their names before the public locally through newscasts and other service programs in the same way that national advertisers use institutional advertising.

Institutionals Aired

Mention of institutional programs is on the tongue of everyone in the Canadian industry. Advertisers are finding listener gratitude in the type of institutionals now being aired, to bring out new talent, to entertain with good music, to educate with helpful suggestions for repair on merchandise which cannot be replaced. It is felt that institutional type programs will continue to play an important part in Canadian broadcasting, that direct sales programs will not immediately replace them when the war ends. Few in the industry look to an immediate change-over in commercials the day war ends; no large advertisers are known to have made plans that far in advance as yet. But it is expected that more advertisers will use the air as a selling medium when merchandise is once more available than there

MBS Drops Bulletins

TO AVOID duplication in the presentation of news by the network and its affiliated stations, Mutual has discontinued its one-minute news bulletins on the hour and the half-hour, it was announced last week by John Whitmore, newly appointed manager of the news division. Stations will now be responsible for bulletin news broadcasts, leaving the network free to concentrate on feature news on major events.

were in pre-war days. Radio is known among advertisers to have done a good job, to be an effective medium.

Among new advertisers, who have already started with institutionals and educational programs, are the manufacturers of radio receivers. Few of these used the radio in pre-war days in the Dominion, but since the war started have used the air in an increasing amount.

While daytime listening has dropped slightly in recent months, there has been an improvement in daytime programs. The drop in listeners is bound to return to normal or even higher as the manpower shortage eases off, with the return home of many housewives currently at work in war factories or in retail stores to fill in for the holiday trade. Cleaner copy is also noted by the industry in commercials. There has been a slight tendency away from quiz shows and musical spots. Generally speaking, broadcast programs in the Dominion are considered on a higher plane than a year ago, show considerable improvement, with indications for even more in the coming year.

Government Sets Pace

Restriction on advertising space in other media is also affecting the demand for time on the air in Canada. The example set by the Canadian government in its use of radio for commercial programs for recruiting, war bond drives, announcement of important labor regulations, income tax and other government regulations, has also helped bring new advertisers to Canadian broadcasting.

Incidentally, government plans for the forthcoming year are not yet known, except that some recruiting shows are expected to continue during the first part of the year, and programs for the price control and financial drives carried on a daily serial or news basis are continuing, with a big financial drive for the Sixth Victory Loan coming in the spring. Undoubtedly the government will use radio again in 1944 for special announcements and short campaigns explaining and reminding Canadians to fill in certain tax forms, including those for income tax.

Canadian broadcasting, which felt in 1939 that the war would curtail its development, has found to the contrary that radio as an advertising medium has come into its own during the war years, is now firmly established with national, regional and local advertisers.

Today on KFI
Monday Afternoon Hi-Lights

4:00 P.M. DR. KATE
4:15 P.M. NEWS OF THE WORLD
4:30 P.M. ART BAKER'S NOODLES
4:45 P.M. H. V. KALTEHROSEN
5:00 P.M. O.K. FOR RELEASE
5:15 P.M. HOME EDITION OF THE NEWS
5:30 P.M. OUTSTANDING MUSIC
6:00 P.M. DINNER-TIME NEWS
6:15 P.M. TOMORROW'S MORNING

HAVING GUESTS TONIGHT?
THEY'LL ENJOY THE
Parade of Stars

Only by appearing on Parade of Stars can you make the most of your radio personality. It's the only show that gives you the chance to meet the stars and be met by them. It's the only show that gives you the chance to be a star in your own right.

6:00—TING CROSBY
6:30—BOB HOPE
7:00—GARY MOORE and JIMMY DURANTE
7:30—MARCH OF TIME
8:00—FRED WAREING
8:15—NIGHT EDITOR
8:30—FARLEY GRACE and FRANK MORGAN
9:00—ALDRICH CANNON
9:30—ALLIED REPORTERS
10:15—JOHN HENRY'S COMPANY

Wednesday on KFI
Wednesday Morning Hi-Lights

6:00 A.M. EARLY MORNING NEWS
7:00 A.M. TODAY IN THE NEWS
7:30 A.M. PEYLER SOUND UP
8:00 A.M. INFORMATION PLEASE

A "Million Dollar" Show
FREE Tonight!

Here's tonight's great parade of stars:

6:30—DR. I. Q.
7:00—CONTENTION HOUR
7:30—INFORMATION PLEASE
8:00—FRED WAREING
8:15—FLEETWOOD LAWTON
8:30—CAVALCADE OF AMERICA
9:00—TELEPHONE HOUSE
9:30—HAWTHORNE HOUSE
10:00—EIGHTH D REPORTER
10:15—FRED KALTEHROSEN
10:45—H. V. KALTEHROSEN
11:00—PAT BISHOP

PARADE OF STARS
KFI

Yes we have

nothing to sell
but...
paradoxically
we are selling it.
In newspapers,
ads by the dozen
featured NBC's
"Parade of the Stars."
But that wasn't all.
One hundred
and ninety one
twenty-four sheet posters
(like the one shown)
with sixty one
changes of copy,
told the story
of KFI's and NBC's
program leadership.
It's promotion like this
that keeps KFI
at the top of
the listener list
among all
Western radio stations.

KFI
LOS ANGELES

N. B. C. Affiliate
50,000 WATTS—CLEAR CHANNEL
640 KILOCYCLES

Barle C. Anthony, Inc.
EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

Makes you laugh all over
BOB HOPE
is back again
TONIGHT AT 7
KFI 640 on your dial
your NBC station

KFI
QUIZ FOR RADIO FANS
What is it that has
More stars than the heavens & more fun than a barrel full of clowns & lots of spice and every-thing that's nice?
(See Page 7 for the answer)
TONIGHT AT 7:30

Blow it SWEET
Blow it HOT
BEAT the BAND
is back on KFI
TONIGHT at 7:30
KFI 640 on your dial
your NBC station

How many questions can you answer?
INFORMATION PLEASE
is back again
TONIGHT AT 7:30
KFI 640 on your dial
your NBC station

—And now we have that Little Boy!
RED SKELTON
is back again
TONIGHT AT 7:30
KFI 640 on your dial
your NBC station

MAKE A NOTE OF THIS!
"THOSE WE LOVE"
—New Time
TODAY—11 A.M.
KFI 640 on your dial
your NBC station

FIBBER MACK AND MOLLY
are back again
TONIGHT AT 6:30
KFI 640 on your dial
your NBC station

always a **GREAT SHOW** on
KFI
your **NBC** station dial 640
JACK BENNY
Sundays
4 p.m.

Always good for a hundred laughs
EDDIE CANTOR
is back again
TONIGHT AT 6:00
KFI 640 on your dial
your NBC station

The old LAUGH-MASTER himself...
JACK BENNY
is back again
TODAY AT 4 P.M.
KFI 640 on your dial
your NBC station

Star Rice calling you to be sure to listen for your favorite Radio Stars and programs on the new NBC Parade of Stars!
TUNE IN
KFI
TONIGHT AT 7:30



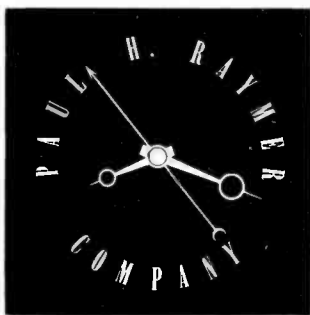
It can save men's lives

... but only in the hands of one who knows

A miracle-performing tool, microscopically keen, ingeniously fashioned... but effective only in combination with the training and experience of a skilled surgeon.

Another instrument of precision is spot radio. When skillfully used—it works wonders. Its effectiveness is measured by the "know how" on which the campaign is planned and built.

Here in this company we give our full time to Spot Radio Advertising and more exclusively—to the stations we represent. We believe in doing one thing—superlatively well.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



Getting Ready

AN EPIC year in radio history is drawing to its close, and another seems destined for recording in these pages.

Business is good—too good if that were a proper way to appraise present conditions. The fact is that today's volume would go a long way toward supporting the development cost and the expanded services which are in prospect for post-war fulfillment. But taxes, credited with being a factor in providing some "windfall" radio business, are also a deterrent to the accumulation of those reserves that would otherwise be piling up for the heavy capital investment required by FM, television and facsimile.

Events confirm the view that American radio will continue to operate in a competitive economy. That radio itself may become almost painfully competitive is a possible conclusion when it is realized that as many as 3,000 FM stations are contemplated in post-war plans.

The prospect, however, is one that does not dismay the broadcaster whose imagination is at work on future developments. He will be inclined to view the present period as one in which radio can do a job to surpass all previous standards of listener service. Now, indeed, is the time for radio to lift on its bootstraps. In fact, we see this being done in many ways, but further conscious efforts along this line will do no harm.

If radio must now pick and choose among applicants for time, it should do so bearing in mind the future. Certain types of accounts fit into that picture. They should be favored, so that programming, good as it is, will rise above all justifiable criticism. This is a type of self-regulation which will not only be worthy of a great industry and public service, but will in the long run pay dividends.

1943 has proved radio far more versatile than even the closest industry observers ever believed. That is brought out by the reviews printed elsewhere in this issue.

Radio, like other advertising media, must in the last analysis be evaluated on its sales power.

Discovered to have great worth as an institutional medium, radio remains primarily an action medium, which is something to bear in mind in all consideration of radio's place in the post-war economic structure. Action will then be needed—action quickly to convert the enormous pent-up demand for goods and services into sales, so that the billions of dollars of public savings will be put to work creating jobs and products to complete the cycle. No greater tragedy could occur when this war is over than to have these reserves gradually drained away while people wait for a lagging economy to provide work. Industry must be ready to race to high employment in peacetime production. And radio must be ready to speed that race by selling those products, ideas and services that will then be in demand. When peace is achieved, radio will have a new job. It must get ready now.

Forfeiting Freedom

BEHOLD the FCC in its proposed new role as police court, fining stations (or threatening them) because a log wasn't signed, a transcription wasn't identified, or a form was filed late. Or envisage the FCC staff busy as little bees checking scripts and schedules to determine whether WOOF had allotted X percent of time for "public service" features, morning, noon and night.

This isn't idle chatter. Radio is headed for that sort of regulation if the powers-that-be prevail. FCC Chairman James Lawrence Fly, as spokesman for the FCC majority, at the windup hearings before the Senate Interstate Commerce Committee, proposed such authority. And, as far as the record goes, there's nothing from the broadcasters to refute it—yet.

We don't suspect Congress will be taken in by this loose and flagrant talk. Repeatedly, members of the Senate Committee challenged witnesses about stations "living in fear" of the FCC. Yet the Commission, already under fire for acting as legislature, judge and jury, seeks now the arbitrary power to fine at will. The right to fine stations \$500 a day for each day of any offense, however trivial, is a bludgeon a thousand times as potent as its power to revoke, because there must be adequate grounds for deletion.

Here's what the fine-forfeit proposal means. Every little discrepancy report of a radio inspector would be punishable at a maximum of \$500 per day. Every station inadvertently violates some regulation sometime, just as motorists violate traffic regulations. It would be duck soup to run up many thousands in potential fines on almost any station. The mere thought would force stations to yield to the will, not only of the men who sit on the FCC but every subordinate on its staff.

Going to Proposal No. 2—that fixed percentages of time be allotted for public service, educational, religious or other features. Who will determine whether a program is in the realm of public service? Does a program have to be sustaining to enlighten or educate?

This carping criticism of radio heard by the Senate Committee is baffling. The FCC wants no control of programs. Yet its spokesmen talk only of program content. Stations are given temporary licenses because of programs. A network sale is made contingent upon program policies.

Was the FCC named as a reform agency to bicker and quarrel with and even vilify and damn those private ventures over which it was established as the licensing authority? Has it anything whatever to do with programs?

This radio that is berated and condemned and "lives by the dollar sign", is the same radio praised from the President down, for unselfish contributions of time and talent for the war effort, without seeking subsidy. It is the radio that does not consider itself perfect, nor seek to rest on its oars. It asks only to be allowed to operate as a free enterprise in the true American tradition.

The Senate Committee now is considering new legislation. It has heard the stories on both sides. It might well use the President's own simple formula as a guide: "A free radio is just as essential as a free press." If that thought is kept ever-present, radio need not fear the passing parade.

Our Respects To -



AURELIA STIER BECKER

CHRISTMAS came in October for Aurelia Stier Becker, when her WTBO Cumberland station was authorized by the FCC to operate fulltime on 1450 k.c., with 250 watts. But the gift will not be opened until Jan. 1 when, with due ceremony, WTBO becomes not only a fulltime outlet but also an NBC affiliate.

This acknowledgement that WTBO has grown up is a tribute to a successful and courageous woman. Successful because she has attained distinction as a nurse, a radio executive and, above all, as a wife. Courageous because she has taken over completely the duties of her husband as president and general manager of a radio station after his death last year in a plane crash.

Aurelia (Peggy) Stier was married to Frank V. Becker in 1930 when he was an NBC engineer in New York. Since then "everything I have had anything to do with has revolved around Frank," she said. "It still does." Frank Becker was an avid "ham" back in those days, doing special work for NBC on the UHF small pack transmitters, and Peggy spent most of her afternoons reading or talking into a mike while her husband roamed the neighborhood with a UHF receiver. Together they worked to iron out the kinks in the early experimental UHF transmitters.

Then in the evenings, the boys in the NBC research department would meet at the Beckers and talk shop. Most of the technical discussion was "beyond my comprehension at that time," Mrs. Becker smiled, "but I do recall Bob Shelby—now NBC development engineer; Lou Hathaway—at present doing research at Harvard, and Frank discussing for my benefit how they were going to measure to which frequency a cockroach's antenna was tuned.

"And we never did have a living room where our friends felt that they could come and not be beheaded by experimental wires strung across the room."

In 1934, Frank Becker became chief engineer of WFIL Philadelphia, and the same year bought stock in an 820 kc. daytime station in Cumberland, Md., WTBO. The Beckers stayed in Philadelphia until 1939, when Mr. Becker took over active management of the Cumberland station.

All during those years the Beckers together had been doing research and experimenting in radio engineering. Peggy understudied Frank in every move he made as WTBO head. And she had the capacity to keep abreast of his work, both in radio and as a Cumberland business

(Continued on page 36)



FIRST

**1st Regular Broadcaster To Utilize
THE ARMSTRONG FM SYSTEM**

WDRC Plans Static-Free Broadcasting

**'Frequency Modulated'
Transmitter to Be Tried
at Meriden Called Vast
Improvement**

The start of a series of experimental broadcasts that will be free of static and interrupting noises of any kind will be undertaken early this spring by Station WDRC, Franklin M. Doolittle, president and treasurer, announced Tuesday. The broadcasts will be on an experimental basis and will be from the station's experimental station, W1XPW located on Meriden Mountain, Meriden. The system is described by Mr. Doolittle as a "vast improvement" over present radio reception.

The experimental station will use a revolutionary type of transmission, known as the "frequency modulated" type invented by Major Edwin H. Armstrong, professor of electrical engineering at Columbia University. Mr. Doolittle's announcement came on the heels of the announcement Monday by Major Armstrong of this newest invention of his that will revolutionize the entire radio industry.

FROM THE HARTFORD COURANT
January 19, 1939

WDRC-FM, ATOP MERIDEN MOUNTAIN, SCANS NEW HORIZONS

When Major Edwin H. Armstrong's Frequency Modulation created a "revolution in radio," WDRC, Inc. built experimental station W1XPW and became the first regular broadcaster to utilize the FM system.

W1XPW's initial historic broadcast was on May 13, 1939. It marked the beginning of the widespread acceptance of FM.

In the change-over from an experimental to a commercial station, W1XPW became W65H.

Now, W65H takes its bow as WDRC-FM. It has been given permission by the FCC to use the call letters of its parent station WDRC, Connecticut's Pioneer AM Broadcaster.

A regular schedule of fine programs now goes on the air under the new call letters of WDRC-FM, from the station that first sent out FM programs, after the inventor's own station at Alpine, New Jersey.

WDRC Inc. will continue to lead, in pioneering the best in radio. WDRC Incorporated, operating WDRC and WDRC-FM.

WDRC-FM

HARTFORD 4, CONNECTICUT

No. 1 Station in
a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives



Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.

350 Madison Avenue, New York
Representatives



WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and
BLUE Network

19 years in the public service

HEADLEY-REED CO.

National Representatives

Personal NOTES

MILLER McCLINTOCK, Mutual president, will leave New York Jan. 2 to make two addresses and to visit the network's Chicago offices, returning to New York the following week.

JIM LEGATE, general manager of WIOD Miami, is serving on the board of directors of the better business division of the Miami Chamber of Commerce.

ARTHUR SIMON, general manager of WPEN Philadelphia, has been appointed chairman of the National Foreign Language Radio Division for the 1944 "March of Dimes" campaign to raise funds for the National Foundation for Infantile Paralysis.

KENYON BROWN, manager of KOMA Oklahoma City, has been appointed by Governor Kerr as radio chairman of Oklahoma's President's Birthday Drive Against Infantile Paralysis. Mr. Brown has also been named chairman of the radio committee for Oklahoma City's "March of Dimes" campaign.

FRANK COURTNEY, formerly merchandise manager of the *San Francisco News*, has joined KYA San Francisco sales staff.

H. A. BOYLE, formerly of KFMB San Diego, has joined the sales staff of KYA San Francisco.

ALFRED CRAPSEY, sales manager of KPO San Francisco, left for a visit to the NBC national spot sales offices in New York.

WILL DOUGLAS DOUGHERTY, former chief of the radio branch of public relations at the San Antonio Air Service Command, Kelly Field, Tex., and prior to that announcer and newscaster on WKCN WCPO WTBO WRHL, recently graduated from OCS and is now a 2nd lt. assigned to the radio production branch of the Special Information Office at Air Service Command headquarters, Patterson Field, Ohio.

JACK N. DRAUGHON, general manager of WSIX Nashville, has been ill at his home in Springfield, Tenn.

BOB WOOD, Chicago manager for WOR New York, reported for induction into the Army Dec. 20.

KARL STUPHIN, member of WLS Chicago, sales promotional staff, is the father of a boy.

A. J. NIEDENTHAL, former salesman for Paramount Pictures in the midwest, has joined the sales staff of WSAI Cincinnati.

MILTON LAUGHLIN, general manager of WHAT Philadelphia, and Mrs. Laughton (Anne Mary Lawler, *Post Evening Ledger*), are the parents of a boy.

JEROME LAYTON, former advertising manager of Crawford Clothes, New York, who recently joined the sales staff of WINS New York, has been named WINS sales promotion and publicity manager.

WILLIAM C. SPEED, a director of Reeves Sound Labs., New York, who has been identified with crystal production since the formation of the organization, has been appointed vice-president in charge of manufacturing.

BILL WALLACE, salesman of KGB Timmins, Ont., has joined the Royal Canadian Air Force.

NORM BROWN, former commercial manager of CHEX Peterborough, Ont., has been appointed to the Toronto office of National Broadcast Sales.

Our Respects to

(Continued from page 34)

executive. When the emergency arose with his sudden death, Peggy Becker was ready and capable to step into his position.

Business has doubled under her supervision — but, she contends, "that condition seems to exist with radio stations all over the country". Now WTBO has become a fulltime station and NBC affiliate, overcoming the difficulties encountered in the valley location where mountains loom on every side. Mrs. Becker recently was elected to the Cumberland Chamber of Commerce. The businessmen of the city have recognized her ability and accepted her as one of them—"and of this I am proud!" she said.

Of her nursing career she also has reason to be proud. She was graduated in 1923 as a registered nurse from St. Mary's Hospital, Rochester, Minn., not far from where she was born in East Bristol, Wis., Jan. 3, 1900. She was at the hospital while the famous doctors, Charles and William Mayo, were doing surgery there. Then for four years she did public health work in California and on pineapple plantations in the Hawaiian Islands.

She had earned her teachers' degree at the Winona Teachers' College, and in 1930 returned from Hawaii for her B. S. at Columbia. After three years of public health and social service work, while Frank was with NBC, she became medical supervisor for the Home Relief Bureau in New York. The next year the Beckers moved to Philadelphia, and her nursing career was halted.

But her big career was being "Mrs. Becker", so Frank's interests became more and more hers. Peggy's hobbies are the things they did together and which she still does—fishing, horseback riding, flying, reading, ping-pong.

"Working so closely with Mr. Becker for 10 years has given me an ideal to strive for in this business of broadcasting," she explained. "Becker always maintained that the small station in a local community could have just as high a standard of performance, be just as effective, and of just as much service to its own community as the more powerful station in a large community."

Under Peggy Becker, who understands the job she is doing—and loves it—standards will remain high.

Co-Op Disc Library

A TRANSCRIPTION library was planned by the Cooperative League of the USA at a meeting in Chicago Dec. 16-17. The thirty regional educational directors decided that the library be made available nationally to all stations and networks. More than 193 requests have come to the League since the service began.

BEHIND the MIKE

WALTER FERGUSON, formerly with WSIX Nashville, has returned to the station from WAAC Ft. Meyers, Fla. Rob Chaudoin has been named head of the WSIX continuity department. Franklin Melton and Jimmy Lockert, formerly of WJZM Clarksville and recently discharged from the Army, have joined the announcing staff. Jimmy Kent, acting chief announcer, has been inducted into the Army.

HILL GUIDER, formerly of KJLZ Denver, has joined the news announcing staff of KYA San Francisco.

JOHN CONDON, announcer of KYA San Francisco, has been appointed musical director.

BOB WILLIAMS, announcer of KPO San Francisco, is the father of a boy.

GORDON (Jack) FRASER, BLUE announcer, has been transferred to the network's news and special features division, and will soon be sent overseas to cover Allied activities in the North African theatre as a BLUE war correspondent. Formerly with NBC and prior to that a newscaster with WEAN Providence, Mr. Fraser will join George Hicks, now with Gen. Mark Clark's Fifth Army in Italy.

RUSS WYLY has rejoined the staff of WLAC Nashville as full time announcer.

THOMAS PATRICK CASSIDY, former announcer of KIDO Boise, Ida., has joined KFAC Los Angeles.

HARRY PATTERSON, announcer of KMPC Beverly Hills, has been inducted into the Army.

LOU PLACE, after a 10-month absence, has rejoined the announcing staff of KGFI Los Angeles.

ALAN FISHBURN, radio producer with Schwimmer & Scott, Chicago, and his wife, Geraldine Kay, star of many *Author's Playhouse* dramatizations over NBC, are parents of a boy.

FRANK MCGIVERN, WCFL Chicago staff announcer, was inducted into the Army Air Forces last week. Bob Lewis, formerly with NBC Chicago, and Bob Venables, with WGN Chicago, have joined WCFL.

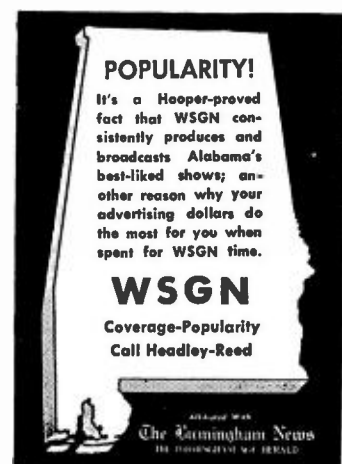
JACK JOY, West Coast head of the War Dept. radio branch, bureau of public relations, is still confined to Hollywood (Cal.) hospital where he underwent two major operations several weeks ago.

POPULARITY!

It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.

WSGN

Coverage-Popularity
Call Headley-Reed





Merry Christmas,

all you time buyers!

We would like to extend to all time buyers throughout the Nation sincerest wishes for a happy holiday season. We greatly appreciate the confidence you have shown in Radio Station WDOD by your extensive time purchases during 1943.



**NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.**

WDOD

**CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT**

If you buy or plan
advertising for
Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

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

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

"Little Chief" says:
**WANT MORE
IDAHO WAMPUM?**



KSEI
POCATELLO - IDAHO

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its sales ability.

WAIR

Winston-Salem, North Carolina

Covers Atlanta at **LOWEST** Cost!



WATL
ATLANTA
MBS 1400 KC

SPOT
Represented by SALES

RICHARD CUTTING, announcer of KFAC Los Angeles, has joined KNX Hollywood.

HARRY RENFRO, news editor of KXOK St. Louis, has been named director of public relations. Elmer Muschany of the music department has been put in charge of production. Jerry Burnes, sports commentator, has been inducted into the Army.

STANLEY BUSH, formerly with WINN Louisville, Ky., has joined the announcing staff of WAYS Charlotte, N. C.

JEWELL BORD has joined the program department of WOWO-WGL, Ft. Wayne, Ind.

MARY JANE FISHER, formerly associated with the advertising department of *The Dakota Farmer*, has joined the publicity and sales promotion department of WTCN Minneapolis-St. Paul.

BOB WAYNE, formerly with WMIN St. Paul, and Dave Kilbourne, formerly with KYSM Mankato, Minn., have joined the announcing staff of WDGW Minneapolis. Barbara Flannigan is now chief of continuity for the station.

GREGG DONOVAN, formerly with WDGW Minneapolis, has joined WMAQ Chicago.

HAL MENDELSON, recently discharged from the Army and new to radio, has joined KYA San Francisco as announcer.

EVERETT NEILL, announcer-pianist of KQV Pittsburgh, has recovered from a respiratory illness.

ANTHONY RAINGER, former Los Angeles copywriter, has joined WMFF Plattsburgh, N. Y.

PHIL BUXBAUM JR. returns to WELI New Haven as sportscaster on Jan. 3. He will be heard on a nightly sports program for J. Johnson & Sons, clothiers.

NEIL SHREVE, sports observer for WMMN Fairmont, W. Va., is now in the Army, at Fort Haynes reception center, Columbus, Ohio.

ROBERT TREE WEST, of Boston, and recently at WHOM New York, and Allen Hampton, formerly chief announcer of WSLR Roanoke, have joined the WMAL announcing staff.

CAL KARNSTEDT, announcer of KSTP St. Paul, is the father of a boy. Karnstedt recently went on the air shortly after suffering severe injuries in an auto accident.

DON KNEASS, news editor, and Jack Eichenberger, director of publicity and sales promotion, of KGW-KEX Portland, Ore., report Dec. 27 and Jan. 3, respectively, to the Fort Lewis, Wash., Army reception center.

SARA JANE TROY has become a staff announcer of WOY New York, following a three months' apprenticeship.

PAT BARNES, writer-actor, succeeds Jim McWilliams as m. c. of *Correction Please* on CBS, Jan. 1.

BILL MARLOWE, former senior newscaster and announcer of WMC Memphis, has joined WCHS Charleston and the West Virginia net in the same capacity. On Dec. 17 he married Waurine Turner of Shaw, Miss.

BOB SHERRY, former staff announcer and sportscaster of WSM Nashville, Tenn., has joined the announcing staff of NBC New York.

GEORGE V. DENNY, moderator of the BLUE's *Town Meeting of the Air*, has received the annual award of merit of the City Business Club of Philadelphia.

JOHNNY OLSON, former announcer of WTMJ Milwaukee, on Jan. 1 joins the BLUE as m.c. for two BLUE shows, *Swing Shift Follies* and *On Stage Everybody*. He will also conduct his own five-weekly variety show on WJZ New York.

Grim Job

TOUGH assignment has fallen to Lt. Charles T. Snowden, former sports announcer of WAJR Morgantown, W. Va. It is his grim duty to patrol the field immediately after battle and bring in the bodies of dead soldiers. The job of the 32-year-old athlete, who was a Yale fullback in the 30's, was recently written up and sent from the front by a war correspondent. "Charley" won special acclaim before his induction—he was promoted from the ranks—for his coverage of the basketball games in New York when W. Va. U won the national collegiate title.

New MBS Series

MUTUAL'S overseas correspondents will be heard in a new five-weekly 10 a.m. program with a different reporter taking over the entire broadcast each day to give a news summary, a review of events according to geographical areas and a human interest story. New series, announced last week by John Whitmore, Mutual news division manager, starts Dec. 29.

FLOYD MACK, formerly in the news division of WOR New York, has joined the program department of Mutual as night supervisor.

PAULA NICOLL, Mutual traffic supervisor, and Boake Carter, Mutual news commentator, were married Dec. 18 in New York.

RALPH BENSON, formerly of KOL, Seattle, has joined the announcers' staff of NBC Central Division.

JIM HENDRIX, formerly announcer of stations in the South, has joined WPEN Philadelphia.

CORP. ROBERT W. ROBERTS, former announcer of WPEN Philadelphia, now a paratrooper, and Madelyn Hudome, secretary to Lou London, program director of WPEN, were married last week.

JOAN RETA HINLEIN, new to radio, has been added to the program department of WFIL Philadelphia as a writer.

GEORGE LILLEY has resigned as director of publicity and special events of WCAU Philadelphia. He is succeeded by Gil Babbitt, who left the newsroom staff of NBC in New York.

PATRICIA VOILS, script writer, and John Tillman, announcer, both of CBS, were married in New York Dec. 12.

CHARLES R. STERRITT, chief announcer of WJBK Detroit, has received a commission as lieutenant (j.g.) in the Navy, and is now training in New York State.

HARRY MARBLE, announcer, has returned to CBS, having received an honorable discharge from the Army.

ELIZABETH IRISH, formerly chief of the advertising records division of the CBS research department, has been named office manager of the department.

HOBART DONOVAN, Chicago radio writer and producer of *Beat the Band* on the BLUE, will leave Dec. 28 for Hollywood to freelance.

FRED MacPHERSON, former announcer at KGU Honolulu, has been added to the announcing staff of KFBK Sacramento replacing Gordon Carlson, resigned.

WMCA HAS 5-HOUR CHRISTMAS PICKUP

WMCA New York on Christmas Day brought New York servicemen in many parts of the world in touch with their hometown via a globe-circling program which lasted well over five hours. Station paid all line charges for pickups from foreign areas, and cancelled all commercial commitments in period from 5 until 10:15 p.m. reserved for the program, and in a similar stretch starting at 12 midnight when the entire broadcast was repeated via transcription.

As announced last week by Nathan Straus, new president and owner of the station, the program was to be primarily an interview greeting type of program rather than an entertainment feature. Through arrangements with RCA Communications and AT&T, members of the armed forces whose homes are in the vicinity of New York were to address Christmas messages to family and friends from far off points in the Far East, Pacific, Mediterranean and other war theatres.

While no advance information was to be available until broadcast time on the number or identity of men in service on the broadcast, quarter-page ads in New York papers last Friday evening and Saturday morning called attention to the feature, and in addition to carrying the transcribed rebroadcast, WMCA offered each family a recorded copy of their boy's greeting upon request. Interviews in overseas and combat areas were arranged and handled by the Red Cross while the USO handled broadcasts in U. S. territory and outposts, in cooperation with the War Dept.

RCA Wire Party

RCA provided 30,000 employees in five plants with a special Christmas entertainment last Thursday over a closed circuit network, when David Sarnoff, RCA president, greeted workers. Gladys Swarthout sang. A feature was a talk by John Pugliese, whose five sons have been in the service, four in combat. The elder Pugliese, representing RCA parents with sons and daughters in the service, talked by special wire to his 20-year-old son, Tony, at Norfolk, a war casualty.

★ THE BRIGHT SPOT of Eastern New York ★



Only BLUE Network
Station Covering this Area

★ ★



\$19,000,000 per week for a share of your radio schedule . . . \$19,076,920 is the exact figure . . . and that's \$991,999,840 per year . . . but we don't mind . . .

It isn't **our** money . . . it's the money your Clevelandaire market (just the people who work in this metropolitan district) are earning and spending this year.

Usually we don't like statistics. Our only other favorite statistic is the one about Rockefeller's millions. Cashed into silver dollars and laid one against the other all the way up Broadway—he'd get darn few of 'em back!

But you needn't worry about YOUR dollars. All of the money you aim at the Clevelandaire market will come bouncing back to you . . . with so much interest that you'll be embarrassed, come tax time!

"Clear as a Bell"



This is a billion dollars talking . . .

You can't talk back to a billion dollars . . . but you can talk to it . . .

BASIC
Blue Network
CLEVELAND, O.



850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

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 kc. **CBS**
Spartanburg, S. C.
Represented by Hollingsbery



Where the West really is - it's -

KIRO ID

600 KC C B S

Business booms here. Thousands of new listeners in our unrivalled coverage area make KIRO the best radio buy.

Dorance Roderick, Owner Val Lawrence, Manager

HOWARD H. WILSON CO.
National Representatives



CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA - MONTANA

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas
in TOPEKA

Agencies

HERBERT M. MERCREADY, formerly sales promotion manager of Magnus Chemical Co., and head of his own agency, has joined O. S. Tyson & Co., New York, as a vice-president. Other appointments include: Fay Keyler, first vice-president; Elizabeth M. O'Neill, secretary and treasurer; Ernest S. Green, copy department manager; and George Balsam, account manager. Kenneth W. Bailey, formerly advertising manager of Continental Electric Co., and at one time division advertising manager of Westinghouse, has been named account manager of Tyson.

WALTER McCREERY, Allied Advertising Agencies, Los Angeles, was in Washington last week at the invitation of Chester Bowles, OPA Director, in connection with radio problems on the West Coast. Mr. McCreery is a regional radio consultant for OPA.

WILLIAM D. HORNE Jr., formerly vice-president, secretary and treasurer of Fulton, Horne, Morrissey Co., Chicago, has joined Needham, Louis & Brorby, Chicago, as vice-president. The name of the former agency will be changed to Fulton, Morrissey Co., effective Jan. 1.

O'NEIL, LARSON & McMAHON, formerly the United Advertising Companies, Chicago, has moved to larger quarters at 230 N. Michigan Ave.

SHIRLEY C. JEFFERIS has been appointed assistant to Seymour S. Preston, vice-president of John Falkner Arndt Adv. Agency, Philadelphia.

SANFORD BARNETT, producer of J. Walter Thompson Co., takes over the duties of George Wells, who resigned to join MGM. Fred MacKaye replaces Barnett as a producer of the CBS *Luz Radio Theatre* as Barnett takes over as writer and adapter. Harry Kerr continues to write framework.

JEAN KING, formerly secretary to H. M. Dancer, president of Blackett-Sample-Hummert, has joined C. E. Hooper Inc., as director of press information.

HARRY FISCHEBEIN, formerly chief of advertising and publicity at WDGY Minneapolis, has joined Brown & Biglow, St. Paul.

FITZGERALD Adv. Agency Inc., New Orleans, will be dissolved effective Dec. 31. Assuming and continuing operations on that date will be Fitzgerald Adv. Agency, a partnership.

TOMMY WILLIAMS, formerly head of the WSIX Nashville continuity department, has joined Smith, Taylor & Jenkins Agency, Pittsburgh.

WILLIAM S. WRIGHT, formerly salesman with Weed & Co., New York, and McGillyvra, Los Angeles, has joined the New York office of the Katz Agency.

CRAIG DAVIDSON, a vice-president of Compton Adv., New York, has been elected a director of the agency.

MAX F. SCHMITT, former director of advertising and sales promotion of Collins & Aikman, automobile accessory firm, has joined J. Walter Thompson Co., New York, as an account executive.

JOHN D. ROBERTS, formerly in the sales promotion division of Kimberly-Clark Corp., Chicago, has joined Bebel & Waldie & Briggs, Chicago, as account executive.

JOHN L. NANOVIE, formerly with Street & Smith, publishers, has joined Arthur Kudner Inc., New York, to do publicity.

PAT BLACKETT, daughter of Hill Blackett, of Blackett-Sample-Hummert, Chicago, will leave her producing job with CBS Chicago Jan. 1 for radio acting.

Morse to J-W-T

JOHN H. MORSE, formerly vice-president of Buchen Co., and a director of the Chicago Industrial Advertising Assn., has joined J. Walter Thompson Co., New York, as industrial advertising specialist. He will continue as consultant to the U. S. Dept. of Commerce on marketing, advertising and publications. For two years, chief of the commercial and economic information division of the Bureau of Foreign and Domestic Commerce, Mr. Morse was formerly associate professor of economics and business administration at Hillsdale College, Michigan, and at Nevada U.



Mr. Morse

McCann-Erickson V-P

McCANN-ERICKSON, New York, has announced the election of five vice-presidents and four new members of the board as follows: Vice-presidents, W. E. McKeachie, creative director; E. F. Wilson, media director; R. E. Thompson, copy group head, all of New York, and A. A. Sommer, Cleveland office manager, and R. B. Donnelly, Minneapolis office manager. Directors: C. B. Robbins, executive vice-president; C. A. Hoppock, director of merchandising research of the New York office; J. J. McCarthy, account group head, and D. C. Hight, Detroit office manager.

B. & B. Elects Craig

WALTER CRAIG, head of the radio department of Benton & Bowles, New York, since last February, was elected a vice-president of the agency at a meeting of the board of directors. Before joining Benton & Bowles in October, 1942, Mr. Craig had served as program director of WMCA New York, and previously headed his own producing firm.

JAMES YATES, formerly art editor of *The Saturday Evening Post*, joins Leunen & Mitchell, New York, as vice-president in charge of art and production.

HARRY CHAPPERON, director of research and publicity of Charles M. Storm Co., New York, has been named a vice-president.

KEYSTONE SALES UP 330% OVER 1942

SALES for Keystone Broadcasting System for 1943 show an increase of approximately 330% over 1942, according to Michael M. Sillerman, president, in a year end statement released last week. This year's sales volume was 16 times the sales volume for 1941.

Through the development of non-musical programs and the "network" announcement plan, KBS was able to buck the "stymie" created by the AFM ban on musical recordings, and continue to attract larger numbers of national advertisers into the small city markets, the report continues.

Included are the results of a recently-completed survey which establishes KBS primary listening areas in over 1,000 counties. During the past year Keystone affiliates, as part of the "network" operation, compiled a total of some 168,000 aggregate hours of programs designed to promote the war effort, and these efforts will be intensified in the coming year, the report states.

Hackett to Kimball

CECIL HACKETT, who resigned last August from his position as managing director of WINS New York, has joined Abbott Kimball Co., New York agency, as a vice-president and director of radio sales. Prior to his affiliation with WINS, Mr. Hackett handled sales at WHN and WMCA, both in New York.

Sturdivant Elected

JOHN W. STURDIVANT, media department director and account executive of Erwin, Wasey & Co., New York, has been elected a vice-president of the agency. He has been with the firm 25 years.

CBS is mailing to its affiliates recordings of the Dec. 3 broadcast from London by Edward R. Murrow, describing an RAF bombing raid in which he participated. Distribution of the records follows the release of a reprint of the account in booklet form entitled "Orchestrated Hell."

W2WXV, Du Mont television station operating on Channel 4, 78-84 mc, starts a new feature *Television Canteen* at 7:30 p.m. Dec. 28, for entertainment of hospital patients, with talent donating services.

KOZY
FM in KANSAS CITY

EVERETT L. DILLARD
General Manager

PORTER BLDG., KANSAS CITY

DULUTH, MINN.
SUPERIOR, WIS.

★
HOOPER
Station
Listening
Index

Fall, 1943

	WEBC	Stn. B	Stn. C.	OUTSIDE STATION
MORNING (8 AM-12N)	42.3	30.4	23.9	3.4
AFTERNOON (12N-6 PM)	56.4	21.8	20.5	1.3
EVENING (6-10 PM)	60.3	17.0	21.9	0.8

For Market Data, Rates and Service
Contact Us or Geo. P. Hollingbery
Co., Chicago, New York, Atlanta,
San Francisco and Los Angeles.



5000 WATTS

WEBC

KEY STATION
ARROWHEAD NET.

WEBC BUILDING · DULUTH 2, MINN.



Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because—WSIX has the listeners . . . and the listeners have the money to spend for the things they want.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and
Mutual Broadcasting System

5,000
WATTS

980
KC



Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 17. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET- WORK PLAN	STATION ANNOUNCEMENTS				NAT. SPOT PLAN	
		Group KW	Ind.	Group OI	Ind.	Live	Trans.
Fourth War Loan	X	X	X	X	X	--	--
Womanpower	X	--	--	--	--	--	--
Wartime Nutrition	--	--	--	X	X	--	--
Save Critical Resources	--	X	X	--	--	--	X
Car Sharing	--	--	--	--	--	--	--
Conserve Gasoline	--	--	--	--	--	X	--
Wage & Price Stabilization	X	--	--	--	--	--	--

See OWI Schedule of War Messages 91 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

War Loan Messages Dominate OWI Sponsorable Series to Begin Jan. 17

FOURTH War Loan messages dominate the war information campaigns scheduled by the OWI Domestic Radio Bureau for the week beginning Jan. 17, when all station announcements will be sponsorable. OWI officials expressed hope that the new setup will result in better positions for the messages, as well as some revenue for smaller stations in areas that have not been boomed by war industry.

The War Bond messages are scheduled on all of the allocation plans, except the National Spot plan, which will carry them later in the drive. This is due to the longer time required in the production routine for National Spot.

Womanpower Scheduled

To balance listener coverage as between affiliated and independent stations, an additional schedule of announcements will go to independent stations in both the OI and KW groupings. Besides the allocations shown in BROADCASTING'S Packet Table, OWI War Loan messages will be spotted on the Special Assignment, Special Events and Special Transcription plans.

The one new subject scheduled for the week of Jan. 17, other than War Bond announcements, is Womanpower. It has been estimated that a million new employees will be needed in American industry and business by July 1, 1944. Inasmuch as the supply of males is virtually exhausted in many localities, women will comprise the only labor reserve which can be called upon. Women not now employed are to be urged to take jobs, either in war plants or in essential war-supporting industries.

Messages on the Station Announcement plan include the Bond series, regarded as suitable for sponsorship by any advertiser, but perhaps most appropriate for banks or the larger local industries; the Wartime Nutrition messages, especially suited for dairy, bakery and food chain sponsorship, and the Conserve Critical Resources group, aimed at fuel conservation. The latter announcements carry a dual

message, the first part urging listeners to conserve fuel for heating and the second part asking fuel conservation through voluntary reduction in the consumption of electricity, water and gas. Obviously indicated sponsorship is by fuel companies and public utility firms. The fuel messages are not to be broadcast in those areas where fuel shortages have not been declared to exist.

Starred in Films

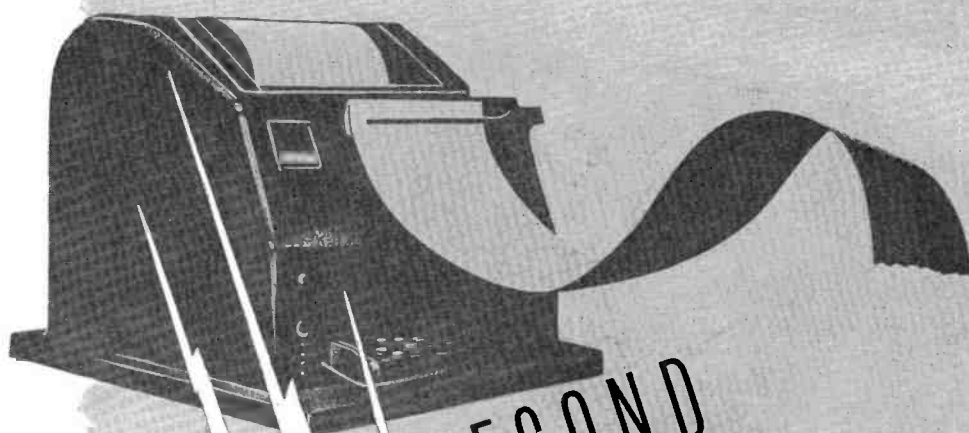
DON WILSON, announcer on NBC *Jack Benny Show*, portrays himself in the Warner Bros. film, "Cinderella Jones", currently in production. Jack Benny co-stars in "The Horn Blows at Midnight", being produced by that studio. Harriet Hilliard and Ozzie Nelson, of NBC *Red Skelton & Co.*, have a major spot in the Universal picture, "Anybody Here Seen Kelly?". Edgar Bergen and Charlie McCarthy will be featured in the Charles E. Rogers production, "Song of the Open Road", to be released through United Artists.

WDRC 21st Anniversary

WDRC Hartford celebrated its 21st anniversary this month. President Franklin M. Doolittle founded the station in 1922, the state's pioneer broadcaster. I. A. Martino, chief engineer, and Walter B. Haase, program manager are the oldest employees.



"Ever since you heard that WAC recruiting spot on WFDF Flint, you've forgotten all you ever knew about camouflage."



A 15-SECOND *News Flash*

To the authoritative news reports supplied through the world-wide facilities of PRESS ASSOCIATION and TRANS-RADIO PRESS, WCAU now adds the three wires of UNITED PRESS—Local Wire, Newspaper Wire and Radio Wire—assuring coverage of *all* the news...fast—accurate—complete.

WCAU *50,000 Watts*
Philadelphia

Radio Advertisers

HUNT BROS. Packing Co., processors of California fruit and vegetables, has appointed Garfield & Guild, San Francisco, as agency. Plans for consumer advertising are being mapped.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (help wanted), under an increased appropriation on Dec. 10 started a daily quarter-hour recorded musical program on KPRO Riverside and KFMB San Diego. Similar type of program is continued on KPAS Pasadena and KFAC Los Angeles, with daily participation on KFVB Hollywood. Firm in addition sponsors weekly half-hour *Your Number Please* on KNX Hollywood. Company uses spot announcements on KFVD Los Angeles. Agency is The Mayers Co., Los Angeles.

HOTEL MELBOURNE, St. Louis, has begun a spot campaign on WHBQ Memphis to acquaint Memphis businessmen who frequently travel to St. Louis regarding accommodations offered by the hotel.

P. LORILLARD Co., New York, has begun sponsorship of an hour portion of the daily *Gloom Dodgers* program on WHN New York for Old Gold cigarettes. Sponsorship includes the 12 noon to 12:15 p.m. period Monday through Friday, and the 12 noon to 12:45 p.m. time Saturday. Agency is J. Walter Thompson Co., New York.

SMART & FINAL Co., Wilmington, Cal. (wholesale food products), for the fifth consecutive year, on Jan. 3 renews for 52 weeks the five-weekly quarter-hour program *Johnny Murray Talks It Over* on KFI Los Angeles. Agency is Heintz-Pickering & Co., Los Angeles.

COMMANDER-LARABEE MILLING Co., Minneapolis (Vivasoy flour), on Dec. 13 began sponsorship of a series of one-minute participations five days a week on the WLS Chicago *Feature Foods* program. Contract is for 16 weeks. Agency is Mitchell-Faust, Chicago.

Socony on Coast

SOCONY-VACUUM OIL Corporation program, slated to start Jan. 12 on eight CBS Pacific stations, will promote Mobiloil and gas in the Wednesday 9:30-10 p.m. (PWT) period. Featured will be Orson Welles with Paul Baron's orchestra. Format will be of a comedy nature with guest comedians appearing each week. It was pointed out that the new series is entirely a West Coast proposition and, will in no way affect the Socony sponsorship of Raymond Gram Swing's news commentaries five times weekly on 130 BLUE stations. Agency is Compton Adv., New York.

NORTHWESTERN Yeast Co., Chicago, shifts *Songs of a Dreamer* from Mondays, Wednesdays and Fridays Jan. 8 to Saturdays on the BLUE, adding 41 stations. Contract is for an indefinite period. Agency is MacFarland, Aveyard & Co., Chicago.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), is sponsoring a five-weekly 15-minute morning newscast on KNX Hollywood. Contract is for 52 weeks. Firm in addition sponsors the five-weekly quarter-hour transcribed serial, *Linda's First Love*, on that station. McMahon's schedule also includes T. B. Blakiston, commentary, five times weekly on KFI Los Angeles; Fleetwood Lawton, news analyst, six times weekly on that station and KECA; with transcribed versions of the latter's commentary on KERN Bakersfield and KMJ Fresno. M.C.M. Agency, Santa Monica, has the account.

LIT BROTHERS, Philadelphia (department store), has added another program on WFIL Philadelphia to its schedule on that station. The new program started Dec. 20 is heard Monday, Wednesday and Friday afternoons and is called *Time Was*, offering a musical review of popular songs now and then. It is the fourth program series sponsored by the store on WFIL.

7-UP BOTTLING Co., Philadelphia, has taken over the sponsorship of *This Week In Philadelphia* on WFIL. Account was placed by Philip Klein Agency, Philadelphia.

SKOURAS THEATRES Corp., New York, has renewed for 52 weeks *This Is Our Cause* on WINS New York, effective Jan. 9. Each weekly half-hour broadcast is turned over to a civic organization to promote its cause.

EDWARD L. JOHNSON, district sales manager of the Minneapolis office of General Foods Corp., has been promoted to sales manager of the Detroit district. George L. Conrad, formerly district representative at Akron, Ohio, takes the Minneapolis post.

GILLETTE Safety Razor Co., Boston, has elected as vice-presidents G. Herbert Marcy, assistant to the president; A. Craig Smith, advertising manager, and Louis H. Young, plant superintendent.

GENERAL MILLS, Minneapolis, places all advertising for Softasilk through Blackett-Sample-Hummert, Chicago, along with Cheerioats, Corn Kix and Gold Medal flour. After Jan. 1 the accounts will be handled by Dancer-Fitzgerald-Sample, successor to Blackett-Sample-Hummert on that date. It was incorrectly stated in the Nov. 8 BROADCASTING that Softasilk was handled by Knox Reeves.

DIXIE margarine and Cocoa Marsh are now participating in the *Yankee Kitchen* heard daily over WNAC Boston and the Yankee network.

AUTOMATIC COAL BURNER Co., Philadelphia, has named Lewis & Gilman, Philadelphia, as agency.



This Radio Station

—proudly thanks American advertisers and their agencies for their magnificent support during 1943 and pledges itself to champion 1944 in a manner that will merit their continued confidence.

**Forward
America
to a
Speedy
Victory
and Peace!**

50,000
Watts

WWVA
WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

50,000
WATTS



Blue
Net



Headley-Reed, National Representative



History of Communications Number One of a Series

A FORERUNNER OF MODERN COMMUNICATIONS



One of the first known channels of message carrying was by runner, and annals of Grecian and Phoenician history describe the nimble lads who firmly grasped rolls of parchment and sped hither and yon. Clad in typical running gear of the period, they covered amazing distances with almost incredible speed. That was the forerunner of today's modern communications where scientific electronic devices are "getting the message through" on every war front. Universal Microphone Co. is proud of the part it plays in manufacturing microphones and voice communication components for all arms of the United States Armed Forces, and for the United Nations as well. Other drawings in the series will portray the development of communications down through civilization and the ages to the modern era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD.

INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
la—transcription announcements

WGY Schenectady

Cocilana Inc., Brooklyn (cough drops), 78 ta, thru Al Paul Lefton Co., New York.
Pillbury Flour Mills Co., Minneapolis, 344 ta, thru McCann-Erickson, Minneapolis.
Scholl Mfg., Chicago (Zino pads), ta weekly, 26 weeks, thru Donahue & Coe, New York.
Wulf Bros., Troy (clothing), 27 sa, 13 weeks, thru Robert C. Russell Adv. Agency, Schenectady.
Anthracite Industries, New York (coal), 6 sa, thru Al Paul Lefton Co., New York.
Montgomery Co., Republican Committee (political), 2 sp direct.
Schenectady Democratic Committee (political), sp, direct.
Wildroot Co., Buffalo (cream oil formula), 3 ne weekly, 52 weeks, thru BBDO, New York.
Rudolph Bros., Syracuse (jewelry items & service), 3 sa weekly, thru Leighton & Nelson, Schenectady.
Lambert Vitamin Co., St. Louis (Beams vitamins), 3 sa weekly, thru Lambert & Feasley, New York.
Maine Development Commission, Augusta, Me. (potatoes), 38 sa, thru Brooke Smith, Frenche & Dorrance, New York.
P. Duff & Sons, Pittsburgh (Duff mixes), 39 sa, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Daily Mirror, New York (Sunday Mirror), 5 sa thru Lloyd, Chester & Dillingham, New York.
Chamberlain Sales Corp., Des Moines (Chamberlain lotion), 32 ta thru Cary-Ainsworth Co., Des Moines.

KFAC Los Angeles

Happy Tumbling Block Co., Osage, Ia. (toys), 6 sp weekly, 13 weeks, thru Northwest Radio Adv. Co., Seattle.
Standard Brands Paint Co., Los Angeles (paints, painters' supplies), 6 ne weekly, thru Adolph Wenland Adv., Los Angeles.

CKKL Toronto

Charles Wilson Ltd., Toronto (soft drinks), 6 ne weekly, thru A. J. Denne & Co. Toronto.
Consumers Electric Appliances Corp., Toronto (chain stores), 5 sp weekly, thru Frontenac Broadcasting Co., Toronto.

KMPC Beverly Hills, Cal.

American Schools, Chicago (correspondence course), 5 sp weekly, thru Buchanan & Co., Chicago.
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 5 t weekly, 26 weeks, thru MacFarland-Aveyard & Co., Chicago.
Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 ta weekly, 13 weeks, thru BBDO, Los Angeles.
Skinner Mfg. Co., Omaha, Neb. (macaroni), 10 ta weekly, 28 weeks, thru Ferry-Hanly Co., Kansas City.
Rheem Mfg. Co., San Francisco (help wanted), 6 sa weekly, thru J. Walter Thompson Co., San Francisco.
Consolidated Drug Trade Products, Chicago (Krank's Shave Cream), 6 sa weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

KMJ Fresno

American Pop Corn Co., Omaha 5 sa, thru Buchanan-Thomas, Omaha.
Chamberlain Sales Corp., Des Moines, 5 sa weekly, thru Cary-Ainsworth, Des Moines.
Cooper Razor Blade Corp., New York, 6 sa weekly, thru Huber, Hoge & Sons, New York.
Westcraft Lads, Los Angeles (Hollywood permanent wave), 26 sa, thru Lew Sterling & Assoc., North Hollywood.
Floyd B. Johnson (religious), 52 t, thru Broadcast Adv., Los Angeles.
Ramos Mfg. Co., San Francisco, 7 ne weekly, 26 weeks, thru Segall Adv. Agency, San Francisco.
Lever Bros., Cambridge, Mass. (Spry), ta weekly, thru Ruthrauff & Ryan, New York.
Swift & Co., Chicago (Jewel shortening), 5 ta weekly, thru J. Walter Thompson Co., Chicago.

WRRF Washington, N. C.

Pepsi Cola Co., Long Island City, N. Y., 56 ta weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Wheatmeal, 21 ta weekly, 52 weeks, thru Keystone Broadcasting System, N. Y.
Bamby Bread, 25 ta weekly, 52 weeks, thru W. A. Long Co., Chicago.
Menthon-Mulsion, Atlanta, 14 ta weekly, 29 weeks, direct.
Block Drug Co., Jersey City, N. J. (Gold Medal Capsules), 7 ta weekly, 52 weeks, thru Keystone Broadcasting System, N. Y.
Dr. LeGear Medicines, St. Louis, 3 ta weekly, 26 weeks, thru Keystone Broadcasting System, N. Y.
Smith-Douglas Co., Norfolk (fertilizer), 5 ne weekly, 26 weeks, thru Courtland D. Ferguson Agency, Richmond.
Seven-Up, St. Louis, 7 ne weekly, 52 weeks, direct.

KTMS Santa Barbara, Cal.

Colgate-Palmolive-Peet Co., Jersey City (Peet's soap), 12 ta weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.
Nehi Corp., Columbus, Ga. (Par-T-Pak, Royal Crown Cola), 10 ta weekly, 52 weeks, thru BBDO Los Angeles.
Interstate Bakeries, Los Angeles (Roman Meal bread), 5 sa weekly, 13 weeks, 6 ne weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Carter Products, New York (liver pills), 5 ta weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Golden State Co., San Francisco (Golden V milk), 7 ta weekly, 52 weeks, thru BBDO San Francisco.
Weaver Jackson Beauty Salons, Los Angeles (chain), 6 sa weekly, 52 weeks, thru Milton Weinberg Adv., Los Angeles.
Seaside Oil Co., Los Angeles, 14 sa weekly, 52 weeks, thru McCarty Co., Los Angeles.
Pepsi Cola Co., New York (Pepsi Cola), 14 ta weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Standard Oil of Cal., San Francisco, 100 sa, thru BBDO San Francisco.
Sunset Magazine, San Francisco, 52 ta, thru Brischner, Van Norden & Staff, San Francisco.

WJJD Chicago

F. H. Pfunder, Inc., Minneapolis (proprietary), 1 sp weekly, 13 weeks, thru Sorenson & Co., Chicago.
Miles Kimball Co., Chicago (dairies), 1 sp weekly, direct.
Chicago Stadium, Chicago (Sonia Henie), 100 sa, thru Schwimmer & Scott, Chicago.
Libby, McNeill & Libby, Chicago (institutional), 30 sa, thru J. Walter Thompson, Chicago.
Central Trucking Assn., Chicago (help wanted), 18 sa, thru Robert Kahn & Associates, Chicago.
Chicago Arena, Chicago (ice skating), 2 sa weekly, thru Leo Burnett Co., Chicago.
Chicago Sun, Chicago (newspaper), 5 sa, thru Leo Burnett Co., Chicago.

KGER Long Beach, Cal.

Southern Pacific Railroad, San Francisco, 5 sa weekly, thru Foote, Cone & Belding, Los Angeles.
Colgate-Palmolive-Peet Co., San Francisco (Peet's soap), 6 sa weekly, thru Leon Livingston Adv., San Francisco.
Knox Co., Los Angeles (Cystex), 6 sa weekly, thru Allen C. Smith Adv. Co., Kansas City.
Sears Roebuck & Co., Los Angeles (chain), 6 sa weekly thru Mayers Co., Los Angeles.

INDEPENDENTS ASK CBC RECOGNITION

REPRESENTATION on the governing body of the second national Canadian Broadcasting Corp. network, scheduled to start operations Jan 1 [BROADCASTING, Nov. 15-29], has been requested by privately-owned Canadian stations. At their annual convention in Calgary last week, the Taylor-Pearson-Carson group and All-Canada Radio Facilities sent the following telegram to Rene Morin, chairman, Board of Governors, CBC:

"Representatives of privately-owned radio stations, meeting in Calgary, including many with 15 to 20 years broadcasting experience and representing prospective members of the new Dominion network, in the interests of public service broadcasting seek to be permitted to contribute to the welfare of broadcasting in general and listening public in particular by being permitted representation on the governing body of the new Dominion network."

"The new network, with the single exception of CJBC Toronto, being composed entirely of privately-owned stations whose contribution to Canadian radio has generally been overlooked, can make a valuable contribution in the organization and the exchange of programs reflecting sectional folk-lore, musical and educational advancements. A network so constituted through the element of competitions would stimulate the industry in general and the existing network in particular and the listening public of Canada will enjoy the fruits of experience, initiative and a clearer interpretation of community progress."

Heads Bloomingdales

JAMES M. SCHOFF, now president of The Fair, Chicago, and formerly vice-president of L. Bamberger & Co., Newark, will become president and managing director of Bloomingdale Bros. on Feb. 1, 1944, succeeding Michael Schaap, who will be elected chairman of the board. Samuel J. Bloomingdale, now chairman of the board, will become honorary chairman. Elections will be held at a coming meeting of the board of directors, according to Mr. Schaap. Bloomingdale's department store operates Metropolitan Television Inc., New York, FM and television firm.

Simonson Named

WARREN SIMONSON, who has been with Latin American enterprises of American business firms for a number of years, has been named head of the export advertising department of J. M. Mathes Inc., New York, to handle increased activities in this field. Mr. Simonson, who joined the agency a month ago will assume his new duties after Christmas upon his return from Mexico where he has been making a survey tour for the agency.

STU MANN, sports director of WDGY Minneapolis, has written an article "That Boy Carley" about Bob Carley, outstanding deaf athlete of Minnesota U., which appears in the January issue of *Coronet*.

EXAMINATION of market potentials and station coverage in the thriving areas served by the PACIFIC NORTHWEST GROUP will back up the convincing trade opinion you've been hearing!

KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

1943 . . . — *and* 1944

DURING this crowded year of war, AMERICAN BROADCASTING has done an outstanding job of bringing the news—*all the news*—to a news-hungry people. . . .

. . . —

During this crowded year of war, AMERICAN BROADCASTING has performed a notable service in donating freely to our armed forces the best available entertainment and talent—the humor that cheers the hearts of men lonely and far from home. . . .

. . . —

During this crowded year of war, AMERICAN BROADCASTING has lived up, in greater-than-ever measure, to the ideals of public service toward which all great institutions strive. Broadcasters have truly conducted their vital enterprise “in the Nation’s interest, convenience and necessity. . . .”

. . . —

In 1944, AMERICAN BROADCASTING may look forward with confidence to bringing the American people more and more good news—the news of victories won on many fronts.

. . . —

Some day these many separate victories will result in the greatest good news ever flashed over the air waves—the news all Americans are longing to hear—the news of complete and final VICTORY, toward which AMERICAN BROADCASTING is contributing so much.

TO SPEED VICTORY, BUY—AND URGE YOUR LISTENERS TO BUY—MORE AND STILL MORE WAR BONDS!

WHAT EVERY RADIO ADVERTISER SHOULD KNOW



Santa Claus (through you) has been mighty good to us this year. He's filled our stockings (schedule to you) brimful of good things (contracts to us).

We're mighty grateful to Santa Claus (and you) and we wish you a Merry Christmas, a Happy New Year, and an early peace.

Member of
SOUTH CENTRAL
QUALITY NETWORK

WMC—Memphis
WJDX—Jackson, Miss.
KARK—Little Rock
WSMB—New Orleans
KWKH-KTBS—Shreveport

REPRESENTED BY
THE BRANHAM CO.

Owned and Operated by
THE COMMERCIAL APPEAL

Gross Revenue Up 60% for Blue Net; Affiliates Increase

25 New Commercial Shows Began in 1943, Says Report

ACCEPTANCE by Radio, as well as by advertisers, of the Blue Network "as an independent broadcasting entity" is reflected in the increase of BLUE affiliates from 143 to 174 stations during 1943, and a 60% increase in gross revenue, according to Mark Woods, network president, in a yearend statement on the progress of the BLUE. Highlight of the year, Mr. Woods pointed out, was the purchase of the network by Edward J. Noble, "an outstanding figure in American industry".

"The problems imposed upon us by war," Mr. Woods said, enumerating them as personnel, equipment and operation, "were scarcely easier than in our first year of independent operation. But the BLUE met them and strode forward. We are confident that progress will be repeated in the year dawning upon us."

25 New Commercials

Under a policy of "creative selling," the BLUE during the year chalked up a steady rise in sales, with an increase in the average number of stations per commercial program from 91 for evening and 66 for daytime in December last year, to 110 for evening and 123 for daytime in December 1943. Thus the average number of stations per commercial evening program has risen by 21% and per commercial daytime program by 86%.

An increase of 85% in the number of sponsored station hours also is noted for this December over last. There are 48 sponsored programs now on the BLUE, according to the network's yearend roundup, and six scheduled to begin in the near future. Of 25 commercials started in 1943, advertisers new to the BLUE sponsored 18. Of the six future shows, four will be sponsored by advertisers new to the network.

Notable among the programs sold during 1943 are the *Boston*

DAVIS COMMENDS WOMEN'S SHOWS

APPRECIATION of the "excellent work" by women's programs during 1943 in acquainting listeners with Government needs is expressed by Elmer Davis, OWI director, in the January *Women's Radio War Program Guide*, issued by the Domestic Radio Bureau.

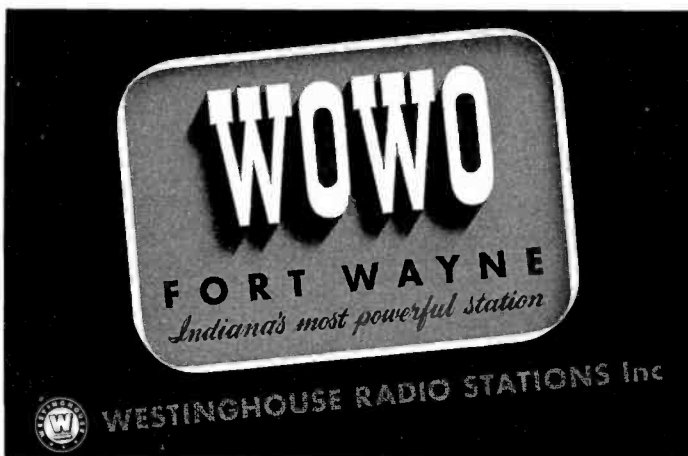
In a message to directors of women's programs, Mr. Davis pays tribute to the cooperation extended OWI through the effective use of war information campaign material contained in the *Guide*. Asserting that "victory is not going to be quick or easy", he declares that "if our radio programs help keep people informed of war's grim demands" the danger of "undue optimism" can be greatly lessened.

Slight changes have been made in the format of the *Guide*, making for greater compactness and readability. The publication serves as an additional "allocation" plan by which war messages of particular interest to the home are channeled to the vast daytime audiences of hundreds of local women's programs.

Symphony to Allis-Chalmers Mfg. Co.; *Radio Hall of Fame* to Philco Corp.; *What's New* to RCA; *Keepsakes* to Carter Products, and Joseph Dunninger to Kentone.

Stress on juvenile entertainment programs carrying an educational message as opposed to past direct educational broadcasts, and the new policy of programming for every age group were the two outstanding contributions in the field of education by the BLUE during 1943, according to Harrison B. Summers, director of the BLUE public service department.

In the program field, Phillips Carlin, BLUE vice-president in charge of programs, stated that emphasis will be put in 1944 on post-war problems, foreign and domestic trends, including war news and the political conventions. He also said that the BLUE will stress broadcasts originating from the West Coast next year. With an eye to this it has already supplemented its program, production and engineering staffs in its Pacific headquarters.



NBC Dollar Volume Reaches New All-Time High in 1943

REACHING "A new all-time high in dollar volume", NBC net sales for 1943 will be approximately 15% over 1942, Roy C. Witmer, vice-president in charge of sales, reported last week in the NBC year-end review.

During 1943 advertisers using the full network increased from 23 in January to 30 in December, at which time the total was 44 programs per week over the maximum number of NBC stations. Twelve additional advertisers started programs during 1943, making a total of 75 firms using the network's facilities.

War Service Increases

"Because of the already proved coverage offered by NBC," Mr. Witmer added, "few outlets have been added during the last 12 months. There is every indication that the sales record made this year will be maintained and possibly exceeded in the months to come, despite the fact that NBC's network time is now approximately 100% sold."

Activities of the network's program department were subordinated to the war effort the past year, with a reported 125% increase over 1942 of announcements and programs devoted to some branch of the armed forces or special governmental problems. Radical innovations in programming can be expected when writers now in service return to radio, Clarence L. Menser, vice-president in charge of programs, stated. He added that "if there should be peace in even one theatre of the war during the coming year, there would be a consequent increase in radio activity from the ideas developed by these

writers from their war experience which would provide a terrific backlog of material, waiting only proper expression".

Because of necessary military secrecy, many engineering developments and services at NBC cannot be revealed until after the war, when the improvements will be available to general use and will advance radio to a phenomenal extent, the report said. Despite the tremendous difficulties under which the NBC engineering department has had to work, due to wartime conditions, the review reported that in the first 11 months of 1943, the network's six owned-and-operated stations were in operation for a total of 41,738 hours, with a combined service delay equivalent to only 1/100th% of the time in that period.

The remainder of the year-end review deals with news and special events, guest relations, international division, music, public service, radio recording, religious, sports and television.

JO RANSOM, in charge of publicity for WEAF, New York outlet of NBC, on Jan. 3 joins WNEW New York as director of publicity and special events, replacing Carl Erbe, resigned. Mr. Ransom prior to joining NBC was radio editor of the *Brooklyn Eagle*.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

MORNING INDEX	A	WGRC	B	C
MON. THRU FRI. 8:00 - 12:00 A.M.	12.6	29.9	32.2	24.1
AFTERNOON INDEX	A	WGRC	B	C
MON. THRU FRI. 12:00 - 6:00 P.M.	28.0	34.9	22.9	13.0
SUN. THRU SAT. EVENING INDEX	A	WGRC	B	C
6:00 - 10:00 P.M.	43.0	12.8	33.5	9.4

... and maybe you don't think
WE'RE PROUD OF IT!

WGRC
Mutual



LOUISVILLE'S TRADING AREA

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

Burn-Smith National Representatives



Edward Petry & Co., National Representative

NORTH CAROLINA
is the
SOUTH'S No. 1
AGRICULTURAL
STATE

CASH INCOME and GOV'T PAYMENTS

Source: Department of Agriculture, 1940

NORTH CAROLINA



WPTF
with **50,000 Watts**
in **RALEIGH** is
NORTH CAROLINA'S
No. 1
SALESMAN
NBC - 680 K.C.



FREE & PETERS, INC. National Representatives

WGCM

Voice of the
MISSISSIPPI GULF COAST
BLUE NETWORK
Gulfport, Biloxi, Miss.

Deep in the Heart of the Deep South! Deep in the Heart of people in "Mississippi's No. 2 Market", where Millions in payrolls roll into the pockets of its WGCM listeners!

National representatives: Sears & Ayer, Inc., Chicago and New York.



AP

WHBQ, Memphis, Tenn.

this will express our appreciation for the individual sales presentations on The AP Telescript programs.

E. A. Alburty,
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Merchandising & Promotion

Record Brochure—FM Publication—Trip
Program Manual—On Election

TWO-COLOR, 33-page promotion piece titled "KPO—The Key Station in the West's Richest Market" has been prepared for mailing. Presentation points out the centralized position of KPO San Francisco in the West's richest market and provides figures purported to show that the Pacific Coast leads the nation in retail sales per capita; that income per capita on the Pacific Coast is highest in the United States; and that 53% of the 1942 national savings growth was in the seven western states. Also that the San Francisco Bay area is the largest ship-building center in the world, and that eight out of the ten wealthiest farm counties of the nation are in California.

Record Brochure

RECORD ALBUM brochure titled **Program Parade** and containing case histories of NBC Hollywood originating packaged shows, is being distributed by Western division sales promotion department to key agency executives and time-buyers. Shows available for sponsorship include *Rupert Hughes*; *Noah Webster Says*; *Manhunter Mysteries*; *Voice of a Nation*; *Confessions*; *Mirth and Madness*; *Fighting Front Facts*; *Today America Asks*; *Carveth Wells*; *Across the Threshold*; *Gallant Heart*; *A Song Is Born*. Record album brochure was contrived by Frank Ford, Western division sales promotion manager.

Mutual Service

AS A MONTHLY service to radio editors, advertisers and agencies, Mutual is releasing a complete list of commercial programs on the network, including such information as program title, origination point, number of stations, time, product and agency. List will be prepared each month by the promotion and research department with tabulations in alphabetical order according to sponsors.

Winter Promotion

PRESENTING the combined news and analysis series featuring William Winter on CBS Pacific stations, the network's Pacific Coast sales promotion department is currently circulating a single-fold promotional piece, "Get the Right Ideas to Five Million People". Black, white and blue folder is illustrated with photograph of Winter. Sponsors are named.

FM Publication

FIRST EDITION of the *WMFM Monitor*, published by WMFM Milwaukee, has been released to radio dealers in the Milwaukee area. Paper is designed to present news of FM developments throughout the nation as well as items of local interest at WMFM.

Gracie Fields Promotion

KWLM Wilmar, Minn., in behalf of the Gracie Fields Victory show now heard Monday through Friday over the station, 8:15 p.m. (CWT), promoted the new series by distribution of free packs of the sponsor's cigarettes (Pall Mall) bearing audience promotion stickers; picture high-lite in KWLM's *Radio Guide*, special sound car which tied in the radio show with the current movie "Holy Matrimony," which stars Gracie Fields; promotion letters to cigarette dealers; special announcements and teaser announcements prior to the opening program, and newspaper ads throughout the KWLM area.

Trip to England

WHO Des Moines has released a brochure, *Our 'erb Went to England*, telling of the experiences of their *Corn Belt Hour* man and farm editor, Herb Plambeck, on his trip to England to get firsthand information and background for better wartime service programs for mid-west farm audiences. Snapshot album and Herb's own story of the trip are included.

'CREI News'

CAPITOL Radio Engineering Institute, Washington, D. C., includes a special supplement along with its regular edition of *CREI News* which contains reproductions from industry magazines of ads for engineering positions to be filled. Critical demand for technical help is stressed.

Folder

WTCN, exclusive **BLUE** outlet for Minneapolis-St. Paul, has issued a novelty promotion folder printed in red and blue. Illustrated and informal in manner, folder invites careful consideration of WTCN for coverage in Minneapolis.

Program Manual

WOWO Ft. Wayne, Ind., has released a comprehensive program manual containing pictures of stars appearing over WOWO, a description of each program, its availability, history, cast, and talent cost.

NEWSPAPER STRIKE BRINGS RADIO AID

WASHINGTON stations filled the gap last Monday when a strike of composers forced newspapers in the nation's capital to suspend publication for the day. Besides providing periods of local news, stations carried special spot announcements placed by theatres and merchants.

WTOP cooperated with the *Post* and *News* to provide several programs featuring local news. WRC put on a 10-minute program on behalf of all capital papers and Morgan Beatty gave half of his 6:30 p. m. news period to local items.

The *Star* sent a crew to the news room of **WMAL**, which is *Star*-owned, and a city room staff sent copy to **WMAL** for processing. Four 15-minute special shows were put on the air on behalf of all papers. Time corresponded to edition times. **WINX** kept close track of developments at the War Labor Board and went on the air Tuesday at 12:56 a. m. with final results of the union meeting at which decision was reached to return to work. **WWDC** covered developments on its half-hourly news periods and carried some 50 extra spot announcements.

WOL has a time-trade arrangement with the *Times-Herald*, but put on four extra news periods in cooperation with all four papers though the copy was prepared by the *Times-Herald*. The station set up a special commercial department to handle extra business. Public service announcements, such as theatre programs and meetings, were put on free. Regular news periods were lengthened to accommodate local items.

On Election

MIMEOGRAPHED booklet on the Utica, N. Y. election as reported by Socony-Vacuum's Mobilgas News over **WIBX** Utica, has been released by the station. Recipient's name is printed on the cover of the booklet which contains photos of candidates and election activities.

KLZ Folder

PROMOTION folder issued by **KLZ** Denver climaxes "KLZ Delivers the Denver Market". Illustrations and sketches on the numerous things delivered by the Denver market are presented, indicating the wealth and importance of the market.

THE NAME
Betty Lennox

on "Household Chat" is a buy-word in thousands and thousands of homes WGY visits daily.

WGY SCHENECTADY, N. Y.
50,000 WATTS
WGY-127

THIS BUILDS LISTENERS

A hundred northern Illinois and southern Wisconsin men in training at the Farragut, Idaho, naval base were unable to come home for Christmas. So, **WROK** presented a special Christmas Day broadcast from Farragut during which the Rockford area bluejackets greeted their relatives and friends. Local programs like these plus the **BLUE** Network's outstanding shows are responsible for the consistently loyal **WROK** audience.

WROK AFFILIATED WITH THE **BLUE**
NETWORK . . . OWNED BY ROCKFORD CONSOLIDATED NEWS-
PAPERS, INC. . . . NATIONAL REPRESENTATIVES: HEADLEY-REED CO.

Political Rates Editorial Contested By Republican Party's Radio Director

EDITOR, BROADCASTING:

I have just read your "Political Rates" editorial attempting to justify, on behalf of practical broadcasters, the charging of premium rates for political campaign talks. I find myself in disagreement.

It is faulty thinking, I believe, when you set aside a specific program category—in this case political talks—and say that it can be subject to a different rate than any other program category. If that be the case, why do we not divide all programs into categories and then say that, for example, we shall charge sponsors of soap operas more than the sponsors of symphonies. Or, to put it another way, we'll charge this sponsor of a drama more than we charge this sponsor of a dance orchestra. If you turn it over and attempt to classify the rates on a basis of the character of the sponsor, you get into even hotter water. Where would laxatives end up, I wonder?

Another basic fault in the reasoning, it seems to me, lies in the implied suggestion that the burden of improvement of political broadcasts lies wholly with the sponsor. This is not the case with other sponsors or other types of programs. Why, at this very moment Bill Lewis is studying programs for CBS; I cannot believe but that he will return with a study which will be of inestimable value to sponsors as well as to CBS. If the radio industry ever needed anything in its life it needs just such a study made of political broadcasting. It is not the answer to charge premium rates.

Suggests Special Handling

The immediate answer is, perhaps, for individual radio stations and networks to assign well-informed and diplomatic sales, production and policy crews to the handling of the forthcoming campaign bookings, accepting fully the joint responsibility of streamlining political talk campaign programs. My own party took a long step in this direction in 1940 with the employment of a first-line advertising

agency to attain better political broadcasting. I think radio should meet politics half way and I don't mean half way to our pocketbooks.

I am sure you know that political parties already labor under an extra carge in that we must pay the displaced talent, having no opportunity to await openings in the schedule as has the ordinary sponsor. This accounts for a tremendously large part of our radio expenditures in general.

And finally, when the time comes that the American people so thoroughly resent the displacement of a normal radio program that a man campaigning for public office can not speak and be heard, we can all quit worrying about how much to charge. Then the government will tell us all.

WELLS CHURCH,
Director of Radio,
Republican National
Committee.
Dec. 20, 1943

Pratt Honored

HARADEN PRATT, vice-president and chief engineer of Mackay Radio & Telegraph Co., and vice-president of the Federal Telephone &



Radio Corp., associates of the International Telephone & Telegraph Corp., has been awarded the Medal of Honor by the Institute of Radio Engineers for distinguished service in the field of radio communication. Presentation of the annual award will take place at the IRE meeting in New York Jan. 28 and 29 [BROADCASTING, Dec. 20]. Mr. Pratt is the IRE's delegate to the Radio Technical Planning Board, and is chairman of its panel on radio communications.

WBT Charlotte, N. C., has given to Davidson College, Davidson, N. C., a large library of its Columbia Masterworks recordings, used one-time only on the daily *Masterworks* program. Facilities at the college are especially being arranged to make use of the gift.



Cherchez La Femme!

- "Though my product primarily appeals to men, should I inject a feminine angle in my radio mail offer to increase my response?"

That was the logical question several prominent advertising men suggested when they learned about the projected KMA mail study. And well they did, for the facts are eloquent.

KMA received 493,479 pieces of commercial mail from April, 1942, through March, 1943. When these 493,479 pieces were tabulated by certified public accountants, it was found that 88.4% of the writers were women and 11.51% were men. Even when the offer appealed to men exclusively, women wrote 57% of the letters.

So—if you want maximum response to your radio offer—you must find the feminine angles, too. If you want maximum results from the No. 1 Farm Market, you must find a place for KMA on your schedule.

Incidentally, if you don't have your copy of the "Complete Mail Study" yet, you had better request it now—from the KMA Research Director. Only a few copies are left.

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS • DAY & NIGHT

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA



The TEXAS RANGERS now

Selling
Milk Products
on
KARM
Fresno

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

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

The Only
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

First With
National
Business Too

CLOR

VANCOUVER, CANADA
J. H. MCGILLVRA (U.S.)
H. N. STOVIN (CANADA)

Now MORE THAN EVER 1ST

Marine and a Mike at Bougainville

Jungle War Caught by Wire Recorder in Jap Territory

The following story was written by Tech. Sgt. Harold Azine, formerly of WLS Chicago and program director of WBAL Baltimore, now a Marine Corps combat correspondent on leave in this country. In the last fortnight he has appeared on the 'March of Time' on NBC and 'The First Line' on CBS. With him at recent Bougainville landing was Sgt. Roy A. Maypole, of Summit, N. J., also a Marine combat correspondent and broadcaster. Both participated in the early fighting.

BOUGAINVILLE, — (Delayed) — When the Marines hit Empress Augusta Bay beach on this island, radio history was made. For the first time, a man and a microphone recorded a landing operation against Jap-held territory.

The man is blond, 29-year-old Marine Sgt. Roy A. Maypole, an industry veteran who resigned as a producer at CBS New York last May to come out to the Southwest Pacific as a Marine Corps combat radio correspondent. Maypole's equipment consisted of (1) a sound and wire recorder, and (2) guts.

At the invasion hour on the morning of Nov. 1, Roy was standing on the deck of a transport in the U. S. task force. In the midst of our intense air and naval bombardment of the Jap shore defenses, he switched on his portable recorder and began a descriptive account of what was happening, verbally identifying the ship-sounds, gun salvos, and bomb explosions while trying to keep his feet against the concussion blasts. When the men in the Marine landing parties started to descend the rope nets, Roy rushed his mike to the rail of the ship to get several 10-second "man-on-the-move" interviews.

Into Heaviest Fighting

Later, when the scene of activity had shifted from shipboard to the beach itself, Roy raced ashore in a landing boat and lugged his recorder in the direction of the heaviest fighting. This was on bloody Cape Torokina, where the Japs had constructed their strongest fortifications. There was no such thing as a front line on the Cape, the Marines and Japs slugging it out wherever they made contact. Taking his chances, Roy searched out an idle electricity generator, got it working, hooked up his recorder, and hastily made ready to broadcast.

He was put to work digging graves. A Marine combat correspondent is a Marine first, then a correspondent. Roy dug graves all day.

Early next morning, Roy managed to interview several boys who were resting briefly after a day and night-long battle in the bush. During these interviews, there was a sudden 'Condition Red' (air raid immediately imminent) warning, and the first Jap bombs came crashing down nearby while the recording mechanism was still in operation. Results on the play-back are terrific.

Meanwhile, Leatherneck assault units had driven the Japs inland across the cape. The hot fighting was now up ahead, a considerable distance from the generator feed-



U. S. Marine Corps Photo
Sgts. Maypole (l) and Azine
at rear base

ing Roy's recorder. He asked someone if it would be possible to tie into a current farther up forward and was told he could power at a command post which could be located by following a wire recently strung to it.

Roy grabbed his equipment and set off into the jungle, guided only by the slender strand of wire.

Over Dead Japs

"I followed the thing for some distance," he said, "jumping over fallen dead trees and fallen dead Japs, cutting through thick underbrush and wading through swamp. After awhile the wire hit the ground and kept going along a lit-

tle trail. I kept following it some more. After a few yards of this, a Marine's head pops out from behind a log and calls, 'Hey, you!'"

Roy stopped and replied, "Yeah?" "Where are you going?" inquired the Marine.

"I'm looking for the command post. Know where it is?"

"Yes . . . this is it."

Got Any Juice?

"I understand," Roy explained, "that I can get a 110-volt, 60-cycle A. C. current here. Do you have it?"

"No," said the Marine, "but I'll tell you, mate, if you go up the trail another 40 yards from where you're standing and ask those guys up there—they might be able to give it to you."

"That's fine," say Roy, "who's up there?"

"Japs!"

Two days later an enemy bomb landed just 10 yards from Roy's recorder, the concussion caving in the side of its amplifier cover plate. This compelled him to get the recorder back to a place where it could be repaired. The magnetized wire, however, was unharmed and his broadcasts and interviews were intact.

Historic Radio 'First'

As far as is known his stuff—much of it taken under fire—is an historic "first" in radio. Its release to the public will be through Marine Corps headquarters, Washington.

Prior to his association with CBS, which began in 1941, Sgt. Maypole had spent 13 years in commercial broadcasting pursuits, marked mainly by his work in the program department of WWJ Detroit, as an actor on network shows out of Chicago, as the writer of *Hobby Lobby* and other network script-shows originating in New York, and as staff executive at WHBF Rock Island-Davenport, and the now extinct WARD Brooklyn.

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

Robert A.
STREET
National
Sales Manager

Paul H.
RAYMER CO.
National
Representatives

**McClatchy
Broadcasting
Company**

Sacramento, California



FDR Scheduled on All Nets By Transcription of Speech

Special Christmas Eve Feature Breaks Historic Precedent; Pickups From Remote War Points

FOR THE FIRST time in radio annals, all four major networks were to carry a transcribed re-broadcast of a speech of President Roosevelt's in a special Christmas Eve program which would mark several innovations in broadcasting. Arrangements were completed Thursday as BROADCASTING closed on holiday schedule.

Listeners in America were to hear for the first time broadcasts from a battleship, an aircraft carrier, a submarine, all in action on the high seas. Locations or identifications of the vessels were withheld. Initial broadcasts were also to be attempted from Tarawa and Bougainville.

Many Pickups

President Roosevelt's speech originally was to be broadcast Friday at 3 p.m. and rebroadcast because of its "major military importance" as the highlight of the special program at 10 p. m., arranged by the Army, Navy and OWI radio sections.

Titled *Christmas Eve on the Fighting Fronts*, the program included pickups from Algiers, Naples, Iceland, Panama, London, Guadalcanal, New Caledonia, New

Guinea, Cairo, and Palestine. A broadcast of Christmas Eve observance on a Coast Guard anti-submarine patrol was also scheduled. Lionel Barrymore, Bob Hope and Bing Crosby participated from Hollywood.

The two broadcasts of the President's speech enabled members of American fighting forces, no matter where stationed and regardless of time zones, to hear the address which had the widest coverage of any speech he has ever made. The afternoon address was carried by the BBC, Australian and New Zealand networks, and stations in Algiers, Palermo, Bari, Naples and India. Both the afternoon and evening broadcasts were beamed throughout the world by OWI shortwave facilities.

NBC and CBS initially had offered to carry the program exclusively but were prevailed upon to join BLUE and Mutual in carrying the President's voice transcribed for the evening broadcast. Conversations as to the scope and extent of the combined hookup were continuing late Thursday.

Arrangements for the special Christmas Eve program were handled by Col. Edward Kirby, chief of the radio section, Army Public Relations; J. Harrison Hartley, chief of the radio section, Navy Dept.; and Charles Harrell, in charge of special events, OWI Domestic Radio Bureau.

AFRA Case in Chicago Before National Board

THE NATIONAL War Labor Board in Washington received last Tuesday from the Conciliation Service of the Dept. of Labor a certification of the dispute between the seven independent radio stations in Chicago and the American Federation of Radio Artists, involving extra fees for local commercials.

The principal issue involved in the dispute is similar to that in the WMAL case in Washington, involving demands for additional fees for each local commercial. The WMAL case now is pending before the National Board. The Chicago case has been referred by NWLB to the Regional Labor Board in Chicago. It is presumed no decision will be forthcoming until the principle is established by the national board in the WMAL case.

SPECIAL Christmas Day program from boys at a U. S. Army post and a U. S. bomber base in Britain to their folks at home was broadcast on WFBR Baltimore, in conjunction with the Sunpapers of Baltimore, the Army and the BBC. Maryland, Virginia and Pennsylvania stations that carried the Christmas chats at 12:45 p.m. were WFBR WJEF WBOC WTBO WRNL WWSA WGAL WKBO WORK.



CELEBRATING RECORD sales reached during October and passing of 2 million dollar mark in War Bond cash sales, Lee Wailes, general manager of Westinghouse Radio Station Inc., addresses staff members of KDKA Pittsburgh at banquet staged in studio. Seated at right of Mr. Wailes is Joseph E. Baudino, KDKA manager, and at left, J. E. Foss, motion picture operator. Others are (l to r): Homer H. Martz, KDKA agricultural director; Evelyn Gradiner, KDKA Home Forum director; and B. A. McDonald, general sales manager of WRS Inc.

Active Year of War Service Noted in CBS 1943 Report

LEADING off its yearend review with a summary of radio's achievements during the 1943 war effort, CBS reported a total of 17,713 broadcasts devoted to some phase of the war, these broadcasts filling 3,504 hours of air time. Of this total, 1,715 hours were sustaining programs, while commercial programs contributed 1,789 hours.

On the home front, CBS presented a total of more than 9,000 hours with 31,591 separate broadcasts, 57.5% of them sustaining and 42.5% commercially sponsored. Continued success of the CBS full network discount plan is evidenced in the report that of the 53 commercially sponsored programs heard this year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs are slated to take advantage of the plan shortly after the first of the year, CBS said.

In addition to the 715 CBS employees now in the armed forces, the network's president, William S. Paley, is on a special war assignment with the Army's Psychological Warfare Branch.

To discover the listening public's program interests, CBS in August commissioned W. B. Lewis, recently appointed executive vice-president of the American Network, to make a special 12-month survey of all sections of the coun-

try to discuss with typical listeners the role broadcasting does and can play in American life.

In March, CBS organized its affiliates advisory board to bring closer to operating executives the problems faced by affiliates. The network also added 18 affiliates during 1943. Highlight of the CBS promotion activity was the launching in September by its 130 stations of an audience-building campaign, using radio announcements, newspaper and magazine advertisements and posters.

1944 IS KEY YEAR, SARNOFF DECLARES

DAVID SARNOFF, president of Radio Corp. of America, set the new year, "the year of expected decision in the European war," as the starting point for the realization of new developments in radio research, engineering, communication and manufacturing, in a survey released last week by RCA on radio's second year of war.

Outlining briefly the future for FM, television and other phases of the radio industry, Mr. Sarnoff stated that while many developments would not be realized in 1944, they would "date from it as radio broadcasting dated from 1919."

Among his predictions was the introduction of "personalized radio," referring to small compact receivers and pocket transmitters. "The uses to which such stations may be put gives the imagination much to play upon," he stated.

Chicago Baseball

WJJD Chicago and WIND Gary, Ind., announced last week they will broadcast exclusively the entire schedules of the Chicago Cubs and the Chicago White Sox baseball games for the 1944 season, the Cubs on WJJD and the White Sox on WIND.



AS JOINT ANNOUNCERS of the new NBC series *The Department of State Speaks*, Secretary of State Cordell Hull (left) and Niles Trammell, president of NBC, talk over the four special Saturday broadcasts to start Jan. 8 as a means of explaining to the American public America's foreign policy.

Wheeler, White Mull Plans

(Continued from page 14)

it added, while in the larger areas, with local talent available, fewer network programs are taken.

With reference to question 3, CBS said: "In the first nine months of 1943 CBS withheld from sale \$2,600,000 worth of time for broadcasting public service programs which are not, under any circumstances, for sale. Every one of those programs occupies time which is highly saleable and in which CBS has actually refused one or more sales. The production cost and the quality of CBS public service programs have steadily increased over the years."

Value of time occupied by the *New York Philharmonic Symphony*, *Man Behind the Gun* and *World News Roundups*, when they were sustaining, was \$6,960,000, the statement continued, while total sales income from the three programs under sponsorship is \$1,880,000 before a larger part of the revenue is paid to affiliated stations.

"No dollar yardstick, however, provides a significant measure of the scope and value of public service programs broadcast over the CBS network," the statement went

on. In a typical week the past fall CBS broadcast 55 separate public service programs, representing 120 separate broadcasts occupying 35 1/4 hours of network time, the committee was informed. Of the public service programs, 26 were presented by 24 sponsors and 29 were sustainers.

Use of Full Network

On question 4 CBS explained to the Senators that under its "full network" plan, instituted a year-and-a-half ago, advertisers were induced to use the full network, adding about 50 small stations. Columbia added to its billings about 4 million dollars, but paid out, in an extra 15% discount and in payments to small stations \$4,750,000. Thus while expanding its coverage, the "full network" plan actually cost CBS \$750,000, the statement pointed out.

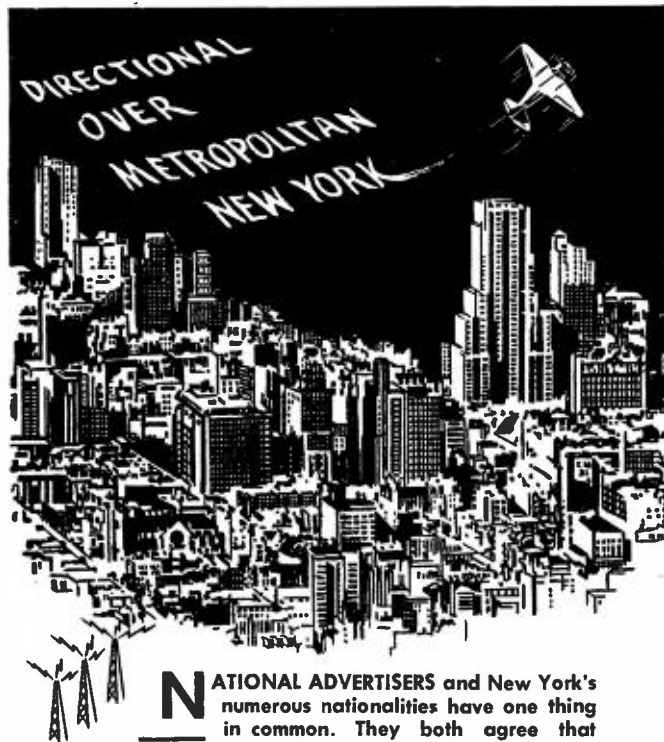
The following payments made by CBS to small stations were cited to show what the plan has meant to the 50 smallest stations on the network for the first nine months of 1943, as compared with 1941.

The 20 smallest stations increased 813%, from \$46,532 in 1941 to \$424,933 in 1943. Thirty smallest stations increased 352%, from \$169,579 to \$767,068. The 40 smallest stations increased 182%, from \$453,995 to \$1,281,660 and the 50 smallest stations went up 123% from \$897,322 to \$2,002,407.

Citing another example, whereby CBS has made additional revenue and its top programs available to the smallest stations, the statement said that in 1941 KGVO Missoula, Mont., operated by Art J. Mosby, who testified before the committee, received less than 8 hours of CBS commercial programs a week, whereas in 1943 the station is receiving 35 hours of CBS commercials per week. Cost to the network

Roberts in Navy

ELZEY ROBERTS Jr., former assistant manager of KXOK St. Louis, son of Elzey Roberts, publisher of the *St. Louis Star-Times* and operator of KXOK, has been commissioned an ensign in the U. S. Naval Reserve. Graduate of Princeton U. in 1942, young Mr. Roberts has been on duty with the Signal Corps Engineering and Technical Service in Washington the last year as radio engineer and project officer for the National Defense Research Committee. Prior to his Army service he was on the staff of the Massachusetts Institute of Technology radiation laboratory.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

* Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .



FOR OFFENSE Buy U.S. Bonds Today!
FOR DEFENSE

PROMOTION MANAGER

We need a man or woman to handle promotion and publicity for both standard and FM stations. Radio experience highly desirable though not absolutely essential. Give complete picture of experience and other qualifications in first letter, also references. Address

WTMJ—WMFM

The Milwaukee Journal Stations

is to measure them against their most direct competitors, the national magazines," said the statement. "Both networks and magazines function as national advertising media and derive their advertising revenue from national advertisers—although the magazines collect an extra fee from readers while radio collects nothing from listeners," yet 1942 and 1943 published figures for leading national magazines, the statement went on, show net profits after taxes as high as 9%, or about double the rate of return from Columbia's network operations.

Threat to Nets

"If a magazine loses 10 pages of advertising, it can reduce its size by 10 or even 20 pages," the network brought out. "If a network loses 10 hours of commercial programs, it has 10 extra hours to fill with high quality programs at its own additional expense. This threat constantly hangs over the economic stability of network operations. By assuming this extra risk, the network protects its affiliated stations against it.

"In view of the enormous extra post-war load of costly pioneering in new forms of broadcasting, especially television, which may be thrown upon the networks—the public good requires that networks have the opportunity to develop along sound economic lines, and that they be freed from unrealistic and crippling restrictions."

Marx to Blue

FRANK MARX, former chief engineer of WMCA New York, has joined the BLUE as technical advisor, a newly created post. He will direct engineering development activities such as television, FM, and building of new studios. He continues with WMCA in a consultant capacity, while Frank Knaack, for 14 years in WMCA's engineering division, has been named the station's chief engineer.

WILLIAM FOND MILLER, former director of apparatus development for the Bell Telephone Labs., has been appointed assistant vice-president succeeding L. Montamat, recently resigned. Mr. Fondmiller is credited with initiating development of the modern combined telephone set. He assumes complete charge of the general staff departments of the laboratories.

GOP at Hearings

(Continued from page 14)

ings the minority outranked the majority in numbers, as compared with 7 meetings in which the Democrats outnumbered their Republican colleagues. At the other 7, attendance was tied between the two parties.

In the early November sessions Chairman Wheeler conducted most of the questioning, but before many hearings had passed the voices of Senators White, Hawkes, Tobey, Moore, Gurney, Tunnell and Clark were heard regularly. Senator White, who challenged a statement by FCC Chairman James Lawrence Fly with the remark that he hadn't intended to take part but couldn't "keep still," frequently took issue with Senator Wheeler, who lost no opportunity to expound his views on "soap operas," commentators and networks.

Perhaps the greatest interest, as evidenced by Senatorial questions, was displayed when the engineering profession appeared in the closing days to talk about the potentialities of FM, television and facsimile.

In addition to Senators Moore, Wheeler and White, the attendance records of other committee members are as follows:

Senators Ernest W. McFarland (D-Ariz.), 22; James M. Tunnell (D-Del.) 21; Albert W. Hawkes (R-N.J.), 16; D. Worth Clark (D-Ida.), 15; Charles W. Tobey (R-N.H.), 14; Chan Gurney (R-S.D.), 12; Clyde M. Reed (R-Kan.) and C. Wayland Brooks (R-Ill.), 8 each; Harry S. Truman (D-Mo.), 5; Henrik Shipstead (R-Minn.), 4; Ellison D. (Cotton Ed) Smith (D-S.C.), 3; Alben W. Barkley (D-Ky.), majority floor leader, Homer T. Bone (D-Wash.) and Warren R. Austin (R-Vt.), each 2; Tom Stewart (D-Tenn.), 1. Senator Barkley attended the full session Nov. 17, when NAB President Neville Miller appeared, and made an appearance the following day, but didn't stay.

Senators Robert F. Wagner (D-N.Y.), Edwin C. Johnson (D-Colo.) and Lister Hill (D-Ala.) failed to attend any of the hearings.

Studio Notes

RADIO CODE school sponsored by WFIL Philadelphia is now open to everyone over 18. Space and equipment are provided by the station, the secretarial staff instructing in touch typing and the engineering staff in transmitting and receiving of Morse code.

WJR Detroit, a member of the CBS basic group, has issued rate card No. 17 effective Feb. 1, 1944. All advertisers of that date will be protected under former rates through Jan. 31, 1945. Program time charges are up, while announcement rates remain unchanged.

WSAU Wausau, Wis., is aiding local fire fighting organizations by airing emergency appeals for volunteer fire fighters.

WDAY Fargo, N. D., on Dec. 11 did a special pickup (10:30-11 p.m.) from the Homestead school, Wyndmere, N. D., which won second place in a nationwide scrap campaign, promoted by the NBC *Truth or Consequences*. Wyndmere Commercial Club handled arrangements, with WDAY entertainers providing fun. Feature was a transcribed congratulatory message from Ralph Edwards, m.c. of the network show.

KGER Long Beach, Cal., is publishing a bi-monthly four-page illustrated tabloid of home town news and gossip which is mailed to men and women of that city who are in the armed services.

WKRC Cincinnati sponsored a championship hillbilly contest in Cincinnati on Dec. 19. "Fiddling Red Heron" of the WKRC talent staff defeated Natchez, the Arizona Indian, former national champion.

KXYZ
THE #1 RADIO BUY
IN THE SOUTH'S #1 MARKET
Houston

#1 RADIO BUY KXYZ's rates are surprisingly low . . . programs receive high Hooper ratings . . . there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

#1 SOUTHERN MARKET According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.

KXYZ
HOUSTON, TEXAS
Now 5000 Watts
1320 KC BLUE, MUTUAL
represented by The Branham Company

BUY BOTH KXYZ AND KRIS, CORPUS CHRISTI — A MONEY- SAVING COMBINATION



RICHMOND, VA.

WORLD'S IDEAL MARKET BATTLE GUARANTEE

5000 WATTS

And A Victorious New Year

We feel that the most pertinent greetings we could send at this season would be a fervent wish for victory in 1944. We are rededicating ourselves to the use of all our facilities in making this wish a reality—by keeping our listeners completely and accurately informed of every news development, by encouraging them to give unreserved support to the war effort and by helping to maintain the spirit of determination to win.

WAGA
ATLANTA



**5000 WATTS
DAY AND NIGHT
590 KC.**

**National Representatives
HEADLEY-REED COMPANY**

Affiliate of the Blue Network

Garey Denies New Resignation Rumor 'Obligation to Fulfill', States House Committee Counsel

PUBLISHED reports last week that Eugene L. Garey, general counsel of the House Select Committee to Investigate the FCC, had been "persuaded to resign" brought from Mr. Garey the terse statement: "It's news to me."

Reached at his New York office, Mr. Garey said: "The last time similar rumors were circulated, my comment was: 'It's like Mark Twain's death—grossly exaggerated.' That still stands. I have an obligation to fulfill to the majority of the committee and I don't propose to renege, published rumors to the contrary."

Mr. Garey, who returned to New York Dec. 16, plans to be back in Washington shortly after the holidays to represent the House in its probe of the Commission and to pursue the inquiry further. The FCC has been scheduled to present its defense of charges so far made in open hearings about Jan. 17 [BROADCASTING, Dec. 20].

Although the general counsel was prepared to submit his resignation when Rep. E. E. Cox (D-Ga.) resigned late in September [BROADCASTING, Oct. 4], three committee members have steadfastly refused to consider it, leaving only

KWBW Transfer

ASSIGNMENT of the license of KWBW Hutchinson, Kan., was granted by the FCC last week from William Wyse and Stanley Marsh, a partnership doing business as the Nation's Center Broadcasting Co., to a newly formed partnership under the same name consisting of William Wyse, Stanley Marsh and Bess Wyse. No monetary consideration is currently involved in this transaction which gives 49½% of Mr. Marsh's 50% interest to his sister, Bess (Mrs.) Wyse. Mr. Wyse retains his 50% interest.

Lt. Hurlbut Named

2ND LT. JAMES W. HURLBUT, Marine combat correspondent who covered the Guadalcanal campaign, has been named radio officer of Marine Corps Public Relations in Washington. He succeeds Capt. Ward Hubbard, formerly of NBC who goes into the field. Lt. Hurlbut formerly was at WTOP.

Chairman Clarence F. Lea (D-Cal.) and Rep. Warren E. Magnuson (D-Wash.) favoring a change in counsel.

Charles R. Denny Jr., FCC general counsel, told the committee Dec. 16 he had been instructed by the Commission to "negotiate no further with Mr. Garey". At the same public hearing the committee counsel charged that the "chairman of the FCC and the chairman of this committee" were handling the Commission's defense.

RMA Announces Program for 1944

1944 WAR PROGRAM of radio and electronics equipment for the Radio Manufacturers Assn., was announced last week by the organization. Plans include expansion and forming of new committees to work on immediate and post-war problems, with special emphasis on reconversion to peacetime operation.

Eight new committees have been added to the RMA set-up, appointed by R. C. Cosgrove of the Crosley Corp., Cincinnati, chairman of both the RMA Set Division and the Association's over-all Post-war Planning Committee. They are concerned with: present and future war contract cancellations, future industry reconversion, employment and personnel problems, sales financing, advertising and promotion, future distribution costs and other problems, industry statistics, the post-war patent situation and post-war export problems.

The new program, both on immediate and post-war interests will be developed at an RMA Mid-Winter Conference on Jan. 12-13 at the Stevens Hotel, Chicago.

Chairman of the advertising committee is John S. Garceau of the Farnsworth Television and Radio Corp., Ft. Wayne, Ind.

Dr. C. B. Jolliffe, of the RCA Victor Division, Camden, and former FCC official, succeeds H. C. Bonfig as director of the RMA. Mr. Bonfig assumes other duties with the firm.

GREATER MIAMI HAS REACHED

New Peaks!
...in almost every line of business activity

Since the end of 1942, 8000 more telephones are in use, 9000 more users of electric power; bank clearings \$67,426,556 greater the first ten months of '43 than the entire year of '42; postal receipts \$811,258.58 ahead of those for the same period in '42.

**WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun**

MIAMI

Even greater gains would be recorded if supply could meet demand!

National Representatives
GEORGE P. HOLLINGBERRY CO.
Southeast Representative
HARRY E. CUMMINGS

5000 WATTS • 610 K.C. • N.B.C.

HAPPY NEW YEAR!



Yrs.
Alvy

WCHS

Charleston, W. Va.

UBC Files Application to Move WCLE To Akron in First Order 84-A Action

IN THE FIRST formal action as a result of the FCC multiple ownership order promulgated last month, United Broadcasting Co. last Wednesday filed with the FCC applications seeking removal of WCLE from Cleveland to Akron along with a shift in assignments involving WCLE and WHKC Columbus. UBC also operates WHK Cleveland, and the move is designed to eliminate the multiple operation in that city.

WCLE seeks a construction permit to change its frequency from 610 kc to 640 kc, increase power from 500 w to 1,000 w and hours of operation from daytime to limited time, taking over the facilities of WHKC. With these facilities the station would move its present transmitter and studios to Akron.

Would Comply With Rule

WHKC filed for a construction permit to change its frequency from 640 kc to 610 kc and increase its power from 500 w to 1,000 w. It also seeks an increase in hours of operation from limited time to unlimited time, with a directional antenna for night use. This would involve taking over the facilities of WCLE, with fulltime operation.

Under this arrangement UBC would procure one fulltime and one limited time station in lieu of an existing daytime station and one of limited time, through the interchange of facilities. Moreover, the multiple ownership order (84-A) slated to become effective June 1, would be complied with.

While the UBC application is first to be filed with the FCC since promulgation of the revised order Nov. 23, negotiations were understood to be current by some 40 licensees affected by the order. Conversations ranged from proposed sale of entire groups of stations to individual transactions covering exchanges. Few, if any, of the

Buse Names Ellis

GUS G. BUSE Corp., Buffalo, manufacturers of K & B Best coffee, K & B Best flour, has appointed Ellis Adv. Co., Buffalo, to direct 1944 advertising campaigns. Radio and direct mail plans are in the making, with other media to follow.



"But WFDF Flint said the bridge was open!"

transactions have reached the point of consummation.

There were indications also that a number of stations which, on paper, appeared to be affected by the "duopoly" order, feel that they are exempt from its provisions because of extenuating operating circumstances. Whether a battle against the order will be made, because of the manner in which it was drafted, remained uncertain last week.

de Castro Heads MBS Commercial Programs

ALLEN de CASTRO, who joined Mutual as an executive last August to do research work on programming and to take a hand in the network's expansion into Latin-America, has been named to the newly-created post of MBS commercial program director.

He will serve the sales department on show ideas and programs and will continue his work on Mutual's plan to repeat nighttime network shows during the day [BROADCASTING, Aug. 30].

Before joining MBS, Mr. de Castro was sales executive at the BLUE and prior to that served as sales manager of CBS Latin-American network. He will handle Mutual's plans for an exchange of programs with privately-owned stations in Southern countries in the post-war period.

RKO Takes MBS Option for Show

Definite Decision on Network Program Is Due Next Week

RKO RADIO PICTURES plans for a network program assumed more definite shape last week, although no decision will be made until the first week of the new year when RKO executives, including Ned E. Depinet, president, will audition and pass the final word on a quarter-hour show submitted by Foote, Cone & Belding, agency in charge. In the meantime RKO has taken an option with Mutual for a daytime period, tentatively set for 11:45 a.m. (EWT) Monday through Friday.

Catering to the public's natural curiosity about behind-the-scenes activities during the production of a film, RKO will originate the show at its own Hollywood lots, featuring broadcasts from various departments, such as the make-up section, bringing in talent working on the picture at the time.

A spot radio advertiser for several years, RKO scored outstanding success in this media in the promotion of "Hitler's Children" and subsequent films [BROADCASTING, May 31] and does not plan to modify in any way the extent of its use of regional and local radio.

The network program, to be the first regular national series for the film company, is considered as a supplement to other advertising.



**BUY
WAR BONDS**

**Insure a
HAPPY
and
VICTORIOUS
NEW YEAR**

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

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

93...IS THE KEY

... that opens the door to our house... so pay us a visit and we'll guarantee you a most pleasant reception.

Drop in any day for Luncheon With Helen... but come early... between 10:35 and 11. Or come between 1:05 and 1:30... and enjoy Music A La Mood... our good music program that wins hundreds of new listeners weekly.

But the important thing is... COME. We've given you the key... 93 on your radio dial. Use it to get acquainted with... the fastest growing station in the metropolitan area.

**RADIO
STATION WPAT**

**PATERSON,
NEW JERSEY**

**PARAMOUNT BLDG.
NEW YORK**



*When Tommy's at school
I flip on our radio and
get a lift!
I love Don McNeill and
the Breakfast Club;
and "Sardi's"—with Tom
Breneman.
The Mystery Chef saves
me money. Ration points,
too! Morton Downey's
songs are grand.*

*But then when
"My True Story" and
Ted Malone and
"Blue Frolics" are over—
There's Tommy storming
home.
And the radio's his the
rest of the afternoon.*

Because Tommy's Mother
doesn't have the car so much
any more, she gets her pre-
cious relaxation via radio.
WTCN'S programs are de-
signed especially to bring it to
her!

This advertisement is
another example of
WTCN program promo-
tion.

It (and a score of
others like it) are ap-
pearing regularly in
newspapers in our cov-
erage area.

WE'LL GET BEHIND
YOUR SHOW, TOO!
WHEN IT'S ON WTCN

WTCN
1280 ON YOUR DIAL

Blue Network
Minneapolis—Saint Paul
Minnesota

MBS Sales to Top 14 Million According to Yearly Roundup

MUTUAL sales for 1943 are expected to exceed \$14,000,000 — a gain of more than 40% over 1942 — according to the network's year-end report issued last week in a booklet entitled "1943 in Review."

This figure denotes a new peak in the network's sales history, progress of which is summarized "to the fullest extent" by the number of station quarter-hours of sponsored network broadcasting, as follows: In December, 1942, the figure was 5,621, while by December of this year the total had grown to 10,703, an increase of 90.4%.

Good Year Foreseen

Gratification "that the year 1943 should end with the rate of commercial business approximately twice that of last year," was expressed by Miller McClintock, president of Mutual, in a statement at the end of his first year as MBS chief executive. "This (gratification), however," he added, "is secondary to the satisfaction which is derived from a national and international operation in which the capacity for service to the business fraternity and to the public is many times stronger than heretofore."

"We can, therefore, look forward to the year 1944 as a year in which the foundations laid this year will

see an increasingly strong and useful structure, both in size and in character of operations. In this contemplation Mutual rejoices that it is an integral part of the great forward movement of the entire radio industry."

"It is significant that the two objectives of the industry are the support and expansion of democratic economy in this nation and the performance of its full duty to the public."

Mutual's contribution to the war effort for the first ten months of 1943 includes 1,468 programs or 641 hours and 49 minutes devoted to programs for governmental and public agencies. Mutual presents 76 individual news commentaries from the United States, and since September has been presenting daily news broadcasts by the *Christian Science Monitor* correspondents all over the world, as well as by its own corps of overseas reporters. Of these, Mutual mentions specifically the death of Frank J. Cuhel in the *Clipper* crash near Lisbon last spring, and the recent return from Japanese prison camps of Royal Arch Gunnison.

Program facilities were considerably expanded in 1943, and a program operating board, comprised of program heads of five key Mu-

Emerson Announcing Video Receiving Sets

EMERSON RADIO & PHONOGRAPH Corp., Chicago, last week announced the development of a new type of television and radio receiving set which will enlarge and project television images on a screen. The instrument, measuring only 18 x 14 inches, enlarges television images to 15 x 20-inch proportions on a screen with brilliance equal to that of home movies according to Benjamin Abrams, president of the company.

With compactness made possible through use of a 3-inch cathode ray tube instead of the usual 5 or 12-inch tube, and enlargement by a lens system of plastics, Abrams said the sets could be produced to retail at not more than \$150 when materials for large scale production are available.

tual stations, was organized to analyze and solve program problems. Because of increased activity and expansion, the New York office personnel of Mutual has increased 122% since 1942, the booklet reports.

15 Affiliates Added

Mutual added 15 affiliates this past year, signed contracts for exchange programs with the 36-station hookup of Radio Mil of Mexico, and as of December, 1943, numbers its affiliates at 211 stations in the United States, Canada and Hawaii. Another station relations milestone this year was the new standard contract for member and affiliated stations, providing increased program service and eliminating previous inequalities in station-network contracts.

In addition to further details on new commercial programs, public service features and sportcasts, the booklet concludes with a history of Mutual from its inception in 1934 to date and a list of MBS executives and affiliates.

Mrs. Grace Fox

MRS. GRACE FOX, singer, heard on WJZ New York as Grace Morgan, jumped or fell to her death from an apartment building in New York, Friday, Dec. 17. She was featured in a five-minute musical program sponsored by Norwich Pharmacal Co.

EASY TO BELIEVE

When you can actually *see* your sales mounting, you *know* advertising pays. Nowadays, you haven't anything concrete, like figures, on which to base your belief. However, you have experience—it tells you that advertising is the very lifeblood of business. Stop that steady flow of advertising and you lose your hold on a future market.

All these things you know—far better than we do. You also know that radio provides that "steady flow" effectively and economically. But do you know that, in Canada, CFRB reaches the largest share of the richest market in that country? Do you know that, in a key area fed by three stations, CFRB broadcasts half the leading sponsored programmes? These are facts you should keep in mind and arrange to have CFRB carry your advertising in Canada.

CFRB
TORONTO

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Fisher Elected President at Annual Meet Of Federal Communications Bar Assn.

BEN S. FISHER, of the Washington law firm of Fisher & Wayland, was elected president of the Federal Communications Bar Assn. Dec. 18 at its annual meeting in the Statler Hotel, Washington. He succeeds Horace L. Lohnes, Washington attorney.

Eliot C. Lovett was elected first vice-president succeeding Mr. Fisher; Carl I. Wheat was chosen second vice-president, replacing John F. Gibbons, and W. Theodore Pier-son was named secretary, succeeding Lester Cohen. Kenneth L. Yourd, general counsel for CBS Washington, was re-elected treasurer.

Elected to the executive committee were Mr. Lohnes and Mr. Cohen. Four other members, Reed Rollo, Judge E. O. Sykes, Herbert Bingham and Ralph Van Orsdel are holdovers. Those six, with the officers, comprise the executive committee.

After assuming his new office, President Fisher outlined an active program for the coming year. First on the agenda will be appointment of a legislative committee. "Since Congress is considering communications legislation and in view of the fact that the Bar Association was instrumental in initiating new legislation, we consider the legislative committee of foremost importance," said Mr. Fisher. Committee appointments will be made within the next fortnight, he added.

The *Federal Communications Bar Assn. Bulletin*, official publication of the organization, will be issued more regularly, the new president pledged, in view of the important legislation and potential future expansion of communications, particularly radio.

Mr. Fisher also plans to hold

DAVID HALL, NBC writer on musical programs, has published a revised edition of *The Record Book*, a reference book on recorded music first compiled by him some 10 years ago. Smith & Durrell, New York, is publisher.



Olive Kachley

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE *L.B. Wilson* STATION

EXTENSION SOUGHT FOR WATSON-DODD

EXTENSION of the 40-day time limit in which to file reply briefs in the suit of Drs. Goodwin B. Watson and William E. Dodd Jr., former FCC employees, and Robert Morse Lovett, former Interior Dept. employee, to recover salaries for Nov. 15-21, was to be sought by the Attorney General's office, according to Rep. Kerr (D-S.C.), chairman of a House Committee on Appropriations subcommittee.

Resolutions introduced by Rep. Kerr in the House (HRes. 386 and HRes. 387) on Dec. 17 authorizing the subcommittee to appoint special counsel to represent the Government and to spend up to \$15,000 in the defense [BROADCASTING, Dec. 20], were passed by the House Dec. 18, with only one voice in opposition. Rep. Marcantonio (D-N.Y.) voiced disapproval of the resolution empowering the subcommittee to name counsel.

Will Select Counsel

Before leaving for the holidays Rep. Kerr said the committee would select counsel after the House resumes Jan. 10. In the meantime, he added, the Attorney General's office had assured the House that it would request an extension of the 40-day time limit for filing briefs in the U. S. Court of Claims to permit the House subcommittee to appoint counsel to defend the Government.

In a deficiency appropriations bill the Congress attached a rider

Grid Spotting Aid

USING a Sonotone, Charles Egenroad, announcer of WSBT South Bend, Ind., and Howie Murdock, spotter, have developed a system whereby the spotter can transmit information to the announcer without interrupting the running description of a football game. Tried out during the past season's Notre Dame games, the system was pronounced fast and accurate and is expected to be adopted next year by other sportscasters. American Trust Co. of South Bend, which sponsored last season's series on WSBT, cooperated in the new venture.

prohibiting salaries after Nov. 15 for Messrs. Watson, Dodd and Lovett after the Kerr subcommittee had investigated them. In testimony three weeks ago before the House Select Committee to investigate the FCC, it was brought out that the FCC, in cooperation with the Dept. of Justice, arranged for the two Commission employees to work without salary from Nov. 15-21 to test constitutionality of the deficiency bill rider [BROADCASTING, Dec. 6].

Rep. Kerr said the subcommittee has "several outstanding constitutional lawyers" under consideration and would make a selection after the holidays.

YOU ARE THE ONLY REAL SUITOR IN ROANOKE!



WHEN you use one of the several powerful stations in Bigtown, you get maybe 50%, maybe 30%, maybe 10% of the audience—at pretty high rates.

When you use WDBJ, you get virtually *all* the audience, in an area that does 25.8% of Virginia's total buying. Because *no* other station gives satisfactory reception *all* the time in this big Roanoke-Southwest Virginia market.

Practically 100% of 120,348 primary radio homes for \$40 per Class A—one time—quarter hour! Write for availabilities.

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 the World's
 Biggest News"**

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DIRECT ROUTE TO AMERICA'S No. 1 MARKET
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 Corporation
 Member of NBC and New England
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Represented by: WEED & COMPANY
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 Francisco and Hollywood

24 Hours a Day!

WOL
 WASHINGTON

Washington's Only 24 Hour Station
 1000 WATTS 1260 KC.

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 The Weekly Newsmagazine of Radio
 Broadcast Advertising

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

—DECEMBER 18 TO DECEMBER 23 INCLUSIVE—

Decisions . . .

DECEMBER 21

WEIM Fitchburg, Mass.—Granted voluntary assign license from Ruben E. Aronheim to Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, d/b Radio Station WEIM, new partnership, for sum of \$12,788.88.

WBAX Wilkes-Barre, Pa.—Granted extension temporary license to March 26, 1944.

KWBW Hutchinson, Kan.—Granted assign. license from William Wyse, Stanley Marsh, partnership d/b The Nation's Center Broadcasting Co., to new partnership of William Wyse, Stanley Marsh and Bess Wyse d/b The Nation's Center Broadcasting Co. (No monetary consideration.)

WADC Akron, Ohio.—Adopted order denying petition for rehearing filed by WADC, directed against Commission's Findings adopted Nov. 3 granting applications of WGAR and WBCB for CPs.

DECEMBER 22

WROL Knoxville, Tenn.—Adopted proposed findings of fact proposing to deny application for mod. license change night power from 500 w to 1 kw.

WMRO Aurora, Ohio.—Adopted proposed findings of fact proposing to deny application for mod. license operate 1280 kc, 250 w D, 100 w N, unlimited.

WBNY Buffalo, N. Y.—Adopted proposed findings of fact proposing to deny application for mod license change from 1400 kc to 680 kc with 250 w.

KFXM San Bernardino, Cal. — Adopted order making final proposed findings of fact granting change from sharing with KPCC Pasadena to unlimited, 1240 kc, 250 w.

Valley Broadcasting Co., West Point, Ga. — Granted petition to accept amendment specifying new transmitter site; hearing date unchanged. Application is for new station, 1490 kc, 250 w, unlimited.

**in the
 CONTROL
 ROOM**



ENS. PAUL LEE, USNR, formerly chief engineer of WWNY Watertown, N. Y., and ex-chief radioman of the 3rd Naval Dist. Communication Reserve, is now on active duty with the radio division of the Bureau of Ships, Navy Dept., Washington, D. C.

CARSON PINKLEY, formerly engineer of KTMS Santa Barbara, has joined KFVD Los Angeles, in a similar capacity.

PAUL MCKENZIE has joined WTBO Cumberland, Md., as transmitter operator.

CHARLES BRAUER, KDYL Salt Lake City engineer, is the father of a boy.

BILL COLLINS has joined the operating staff of CKWX Vancouver.

HERMAN WILSON has resigned from staff of CHEX Peterborough, Ont.

JOE KNOWLES, transmitter operator of CKY Winnipeg, has joined the Royal Canadian Navy as wireless technician.

THOMAS P. BASHAW, NBC central division sound effects technician, is being inducted into the Army.

GORDON M. NUTTY, formerly with WKBY Richmond, Ind., is now chief engineer of WAOV Vincennes, Ind.

TOM O'MALLEY MOORE, former studio engineer of WMMN Fairmount, W. Va., is at the Great Lakes Naval Training School in Illinois. Dorothy Conley has joined WMMN's control room staff.

WILLIAM C. SPEED has been named vice-president in charge of merchandising for Reeves Sound Labs., New York.

Applications . . .

DECEMBER 22

WCLE Cleveland—CP change 610 kc to 640 kc, increase power to 1 kw, D to limited (facilities of WHKC), move transmitter and studio to Akron.

WHKC Columbus, Ohio—CP change 640 kc to 610 kc, increase power to 1 kw, limited to unlimited. DA-N (facilities of WCLE).

WKY Oklahoma City—Mod. CP which authorized move transmitter, increase power and DA, for extension completion date to July 20, 1944.

KLPM Minot, N. D.—Vol. Assign. license to Minot Broadcasting Co. (Incomplete).

Network Accounts

All time Eastern Wartime unless indicated

New Business

AMERICAN MEAT INSTITUTE, Chicago (institutional), on Jan. 16 starts *The Life of Riley* on 155 BLUE stations, Sun., 8:30 p. m. Agency Leo Burnett Co., Chicago.

GENERAL PETROLEUM Corp. of Cal., Los Angeles, subsidiary of Socony-Vacuum Oil Co. (Mobiloil and gas), on Jan. 13 starts Orson Welles and Paul Baron's Orchestra on 8 CBS Pacific stations, Wed., 9:30-10 p. m. (PWT). Agency: Compton Adv., N. Y.

AUTO-LITE BATTERY Corp., Toledo (institutional), on Jan. 18 starts *Everything for the Boys* on NBC Tues. 7:30-8 p. m. Agency: Ruthrauff & Ryan, N. Y.

EASTERN COLUMBIA OUTFITTING Co., Portland (Bradbury clothes), on Jan. 2 starts for 52 weeks *Bradbury Clothes Presents Walter Duntant* on 9 BLUE Pacific stations, Sun., 5:30-6:45 p. m. (PWT). Agency: Robert E. Smith Adv., Portland.

PEPSODENT Co. of Canada, Toronto, on Jan. 4 starts *Bob Hope* on 22 CBC Dominion network stations, Tues., 10-10:30 p. m. Agency: Spitzer & Mills, Toronto.

Join Barron

KENNETH R. HYMAN, formerly chief engineer of KABC San Antonio, and Phillip Hedrick, formerly chief engineer of WSJS Winston-Salem, N. C., are now associated with John H. Barron, Washington, D. C. consulting engineer.

JERRY KANE, formerly with the Turner Co., Cedar Rapids research laboratory, has joined Universal Microphone Co., Inglewood, Cal., as electro-acoustic engineer. Firm will announce six new styles in microphones, according to James L. Fouch, president.

**New Rules of the Federal
 Communications Commission Permit You to Place
 Your NBC, Blue or CBS Net-
 work Programs on WSAY**
 —if the network they are on
 cannot furnish coverage here

WSAY
 ROCHESTER, N. Y.
 MUTUAL OUTLET

THIRD LARGEST MARKET in the
 COUNTRY'S GREATEST STATE

Army-Navy Group Takes WPB Uniform Schedule

STANDARDIZATION of electroic components for radio equipment has now reached the important stage of application to military equipment, the WPB Radio & Radar Division indicated last week, in turning over 20 specifications to the joint Army-Navy Electronic Standardization Agency. Eleven of the specifications drafted for WPB by the American Standards Assn. have been approved for Army-Navy procurement.

WPB points out that the standards, item-wise, will cover 75% of all components used in radios and other electronic devices. The armed services credit WPB with having brought the Army and Navy together on the use of common standards for these items, now interchangeable.

The components approved by the Army and Navy are ceramic radio insulating materials, statite radio insulators, fixed mica dielectric capacitors, ceramic radio dielectric material, external meter resistors, glass bonded mica radio insulators, fixed composition resistors, electrical indicating instruments, shock-testing mechanism for electrical indicating instruments, dimensions for external radio-frequency thermocouple converters and glass radio insulators.

Components on which standards are expected to be completed by March 1 by WPB include fixed paper dielectric capacitors, porcelain radio insulators, fixed ceramic capacitors, dynamometers, external ammeter shunts, variable wire-wound resistors (low temperature), tower-type wire-wound rheostats, and toggle switches.

FIRST television showing of the U. S. documentary film "War Department Report," was presented on WCBW. (This station in New York, Dec. 23.

**DON'T
 WASTE
 YOUR PUNCH
 ON
 JUDY (Ky.)!**

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which alone does 17.1% more retail buying than the rest of Kentucky combined! . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

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 WAVE**
 5000 WATTS . . . 970 K.C. . . N.B.C.
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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. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Announcer-Salesman—Who can assume responsibility and work into assistant manager Alaska station. Give complete details regarding yourself. Seattle office KINY-KTKN 708 American Bldg., Seattle, Wash.

Announcer Wanted—Good news voice essential. Advise age, draft status, salary expected, and details in first letter. Write Radio Station KHMO, Hannibal, Missouri.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 642, BROADCASTING.

ANNOUNCER—Permanent position for experienced man. \$56.00 for fifty hours. A real opportunity. Send transcription with full details to Manager, WFDF, Flint, Michigan.

Active, Production Minded Southern Station—Wants good, experienced announcer. Pay is good and chance for talent outstanding. Write or wire station WMPS, Memphis, with full details, and audition transcription. Please state salary requirements. A good job for the right man.

Engineer—With first class license wanted at once. Write or wire Radio Station KHMO, Hannibal, Missouri. State salary desired, draft status, experience, and when available.

ANNOUNCER—With experience for full time Southeastern NBC affiliate. Full account first letter. Box 640, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 643, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

OPERATOR—Permanent position. State qualifications and salary requirements. KTRI Sioux City, Iowa.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 635, BROADCASTING.

WANTED—3rd-class and 1st-class operators for new 50,000 watt station. State qualifications and salary desired. Write Box 898, Corpus Christi, Texas.

Versatile Announcer-Newscaster—Immediately who isn't afraid of hard work; single and capable of earning \$50 weekly. No drifters. Send photo and references WHIT, New Bern, N. C.

Can You Write GOOD commercial copy and announce? \$45 weekly waiting for dependable single man. Forward samples, photo and transcription. Box 650, BROADCASTING.

Salesman Wanted—Apply manager KGBX, Springfield, Missouri, stating qualifications. A good opportunity for a good man.

Announcer—Permanent position with 5 KW affiliate. Send letter stating qualifications and minimum starting salary together with addition to manager, KGBX, Springfield, Mo.

Situations Wanted

ANNOUNCER—Woman. Four years' radio experience as announcer. Box 646, BROADCASTING.

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DEFORST'S TRAINING, INC., 2533 N. Ashland Ave., Chicago 14, Illinois.

ANNOUNCER—Seven months experience. commercial, newscasting. Available after two weeks. Box. 649, BROADCASTING.

Want Successful MANAGER for your station? Presently employed—progressive—youthful—completely reliable—draft exempt. Person desires change—excellent reason. Confidential. Write P. O. Box 6662, Cleveland, Ohio.

Announcer—Draft exempt, honorable discharge, college two years, major network experience. Married, very settled. Now employed 50 kw. Prefer East or North, but consider all states. All first letter. Box 641, BROADCASTING.

Announcer-Producer-Writer—Just received honorable discharge from army. 4 years in broadcasting. Married. Dependable. References. Wish permanent position in California station or agency. Available now. Box 638, BROADCASTING.

Experienced Salesman—Sales promotion and merchandising man. Four years network experience. Excellent references. Draft exempt Available January first. Box 637, BROADCASTING.

First Class Transmitter Engineer—47, draft deferred. Desires change. Preferably North Carolina. 16 years experience. Box 636, BROADCASTING.

WANTED—Position as Chief Engineer, experienced, knowledge all phases of broadcasting. Telephone first. Will consider desirable operating position. Give full particulars. I. Stromswold, 115 S. Charles, Saginaw, Michigan.

Engineer—6 years experience, 5 kilowatt, studio, master control, licensed, 2 years college, native Pennsylvanian, go anywhere, honorable Army Discharge. Room 30, 1481 Cahuenga Blvd., Hollywood 28, Calif.

Wanted to Buy

Complete Equipment Wanted—For 250-watt installation, all or part, give details of what you have. Box 648, BROADCASTING.

Wanted To Buy—Local or regional stations midwestern, southern, or eastern states. Full or controlling interest only. Box 647, BROADCASTING.

WANTED TO BUY—200 to 250 ft. BLAW KNOX OR SIMILAR STEEL TOWER. Box 645, BROADCASTING.

Wanted To Buy—One Western Electric type 10A tuner in good condition. Box 644, BROADCASTING.

For Sale

FOR SALE—Portable recording equipment, RCA table, cutter and mikes. Special built 2 input mixer and cutter amplifier with Weston VU meter. Box 639, BROADCASTING.

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, \$2525 cash. KFAC, Los Angeles 5.

Mueller Sees Long Pull Ahead for Allied Troops

A LONG slow pull through Italy to the Rhine river is ahead for Allied troops before victory over Germany is possible, Merrill Mueller, NBC foreign correspondent just returned from the Mediterranean theatre, told NBC executives and the press Dec. 20 at a luncheon in his honor at New York's Waldorf-Astoria hotel. One of the first correspondents in the Sicilian campaign to learn of the Gen. Patton incident, Mr. Mueller said he and Demaree Bess of *Saturday Evening Post* checked with Gen. Eisenhower on release of a story, that the commanding general personally investigated and considered it closed after Gen. Patton had apologized to all concerned. The NBC correspondent said Gen. Eisenhower did not place a censorship on the story, as published versions indicated.

A surprise speaker was H. V. Kaltenborn, NBC news analyst, who had returned unexpectedly the day before from a three-week tour of the South Pacific as a war correspondent for the Navy. Mr. Kaltenborn spoke highly of the work being done by radio and press correspondents in the Pacific. He agreed with Mr. Mueller that the

Hottelet Joins UP

RICHARD C. HOTTELET, formerly with UP's Berlin bureau, and more recently with the Office of War Information in London, will join the CBS London staff Jan. 1. Mr. Hottelet became associated with the UP in 1938. He was interned by the Nazis in 1941 and released in July of that year, when he returned to America. He worked in UP's Washington office, and then joined the OWI. He was assigned to the agency's psychological warfare division in the British capital in August, 1942.

NBC Youth Series

TEN YOUTH organizations will cooperate with NBC in the presentation of a series of 13 half-hour dramatic programs dealing with the solutions to various phases of juvenile delinquency, and titled *Here's to Youth*. Bearing out the title the programs which start Jan. 15 will emphasize the constructive side of the picture.

Allies are a long way from victory and predicted that it would probably take until 1946 to defeat the Japanese.

Mr. Mueller is slated to be commentator on NBC's 9:45 a.m. program *Special Assignment* for the week of Dec. 27-31.

PROFESSIONAL DIRECTORY

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334 Arcade Bldg., St. Louis, Mo.

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Questionnaires

NAB Group Seeks Leadership Plan

Convention to Receive Formal Proposal; Miller Gains

WITH ONLY six months remaining before the expiration of the present term of Neville Miller as NAB president—a post he has held since 1938—efforts are being redoubled by the NAB nominating committee named last July to find a formula for radio leadership that will meet all foreseeable contingencies.

Under the chairmanship of Don S. Elias, executive director of WWCN Asheville, the committee has held several informal sessions during the last few months.

Proposal for Convention

Sentiment of broadcasters representing all shades of radio opinion has been sought. Before the next NAB convention, tentatively set for sometime between April 1 and May 15, it is expected the committee will have a formal proposal for presentation to the full board of directors. The convention will be in Chicago, New York or Cincinnati.

The committee, made up entirely of board members, in addition to Mr. Elias, comprises: G. Richard Shafro, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha; J. O. Maland, WHO Des Moines; James D. Shouse, WLW Cincinnati, and Paul W. Morency, WTIC Hartford.

Mr. Miller, who is a candidate to succeed himself, successfully has withstood three efforts to bring about a change in the NAB top command during the last year or so. He has the support of a substantial segment of broadcasters, and his stock rose considerably after his appearance before the Senate Interstate Commerce Committee last month in support of new legislation to redefine the FCC's functions and authority.

Conflict in Views

There are several schools of thought about the NAB's future makeup. Some members of the board, who reflect the views of constituent stations, feel the NAB should be headed by a practical broadcaster—possibly as chairman of the board—with a paid executive secretary or president. A practical, working knowledge of radio, this school feels, is a prerequisite to successful trade association operation.

Another group feels that an outstanding figure in public life, or a man who has earned his spurs in industry and is nationally known, should head the organization as spokesman for all radio. They want a man whose word would be regarded as a command, and who would brook no trifling.

Yet another group appears to feel that radio needs a streamlined public relations and post-war plan-

ning trade association, stripped of all other activities or functions. Such an organization would be headed by a recognized leader in radio, who knows the business and understands policy. He would be flanked by a public relations expert of proved merit.

Fly Shows Interest

The ever-present issue of whether the networks, as such, should be part and parcel of the NAB—as two are now—also can be expected to arise, whatever is done. A small, but extremely vocal group, has insistently argued that the network problems are not those of individual stations and that the NAB should represent only independent licensees, per se. NBC and CBS are NAB members; BLUE and Mutual are not.

FCC Chairman James Lawrence Fly, who has thrown such epithets as "dead mackerel" and "stooge of the networks" at NAB, has been more than a by-stander in the move toward reorganization. But proponents of a full-sweep change contend vigorously they are in no way

motivated by anything other than radio's best interest in projecting a reorganization, personnel and otherwise.

Thus far, the work of the NAB nominating committee hasn't progressed beyond types of men considered for the presidency or board chairmanship, or the scope of the organization. There have been no direct approaches to individuals. Mr. Elias declared that everything done to date has been "exploratory".

Federal Additions

JACK LOUCKS, media director of Blackett - Sample - Hummert, Chicago, and more recently associated with Warwick & Legler, New York, has joined Federal Adv., New York, as assistant media director. Agency has made several other additions to its staff, including W. R. E. Baxter, formerly manager of the Newspaper Service Bureau of McGraw-Hill Publishing Co., to handle publicity. Edward A. Vellanti, recently of the Army Air Forces, has been added to the copy department, and Rudolph J. Noro, formerly assistant advertising manager of Par Beverage Corp., and a member of the promotion department of McCall's, has joined the production department.

Heads OPA Information

WALTER O'MEARA, Woodstock, N. Y., formerly with J. Walter Thompson and Benton & Bowles, New York, has been appointed deputy administrator of OPA in charge of information. Mr. O'Meara's most recent work was in the post of Director of Creative Departments for J-W-T. Prior to his advertising experience, Mr. O'Meara was a newspaperman, graduating from the Wisconsin U. School of Journalism in 1920 and working on the *Duluth News Tribune* and the *Fond du Lac Commonwealth*.

Yourd Joins Navy

KENNETH L. YOURD, attorney and assistant director of the Washington office of CBS, last Tuesday was sworn in as Lieutenant (jg) in the U. S. Naval Reserve. He reports for indoctrination at Ft. Schuyler, N. Y. this week. Successor to Paul A. Porter, now assistant to Stabilization Director Vinson, Lt. Yourd has been with CBS in Washington for about two years. Last February he was named assistant director under Earl H. Gammons. He was with the CBS legal staff in New York shortly before his transfer to Washington. No successor has been named. He has a wife and child.



Drawn for BROADCASTING by Sid Hix
"I'll Take Zimms and Smoke Fumos, but Dam if I'll Swallow a Purga-Lax Daily, Even if We Lose the Account!"

N. Y. Official Hits Government Radio

Speaker on WNYC Doubts Station Should Continue

DOUBT as to the advisability of government operation of radio stations, together with the suggestion that "continued operation" by New York City of WNYC might be undesirable, was expressed Dec. 19 by Borough President Edgar J. Nathan, Jr. of Manhattan in a talk on "Know Your Borough" over WNYC, the same station he was condemning.

According to Mr. Nathan, who devoted most of his speech to an "interim report" of his borough activities, he felt compelled at the start of his broadcast "to voice the very real doubt which I entertain regarding the soundness in principle of the operation by government of a radio station."

Tendency to Advocate

"I am convinced," he continued "that any government-controlled vehicle of public expression, whether it be the press the radio or other medium, must inevitably become to some degree at least, the exponent if not the advocate of the viewpoint of the administration in power for the time being. Is this in accordance with the American principle and tradition of freedom of the press and of the radio? Is it the untrammelled expression of public opinion? I think not. And if it is not, how can maintenance by government of a radio station be in the public interest? There are other considerations, too, which touch the question whether the continued operation of this station by the City is desirable."

The city-owned station came in for further criticism last week when New York newspapers published an open letter from Kings County Judge Franklin Taylor charging Mayor F. H. LaGuardia of using WNYC for "demagogic diatribes" and recommended that "the license for WNYC should be revoked in the interest of public decency and taxpayers' rights."

"You should pay for the air like anyone else," Judge Taylor wrote the Mayor in his letter, which challenged a recent broadcast by the Mayor for "alleged references" to Taylor.

Miller Chain Plans

A CHAIN of women's specialty shops, Ralph H. Miller Inc., with 40 branch stores throughout the country, will embark on a nationwide spot campaign after the first of the year, through its newly appointed agency Consolidated Adv., New York. Plan is to use recorded spots on one station in each market outlet. Commercials, consisting of a 30-second musical jingle followed by a ten-second straight copy, are already heard on WMIN Minneapolis, about 27 times weekly. Miller is promoting its Norfolk, Va., shop with the announcements before and after a news program on WTAR Norfolk.

THAT TROUBLESOME

Time-buyers, seeking Midwestern sales, have been wont to approach KMBC with four questions. Three of them, we have answered factually. Interviews used to run like this . . .

QUESTION: What is KMBC's potential urban audience?

ANSWER: The Heart of America—the 78-county area encircled by KMBC's half-million daytime contour—has a population of 2,159,648. Slightly more than half—51%—are urban residents. And according to the 1940 Census, there are 287,976 urban radio homes in the Heart of America.



QUESTION: What is KMBC's potential rural audience?

ANSWER: As indicated, 49% of the population of the Heart of America is rural. The 1940 Census shows 231,580 rural radio homes in this KMBC primary area.

FOURTH QUESTION

QUESTION: What is KMBC's actual urban listening audience?

ANSWER: For specific data, we submit results of ultra-comprehensive telephone surveys of Greater Kansas City listening surveys conducted regularly for many years. In general, they show a consistent and substantial margin of preference for KMBC among these metropolitan radio homes.



QUESTION: What is KMBC's actual rural listening audience?

ANSWER:

GULP!...

But no longer need we pretend not to hear that annoying fourth question. We now have the answer—in *facts*, not *theories*. We have the answer from a thorough and impartial survey, conducted by trained, professional investigators, employing the best approved methods.

Their findings are presented herewith.



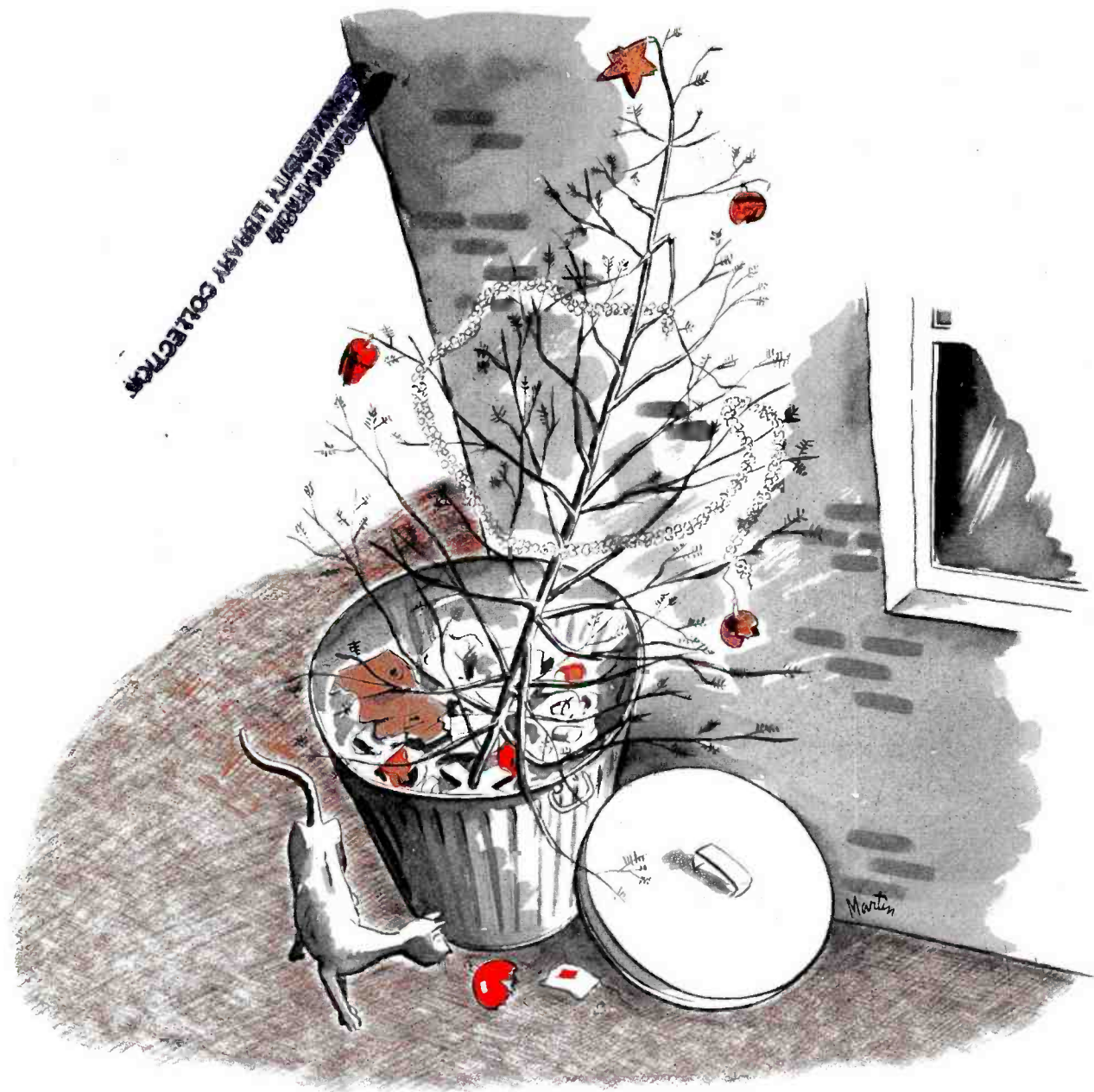
Have you received your answer to *that troublesome fourth question*? There is now available an adequate and dependable study on rural listening habits in the "Heart of America." When one considers that 49% of the potential radio audience in the coverage area of Kansas City is *rural*, the importance of such a study cannot be emphasized too greatly. The findings of this survey verify the rural listeners'

acceptance of KMBC's efforts to supply farm features as an important phase of this station's programming. *KMBC Service Farms*, operated by a full-time farm department, is just another, and the latest, example of this station's service to rural listeners. If you have not as yet received this twenty-page book, "Speaking From the Heart . . ." a copy will be sent, if you just say the word!

KMBC

OF KANSAS CITY

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS



WITHOUT THE TINSEL

● Take off a radio station's trimmings . . . its promotional ornaments and tinsel . . . and examine what is underneath the glittering coverage.

Since most advertisers buy radio for results and not for appearance, they are more interested in the tree than in the trimmings . . . more interested in the size of a station's audience than in the square mileage of its coverage.

That's why advertisers are particularly interested in WKY. WKY covers more of Oklahoma than any other Oklahoma City station. But WKY has the largest listening audience morning, afternoon and night, too. As Hooper measured it in Oklahoma City during October and November, WKY had 42.7% of the morning audience,

60.1% of the afternoon audience and 52.1% of the evening audience.

Stripped of all its tinsel and ornaments, WKY still has more of what advertisers want than any other Oklahoma City station. WKY has the audience . . . and what WKY has belongs to its advertisers.

WKY
OKLAHOMA CITY

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The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
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