Welcome WFTL
Miami and Fort Lauderdale Market
10,000 watt
now under Fort Industry ownership
You Can Bank on WFTL!

YOU CAN'T MAKE A BAD MOVE
WITH THESE "CHECKERS"
(They Cover Their Markets)

FORT INDUSTRY CO. STATIONS
YOU CAN BANK ON THEM!
ALL GOD'S CHILLUN NEED WINGS!

AS AMOS might say to Andy: "You're always looking for big deals, Andy. Well, here's one you and the Kingfish ought to look into. It's one of the biggest deals you ever heard of. WKY, out in Oklahoma City is building the second highest radio tower in the Western hemisphere. It'll be 910 feet high... that's 60 feet higher than the RCA building.

"Andy, people are going to need wings, almost, to see the top of WKY's new tower. If you and the Kingfish get busy, maybe you can get the wings concession and rent wings to sightseers.

"But seriously, Andy, this new 910-foot antenna is going to add wings to the programs WKY broadcasts in Oklahoma. More people will be hearing our program and hearing it more clearly than ever before. More people will be hearing about and buying Rinso and the many other products sponsoring programs on WKY in Oklahoma City."

Companion to WKY's gigantic new antenna is its new transmitter which will be one of the most modern technically, architecturally and in every other way.

The pace which WKY set in facilities, programming, and community service nearly a quarter century ago has been one which no other Oklahoma City station has ever equalled. Results for advertisers, too, have always been proportionately greater.
Why do—

MORE radio stations use
MORE SESAC music on
MORE programs day after day?
MORE advertising agencies use
MORE SESAC music on
MORE commercial transcriptions?
MORE transcription companies use
MORE SESAC music on
MORE library service transcriptions?

Because—

MORE stations have SESAC blanket licenses than with any other music licensing organization.
MORE advertising agencies and transcription companies like the complete freedom from clearance and bookkeeping headaches which the simplified SESAC 2c recording fee affords.
MORE SESAC music is American Music—The bread and butter music that listeners like.

Proof? Write, wire or phone the SESAC Program Service Dept.

SESAC

475 Fifth Ave. New York 17, N. Y.
See Future Sales Opportunities
In All WWL-Land

START PROFITING NOW WITH WWL

Economists and analysts say that Southern prosperity is here to stay. Start with WWL now to win your share of the booming market. Millions of families in five Southern states listen to the sales appeal of smart WWL advertising. WWL is the only medium you need to cover this profitable area.

WWL
NEW ORLEANS

50,000 WATTS CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY


KFOR Has the Shows with "Homemaker Appeal" in Nebraska's Capital City Area

Breakfast at Sardi's
Ladies, Be Seated
My True Story

The Mystery Chef
Sweet River
Breakfast Club

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN
Nebraska
A Small Station Doing a BIG JOB
Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

WSIX

"The Voice of Nashville"

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

★ New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. ★ Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers’ merchandise. ★ A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

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

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING
SEATTLE 4, WASHINGTON
Climbing in Popularity in Hutchinson and Central Kansas

A Recently Completed Survey of the Listening Habits of the Radio Families of Hutchinson, Kansas

Based on the 1940 U.S. Census of 7,921 Radio Families in Hutchinson

Estimated Radio Families in Hutchinson in 1944 is 10,000

Percentage of the Radio Families in Hutchinson Who Listen MOST During the NIGHTTIME to:

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWBW</td>
<td>71.0%</td>
</tr>
<tr>
<td>Station B*</td>
<td>18.8%</td>
</tr>
<tr>
<td>Station C</td>
<td>2.3%</td>
</tr>
<tr>
<td>Station D</td>
<td>2.3%</td>
</tr>
<tr>
<td>Station E</td>
<td>2.3%</td>
</tr>
<tr>
<td>Station F</td>
<td>1.2%</td>
</tr>
<tr>
<td>Station G</td>
<td>.6%</td>
</tr>
<tr>
<td>Station H</td>
<td>.6%</td>
</tr>
</tbody>
</table>

Percentage of the Radio Families in Hutchinson Who Listen MOST During the DAYTIME to:

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWBW</td>
<td>48.5%</td>
</tr>
<tr>
<td>Station B</td>
<td>24.6%</td>
</tr>
<tr>
<td>Station C</td>
<td>9.8%</td>
</tr>
<tr>
<td>Station D</td>
<td>5.6%</td>
</tr>
<tr>
<td>Station E</td>
<td>4.9%</td>
</tr>
<tr>
<td>Station F</td>
<td>2.8%</td>
</tr>
<tr>
<td>Station G</td>
<td>1.4%</td>
</tr>
<tr>
<td>Station H</td>
<td>.7%</td>
</tr>
<tr>
<td>Station J</td>
<td>.7%</td>
</tr>
</tbody>
</table>

*Names of stations on request

KWBW—101 EAST A—HUTCHINSON, KANSAS
WILLIAM WYSE, PRESIDENT

REPRESENTED BY RADIO ADVERTISING CO.
NEW YORK, CHICAGO, LOS ANGELES

BROADCASTING • Broadcast Advertising
Leon Livingston
General Partner, Leon Livingston Advertising Agency, San Francisco

Says—“Spot broadcasting is on-the-spot advertising—placed exactly where you want it”

• Where you want it—when you want it—how you want it, Mr. Livingston! And when you also consider the different rate classifications, for different types of audience during the day and night, then surely you can add—“at the price you want to pay”!

• Not that we want to take a poke at any other medium—but where else can you agencies and advertisers buy the doubly selective coverage of national spot at any comparable price, or even regardless of price? You know the answer—and that’s why spot-broadcasting is continuing to grow at a rate that surprises even us “old” pioneers in the business of radio-station representation.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Panel Urges NWLB to End AFM Strike

Interferes With War Effort, Decision Holds; Fee Plan Condemned

IN A SPLIT 2-1 ruling, the tripartite panel of the National War Labor Board last week held that the ban of the American Federation of Musicians on recording constituted a labor dispute which interfered with the war effort and recommended that the national board in Washington exercise its power to "terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored."

Arthur S. Meyer, of New York, public member and chairman, and Gilbert E. Fuller, president of the Raymond-Whitecomb Travel Agency of Boston, industry member, signed the 48-page majority opinion which sweeping condemned the strike called by James Petrillo, AFM president, along with the "unemployment relief" fund agreement exacted from seven of the record and transcription companies.

Zaritsky Dissents

The labor member of the panel, Max Zaritsky, president of the United Hatters, Cap & Millinery Workers International Union, dissented from the majority's findings, although he concurred in the conclusion that NWLB holds jurisdiction.

The panel recommendations now are before the 12-member NWLB for action. Should the board uphold the panel's recommendations, AFM would be ordered to return to work forthwith for such companies as Columbia Recording Corp., RCA Victor Division of RCA, and NBC-Thesaurus, which steadfastly have held out against the royalty fee payment for "unemployment relief." They held that this constituted a "private AFM relief roll" and constituted a precedent in employer-labor relations.

The AFM majority concluded that the overall use of transcription has probably waned, on balance, "greatly decreased the employment of musicians" and that the same was true in connection with the introduction of radio. "The sole demand made by the union on the companies," said the majority report, "is that companies should pay certain monies to the union for its unemployment fund. No instance has been cited where employers have paid money to a union for the benefit of unemployed union members who are not the employees of the paying employers."

The panel found that the demand for union payments for unemployment, though not "repugnant to trade union practice," is not a "customary" demand. It concluded that the board "should not direct that the companies pay money to the union for its unemployment fund."

Some Damage Found

While Mr. Petrillo and Joseph A. Padway, general counsel of AFM, had vehemently contended that the order terminating the making of recordings by AFM members as of Aug. 1, 1942 was not a strike and had questioned the jurisdiction of the Board, the Panel found that the dispute constituted a strike, effect of the strike has been exaggerated, there has been some damage."

It held further that "a strike in wartime distills explosive emotions whose unstabilizing effect transcends the economic influence of the particular stoppage." It concluded that "since a labor dispute exists which interferes with the war effort, the NWLB has jurisdiction."

In general, the panel's conclusions appeared to support the contention by the transcription companies in their arguments before the tripartite group and by the NAB in its presentation to the Senate Interstate Commerce Sub-committee in January 1942. Their contention had been no unemployment, attributable to radio or transcriptions, existed. The Panel found that "there is no present important unemployment of musicians." Though substantial unemployment existed in the past neither the amount of such unemployment nor the relation of such employment to general unemployment is known", it was concluded.

While the report cited that "no aspersion of dishonesty appears and there is no evidence to support the conclusion of the union that Mr. Petrillo, as reflected in the record, has been uniformly candid and honorable it found that the union had offered "no statistics, objectives or plan to support its demand for funds to relieve unemployment."

Even if the panel were satisfied as to factual justification of the union's demands, "the question remains whether the proposed solution is one the Board may properly impose," said the report. It concluded that to exact unusual terms as the result of wartime conditions, would not be "fair and equitable."

Fee Payments

The Panel rejected the objections of the companies based on principles declared, that should copyright legislation be procured to permit both parties to share in royalties, sound social policy would not prevent all or part of the royalties from going to the union under (Continued on page 64)

Summary of Panel Recommendations and Report...

PRESS release covering the recommendations of the National War Labor Board's panel in the transcription case follows in full text:

The Union ceased making records and transcriptions on Aug. 1, 1942.

In August, 1942, the Federal Government commenced an action against the Union under the anti-trust laws. The complaint was dismissed and the decision affirmed by the Supreme Court.

Following a Senate hearing in January, 1943, the Union proposed that the employers pay a fee to a Union Employment Fund for each record and transcription made by the members of the Union. The proposal was rejected and seven transcription companies sought the aid of the U. S. Conciliation Service, the phonograph record companies taking no action.

The case was certified in July, a panel was appointed and hearings were held in New York City in September, October and November, 1943. The record is 1,900 pages with hundreds of pages of exhibits.

The original parties to the proceeding were, on the one hand, the Union, and, on the other hand, the transcription companies, namely, (1) World Broadcasting System, (2) Empire Broadcasting Corporation, (3) Associated American Publishers Inc., (4) Lang-Worth Feature Program Inc., (5) C. P. MacGregor, (6) Standard Radio, (7) National Broadcasting Co., and Victor (the RCA Victor Division of Radio Corp. of America (phonograph record companies) became parties to the proceeding by motion to intervene. They and the five remaining transcription companies represented themselves, "labor members" of the Union, with the mediatory help of the Panel. Transcription Companies 3, 4, 5 and 6, after concluding contracts with the Union, withdrew from the case. The Panel in an interim report recommended to the Board the approval of these contracts which embody the principle of the Union's proposal but contain features not found in the World-Decca contract including provision for an advisory board on the expenditure of the Employment Fund.

The Companies that are presently parties to the proceeding, namely, Columbia and Victor (the two intervening phonograph companies) and NBC (the seventh transcription company) originally (Continued on page 69)
duPont Honors Swing, WLW, WMAZ

Presentations Are Made
At Dinner Held
In New York
ALFRED I. DUPONT Radio Awards Foundation last Saturday evening presented $1,000 each to Raymond Gram Swing, Blue commentator; W. Z. Macom, a-n WLW Cincinnati, winners of the 1943 awards presented annually by the foundation, established by Mrs. duPont in memory of her late husband. “It is gratifying to note his profound interest in science and industry and his unwavering devotion to the welfare of his country and of humanity.”

Foundation, created in perpetuity under an irrevocable trust, confers each year two station awards “to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideas of dignity and merit and a devoted service to the nation and to the communities served by these stations respectively.

Representative Station
“One of the radio stations selected to receive an award shall be representative of the group of larger radio stations possessing facilities above the average from the standpoint of power and range of coverage. The other station selected to receive an award shall be representative of the group of smaller stations… Each radio station award, however, shall be of equal size, dignity and merit, for performance within these respective fields of endeavor.”

Dividing line was established at the 5 kw mark for the current awards, with WMAZ receiving the award for stations of 5 kw or less and WLW the award for stations with power of more than 5 kw.

The commentator award is given each year “to one individual who shall be a citizen of the United States, of discerning and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and a-n public service through the medium of radio.”

Awards Broadcast
Awards were presented at a dinner held at the St. Regis Hotel, New York, with the ceremonies broadcast on NBC 645 kHz at 7:30 p.m. on the 7-7-30 p.m. Francis P. Gaine, president of Washington & Lee U. and chairman of the awards committee, made the presentations, which were accepted by Mr. Swing and James D. Shouse, general manager of WLW, and Wiltton E. Cobb, general manager of WMAZ, for the stations. Mrs. duPont, William H. Goodman, secretary of the awards committee, and Mark Woods, president of the Blue, also spoke.

Kellogg Drive
“THE GRAINS are Great Foods,” will be the theme of a new nation-wide advertising campaign of Kellogg Co., Battle Creek, Mich. A preview presentation of the campaign will be given at the Ritz-Carlton Hotel in New York, Tuesday, March 14, for press and radio representatives. Details of how Kellogg advertising in radio and other media will carry out the theme will be revealed at that time.

Set-up of the awards committee requires that its members include “a representative of a national woman’s organization; a non-commercial, non-political affiliate of radio and broadcasting industry; a nationally prominent educator; a nationally prominent expert on public opinion and national affairs; and a representative of the Alfred I. duPont estate interested in publications.”

Judges for the 1943 awards were: Dr. Katharyn McHale, president, American Assn. of University Women; Merlin H. Ayersworth, former President of NBC; Dr. Gaines; Bishop Henry St. George Tucker, and Mrs. Jessie Ball duPont, William Hardin Goodman, vice-president and trust officer of the trustee, is permanent secretary of the awards committee.

Van Nostrand to R&R
JACK VAN NOSTRAND has resigned as assistant deputy chief of the New York office of the Domestic Radio Bureau to join the radio department of Rutherfand & Byrd, P. O. Box 108, New York. The Domestic Radio Bureau announced last week. He will not be replaced, Mr. Cohen stated. His functions will be carried out by personnel shifted from the Washington office. Working with George P. Ludlam, deputy chief, Mr. Van Nostrand will have an exceptionally fine job in developing cooperation between the OWI, commercial personalities, and networks, Mr. Cohen said.

Future Champions
for General Mills
GENERAL MILLS, Minneapolis, has enrolled 800,000 youngsters between 8 and 16 in its Future Champions of America, connection with the Jack Armstrong program heard on 120 Blue stations, according to Ed Sylvestre, president of OWI Receiving General Mills advertising.

Entirely a public service move on the Blue, Mr. Sylvestre told Broadcasting in Washington last week that the program has the long-range purpose of building a healthy, strong America, while its power in the immediate future will be felt in combating juvenile delinquency.

Asking for no “box tops, no dimes,” General Mills has started FCA as an organization which American boys and girls into teams of eight members each to have fun as a team.” FCA activities can be worked in with the Boy Scouts, Girl Scouts, etc. Because there is no commercial interest involved, the cooperation of the Federal Security Agency (a Government war agency) endorses the plan.

Bryson Rash, director of special events for WMAI, Washington and Ira Walsh, formerly of WFEN and now with the Continental Fitness, were present when Mr. Sylvestre explained the significance of FCA’s activities at a press conference.

Gripsholm Arrival
Coverage Curtailed
Radio and Press to Operate
Under Navy Supervision

NETWORKS were preparing last week to cover the arrival of the Gripsholm, repatriate ship scheduled to arrive in New York harbor about March 15. MBS was reporting making arrangements to broadcast interviews with Red Cross workers and others aboard.

In Washington, a State Department spokesman told Broadcasting no newspapers or radio men with portable microphones would be allowed on shipboard, as was the case with the ship returning from Japan some months ago. Radio and press coverage of the de-barkation will be under the jurisdiction of the Navy Public Relations Office of the Third Naval District of New York.

According to Comdr. Edward DeLong of the Third Naval District’s Public Relations Bureau, Navy public relations officers will board the vessel on arrival and look over story possibilities. Navy public relations will set aside a special reservation on the pier through which repatriates will pass after stopping at the Red Cross center “to get mail, messages, etc.” It is expected that as the repatriates come off the boat and pass through the Red Cross center, they will be asked where they are from in the United States. Their states will then be called out over a P.A. system so that reporters and radio men interested can move in and interview them. This is expected to eliminate confusion.

Passengers have already been given certain “suggestions” as to what to avoid, e.g., mention of atrocities, but Navy public relations officers will be on hand to check the interviewers.

McCloom Returns
MILLER MCCLOOM, Mutual newscaster, returned last week from a combination business and vacation trip to Mexico. Robert Dufton, Mr. McCloom’s assistant and news director, left for Mexico March 12.

Contracts Between Network Stations
And AFM in Los Angeles About Ready

CONTRACT BETWEEN network stations in Los Angeles and the local union of the AFM in that city has been drafted and is now under inspection by attorneys for both parties, it was reported last week with signing expected in the near future. Terms, which were not divulged, will be retroactive to Feb. 1, when the contract expired.

In Chicago, where a general understanding was previously reached [Broadcasting, March 8], a contract is in the process of preparation, while in New York negotiations were apparently making way with representatives of the networks and AFM local in that city meeting Friday afternoon for their weekly session with “progress” reported. In addition to the general meeting, the union held individual meetings with the key stations on the subject of music librarians, over which the AFM has asked complete jurisdiction.

Contracts Between Network Stations
And AFM in Los Angeles About Ready

Following negotiations with Los Angeles local 47, AFM officials, Blue network Hollywood staff orchestra was increased from thirteen to twenty men on March 12. It is expected that similar contract will be put into effect within coming week by NBC Hollywood. Sidney N. Strotz, NBC western vice-president, at press time was conferring with AFM officials on technicalities regarding staff increase.

Contracts covering individual network stations are being supervised by NBC deal which had been signed for its Red and Blue operations. When networks separated, twenty-eight men were split between the two, with AFM contracts covering employ twenty musicians each, comparable to CBS Hollywood house orchestra. Blue contract with union calls for a five day week, at $36 per man weekly, on a four hour day schedule.

STIRRING THE AIR two ways, Cy Rapp, manager of KMA Shenandoah, Ia., and Ray Schroeder, chief engineer, display their recently purchased plane. It saves their work by retreads and synthetics.
What the Industry Thinks of Giveaways

Majority Opinion Brands Programs as Unhealthy and Bad Influence

Editor’s Note: Money giveaway programs will go out the window as bad radio, just as they have been dropped by other media, if competitive stations in each community will work together. That is the conclusion of station opinion gleaned from reactions to the article by C. E. Hooper, radio research expert, published in the March 6 Broadcasting.

While executives generally concurred in the Hooper view that money-reward programs are unhealthy and artificially stimulate audience, they did not go along with the conclusion of the post-war possibilities of radio have long contended that it should be the responsibility of every broadcaster to do everything in his power to increase the sets in use or the actual circulation for a specific period.

But that contention does not embrace “cash-for-listening” programs.

To that extent, every student of broadcasting must agree wholeheartedly with the conclusion reached by C. E. Hooper in the March 6 issue of Broadcasting magazine. While you may not arrive at that conclusion by the same devious logic Mr. Hooper uses, you will probably agree that you have never seen any evidence that “cash-for-listening” programs have increased permanently the percentage of sets in use.

Not-In-Use Sets

Considering the opportunity that exists today and that will certainly exist in the post-war period, broadcasters should be less concerned with the 32.1% of the sets that are more concerned with the 67.9% not in use.

The energy and manpower devoted to the “cash-for-listening” programs, and the time consumed in listening to similar programs by other competitive stations—to make certain you are offering more money more easily obtained—would create a whole new program structure for many stations that might actually reverse the present trend of listening—make regular listeners of occasional or non-listeners.

The obligation of the broadcaster lies not in redividing the existing audience, but in increasing the size of the audience through the provision of entertainment and information in the public interest.

Actually, there is nothing new or novel about “cash-for-listening” programs. For years, certain magazines and newspapers “sold” everything from carving sets to carts at cost or less with a trial subscription. Space buyers long ago were driven to look for such sets on ABC audits. And they judged media values with a full knowledge of the means such media utilized to gain circulation.

Perhaps some time buyers are fooled temporarily by a reshuffling of the audience in Metropolis. But such media men need only ask themselves the difference between forced and voluntary circulation to gain added confidence in the loyalty of the voluntary listener. And the voluntary listener is what every station should seek to attract in ever-increasing numbers.

Parently, Mr. Hooper should be “boiled in oil” for his conclusions on FM vs. AM, for the amazing equations he sets up and for his discourse on what he terms the “marginal operator.”

By BETH BLACK
Director of Media
Joseph Katz Co., New York

Do not agree with Hooper re money show. This is question of whether stations should give audiences what it wants or try to elevate public taste. I think money shows like Hooper’s are what a lot of people want and I don’t see why they shouldn’t have them even if they create problems for research organizations.

The trouble with money giveaways shows is that when news of them gets around among women it becomes virtually impossible to get a co-incidental respondent to give an honest statement about the station she is listening to. The give-away show tends to spur co-incidental ratings and thus they destroy the value of one of radio’s most important measurement tools.

By WALTER J. Damm
Manager of Radio
Journal Co., Milwaukee

Completely agree with Hooper regarding buying audience through money giveaways, etc. Have thought that from very beginning but like so many others that I thought were constructive ideas don’t get anywhere. Most vociferously and completely disagree with his theories and contributions to FM and television. General Motors don’t give a Chevrole away with every Cadillac they sell. As for general house cleaning that’s okay with me, too.

Hooper Ratings to Be Labeled If Station Gives Money Prizes

Continuous Requests of Broadcasters for Action Against ‘Inflated’ Ratings of Stations Is Heeded

To enable easy identification of programs offering prizes for listening, which offers result in inflated ratings for the programs, C. E. Hooper has announced that in the future the “Continuing Measurement of Radio Listening” reports of his organization will label all such program ratings with the statement: “Station gives money prizes to telephoned listeners.”

To other policies, similarly designed to aid “in the correction of abuses in the buying and selling of station time,” were also announced. One will eliminate the “share of audience” column from the rating pages of these reports, to prevent the misuse of these figures as program ratings. The other states that in cities where local station ratings might interfere with the availability of listening information to radio buyers, the service will be offer for subscription to advertisers and agencies.

According to Mr. Hooper explained, stations in five major cities were making awards for listening to certain of their programs. Because these prizes were given in connection with telephone calls, it became necessary for Hooper interviewers to use a “tie eliminator” introduction, which has uniformly reduced the otherwise inflated ratings of the prize-giving stations, although it has not “served to eradicate fabrications completely.”

Approached at that time by broadcasters who urged him to take a stand against this type of programming, Mr. Hooper maintained that this would only publicize it. Up to a few months ago he was explaining, to quote from an answer to one broadcaster: “Our job is still that of counting the tickets for radio. If radio itself opened the back door so that part of the audience can sneak in, it is up to the timebuyers and the other broadcasters to post him out.”

But this did not end. The rebuttal from the broadcaster read: “We agree, of course, that your Job (Continued on page 68)
Senate Adds New Cuts to FCC Budget

Commission Work Is Defended by Chairman

BY BILL BAILEY

GROWING opposition in Congress to the FCC broke anew last week in both houses as the Senate Appropriations Committee cut an additional $609,000 from the Commission’s 1945 fiscal year appropriation and the House Select Committee to Investigate the FCC resumed hearings Tuesday with Chairman James Lawrence Fly on the stand.

Meanwhile members of the NAB Legislative Committee were scheduled to meet again today (March 13) with Sen. Wheeler (D-Mo.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814) for further discussions on legislation. Preliminary conversations were held with Chairman Wheeler Feb. 28 and March 1.

Hearings to Resume

Over protests of Reps. Wigglesworth (R-Mass.) and Miller (D-Mo.) the House Committee resumed hearings in what had been termed its final meeting as an attempt to “whitewash” the Commission. Possibility loomed that if Mr. Fly Fails to confine his testimony to rebuttal of charges already made, other Committee members may join the minority in demanding postponement until a new general counsel is named to succeed Eugene L. Garey, resigned by Harry S. Barger, chief investigator and an attorney, is acting general counsel, assisted by Harvey Waller, investigator-attorney. Hearings will be resumed today (March 14) with Mr. Fly on the stand.

Last Tuesday Rep. Miller went on the floor of the House to criticize the majority for resuming hearings without general counsel and to read into the Congressional Record excerpts from testimony of David H. Deibler, FCC attorney, taken May 15, 1945, by members of the Committee’s staff Rep. Magnuson (D-Wash.), who addressed the House following Mr. Miller, pleaded that the investigation be confined to Committee chambers and that further grievances be kept from the floor (see page 18).

The Senate was scheduled to consider the amended Independent Offices Appropriations Bill (HR-4070) and the Upper House sustains its Appropriations Committee, and such action was considered likely, then the FCC must operate next year ending June 30, 1945, with $6,397,843, or $2,163,857 less than the 1945 budget request of President Roosevelt.

Affirmative Senate action sustaining the Committee recommendations, and concurrence by the House, would strip the FCC of virtually all wartime intelligence activities except monitoring in this country and territorial possessions. The Senate Committee went the House one better in slashing the requested appropriation. Although the House sustained its Appropriations Committee by cutting $1,654,857 from national defense activities, it did leave the request of $2,509,000 for normal functions untouched.

In addition to the House reduction, the Senate Committee lopped off another $300,000 from national defense activities and $209,000 from what is termed peacetime operations. In its report the Senate Committee recommended that 27 new automobiles, asked by the Commission, be denied. Seven were taken from peacetime operations and 20 from national defense activities.

Economy Trend

Senate and House cuts combined would mean that a budget request for $6,146,000 for national defense activities would be reduced to $4,191,143, a cut of $1,954,857 for that work. Only item not changed by either House was one of $16,700 for printing and binding.

That the House would sustain the further cut by the Senate appeared likely in view of the general trend toward economy by Congress, plus belief in the House that the Joint Chiefs of Staff want military radio intelligence activities transferred from the FCC to the armed forces.

During hearings before the Senate Appropriations subcommittee, of which Sen. McKellar (D-Tenn.) is chairman, Mr. Fly remarked that there was “great misunderstanding” about the work of the Radio Intelligence Division and added: “That all stems from the Cox Committee.” He was cautioned by Sen. McKellar to continue without referring to any member of the other House.

In a tense atmosphere the House Committee heard Chairman Fly categorically deny all charges which had been levelled at the outset of the probe. He flashed frequently with Committee members and several times was cautioned to confine his remarks to rebuttal testimony.

Present at the first two days’ hearings were Chairman Lea (R-Cal.), and Reps. Magnuson (D-Wash.), Wigglesworth and Miller. Rep. Hart (D-M.J.) attended the Thursday session, making a full committee, a score or more of FCC personnel sat through the hearings, with Charles R. Denny Jr., FCC general counsel, and Commissioner E. K. Jett, former chief engineer, whom Mr. Fly when he asked for detailed information relating to certain activities.

Included in the Commission delegation were Commissioners Case, Craven and Durr; Bensely P. Cottone, assistant general counsel in charge of common carriers; Peter Shubrutzk, assistant to the general counsel; Nathan Miller and Harold Cohen of the law department; Philip Siling, assistant chief engineer in charge of broadcasting; George E. Sterling, assistant chief engineer in charge of Radio Intelligence Division, Dr. Robert D. Leigh, chief of the Foreign Broadcast Intelligence Service, and Earl Minderman, publicity director.

Developments through testimony of Mr. Fly and cross-examination by all Committee members as well as counsel included these: Assertions by both Chairman Lea and Rep. Hart that the Commission would not dictate procedure in the investigation; repeated clashes between Mr. Fly and the Committee, particularly Rep. Miller.

Twice Mr. Miller accused Mr. Fly of attempting to “make a speech”. Although instructed by Chairman Lea to confine his testimony to a preliminary statement and rebuttal to specific charges, and Mr. Fly succeeded in getting into the record considerable testimony as to the Commission’s activities in the common carrier field, not yet touched upon by the Committee probe.

Pearl Harbor Charge

Mr. Fly vigorously denied that he or the FCC had anything to do with Pearl Harbor and branded the charge as “ridiculous”. He referred to a letter written by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee to President Roosevelt, which was heard by Rep. Hart not to “impugn” members of Congress.

Several times during the hearings Mr. Fly referred to charges levelled by Mr. Garey as “dign of fancy” and “ridiculous”. He denied he had blocked legislation to permit wire-tapping and that the Commission had refused to turn over to FBI fingerprints of some 200,000 radio operators and communications employees until six months after the U. S. entered the war. Under cross-examination, the FCC chairman declared the responsibility for Pearl Harbor belonged to the armed services and the FBI.

On international communications (a subject so far not covered by the Committee) Mr. Fly said the British have discriminated against American news services, have restricted “broadcasting in the air” so that the only solution to international communications problems lies in (1) unified carrier and (2) international agreements.

When Chairman Lea called the hearing to order, Rep. Wigglesworth protested on behalf of Rep. Miller and himself “against the unusual and unwarranted procedure about to be followed in this investigation”. Declaring the Committee’s staff had been reduced from a peak of 19 to 4 through resignations.

“As soon as Mr. Garey resigned and it was evident that the Committee was hopelessly handicapped in proceeding with further hearings or the investigation of the FCC, I demanded a prompt hearing and intimated that any present lack of legal personnel for the Committee might be compensated for by the fact that the staff of the FCC would carefully organize material to be presented.”

“This demand by Mr. Fly to be heard immediately is in striking (Continued on page 84)
It may sound like a strange time to look for a BIG radio audience. But not in Baltimore. A good sized segment of wartime Baltimore is up and around then looking for good radio entertainment. And they find it in the W-I-T-H "Night Owl Club." It's daytime stuff after midnight. And they love it. Club membership cards, news... music and live talk... give them just what they want. It's typical W-I-T-H programming. Giving folks what they want when they want it. That's why you get sales at lowest-cost-per-dollar spent on W-I-T-H. Time is available on "Night Owl Club." Better look into it, those folks have money to spend.

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

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
I READ with great interest Ed Crane's article in Broadcasting of Feb. 28. Every broadcaster should have read it carefully and then discussed some serious thing, because Mr. Crane's ideas are thought provoking, to say the least.

It is to be regretted that Mr. Crane again reviewed the Neville Miller matter, the pros and cons of which only stir up controversy, when, as never before, the industry need is for union and aggressive, cooperative and constructive effort in behalf of America's independent broadcasters. I say 'independent broadcasters' advisedly, because I submit that upon their welfare, strength and public relations policies depends the welfare of the networks. For, in the final analysis, a network is only as strong as its affiliates.

It Seems Unfair

As one member of the NAB board I must refute the impression which Mr. Crane, in his article, leaves with the reader relative to the board's action in electing J. Harold Ryan to succeed Mr. Miller. Mr. Crane, while apparently favorably himself to the change, implies that the board, innocently or otherwise, was doing the bidding of the networks, who, Mr. Crane says, were determined to oust Mr. Miller.

If true this certainly does not reflect favorably on the board. To me it seems unfair. Some of the board may be pro-network, and honestly so. I do not know. But that is their right. And there can be no question of the influence and prestige of the network members of the board.

But at no time have I been influenced by the networks in my voting on NAB matters. This was true to the networks I want to state, further, that at no time has any pressure been exerted by the networks or their representatives on me to secure my vote for or against any question before the board. Yet, in the first meeting I attended on the Miller matter, the vote was so close that one vote proved the deciding margin.

I have faith in, and respect for,

my fellow members of the NAB board. They are, in my opinion, a group of knowledgeable broadcasters, and men of integrity. I do not think they could be influenced to act in any way other than what they consider to be for the best interests of the radio industry.

There are conflicting opinions among them, of course, on this point of what is best for the radio industry. I believe they are honest differences. This, to me, is a healthy condition.

Neville Miller is a fighter. In all the meetings of the board I have attended (and I have not missed a meeting since my election a year ago) I have never heard him charge the networks with trying to oust him. If there was, as Mr. Crane suggests, a network conspiracy to run him out of office, Mr. Miller had only to say so.

The slightest evidence in substantiation would have been the surest way for him to have been re-elected, because I am certain the board would have instantly and vigorously repudiated such effort by the networks. In fact it is my opinion Mr. Miller might have built more securely if he had from the start vigorously fought for an independent, non-network NAB, which is what the independent broadcasters eventually must have for unity.

A New Leader

The nets may have been against Miller's reelection but in the honest division of opinion on the board I am sure the deciding votes were cast by directors holding the view that new and practical leadership, without factionalities and enmities, was the first step to be taken in bringing about a truly representative and democratic trade body under the NAB banner.

Mr. Miller is a gentleman, and
gave, in my opinion, honest, conscientious and untiring effort to NAB and the industry. His service has been exceedingly valuable. On the other hand, radio did not treat him shabbily. He was very well paid, was retained in office for nearly six years, and leaves NAB with the respect and sincere well wishes of the industry.

Now a new leader (J. Harold Ryan) takes over. Let us not indulge in futile recriminations. We have no time for finger pointing. Let's get going constructively. If that is Mr. Crane's appeal, and I believe it is, I am with him.

I believe with Mr. Crane that the nets should be out of NAB. It is foolish to assume that any one member who contributes nearly 5% of the funds by which an organization operates is not going to have a full

secret referendum of Industry Urged To Solve Critical Problems

By LES C. JOHNSON

Vice-President and General Manager, WHBF Rock Island, Ill.

Page 14  •  March 13, 1944

BROADCASTING  •  Broadcast Advertising

MR. JOHNSON and powerful "say" in the actions and policies of that organization. In fact, we might fairly go so far as to say they SHOULD have this privilege by virtue of their heavy financial contribution. They naturally are going to reflect, as strongly as possible, their interests and viewpoint in the formation and promulgation of NAB policy. It never has been, is not now, nor ever will be any different so long as the situation remains as it is.

This is no reflection upon the integrity, ability, or independence of NAB board members. Most of them are far removed from Washington, and they are not, and cannot be, in the "know" of many of the under-currents and cross-currents back-of-the-scenes. They are practical broadcasters and must spend most of their time at home at their own businesses. They must depend on the NAB Washington office for leadership, information and counsel.

With the nets in their present dominating position by reason of their financial support, the difficulties of any NAB president in perhaps opposing their interests are many and readily apparent. Without the networks this very job may be at stake. It just isn't human nature to oppose your biggest financial supporter unless the issue is so vital that material considerations are seldom, if ever, is permitted to happen.

We must remember the networks are powerful, have plenty of money, and are led by smart, capable men. Looking at the picture from their side of the table, it isn't good business to permit the independent broadcasters to form a strong organization. Not that they fear the networks' efforts to break up the networks, because we all agree the nets have, in the main, done a great job and are essentially and vitally a part of our industry operations as we now know them.

But a strong independent broadcaster organization might be a little hard to handle on certain operating practices which many in the industry feel is unfair. We unduly favored the networks. That's only logical from the network side—nothing dishonest or illegitimate about it—just American business as it is transacted every day in many fields. "Protect your own interests at all times!" That's the dictum. We can't blame the nets for pursuing that policy. We can only blame ourselves (the independent broadcasters) for not doing likewise.

Must Be Organized

The key is organization. So long as we are disunited or at loggerheads with each other, the nets or the FCC will feel they are concerned whether we like or do not like what they may be doing to us.

Broadcasters could not, of course, be denied their organization. But we can be kept from having an independently strong, powerful organization. The old political adage, "If you can't beat 'em, join 'em" showed the way for the networks. They know their "ante" is of such size as to entitle them to be listened to with deference and respect. And playing their cards smartly, as the nets do, the advantage is great, if not actually dominating.

Speaking of the "fear" so widely discussed as being held by broadcasters toward the FCC and which Mr. Crane brings up, there is just as real a fear of the networks. In fact some are reluctant to speak their mind in opposition to network policy for fear of jeopardizing their position, station and pos-

(Continued on page 62)
OPPORTUNITY KNOCKS LOUDER
in Knoxville!

TAKE ADVANTAGE OF THE SALES OPPORTUNITY OF THE DECADE! SELL IN THE WROL MARKET, AMERICA'S NEW BUSINESS FRONTIER!

KNOXVILLE
★ Now a city of more than 200,000 ★ Is America's BUSIEST city, ranks FIRST in Sales Management's High Spot City forecast for April with city Index of 153.0 ★ Its giant industries absorbed more than 7,000 new workers in January alone ★ Home of TVA, which employs more than 24,000 people ★ Metropolitan area includes ALCOA and other big industries ★ Has highest percentage radio homes and white population of any Tennessee city ★ Listens to WROL without outside competition (outside listening limited to 0.1% day and 0.8% night).

WROL
★ Operates on East Tennessee's BEST frequency, 620 kc., serving 70 counties ★ Carries full schedule NBC commercials in 7th year NBC affiliation ★ Backs up advertisers with effective merchandising ★ Performance and popularity based on 15 years under same management ★ Finest studios and transmission facilities.

★ Here is a perfect station-market combination . . . the ideal sales opportunity for your products today.
Ask a John Blair man about Knoxville and WROL!
FCC Study of 5000-20000 Watt Stations Shows Revenue Up

$300,000 Average Net Time Sales for 1943 Shown

In Report on Regional

REGIONAL stations in the power category from 5,000 w to 20,000 w day or night had average individual net time sales of approximately $300,000 during 1943, the FCC disclosed in an analysis last week prepared by its accounting department. The increase was at the rate of 21.8% over 1942. The analysis, second of a series to cover all classes of stations, was based on revenue reports for the last calendar year filed by 171 of the 221 stations in the 5,000 to 20,000 w power category. They had an aggregate business of $51,207,000 as against $42,051,000 for the same stations in 1942.

Net time sales are described by the FCC as station receipts minus regular advertising agency's station representative and other commissions. The first analysis [BROADCASTING, Feb. 28] covered the nation's 52 stations operating with 60,000 w on clear or duplicated clear channels, indicating net time sales of approximately $1,000,000 for each station.

In the 5,000 w to 20,000 w study, the accounting department was guided entirely by the highest power used, whether daytime or nighttime, rather than station classification as regional or by power regional. Following is the text of the study:

During the year 1943 there were 221 standard broadcast stations operating with power of 5 to 20 kw. One of these stations was located in Alaska, 1 in Hawaii, 4 in Puerto Rico, 2 in the District of Columbia, and 213 were in 46 of the States. These 221 stations were operating with this power in the States of Nevada, Vermont, and Wyoming. Included in the 221 stations are 2 non-commercial stations. There also were 8 outstanding construction permits. Forty of these stations operate on clear channel frequencies and 181 on regional frequencies, and may be grouped as follows:

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>Power</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>2</td>
<td>10 kw</td>
<td>Unlimited</td>
</tr>
<tr>
<td>3</td>
<td>15 kw</td>
<td>Limited</td>
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<tr>
<td>4</td>
<td>20 kw</td>
<td>Unlimited</td>
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<td>5</td>
<td>25 kw</td>
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<tr>
<td>6</td>
<td>30 kw</td>
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<td>7</td>
<td>35 kw</td>
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<tr>
<td>8</td>
<td>40 kw</td>
<td>Unlimited</td>
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<tr>
<td>9</td>
<td>45 kw</td>
<td>Limited</td>
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<tr>
<td>10</td>
<td>50 kw</td>
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<td>11</td>
<td>55 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>12</td>
<td>60 kw</td>
<td>Unlimited</td>
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<tr>
<td>13</td>
<td>65 kw</td>
<td>Limited</td>
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<tr>
<td>14</td>
<td>70 kw</td>
<td>Unlimited</td>
</tr>
<tr>
<td>15</td>
<td>75 kw</td>
<td>Limited</td>
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<tr>
<td>16</td>
<td>80 kw</td>
<td>Unlimited</td>
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<tr>
<td>17</td>
<td>85 kw</td>
<td>Limited</td>
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<tr>
<td>18</td>
<td>90 kw</td>
<td>Unlimited</td>
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<tr>
<td>19</td>
<td>95 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>20</td>
<td>100 kw</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

One hundred and seventy-one of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to $42,051,000. The same stations reported $42,051,000 for the year 1942, an increase of $8,156,000 or 21.8%.

Five of the 171 stations showed a decrease in net time sales and the remaining 166 showed increases ranging from $1,000 to $185,000, and may be grouped as follows:

- 5 stations reporting decreases of $1,000 to $45,000.
- 27 stations reporting increases of $1,000 to $25,000.
- 41 stations reporting increases of $25,000 to $50,000.
- 43 stations reporting increases of $50,000 to $75,000.
- 18 stations reporting increases of $75,000 to $100,000.
- 18 stations reporting increases of $100,000 to $182,000.

One hundred and fifty-six of the 206 commercial stations serve as outlets for the four major networks as follows:

- Blue
- Blue and Mutual
- Blue and National
- Columbia
- Columbia and Mutual
- Mutual
- Mutual and National
- National

The total was 166 stations.

Iowa Farm Editor

POSITION of farm editor of Cowles stations KSO-KRTN Des Moines has been filled by Joe Ryan who came to Des Moines from Milwaukee where he was doing special assignments for the Milwaukee Sentinel and previously as Chief of Information for the War Food Administration for 12 states with Milwaukee as headquarters.

Mr. Ryan was in Mr. Ryan, same state where he attended school and worked on the Sioux City Journal for ten years. He also held state jobs in South Dakota.

KTHS Owner to Assume Management of Station

TO DEVOTE his full time to KTHS Hot Springs, of which he is part owner, John C. McCormack will leave his post as general manager of KWKH and KBS Shreveport, May I, it was announced last week. John D. Ewing, Shreveport publisher and owner of the two stations, has not announced Mr. McCormack’s successor, though the post probably will be filled by promotion within the organization.

Mr. McCormack, operator of KTHS since 1931 and manager of that station and of KWKH since 1935, is president and general manager of KTHS. He holds a 20% interest in the station, a B-B station now operating only under special authorization with 10,000 w local sunset and 1,000 w night. It is a Blue Network outlet.

KMPC Will Move To Hollywood Site

Station Will Continue Using Los Angeles Identification

EXPANDING operations and with increased personnel, KMPC, owned and operated by G. A. (Dick) Richards, and for 17 years located in Beverly Hills, Cal., moves March 19 to 6399 Sunset Blvd., Hollywood. The one-story building, which formerly served as CBS Western division headquarters, was purchased from the network in November.

Its most recent occupant was Columbia Pictures Corp. RCA equipped throughout, the structure has been remodeled to accommodate five studios and 21 offices. KMPC operating on 710 kc. with 10,000 w at present is located at 5631 Wilshire Blvd. Additional remodeling is planned with the war’s end.

Better Facilities

Shift to Hollywood allows for more adequate facilities for the production, merchandising, promotion, sales and other departments, Mr. Richards announced. The occupancy date of the new building. He stated that WAGAR Cleveland and WJR Detroit, will also have quarters in the Hollywood building. They will adjoin executive offices occupied by Mr. Richards and his executive assistant, Eugene Carr, as well as those of Robert R. Reynolds, manager of KMPC.

"In addition to a new staff orchestra we are going in for extensive live production, using much more personalities and as new discovery.

Mr. Reynolds, although located in Hollywood’s ‘radio row’, KMPC will be identified as a Los Angeles station.

WOLF to MBS

WOLF SYRACUSE, which has carried Mutual programs from time to time, on May 1 becomes a full-time MBS outlet under the new standard of affiliation. The station is operated by Civic Broadcasting Corp. with 250 watts on 1480 kc. On the same date Mutual discontinues parttime service to WAGE Syracuse, which it shared with the Blue Network. Operating with 1,000 watts on 620 kc, by WAGE Inc., the latter station becomes a fulltime Blue outlet.

Old Gold Change

MONTY WOLLEY, featured star on the CBS program for P. Lorillard Co. (Old Gold cigarettes), will depart from the program after his March 1 broadcast. Sammy Kaye's orchestra, which continues, is now featured. Mr. Kaye will wind up the end of this month, with an unnamed orchestra substituting.

Agency is with Western Thompson Co., New York.

SENATOR Burton K. Wheeler (D.-Mont.) recently reported that the Market Research observer for WLW Cincinnati on Mar. 12.
national network originations make WXYZ a great station!

Originating a majority of his nightly coast-to-coast sports reviews from alma mater—WXYZ—Blue network sports director HARRY WISMER recently was acclaimed by SPORTING NEWS “Number-One Sports Announcer of 1943”. His play-by-play of thirty football games last year established a new record in radio history!
Reconversion Far Off, Nelson Tells Advertisers, Media Men

Expansion of Civilian Production Will Be Gradual, He Warns Conference Called by OWI and WAC

WARNING that the period of reconversion is still a long way off, Chairman Donald M. Nelson of the War Production Board last week called upon 200 of the nation's biggest advertisers, agencies and media representatives to stay on the "war beam" and exert their influence in the difficult task of maintaining the economic balance.

"Efforts to beat the gun on the return to civilian business will be unavailing," Mr. Nelson cautioned. "Their only result will be to slow up war production. No business concern needs to become agitated now about its position on the unknown day when Germany will surrender."

The WPB chairman was one of a dozen high Government officials who spoke at a one-day conference in Washington sponsored jointly by the OWI and the Advertising Council to present military production information important in determining advertising and public informational policies. All sessions of the meeting were off-the-record but WPB released the address of Mr. Nelson and also a letter he wrote to Sen. Maloney (D-Conn.,). 

The briefing was on the continuing and dynamic resumption of civilian production.

Meet With President

Among those attending the conference were executives of networks, stations, agencies, newspapers and magazines. Representatives of most of the largest national advertisers were present. Highlighting the conference was a meeting with the President.

In addition to Mr. Nelson, the delegation was addressed by Under-Secretary of the Navy, Lt. Gen. D.W. Dyer of the Army Service Forces, Col. Warren J. Clear of the Army General Staff, Vice Admiral John S. McCain of Naval Air Operations, Rear Admiral L. D. McCormick, Maj. Gen. DeWitt Peck of the Marine Corps, Vice Chairman Charles E. Wilson of WBP, and Harold B. Thomas of the WAC.

Time For Readjustment

Underlining the theme that any expansion of civilian economy must be very gradual, Mr. Nelson asserted that "it is against the national interest for business concerns to begin jockeying for competitive power positions."

"The nation cannot now afford to have the minds which run American business swing away from urgent war problems to postwar markets, any more than it can afford to have workers leave war jobs in order to look for jobs in the civilian economy," he said.

Mr. Nelson estimated that it would be as much as six to nine months after the Nazi collapse before there could be any large-scale resumption of civilian output. Every concern with a readjustment problem, he said, will have time to take steps to insure its peaceful time position.

Expressing confidence that the country is better prepared than ever in its history to deal with the problems of the future, Mr. Nelson told the conference that "it is entirely possible that by exerting a constructive influence on public opinion at this time you can set the tone of the entire generation of American life that lies ahead."

Order of Importance

In his letter to Sen. Maloney, the WPB chairman stated that production of civilian goods will be resumed in the order of their importance as the supply of manpower and materials and the military outlook permit. He added that it would be a physical impossibility to allow all manufacturers in an industry to resume production at the same time, explaining that if a producer in a non-critical manpower area can be given materials to resume production of needed civilian goods it would be in the public interest that this be done without waiting until another concern in a critical area is permitted to resume.

Regarding WPB policy with respect to new industries, Mr. Nelson expressed the view that controls should be relaxed whenever they cease to be necessary to war production. Restriction on "new" goods or services going to civilians for the first time, he said, will undoubtedly be needed until parts and materials are in "easy supply."

He disclosed that the military services consult with the WPB in determining the advisability of cutbacks, but the final decision rests with the military. The agencies are free to disagree on questions of release where the cutback is made, he said, with manpower the principal factor.


(Continued on page 80)

KOMO-KJR Seek Relief on Duopoly

Alternative Proposals Are Offered by Seattle Outlets

A FOUR-PRAYER petition seeking a "duopoly" order was filed with the FCC last Thursday by Fisher's Blend Station Inc., licensee of KOMO and KJR Seattle.

The petition, filed after O. D. Fisher, president, and Birt F. Fisher, secretary and general manager, had conferred with members of the House and in the Senate, offered four alternative proposals: (1) that order 84-A, scheduled to become effective May 31, be postponed indefinitely; (2) in the event that it is not done, that the Commission determine the rule is inapplicable to the stations; (3) that should neither action be taken, the stations file a further petition to permit the "orderly disposition of properties"; (4) if these requests are denied, that the renewal applications of the stations be set down for hearing.

Freeze Halted Boost

The petition, filed through the law offices of Fisher & Wayland, brought out that KOMO has been operating as a Combination Since 1927 and that KJR was taken over under lease in 1932, but was purchased for $75,000 in 1941 with the Commission's approval. KJR had been on the air for several years at more than $35,000, it was brought out, and an expenditure of a quarter-million dollars is contemplated to increase the station's power to 50,000 w on 1000 kc. as a 1-B outlet under the Havana Treaty. The wartime freeze forced this project into abeyance.

The petition held that indefinite postponement of the effective date of the rule would not cause an injustice or in any way affect the listening public.

Cosmetic Change

COLONIAL DAMEs Inc., Los Angeles (cosmetics), with an expansion deadline schedule on March 12 replaced its weekly five-minute newscast on CBS Pacific stations with Style of WMC on 12 new stations. Sunday, Thursday, 8:30-9:30 p.m. (PWT). List includes KNX KQW KARM KROY KINO KYGQ KTYK KYC WCE LKJ KFBB. Jennison Parker is producer for Glasser-Gailey Co., Los Angeles.

Pfc. McGowan Decorated

PFC FRANK J. MCGOWAN JR., formerly on the auditing staff of the Soldier's Medal for heroism displayed while on active duty at Port Emdeebo, Sicily, Oct. 11.
“Nationally Represented by Weed and Company”

Stations whose letterheads and advertisements carry this line know that every word in it counts . . . Coast-to-coast offices . . . Continuous, regular visits to advertisers and their agencies . . . The years of production experience the Weeds themselves have had . . . And able, ample staffs at each office . . . These make “Nationally Represented by Weed and Company” mean more sales for sales-able stations.

Slogan for stations: “Weed ‘em and reap!”
Arizona Pub. Co. Stations Sales Ascribed to FCC 'Antagonism'

The Arizona Publishing Co. has made reference to the "antagonism" of the FCC and the Government to newspaper and radio, has suggested that freedom of the press is controlled by the FCC and the Federal Communications Commission, and has indicated that it will continue to oppose Government purchases of either space or time for promotion of the war effort.

War Essentiality

Patrick Fagan, Pittsburgh area director of War Manpower Commission, proposed a discussion of the role of the newspaper in the war effort. He urged editors to include a discussion of its inclusion in the WMC list and index of essential activities.

Other speakers included William Parsons, NBC Teasrubus; MIT Bulletin; World War II Radio; C. G. Langlois, Longwood Recordings; Leonard Callahan, SESAC; Thomas B. Price, WWUS Pittsburgh; chairman of the sales managers district committee; Ward Dorrell, C. E. Hooper; George Coleman, WGBI Scranton, district public relations chairman; Billard E. David, Asbury Park, New Jersey, as president; and S. Broughton Toli, OWI regional director.

Following adjournment of the OWI session, the Greater Associated Broadcasters held a brief session. Mr. Thompson is president and serves another year. Leonard Kapner, WCA Pittsburgh, is assistant chairman.

The registration follows:

J. George Walsh, WDEL; Roy F. Thompson, WFBG; C. G. Moss, WGBR; J. D. Tullar, WJAC; E. M. Watkins, WGBR; R. D. Fisher, WTM, WGBR; WGBR; W. A. Schott, CBS; J. C. Burwell, WMIR; WGBR; Thos. W. Metzger, WMFR.
Basic NBC Network

KSD Has the
LARGEST DAYTIME
COVERAGE AREA
of Any St. Louis
Radio Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
A Distinguished Broadcasting Station
National Representative
FREE and PETERS INC.
TO ORGANIZE a regional and later a national association of Farm Radio Men, a group of farm program directors met in New York at the Hotel New Yorker. Among those present were: Charles Shoffner, WCAU Philadelphia; Joe Bier, WOR New York; Chuck Worchester, CBS Washington; Larry Haeg, WCCO Minneapolis; Emerson Markham, WGY Schenectady. Seated (1 to r): Stan Flower, WIZ Boston; Mert Emmert, WEAf New York; Tom Murray, WHAM Rochester; Homer Marts, KDKA Pittsburgh.

Organization of Farm Radio Directors Completed; Haeg Named President

ORGANIZATIONAL plans for the new Asn. of Radio Farm Directors were completed last week in Chicago in conjunction with the third of a series of regional conference called by the War Food Administration to discuss war food production problems. Representatives of some 80 stations and farm publications attended the conference at which the War Food Administration officials outlined various aspects of the information job required to help farmers meet 1944 goals.

Previous meetings were held in Atlanta and New York. Following the fourth regional meeting, held March 11, 12 in San Francisco, the ARFD held a national meeting in Columbus, May 5, 6.

Formation of ARFD was effected following the Monday sessions of the three-day conference (March 5, 6, 7) held at the Hotel Morrison. The new association superseded the National Society of Farm Service Directors, the tentative name given the group during organizational activity.

Officers Elected

The conference heard presentations on production goals, price reports, labor problems, farm supplies and equipment from Morse Salisbury, WFA director of information; Grover Hill, Undersecretary of Agriculture; Wallace Kadderly, chief of the radio division, Dept. of Agriculture; and Dr. Cliff Carpenter, assistant chief, Office of Food and Livestock, WFA; Tom Walker, Agriculture Adjustment Administration; T. R. Johnston, extension editor, Purdue U.; Marvin Sandstrom and E. J. Rowell of WFA.

Elected president of ARFD was Larry Haeg, WCCO Minneapolis; vice-president, Art Page, WLS Chicago; secretary, Herb Plambeck, WHO Des Moines; treasurer, George Round, WOW Omaha. On the executive committee is: Bill Drips, NBC central division; Phil Evans, KMBC Kansas City; Charles Stookey, KMOX St. Louis; alternate committee Ed: Mason, WLCW Cincinnati; Sam Schneider, KVVO Tulsa; and Layne Beaty, WBAP-KGKO Fort Worth.

The farm safety committee is comprised of: Everett Mitchell, NBC central division; Dan Thompson, National Safety Council; C. C. Moore, KDA Denver; Glen W. Sample, WBAA West Lafayette, Ind.; Layne Beaty; Bill Drips; Paul Jones, National Safety Council; Wallace Kadderly, chief of radio division, U. S. Dept. of Agriculture; Maynard H. Cee, director of the Farm Division, National Safety Council; Mr. Stookey; Al Smebe, WCCO; Larry Haeg; Sam Mason, and Bob White, Blue.

Objectives of the ARFD include:

Closer relationship between commercial radio, farm broadcasting, agencies and farm organizations.

Closer relationship with advertising agencies and other groups interested in the farm audience.

Programmed farm radio broadcasting which will keep this type of service on a high plane and to develop farm service in areas of the United States where it is now lacking.

To advance the welfare of those engaged in farm radio broadcasting.

Others in attendance at the Chicago meeting were: Emil Bill, WMDO Peoria; Tom Wheeler, WOWO Fort Wayne; Henry Wood, WFBM Indianapolis; Joe Ryan, KRNT Des Moines; J. C. Rapp, KMA Shenandoah, Ia.; Hugh Munsey, KXXL Waterloo; A. Woodries, WTM Cedar Rapids; John Furman, WOC Davenport; Gene Shipley, WIBW Topeka; John Merrill, WHAS Louisville; Frank Onl, KWKH Shreveport; Gordon Loudon, WWL New Orleans; Duncan Moore, WJR Detroit; J. C. Hooker, WKOZ Kalamazoo; Harry Houser, WOR New York; Charles Arquette, KDKA Pittsburgh; Joe Bier, WOR New York; Albert Pollock, KHAN Minneapolis; Emory Muschany, KXOK St. Louis; Harold Packard, KFEQ St. Joseph; Bill McDonald, KFAB Lincoln; E. H. Faulkner, WBTM Cleveland; G. B. German, WNAX Yankton; Wallace Brackeen, WCAU Philadelphia; Joe Bier, WOR New York; Chuck Worchester, CBS Washington; Larry Haeg, WCCO Minneapolis; Emerson Markham, WGY Schenectady. Seated (1 to r): Stan Flower, WIZ Boston; Mert Emmert, WEAf New York; Tom Murray, WHAM Rochester; Homer Marts, KDKA Pittsburgh.

Atlantic Meeting

At a meeting Feb. 27-28 in Atlanta, farm service directors of southern stations discussed various means by which broadcasting of agricultural information may be facilitated. Among recommendations made by the broadcasters, it was proposed that WFA finance line charges for small stations for broadcasting Farm Administration programs. It was also suggested that WFA appoint state radio specialists to work with broadcasters on food production information programs. The agency was commended for its recognition of farm service programs in calling the conference.

Stations were represented at the conference by Bill Prase, WBN Atlanta; Grady Cole, WBT Charlotte, N. C.; Clifford Gray, WSPA Spartanburg, S. C.; and Connie Gay, WPFT Raleigh, N. C. Editors of farm journals also attended the meeting.

WFA and Dept. of Agriculture officials who addressed the meeting were: Keith Heimbaugh, acting director of information; DeWitt Wing, Office of Information; and Al Bond of the radio service. WFA participants were: Ashley Sellers, assistant War Food Administrator; David Meeke, office of materials and supplies; Harry Cram, office of distribution; and John Carpenito, who spoke were: J. B. Daniels, southern division, Agricultural Adjustment Administration; Louis Brackeen, extension editor, Alabama Polytechnic Institute; and Willett Kempton, OWI regional station relations chief, Atlanta.

Building Acquired

WESTINGHOUSE Radio Stations, operating KYW Philadelphia, has purchased 1010 WBN, also houses the WRS executive offices. The property, assessed at $50,000, was purchased for $300 from the Pennsylvania Co. for Insurance on Lives & Granting Annuities, trustee.

Grandpop Gammons

WTOP Washington, scooped all local stations last Thursday on the nomination of new duties by Earl H. Gammons, CBS Washington director. He became Grandpa Gammon at 3:30 a.m. Thursday. A 54-year-old son was born to the Gammons' only daughter, Mrs. Of., William Franklin Merrill, USN, at Columbus Hospital. The father is in the Pacific. Another Godfrey, WABC early morning announcer, kidded Grandpop Gammons on the morning roll call, also made passing reference to F. M. Russell, NBC Washington vice-president, who became a father Feb. 22.

BLUE AND MUTUAL SWITCH IN BUFFALO

EFFECTIVE June 1, 1944, the Blue and Mutual will switch their Buffalo outlets. WEBR, Blue station operating on 250 watts, will become a full-time Mutual outlet on that date, and, as previously announced, WGR, now with Mutual, will become a full-time Blue outlet. WGR is operated by Buffalo Broadcasting Corp. with 5,000 watts till sunset and with 1,000 watts nighttime on 550 kc.

WEBR's affiliation with Mutual will be celebrated at a dedication dinner Thursday night, June 1. Miller McClintock, Mutual president, will speak, and Fulton Lewis, Mutual representative for the network, will originate his regular 7 p.m. broadcast from the dinner. WEBR is operated by WEBE Inc., on 1540 kc.

Stein Joins FCC

ABE L. STEIN, Chicago attorney with the FCC's original telephone investigation a decade ago, has returned to the Commission as a principal attorney in the Children's Broadcast Car- rier Division, under Assistant General Counsel Benedict Cottone. He joined the Commission in 1934 and left in 1937 to become an attorney on the Illinois Commission, and returned to the Wgn Gov. Horner. In private practice from 1940 to 1942, specializing in the utility and transportation field, Mr. Stein joined the FCC at Washington after Pearl Harbor as attorney in the petroleum field. Drafted in 1942, he served in the Air Force and was discharged for age in the Selective Service regulations several weeks later, and returned to OPA.

FIRST WOMAN V.P. ELECTED AT BBDO

JEAN WADE RINDLAUB, copy group head of BBDO New York, has been elected vice-president of that firm. She is the first woman vice-president at original BBDO. Mrs. S. Rindlaub has been on the copy-writing staff 14 years and previously was associated with the Armstrong Cork Co., Lancaster, Pa., Wayne Tiss, associate director of the Ely- wood office, a member of BBDO since 1937, was also elected vice-president, who formerly was the promotion manager of the Minneapolis Star and Des Moines Tribune. BBDO has announced that four other on the staff have also elected vice-presidents. They are Edward A. Cashin and John M. Bridge of the Minneapolis office, Cari Williams and Willard A. Pluehmer of the New York office.

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Chemical Sponsor CONSOLIDATED ROYAL Chemical Corp., Chicago, has begun sponsorship of a quarter-hour afternoon musical show, "Wide Awake," which is broadcast through Fridays on WGN Chicago. Contract is for 12 weeks. Agency is O'Neill, Larson & McManus, Chicago. 

Page 22 • March 13, 1944

BROADCASTING • Broadcast Advertising
Checked and double checked. That's the all-the-way history of Amperex tubes through every stage of construction. No chances are taken. Even after tubes have been aged, seasoned and subjected to severe tests, each day's production must hurdle final examination in our x-ray rooms. Here, an exhaustive analysis is made to determine the presence of invisible defects. When we pronounce the tubes "bottled to perfection"—they are! More than 100 different types of Amperex tubes are available for broadcast, industrial and electro-medical applications. Each one with "Amperextras" which assure operating efficiency and longer life.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET  •  BROOKLYN 1, N. Y.

"BLOOD PLASMA MEANS LIVES SAVED . . . KEEP IT FLOWING TO THE FRONT"
WBS • • • WORLD'S

AVAILABLE IN THE
WORLD PROGRAM SERVICE
ON WIDE RANGE VERTICAL CUT RECORDINGS
Brightest Stars

* *

Jimmy Dorsey

King of the Saxophone

and His Orchestra

is available to you through the Quality Library of the World... on brilliant WBS recordings that provide a wealth of program material with which any station can build and sell many Dorsey shows of proven audience appeal. His individual interpretations of music that is "good today and tomorrow" will be welcomed everywhere by millions of enthusiastic fans. Additional recordings by this master showman are in preparation.

Transcription Headquarters

World Broadcasting System, Inc.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
KNX Hit by Rain

UTILIZING emergency shortwave equipment, KNX Hollywood switched operation to its short-wave station, KKKO, for nearly 12 hours when rain washed out both lines of communication between KNX studios and transmitter near Torrance, Cal., on March 2. Switch-over, accomplished without loss of a second's time on the air, was made at 10 a.m. (PWT) when first transmitter line was downed. Short-wave station, operating on 33,000 k.c., was main- tained as an emergency aid throughout the night after one line was repaired and normal operations resumed at 9:55 p.m. (PWT).

Banking Firm Sponsor

PHILADELPHIA SAVING FUND Society, Philadelphia bank, is presenting a radio program featuring the Curtis Institute Orchestra at the conservatory, for a 13-week Sunday series on KXK Philadel- phia, placed through Gray & Rog- ers. James C. Petriolo, AFM president, gave special dispensation to the young members, ranging from 10-17 years of age, in making them AFM members out those 10 years are not in- cluded and the sponsor pays a stand- dard fee.

Inquiry Into Radio Planned in Canada

Committee of 23 Expected To Hear Independents

AN INQUIRY into broadcasting this spring and summer is slated with the National Capital Radio Service, House of Commons Committee on Broadcasting has been set up. Like last year's committee there are 23 members, practically the same, with three exceptions. There are 17 Lib- erals, 4 Progressive-Conservatives, 1 Co-Operative, 1 Commonwealth Federalist and 1 Labor-Conservative Democracy member. No chair- man has yet been named, though it is expected that Dr. J. J. McCann, chairman last year, will likely be appointed for the first meeting to be held shortly.

Besides inquiring into the affairs of the government-owned Canadian Broadcasting Corp., the Parlia- mentary Committee is going to look into the case of the independent broad- casters in fuller detail than last year. Hints that grievances of the independent broadcasters would be looked into and be overcome to the satisfaction of all concerned were given the independent stations recently at their annual convention at Quebec (Broadcasting, Feb. 21) by War Services Minister L. R. LaFleche, a committee member. Independent broadcasters want to see more of the government set up to regulate broadcasting, so CBC will not have the role of competitor and regulatory body as at present.

During discussion of the motion to establish the 1944 Parliamentary Committee, members of Parliament criticized the commercial development of the stations which was initially intended to bring in at most $500,000 a year from sponsored pro- grams, and last year advertising carried through the CBC amounted to $1,294,000. (This included net work programs carried on private stations on CBC net.) Critics pointed out that the CBC relented to pressures set up by independent broadcasting stations. Other members pointed out that there was too much soap and laxative advertising on the air. Socialist members stated that "money-making interests are anxious to undermine the CBC," and that the government had failed in some in- stances to appoint the right kind of people to be members of the nine man CBC Board of Governors.

New Film Firm's Spots

INTERNATIONAL PICTURES Inc., New York, a relative new- comer in the motion picture industry, has announced that it has become a subsidiary of Radio-Television Studios, Inc., New York, to handle its ad- vertising. Radio will be used in ad- dition to newspapers and magazines for the studio's first production, now in preparation — "Casanova Brown," starring Gary Cooper and Theresia Wright. At a later date International will release a Sonja Henie film titled "It's a Pleasure."
For almost two decades Federal has made better tubes—tubes that surpass in design and construction, in quality of materials, in craftsmanship, in performance.

The background of this record of achievement is the intensive research and development of a scientific and producing organization that has set and continues to maintain the highest standards of the tube building art.

And in support of Federal tube quality and performance is Federal customer service, always ready and prepared to handle the problems of broadcast stations in meeting any requirement or emergency.

That is why Federal's established reputation for building better transmitting and rectifying tubes rests on an enduring foundation; why Federal tubes doubly ensure customer satisfaction.

This customer satisfaction, now enjoyed by many leading broadcast stations, is available to you. Whether you require tubes of standard types or whether you have a particular tube problem to solve, Federal service will prove profitable to your interests.

Federal Telephone and Radio Corporation

Vacuum Tube Division
Newark, N. J.
Navy Issues Rule On Use of Talent
Existing Contracts in Force; Individuals Still Available

CLEARING confusion raised by erroneous reports published elsewhere that the Navy would prohibit appearance of Navy personnel on sponsored network broadcasts, the Navy Dept. has announced that a directive was issued March 4 canceling future authorization of sponsored all-Naval personnel radio series.

Instructions sent to Naval, Marine, and Coast Guard units permit continuation of contracts already in effect, and renewals of existing options, but not the granting of additional ones. This rule applies to all programs using all-Naval entertainment talent, such as Meet Your Navy, sponsored by Hall Bros., greeting card company, on Blue; Great Lakes Bluejackets Choir, CBS program sponsored by Minneapolis-Honeywell Regulator Co.; Treasure Island Choir, a local all-Navy show on KGW San Jose, Calif., with the Ford Motor Co. as sponsor.

Also inaccurate was the report that "The Navy also prohibited use of Navy personnel formerly active in theater, now on the radio, work as actors on any broadcast shows or sustaining." The Navy expressly stated that the directive does not restrict the appearance of Navy personnel on non-sustaining or sustaining programs, network or local, if they are not on the "sponsored programs as actors or musicians."

The directive in no way affects programs which in combat experience is dramatized and Navy personnel either commercial or sustaining programs, network or local, if the directives were not on the sponsored programs as actors or musicians.

The directive was issued to: "Limit broadcast appearances of Navy personnel. The directive should mean, "No appearance of Navy personnel on the Network or local radio shows without following the set rules."

INFORMAL LUNCHEON given by KYW Philadelphia, prior to a frolic starred by the Philadelphia Advertising Club, brought these NBC and ABC announcers together: J. Joseph E. Baudino, general manager of KDKA Pittsburgh; William O. Tilenius, ABC sales; P. F. Nelson, WRS; B. A. Macdonald, WRS sales manager; James V. McCreery, NBC spot sales manager; Bob Elliott, KDKA Chicago; Frank A. Logue, WRS auditor; Dwight Myer, WRS engineering manager; Hal Lamb, KYW sales; Tom Hamilton, NBC sales; Chick Kelly, KYW publicity director. Present also, but not in photo were Harvey McCall, KYW sales; Frank Webb, KDKA sales manager; John S. de Russy, KYW sales manager.

War Bond Campaign on OWI's Packet; Fight Waste, Hold Prices Also Listed

AFTER an absence of six weeks, the War Bond campaign returns to the OWI Domestic Radio Bureau packet for the week beginning April 3, with messages directed to planning for the future. Listeners will be urged to put more of their wages into Bonds for long range".

The success of the Fourth War Loan does not obviate the need for continued purchasing of War Bonds, OWI points out, warning that there must be no let-up on the home front as military operations on the fighting front moves forward. The OWI allocations schedules will include bond messages until the Fifth War Loan begins, with appeals given different emphasis each month.

Sponsor Prospects

The War Bond messages are scheduled for both Network and Station Announcement allocation periods. OWI sponsors may be found among advertisers in any field of business, but the monthly change in emphasis may prepare a service in giving the spots. Large employers are most obvious prospects for the current series of messages.

Also scheduled for Station Announcement allocation are campaigns to Fight Waste and Holds Prices Down. The former, continued from the previous week, encompasses conservation and salvage of paper, rubber, food, fuels, utilities, transportation, household equipment and supplies, textiles and leather, and idle materials (including exchange of non-essential goods for something useful). The messages are suitable for sponsorship by firms connected with these materials and services, scrap dealers, repair shops, exchange stores, and shopping centers and other establishments promoting car sharing.

Hold Prices Down messages continue the fight against threat of runaway prices, with listeners being told that money usually spent for spring outfits can and must serve a more vital purpose if it is invested in War Bonds and other anti-inflationary savings. Obviously sponsors are banks, insurance agents, home loan companies.

Subject of the packet are recruitment of WAVES, Rubber Conservation, and Tax Declaration, all assigned through Network allocations, and Victory Gardens and Car Sharing, scheduled through National Spot.

Through the Women's Radio War Program Guide for April, issued by the OWI Domestic Radio Bureau, directors of women's programs will be asked to stress messages to Eat More Potatoes, recruit Womanpower, Join Crop Corrals, observe Pan American Day, practice Car Sharing, and Hold Prices Down. Further information on these subjects may be obtained from Mrs. Marion Sabatini, Camp Manager, OWI Radio Bureau, Room 207 Tempo V., 14th and Pennsylvania Ave., N. W., Washington, D. C.

GODWIN NEW HEAD OF RADIO NEWSMEN

EARL GODWIN, head of Earl Godwin Associates and a Blue network commentator, was elected president of the Radio Correspondents Assn. last Wednesday at the annual meeting at NBC Washington studios. He succeeds Eric Sevareid of CBS, Richard Harves, NBC commentator, was chosen vice-president; Rex God, Washington manager of Transradio Press, was named secretary, and William Costello, CBS commentator, was elected treasurer. Fred W. Morrisey, associated with Ron Lewis jr., MBS commentator, was re-elected as secretary.

The executive committee was instructed to arrange for the organization's annual dinner in April or May, at which time the new officers will be installed. Mr. God, has been acting president of the association in the absence of Mr. Sevareid, who has been overseas. Forty of the association's 65 active members attended last week's meeting, indicating a growing interest in radio news coverage, according to Mr. God. The association, composed of members of the 'responsible' Galleries of Congress, has 74 associate members in radio news jobs outside the capital.

Dr. R. C. Northcutt is superintendent of the Senate radio gallery and William Vaughan is acting superintendent of the House gallery. Mr. McGrath will have charge of the radio galleries at the Republican and Democratic National conventions in Chicago.

Drug Chain Meeting


OWI PACKET, WEEK APRIL 3

Check the list below to find the war message announcements you will broadcast during the week beginning April 3. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

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See OWI Schedule of War Messages 102 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
YOU MAY BE ABLE TO SWIM A MILE IN 21 MINUTES*

BUT—YOU CAN'T SPLASH INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Can you think of any reason why you'd prefer to listen to a Columbia station located over 100 miles from your home—in preference to a 5000-watt Columbia station only a few miles away? Especially in a section where distant stations “fade”, notoriously?

Then let's just assume that people in Western Michigan have good sense, too! When they want Columbia entertainment, they tune to WKZO. . . . Both we and Free & Peters would like an opportunity to (1) discover, in discussion with you, whether or not it would pay you to advertise in Western Michigan—and (2) give you the true, de-bunked facts about the other stations that claim primary coverage of this area. Will you give us the opportunity?

WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Broadcasting • Broadcast Advertising
AT&T Post-War Video Plans, Rapid Growth of Industry Seen

Telephone Executive Suggests Various Methods of Handling Networks' Interest in Television Art

WHEN television is ready for network service, the American Telephone & Telegraph Co. will be ready to meet the demand, in the opinion of AT&T executives. When this will be and to what extent such service will be rendered depends chiefly on the success of set manufacturing and the production of satisfactory low-priced video receivers and of the television broadcasters in providing satisfactory program service, the phone company officials stated. They refused even to hazard a guess as to the cost of networks for television, pointing out that there are too many unknown factors to make a reliable estimate at this time.

Network Growth Seen

Discussing with Broadcasting the probable growth of nationwide television networks, George L. Best, assistant vice-president of AT&T, Frank Cowan, transmission engineer, and President Mabon, information management, pointed out that the company has already installed cables carrying coaxial conductors between New York and Philadelphia, Philadelphia and Baltimore, Baltimore and Washington, Minneapolis and Stevens Point, Wis., and Atlanta and Macon, the latter the beginning of an Atlanta-Jacksonville cable installation. They cited the five-year plan outlined by Keith S. McHugh, AT&T vice-president, in his recent letter to Niles Trammell, NBC president [Broadcasting, July 17, 1942, calling for the installation of between 6,000 and 7,000 miles of cable at a cost estimated to approach $100,000,000.

This work is being done, they stated, primarily to offer increased and improved telephone service to the company's subscribers, pointing out that a single coaxial conductor can carry hundreds of telephone circuits, for which use it was originally designed, or that it may be loaded to transmit a television program. They added that present plans are tentative only and will be reviewed and revised in line with service requirements as construction proceeds, so that if the telephone broadcasters are ready for network service in any part of the country, the telephone company will adapt its plans to meet their requirements.

Costa Has Heary

In his letter to NBC, Mr. McHugh stated: "We shall be glad to consider on their merits any requests for television facilities over routes where coaxial cable is now being planned during this period for telephone purposes. The question of when such facilities could be provided would, of course, depend upon conditions in the individual case and its relation to the total program. You will appreciate, of course, that advancing construction to provide for television transmission some years before a cable is needed for telephone service could involve relatively heavy costs.

"The equipment now developed," the letter continued, "will give a one-way television channel of 2.7 mc in width. Future technical developments will increase this to 4.0 mc and also provide for simultaneous use of a single coaxial unit to transmit a television channel and a large number of telephone channels. Consequently, the ultimate number of television facilities which could be provided over these cables will be considerably greater than the initial number."

"These ultimate possibilities must, of course, be taken into account in determining the number of coaxial units to be installed in the future. Depending upon the speed of growth of the television industry, it may be necessary for users to do some sharing of the television network facilities for a period. I believe that you and others in the industry should give preliminary consideration to how this can best be accomplished."

Multiple Use of Cable

Stressing this program-sharing angle in the early days of network television, Mr. Cowan suggested that if several video stations in one city wanted to telecast a remote program, such as a political convention or a major sports event, for which one coaxial circuit was available, they might vary their presentations by accompanying the image with individual sound comment, each station using its own announcer. Stations might also share the use of a coaxial unit on a time allotment basis, it was pointed out, with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of full-time video network service.

Outlining four ways in which network service may be provided, Mr. Cowan said that additional coaxial conductors exclusively for television may be added to cable installations being made by AT&T, if it appears that they are needed at that time. Eight units to a cable is the practical limit, he said, if the cable is to be kept at the proper size. Technical improvements allowing for wider frequency ranges to permit television and telephone space together will also make the cables available for expanded video use.

Television networking can also be facilitated by arranging the cables so as to permit round-trip programs to be sent instead of those used in broadcast sound, so that pick-ups may be made at any point in the circuit without the need for reversing the direction of the program flow. A fortunate by-product would be the diversion of coaxial units planned for eventual telephone use to television for such time as they are not needed as telephone carriers.

 Asked about radio relays, Mr. Best said that the telephone engineers are constantly experimenting with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of full-time video network service.

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Television networking can also be facilitated by arranging the cables so as to permit round-trip programs to be sent instead of those used in broadcast sound, so that pick-ups may be made at any point in the circuit without the need for reversing the direction of the program flow. A fortunate by-product would be the diversion of coaxial units planned for eventual telephone use to television for such time as they are not needed as telephone carriers.

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The latest step in KMPC's march toward the goal of becoming the leading independent in the U.S.!

5939 Sunset Boulevard, Los Angeles 28, Calif.

On-Radio-Row-Hollywood

C. A. Richards, President

OUR NEW LOCATION
14. Program Audience Histories — compiled to cover the period.*
2. Ratings on "open" time periods comparable with the past.*
3. "Sets-in-Use", "Share of Audience" during, preceding, and following each program and "open" period (a) released with the ratings (b) comparable with the past.*
4. Composition of radio program audiences — in each report.
5. Sponsor Identification Analysis — in each report.
6. Same cities used during each week surveyed — as in the past.*
7. Publication of two different "continuous" ratings on same program avoided — as in the past.*
8. City-by-City Ratings on your sponsored network program — comparable with the past.*
9. Network Ratings taken in cities of equal network opportunity — as in the past.*
10. Network Cross-Section Urban Ratings — properly balanced to reflect each network’s facilities individually, published periodically under separate cover.
11. U. S. Cross-Section Urban Ratings — properly balanced to reflect total U. S. network and independent urban radio facilities collectively, published periodically under separate cover.
13. Basic Trend Chartbook — graphic comparative basic trend indexes.
14. Pocketpiece — Network Ratings condensed for your convenience, comparing current audiences with "last report" and with "year ago."

Radio Audience Measurements Continuously by Coincidental Method Since 1934

C. E. HOOPER, INC.
NEW YORK • LOS ANGELES
*and future

National 4-H Club Mobilization Week was launched March 4 by a half-hour WLS-Chicago originated program on the Blue Network. Some 500,000 4-H Clubs tuned in throughout the nation to hear a tribute from President Roosevelt delivered by Food Administrator, Virgil Jones. A short-wave pickup from Italy with a former 4-H boy from Laurel, Mont., and several 4-H leaders were featured on the show, written by Jo Wetzler, WLS continuity department, and produced by Rod Culp, WLS production manager, with Art Page WLS farm program director, doing the direction.

CKY Winnipeg on March 13 celebrates its coming of age, having gone on the air March 13, 1929, with 500 watts. In 1928 the station increased power to 6,000 watts and in 1934 it was the most powerful station in Canada at the time.

KMOX St. Louis on Feb. 26 conducted a debenture, Boston. A clearinghouse program to radio aid teachers in the use of CBS School of the Air program. About 800 teachers attended the meeting.

WSBA York, Pa., and the Playland Roller Skating Rink combined efforts on Feb. 26 to aid the Red Cross War Fund. Yankee Doodle Dandy, a special program sponsored by Playland originated from the rink and all proceeds of the day went to the Red Cross. Local bus company provided free transportation to the ph for the occasion.

INCLUDINS items from the hundreds of schools that lie within the listening area of WAAAT Newark a new program "New York from Your School." It is now conducted by WAAAT in cooperation with the New York Education Assn.

CJCB Toronto, key station of the Canadian Broadcasting Corp. Dominion network, is using streetcar cards in Toronto to publicize the Dominion and Blue network commercial programs on the station.

KFJB Marshalltown, Ia., has begun operations as a Mutual outlet. Station is operated by Marshall Electric Co., with 260 watts on 1250 kc.

RADIO Department of United Artists, New York, has started a radio service for Alaskan stations, including a radio manual and a series of transcriptions which include excerpts from the films, interviews with stars, and color comment on film lot scenes.

PRESS ASSN., AP radio subsidiary, last week announced the opening of its seventeenth regional news bureau, located in Charlotte, N. C., 208 South Church St., under the direction of Charles Whiteford. Five stations to sign recently for the special AP radio wire include: WMBO Hannibal, Mo.; WPGC Canton, Ohio; KJON Portland; KAST Astoria, Ore.; and WBLQ Muncie, Ind.

KWFC Hot Springs, Ark., and WSYO Suite Ste. Marie, Mich., have signed new licensing agreements with Associated Music Publishers of New York, and the following stations have extended their contracts: WMRC WMAZ WMAZ WLPW WLHR WEFK KTEP KQW KYFR KARM. Two Honolulu outlets KGMB and KHBC have also extended agreements.

NAB 'HOME DISC' IMPLEMENTING the American Home Campaign inaugurated several weeks ago, the Asso. of Women Directors of the NAB is planning to make available to women broadcasters a quarter-hour transcription of "American Home" talks by the leaders of ten cooperating national organizations.

Westinghouse Increases Income 29% Over 1942

WESTINGHOUSE ELECTRIC & MFG. CO., Pittsburgh, earned a net income of $25,555,103 in 1943, an increase of 29% over 1942 and representing 26.9% of the sales and 17.2% of the cost of goods sold. Net sales increased to $200,701,936, an increase of 36% over 1942.

Output was reported as the highest in the company's history.

Net sales billed were $274,305,303, an increase of 47% over 1942. "The sales billed, approximately 77% of which is billed as direct war work," the report comments.


Striking Radio Changes Forseen by Dr. Frigon

IMPORTANT changes in broadcasting methods may be expected which will affect frequencies and power allocations, according to Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corp., on his return to Toronto after a visit to Washington last week. "The changes were expected, and the questions were how they affected the CAB, Dr. Frigon did not say.

One of the purposes of his Washington trip was to check on delivery of equipment required for a short-wave international broadcasting station under construction at Sackville, N. B., for the Canadian government. Delivery will start soon and will be completed in July and August.

Peace Series Offered

THIRD sustaining peace discussion series from WKRC Cincinnati, will be released to all stations for wire costs only, according to Rue Church, manager of WKRC. The offer also includes free recordings with all packing and shipping costs paid, to stations scheduling the 18 weekly half-hour Sunday programs March 5 through July 2. Programs were planned by an advisory committee of Cincinnati religious and educational officials and features peace plan problem discussions.

WIS WACs

RECORD recruiting took place at WIS, Columbia, S. C., the other day. The Columbia office of the WAC broadcast a 15-minute recruiting program on WIS. When the WAC group that had been on the air returned to headquarters, 20 minutes after the program ended, there were two paragraphs on the OS waiting. They had heard the program, answered the call.
IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

MONTGOMERY WARD
Chicago

Mr. Reggie Martin
Station Manager
Radio Station WIZE
Springfield, Ohio

Dear Mr. Martin:

Radio in Springfield seems to be working quite well for our store, and we are considering the possibility of letting radio carry the entire promotional load for us. What could you do for us on 15 spots per day? You have had some experience with our copy and it may be easier for you to come to some conclusion than when we originally contacted you.

Very truly yours,
MONTGOMERY WARD & CO.
John A. Martin
Space Buyer

This letter was written a year ago... since that time this aggressive firm has increased its WIZE appropriation 7½ times the original amount, and is relying almost exclusively on WIZE's ability to cover the Springfield Market... further proving WIZE gets amazing results.

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President
THREE new public service programs have been started on WINX—Washington, D. C. “Washington’s Own Station”. Five-minute five-weekly Jobs for Veterans program is designed to help relocate returning veterans in civilian jobs. Program is conducted by a representative of the U. S. Employment Service. Each Monday and Thursday, 12:45-1 p.m., WINX has started Thanks To You, a dramatized story of the Red Cross and its numerous activities. WINX on Thursday evenings has begun a 10-minute program to aid the Juvenile Court find foster homes for “war orphans”. Interviews with juvenile court personnel and with parents of children now in foster homes as well as people who have opened their home to these children are presented. Daily WINX Traffic Court broadcast received two commendations last week as “a distinct effort to encourage safer driving”. Program began with the station, Dec. 10, 1940.

Folk Music

AMERICAN folk music, including the songs of cow-boys, lumber-jacks, and the street cries of hawkers, is heard in a weekly half-hour program on WNEW New York titled Music, U. S. A. Each broadcast features live talent versed in the music of a particular region or style.

About Servicemen

PUBLIC service series On the Alert, is being broadcast on KSFO San Francisco in cooperation with the IV Fighter Command of the Fourth Air Force. Show presents news of the Army at home and abroad and frequently features interviews with returned combat pilots and enlisted personnel.

For the Ladies

NEW series of talks has been arranged by the Canadian Broadcasting Corp. for its afternoon audience of Canadian women, on the CBC national network. Titled Women and Money, this is the first CBC series on economics directed especially to women in the home. The talks deal with a variety of current problems in which money plays a leading role. Each subject is being discussed from the viewpoint of the average woman in relation to her domestic interests and community life. Prominent authorities on political economy, employment and housing problems are taking part in the series.

BROADCASTING ONLY 48 hours following the birth of her third child, Mr. Lesser, president and conductor of the WWDC Washington, D. C. Blessed Eventer Program, began the first of a day-by-day account of her personal experiences and the progress of her baby. Program is designed to aid expectant mothers in the Washington area and to help relieve them of many worries. First broadcast from the hospital room in prior to birth at the first signs of labor pains, Program is broadcast Monday through Friday as a WWDC public service feature.

War Scenes

TRANSCRIBED on the spot by KGO-Blue San Francisco for release later over the network, the story of the shakedown cruise in the Pacific of one of the Navy’s newest ships—a submarine tender—is the highlight of a new KGO-Blue series of programs titled Radio Goes To Sea. It is claimed that this is the first time in radio’s history that a broadcast direct to the United States has originated from a ship at sea during wartime. Series features interviews conducted by Bill Baldwin, Blue Network special features director, with members of the crew.

New on WNEW

TWO new programs make their premières on WNEW New York this week. Reports on underground news from France will be broadcast in a weekly quarter-hour series by Arthur Lesser, starting March 18. Mr. Lesser, night-club owner, was formerly head of the American division of the French Ministry of War Information. City Hall Room 9 makes its debut March 19 as a weekly quarter-hour series, featuring reporters from the N. Y. World Telegram and Brooklyn Eagle. Review of the week’s political news as seen from room 9, the press room in New York’s City Hall, will be featured.

Format Change

WLW CINCINNATI on March 6 changed the format of its Consumer Foundation program, heard Mondays through Saturdays, 8:30-9 p.m. (CWT), to Your Morning Mattinee. Informative pattern and participation sponsorship has been renewed. New emphasis is on music and informality. $100 war bond is to be awarded for best name submitted for new vocal and novelty group.

Page 34 • March 13, 1944.
No, they don't hear us in Ketchikan!

Years ago, when radio was going through its growing pains, station salesmen, for the lack of anything else, talked about how far their station would reach... how many hundreds of miles its signal could be heard. Some still do. Today, radio is matured. Market analyses... surveys on radio listenership and other pertinent data are now the bases for buying radio time. The wise and intelligent buyer of radio time discounts such overworked phrases as "bonus coverage" and "plus values" and replaces them with actual facts.

WFIL does not make any far-fetched claims about coverage! WFIL more than adequately serves the gigantic Philadelphia Trading Area. It is in this area that sales potentials are the highest... it is in this area that the greatest bulk of your sales are made. Why spend extra money reaching unproductive areas?

This is the time to re-examine old ideas and to remove obsolete opinions and data from the mental attic. Today the station which is the most progressive in the entire Philadelphia Trading Area... the station which is gaining more and more favor with listeners and with advertisers is WFIL.

Have you seen the latest Crossley Study of Radio Listenership in the Philadelphia Trading Area?

No, Eskimos don't hear us in Ketchikan—but great numbers of people throughout the vast Philadelphia Trading Area do listen to WFIL. And what is even more important to you, is that they respond to the sales messages they hear over WFIL.

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • Broadcast Advertising

March 13, 1944 • Page 35
Scripts Lead Into Transcribed Spots

TAILORED to suit needs of nine widely diverse participating sponsors, Potluck Party, current five-weekly 25-minute variety show on KNX Hollywood, reverses usual procedure in program building and slants scripts to lead into transcribed spot announcements.

Woven into the live entertainment, announcements include some already sold on the station under long-term contract as well as those specially allocated to the program. Jack Bailey is writer-m.c. of the series. Dick Wallace is featured vocalist, with a 17-piece orchestra. Beryly, actress-m.c. portrays Mayme Smoak. David Titus is producer, with Bob Carroll as additional writer assigned to program.

Current sponsors on schedule vary from thrice-weekly spots to five one-minute transcribed announcements per week include Johnson & Johnson, New Brunswick, New Jersey (baby powder, first aid materials); Skinner Mfg. Co., Omaha (Rainin Bran); Continental Baking Co., New York (bakery goods); Seek & Kade, New York (Pennsylvania); Curtis Publishing Co. (magazines); Maryland Pharmaceutical Co., Baltimore (Rem); Standard Brands, New York (Stan-B vitamins); Colgate-Palmolive-Peet Co., Jersey City (Superoids, Superpin); North American Aviation, Ingleside, Cal. (employment).

So. Africa Informed

PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales, and John Rieben, Information Please quiz expert, have made a quarter-hour recording for the Answering South Africa series, prepared by OWI's overseas branch. Disc was flown to So. Africa for broadcast on stations there, and tells of the U. S. radio industry's accomplishments to prove that commercial radio in this country is successful.

One-Fifth of Oil Production

Within the area served by KWKH, the 50,000 watt station, is produced one-fifth of the nation's oil. This is equal to one-tenth of the world's total oil production. This same area also has the world's second largest known supply of Natural Gas. This, plus other rich natural resources of the area, means opportunity for you — opportunity to sell now . . . build sales for the future.

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

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

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

DANIEL EHRENREICH, of the engineering department of WOR New York, has become night studio manager, replacing Satter Barkentin, who has received a leave of absence to enter the armed service. Joseph A. Maas has joined the department, succeeding Leslie Learned, master control supervisor, who has been made assistant traffic manager of Mutual.

LT. C. L. PIERCE, NBC Chicago engineer on leave with the Army Signal Corps, is the father of a boy.

MAJOR F. C. SHIBLEY, NBC Chicago engineer on leave with the Army, is detailed to the Allied command headquarters office in Britain.

JACK McMULLEN has rejoined the engineering staff of KIRO Seattle, after a year with KBOF San Francisco.

ROBERT E. SHORT, former announcer and engineer at WJCU Ithaca, N. Y., has been inducted into the Army at Camp Dix, N. J.

MARK TOALSON, audio engineer of WJHU Atlanta, now heads all program production for the station.

AL RAPER, engineer of KLZ Denver, is the father of a girl.

W. W. BLAIR, formerly of the NBC Chicago staff, now night traffic supervisor for the Blue Central Division.

GERALDINE YAHNKE, control operator at KXEL Waterloo, Iowa, has been married to Melvin Springer of Waterloo.

HELEN OBHARSKY of Belle Vernon, Pa., is the first woman engineer to join WCAE Pittsburgh. She recently began work at the Pittsburgh Institute of Aeronautics.

DONALD M. YOUNG, Hollywood engineer, and Mrs. Grace Mackay Tibbet, former wife of Lawrence Tibbet, singer-actor, were married in Palm Springs, Cal., Feb. 27.

JACK JOSEPHSON, on the engineering staff of KMA Shantando, Ia., has been inducted into the Armed Services. Don Cox is a new member of KMA's control room staff.

RALPH T. VOIGT, formerly with the Brentwood, Long Island, shortwave stations of Mackay Radio & Tel. Co., is now with WFDL Flint, Mich.

LINCOLN RONDA has joined the transmission staff of OKUB, Timmins, as operator.

PAUL ENLOW has joined the technical staff of WDAX Fargo, N. D.

LESLIE LEARNED has been named assistant traffic manager of Mutual. He was master control supervisor of Mutual's New York outlet WOR for three years, and was formerly an engineer of WNYC New York.

ROBERT L. ANDERSON, technician for WCCO Minneapolis, has been named chief engineer of Franklin Transformer Mfg. Co. of that city.

SHEILA CAMERON has joined the engineering staff of WIOD Miami, replacing Adele Goddard, resigned.

PAUL KRAONTZ is now night supervisor of engineers at WRGB Philadelphi-a. Hal March has joined the Merchant Marine.

DANA BODE has joined the engineering staff of WJW Cleveland.

BOB MILLER, formerly with the Kentucky Ordnance Works, Paducah, Ky., and prior to that chief engineer at KXON, has joined the WLS Chicago engineering staff.

SCOTT HELT, chief engineer, and Cosette Mercier, announcer and di-rector of women's programs, both of WIS Columbus, S. C., were married Feb. 26.

THEODORE LAWRENCE, chief of engineering department of British Broadcasting Corp. in America, and Vera Brodsky, pianist on the CBS staff, were married Feb. 22.

TOMMY LEWIS, formerly of the technical staff of CKY Winnipeg, has been promoted to pilot officer in the Royal Canadian Air Force.

HOMER COURCHENE, chief engineer at the WLS Chicago transmitter, is the father of a boy.

EDDIE CARSTEN, studio engineer at WGN Chicago, has died, and his wife, were feteed by station friends last Friday in celebration of their 25th wedding anniversary.

RICHARD HUBBELL, television producer of WJHU Atlanta, now heads all program production for the station.

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Page 36 • March 13, 1944
Confidentially—
IT'S DONE WITH GREMLINS

Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply charm cash-money out of the public.

Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director thought he saw one.) But RESULTS—yeah, man, we've seen them a-plenty!

And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they buy more time on WHK than on any other leading station!

Because it sells . . . and sells . . . AND SELLS

WHK

is

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland; WHKC, Columbus

BROADCASTING - Broadcast Advertising

March 13, 1944 - Page 37
Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no “time out” for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.
GREAT CENTER OF THE
COMMUNICATIONS INDUSTRY

You can't talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore's great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America's great markets—and Baltimore's number one advertising medium is WBAL.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Inflection

"THE MANNER of saying it."

Buried deep in a public notice issued Feb. 1 by the FCC, announcing Order 119, which proposes a rule requiring networks to record all programs were those five words—words that obviously are the basis for the program-supervising action.

Reasons given for the proposed regulation (new Sec. 3.409) were many. The Commission cited various sections of the Communications Act, one a prohibition against "obscene, indecent or profane language". Another was under Sec. 303 (j) which authorizes the Commission to keep records of programs "as it may deem desirable".

Certain Congressmen have engaged in floor attacks on Walter Winchell and Drew Pearson. Blue commentators, and both commentators have referred to them in their broadcasts. FCC Chairman Fly is understood to have procured copies of scripts used by the commentators at the request of the Congressmen, but the scripts appeared inoffensive.

"It's not what he said about me, it's the way he said it," one Congressman stated. Whether that had any bearing on Order 119 is debatable. The fact remains the Commission's own public notice states: "... unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air."

Get the Answer

LAST WEEK the Arizona Publishing Co. filed with the FCC its formal application for sale of its radio interests (control of KTAR and KVOA and minority interests in KYCA and KYUM) to John J. Louis, Chicago agency executive. The application stated that the reason for the sale, was "the apparent antagonism of the Federal Government and the Federal Communications Commission toward newspaper ownership of radio stations."

That statement comes in the face of the FCC's recent action dismissing its proposed newspaper divorce regulations, and stating in substance, that newspaper ownership cases will be considered upon their individual merits. Various interpretations have been placed upon the FCC's action, announced informally by press release. At best, however, the action was inconclusive and doesn't settle the newspaper ownership question.

His reasoning seems cogent, for the FCC a few days following dismissal of the newspaper orders, cited for hearing the application to transfer control of KYCA to Mr. Knoppp's company, stating it wanted to determine whether it would "favor a concentration of control" of media in Arizona.

Here we have one extreme interpretation, wherein W. W. Knoppp, publisher of the Arizona newspapers, feels that the Commission did not settle the question of discrimination against newspapers in dismissing orders 79 and 79-A last Jan. 18.

On the other hand, the Newspaper Radio Committee, which fought the FCC's order from the start, "welcomed" the Commission's action, viewing it as the answer. But it still seeks clarifying legislation.

On another recent occasion, Former Gov. James M. Cox of Ohio, a station owner and newspaper publisher, said he was convinced FCC Chairman Fly "wants radio to be turned over, if not abruptly, then by easy stages as political conditions permit, to the Government" [Broadcasting, Feb. 21].

Confusion exists as to where radio is headed. The post-war introduction of television and FM and facsimile; greater newspaper and motion picture industry participation in these fields, and the resultant question of "duopoly" is bound to arise.

The policy should be settled. It must be forthright, outspoken and conclusive, not veiled innuendo or bureaucratic double-talk. The expression should come from Congress in the legislation now being written by the Senate Interstate Commerce Committee.

‘Here’s to Youth’

OUT OF THE welter of war problems and the post-war conversion has come the imperative need of preparing the nation's youth to meet tomorrow's challenge. It is covered under the general heading of "juvenile delinquency".

No one has escaped the exigencies of war. Many homes have been disrupted. The hand that rocked the cradle may now be busy making war materials. There are innumerable cases of younger children cared for in nursery school with the older ones left pretty much on their own. Juvenile delinquency has increased with the eradication of sand lots, swimming holes, and, most important, parental guidance.

What job could radio do? It has put over every campaign it has undertaken. Networks and stations alike have pitched in, collaborating with local and national agencies.

NBC started a 10-week Here's to Youth program (11:15 p.m., Saturdays) last Jan. 15. After eight weeks the program, developed in cooperation with 10 national organizations, has drawn favorable comment from juvenile court judges, the American Medical Assn. and the nation's press.

Unlike many "public service" broadcasts which dramatize the problem and leave to the listener the solution, Here's to Youth not only outlines today's problems but offers the solution. Current Comment, journal of AMA, observes:

"Instead of running to Washington with outstretched palms and demanding that the Government appropriate millions and establish another Federal bureau, the youth agencies concerned, together with the NBC, are trying to mobilize communities for local cooperation and are showing in each script exactly how it can be done... It is a splendid suggestion to post-war planners that the American spirit of enterprise is not dead and that it does not need to center in the nation's capital!"

Here is another standout example of radio's ability to do the job because of its warmth and living-room intimacy. And because the public has confidence in its radio.

Page 40 • March 13, 1944

Our Respects To—

ARTHUR SIMON

TWENTY years ago a young boy was preparing parcels for shipment in the factory of an electric fixture company when one of the executives asked, "Who is that boy? He's been packing our wrapping we have." As he walked out of the door, he added, "Keep him on."

Arthur Simon didn't stay on long, however. He had bigger packages in mind. And today he's wrapping them up daily for WPEN, Phila-

Delphia, where he is general manager.

Long before the war, Mr. Simon had realized the value of Foreign Language programs. He knew how they knit together people far from their homes. He realized that these programs, if handled correctly, stimulated the loyalty of these people to their adopted country.

When war came, other stations which had been using foreign language broadcasts, were confronted with the problem of whether to continue or not. Faced with possible Government control, these broadcasters decided to cooperate and out of their thinking evolved the Foreign Language Radio Wartime Control. Chairman of the group was the experienced Arthur Simon. In almost no time, under his direction, a smooth-functioning, efficient organization was formed, doing an important job for the war effort, and, of great help to the stations and to radio as a whole.

Commendation for the work of Art Simon in the project has come from many sources, but special praise came from J. Harold Ryan, then Assistant Director of the Office of Censorship and president of NAB. "This office is indebted to you and your fellow broadcasters who represented us in this undertaking," he wrote. "It is indebted as well, to all Foreign Language broadcasters who have met a difficult situation and solved it with no thought of their own problems, but with consideration only for the security of their nation at war.

Arthur Simon's business career began in New York, where he was born on Jan. 9, 1908. At 7 he was a newsboy, and while in high school he served as shipping clerk for a factory during his summer vacation.

In rapid succession came positions as manager of a concert bureau in New York, a year in Hollywood as advertising director and then back to New York for a post with NBC. After six months with Variety, he took a position with Radio Daily as special representative. Two years later, he went to his present position with WPEN. This is his sixth year as manager of the Bulova-owned Philadelphia in-

(Continued on page 45)
C-r-a-s-h. Another storm is rumbling overhead. Thunder roars through the night. Lightning streaks madly to earth. With them comes the enigma of every radio listener . . . tube rattling, nerve-racking static.

Yet in thousands of Wisconsin homes, the warm, vibrant tones of WMFM, The Milwaukee Journal FM station, are coming through with never a variation or distortion. Thanks to the miracle of static-free, crystal-clear FM broadcasting, WMFM silences storms, ignores interference and delivers perfect reception under all conditions.

From the WMFM studios in Milwaukee's ultra-modern Radio City comes a wide variety of distinctive programs. Little wonder WMFM has been so eagerly accepted by its community of listeners, for since its premiere broadcast as the first FM Station west of the Alleghenies, it has been programmed to the wants of the people of Wisconsin.
DOUGLAS COULTER, CBS vice-president in charge of programs, is recovering from pneumonia and is expected at his desk in a week or ten days. He was taken ill about three weeks ago.

B. E. POWERS has been named an assistant to Jack Donohue, district sales manager of the Blue Network in Detroit. Mr. Powers will cover network stations in Detroit and will be in charge of spot sales in that area for WIZ WENR KGO WMAL and the Pacific Blue Network.

CAPT. CHARLES L. BELFI, former general manager of KABC San Antonio, Tex., has been assigned to duty at Napier Field, Ala., as civilian employment officer.

LEO J. FITZPATRICK, vice-president and general manager of WJR Detroit, is currently in New York conferring with former Postmaster-General Jim Farley who is scheduled as March 19 guest speaker on the WJR produced Victory F.O.B. supporting program heard weekly on 110 CBS stations.

ALLAN CURNUTT, former manager of WCLO Janesville, Wis., has joined the sales staff of WTMJ-WJMI Milwaukee.

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R. P. JONES, sales representative for Specialty Sales, subsidiary of WLW Cincinnati, has been inducted into the Army.

TED McCANN, formerly with the Shreveport Times, has joined the sales staff of KTSA San Antonio, Tex.

MORTON SIDLEY, sales manager of KGVO Missoula, Mont., has been made assistant to the GMT.

JOHN M. RIVERS, president of WCSC Charleston, S. C., and Walter F. McKey, area manager for the O.W.L, toured South Carolina radio stations March 5-9. Mr. Rivers has been appointed South Carolina consultant.

CICIL K. BAEVER, commercial manager of KARK Little Rock, Ark., is the father of twin girls.

ALBERTSON JOINS RADIO LAW FIRM

FRED W. ALBERTSON, associated with the law firm of Dow & Lohnes, Washington, D.C., since 1934, has been made a member of the firm, according to an announce-ment last week by Fayette B. Dow and Horace L. Lohnes. Announcement also formally was made of the association of Robert L. Irwin, former senior examiner of the FCC, with the firm, now known as Dow, Lohnes & Albertson.

Mr. Albertson, who began in radio as an amateur, attended both the engineering and law schools of U. of Michigan, and received his law degree in 1933. From 1927 until 1934, he was in charge of radio communication for the University in connection with the Arctic and Antarctic expeditions sponsored by the institution.

Mr. Albertson specializes in communications law, Mr. Albertson has retained his technical interests. He is secretary-treasurer of the Institute of Radio Engineers, Washington section.

NEW CRYSTAL STANDARD

AMERICAN STANDARDS Assoc. of New York has announced a new standard for quartz crystals used for control of frequency in aircraft radio equipment. The crystals prevent interference between radio stations both above and on the ground. For the first time the standard coordinates British, Canadian and U. S. practices in the manufacture of aircraft crystal units. A copy of the American War Standard for Crystal Unit CR-1/AR (C75.11-1944) may be obtained from the G.E. Pittsburgh 39th St., New York 16, for 25 cents.

C. W. WRIGHT of Stovin & Wright, station representatives, has been elected vice-president of the Executives Club of Toronto. Harry E. Foster of Foster-Fraser Agencies, W. T. Elliott of Elliott-Haynes, research organization, have been elected vice-presidents; Walter Eger of Stovin & Wright, has been elected secretary; and J. Reg Beattie of All-Canada Facilities, treasurer.

BEN S. LOCHRIDGE, formerly on the sales staff of KMOX St. Louis, has joined the Chicago sales staff of the Ideal Women's Group magazines.

GENE WILLIAMS, for 13 years in charge of special sales promotion for Gazette and WCLO WACO Des Moines, Iowa, has been named the new commercial manager of KPRO Riverside, Cal.

Blue Promotions

MERRIT R. SCHOFENFELD, former network sales manager of the Blue central division, has been promoted to assistant general manager, according to E. R. Borroff, vice-president of the division. Other changes in the organization include E. K. Hartenbower, new sales manager, and assistant sales manager, Gilbert R. Berry, former sales manager of WENR Chicago. Mr. Schonenfeld entered radio in 1936 as a network salesman for NBC, after three years with Chicago agencies, and became network sales manager of the Blue in 1942. Mr. Hartenbower was on the sales staff of WENR and WMAG Chicago before joining the Blue. Mr. Berry was associated with Hearst Publications, San Francisco, and the Katz Agency, Kansas City before joining NBC in 1942. He will continue to supervise WENR and Blue spot sales operations in Chicago.

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If you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects...all within a price range which enables you to keep the budget balanced...all of proven worth.

Here are a few of the outstanding buys:

**The Weird Circle**—spine-tingling mysteries by master storytellers of the past;

**Modern Romances**—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of Modern Romances Magazine;

**Stand by for Adventure**—tales of exciting happenings in far places, among strange people;

**Through the Sport Glass**—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.
EDWIN SHIER, formerly of WCOL Columbus, Ohio, has joined the staff of WKXL Waterloo, Iowa, as announcer. Isabelle Loar, WKXL continuity editor, has won first place division of the radio script division of the 1944 Iowa Press Writers contest. Glenn Goodwin, WKXL announcer, is now news editor of the station.

JUDGE CHARLES N. FEIDEL-SON, former regional director for National Labor Relations Board, has been appointed educational director of WSGN Birmingham, Ala.

RASKETT MOSSIE, NBC central division news and special events editor, has been added to the Northwestern University faculty as instructor in journalism. He will teach a nine-week course of the Medill School of Journalism.

MACK BENOFF, Hollywood writer, has been added to the staff of CBS Jack Carson Show.

MAJ. MEL WILLIAMSON of the Hq Branch, War Dept., Bureau of Public Relations, has been appointed chief of the West Coast office.

DON STANLEY, announcer of Blue Chip at NBC Hollywood, has been given leave for the Marine Corps. He is in basic training in California.

WALTER RUNDLE, formerly WBYN Chicago, has joined the announcing staff of WMFF Plattsburg, N. Y., as a motion picture commentator.

KAY WEAR, former CBS copy writer, is now assistant copy director for WMBD Peoria. Effie Cooke and Bob Savage are new members of the WMBD copy staff. Paul Gibson now handles publicity and local news for the station.

ANNIE LEE STAGG, staff announcer of WSB Atlanta, has been promoted to assistant production manager.

FRANKLIN PAGE of the WCCO Minneapolis newspaper, has resigned to join the St. Paul Dispatch. He is replacing Charles Sarjen of Sington, Mich.

JACK SNOWDEN and Otis Bottoms have joined the newspaper staff of KIO Denver. Ceci Correy and Bopfield Herigard are new members of the KXL announcing staff. Bopfield Herigard, formerly with WCCO Minneapolis, replaces Jack Hitchcock, who has taken an OWI overseas assignment.

LT. RONALD DECON, Royal Canadian Navy, formerly of CKX Brandon, has been who active service since June 1941, is temporarily posted at Winnipeg.

GARRY HERLD has joined the announcing staff of CKY Winnipeg.

SUB-LT. MAURICE BURCHELL, Royal Canadian Navy, formerly of CKY Winnipeg, has left for a post on the East Coast.

CORP. WILF DAVIDSON, Canadian Army, formerly of CKY Winnipeg, is now stationed in Toronto, Ont. He is working on plans for a new Canadian Army radio show.

BERNICE PRESTHOLTH, of CBS Hollywood publicity department, has joined Paramount Pictures Inc. in a similar capacity.

AL RICE, of the WIS Chicago continuity staff, and Cid Marlan Nelson, formerly of the Chicago office of Leo Burnett Advertising, were married in February.

PAUL KARNES, executive representative of Press Assn., has been appointed central division manager in Chicago, replacing Robert F. Hurleigh, who has resigned to join CBS Chicago as a news analyst.

Sgt. JAMES O. HARDIN Jr., USMC combat correspondent, responsible for much of the battle reportage made in the South Pacific is returning to this country for Officer Candidate School.

WALTER RUNDLE, formerly program manager of United Press, has been appointed UP manager for China. Joining UP in 1920, Mr. Rundle has served with various domestic bureaus throughout the country. He was with UP Radio in New York for a year and a half.

ROYAL, ARCH GUNNISON, Mutual commentator, has joined the announcing staff of WJAR Providence, R. I., for two-week tour of the mid-west to gather first-hand material on press attitudes towards the coming election.

ARCH ROBB, assistant eastern program manager of NBC, is the father of a boy.

ED DUNDON, formerly the announcer of WTRC Hartford, has joined the announcing staff of WBYN New York.

ROBERT DUMM, formerly director of special events at RKO Radio Pictures, has been commissioned as ensign in the Navy and is now stationed at Miami, Fla.

BUD MARKLE, formerly of WCAX Burlington, Vt., is now an announcer with WCHS Portland, Me. Hal Dyer has returned to the WCHS announcing staff.

PAUL GLYNN, former publicity director for WTOP-CBS Washington, has been promoted to a full lieutenant, USNR.

GIRL WITH GESTURES is 23-year-old Virginia Dodge of KGO, Blue Network outlet in San Francisco, and one of the youngest producers in network radio. Besides handling several Pacific Coast music shows Miss Dodge is producer of Art Linkletter's daily program What's Doing, Ladies? In background is Andy Andresen, KGO engineer.

UPTON CLOSE, Mutual and NBC commentator, is making a cross-country tour to gather material on the forthcomming national election. He is sponsored on Mutual by Lumberman's Mutual Casualty Co., and on NBC by W. A. Sheafer Pen Co.

SAM MOLEN, sports director of WHS Charleston, W. Va., and the West Virginia network, will tour the major league baseball training camps starting March 16. Interviews will be recorded for future broadcasts.

JOHN MacLEAN, formerly of the WCKY Chicago Cordial, has joined the WCHS Charleston announcing staff.

BOB HENRY, formerly with WCPB Boston and WJAR Providence, has joined the announcing staff of WBRN Stanford, Conn.

AD PENFIELD, newscaster of WSB Atlanta, is the father of a boy.

DICK HAYNES has joined the announcing staff of KMOX St. Louis. He formerly was with KRIC EVOL, KHJ KABC KTSF.

HARRY TALBERT of WFOY St. Augustine, is now on his pre-induction physical exam March 28.

MELBA CATES of Tallinna, Okla., program director of KWFC Hot Springs, Ark., formerly with the Publicity Division of Information of the Towne Post, has been appointed an editor on the news staff of KSO-KRTN Des Moines.

GEORGE WATSON and Merrill Daniels are new announcers of WRRF Washington, N. C.

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, interests and preferences for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa
To sell the car of tomorrow...

Studebaker puts the news of today on SPOT BROADCASTING*

Do you depend on Studebaker Spot Broadcasts for news these days? Then you know what tremendous regular audiences these locally aired newscasts have. And you know how intelligently... and successfully... Studebaker uses them to maintain its national sales organization by keeping its dealers busy.

How do the dealers themselves feel about Spot Radio? They love it! Studebaker radio advertising goes out over high-powered local stations with a wide area coverage. It goes out at the right time and to the kind of audiences most likely to be interested in the Studebaker messages.

*Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, planned and placed on a flexible market-by-market basis.

Ask your John Blair man about Spot Broadcasting. He has spent years helping to make advertising solve tough sales and merchandising problems... and he'll gladly add his knowledge of radio and fine radio stations to yours.
Full text is not visible in the image provided.
TWENTY-ONE master showmen—whose total radio experience adds up to 198 years—direct WBBM’s biggest program.

The knowledge and skill of these 21 experts have kept WBBM the most sponsored station in Chicago for 19 straight years.

Our best program is the one followed by our showmanship department; the program of building radio shows to perform specific selling jobs successfully.

When you buy radio—local, national spot or network*—see what our professionally staffed showmanship department can do to program that time so it will produce the maximum sales per advertising message.

*WBBM originates these network programs: Helen Trent, Ma Perkins, Radio Newspaper of the Air, First Line, American Women, America in the Air, Bachelor’s Children, Brestor Boy, Of Men and Books, Blue Jacket Choir, Something to Talk About.
BENJAMIN KLEIN, formerly with the research and planning staff of the Office of Price Administration in Washington, D. C., will head the newly established research department of John A. Cairns & Co., New York. Before joining the OPA, Mr. Klein headed the marketing research department of Fairchild Publications, New York.

M. DONALD MILLSTONE, formerly promotion manager of the San Francisco division of Glott, Peabody & Co., New York clothing firm, has been named account executive of Benton & Bowles, New York.

LUIS B. PEREZ, formerly chancellor of the University of Puerto Rico, and engaged in technical research in connection with sales promotion and merchandising in Spanish-speaking countries, has been appointed assistant to the export manager of Edison Products, Chicago.

PETER HAHN, Jr., formerly director of media of E. T. Howard Co., New York agency, and recently discharged from the Army, has resumed his position.

MALCOLM DEWESE, formerly Pacific Coast manager of Kelly, Nelson & Wolfswinkel, has joined Bonforte, Costantine & Gardner, San Francisco, as account executive.

WILLIAM F. PENNEY formerly associated with the food display advertising department of Parade, New York, where he held an executive sales position, has joined MacFarland, Avenue & Co., Chicago, as vice-president and account executive.

EDWARD BATTEY Jr. and Frank Griffin, vice-presidents and account executives at Compton Adv., New York, have been appointed directors.

JOHN BLACK, a member of the publicity and public relations department of J. M. Mathes Inc., New York, before the war, has rejoined the company. In 1940 Mr. Black left the firm to head U.S. press contacts for the British Library of Information in New York and later was named associate editor of the Library of Congress in Washington.

R. BENTON GOW and Al Paul of Leffon Advertising, Philadelphia, were inducted into the Army on March 9.

SIMMONDS & SIMMONDS, Chicago, has announced election of three new officers: Lewis S. Hunt, art director; L. E. Spring of O., has joined the firm, copy chief, to vice-president; and Garmes Gagny, to secretary-treasurer.

FRANCES GOLDIN GULFORD, formerly an account executive with Alfred J. Silberstein, New York, on March 3 opened an advertising agency under her own name at 350 Fifth Ave., New York, specializing in the shoe and hosiery fields. Telephone is Pennsylvania 6-5158.

LEO MANHEIMER, released from the Army, has opened a new agency bearing his name with offices at 203 N. Wabash Ave., Chicago. Prior to his military service, he had been with Lazenby Advertising, Chicago.

DON BELLING, chairman of the board and vice-president of Foote, Cone & Belling, has returned to West Coast headquarters following a week's conference with New York executives.

HAL HORTON has been appointed radio director for the Dallas offices of Grant Adv.

HELEN WILLIAMS, formerly with Artcraft, has joined the Chicago office of Benzel & Jacobs as radio script writer.

STARTING NINTH YEAR, Condr. Fred Scott (seated) as narrator on the weekly Romance of the Highways on 35 Don Lee stations, received congratulatory messages and network staff following Feb. 20 broadcast. Greyhound Bus Line sponsors the weekly quarter-hour series. Congratulations (l to r) are Bill Davidson, (Bill Tracy) of the dramatic producers; Tom LaFrance, (Byron Lee) of the announcer; Campbell Beaumont and Anne Hohman, Los Angeles account executives of Beaumont & Hohman, agency servicing account; Henry A. Hohman, agency president located in Chicago; Milton Carlson, network account executive; H. D. Cayford, agency San Francisco manager; W. C. Beaumont, agency vice-president.

HOPE HEADS LIST IN HOOPER RATING

BOB HOPE heads the list of the "first fifteen" programs in the Evening-Network Hooper Ratings of Feb. 29. Fibber McGee & Molly ranks second, followed by Aldrich Family. The list continues: Charlie McCarthy, Radio Theatre, Walter Winchell, Davis with Haley; Jack Benny, Abbott and Costello; Screen Guild Players, Mr. District Attorney, Bing Crosby, Frank Morgan and Pappy Brice. Take it or Leave it, and Kay Kyser. Red Skelton continues to lead those programs broadcast after 10:30 p.m. (EWT) and therefore not measured in the Eastern Time Zone. His rating is 33.0.

Among programs included in the list of subscribers to the C. E. Hooper service, Take it or Leave it has the highest "sponsor identification index," with 351.5% able to identify the advertiser; 13.5% unable to name the sponsor; and 1.4% giving incorrect identification. Great Gildersleeve heads the list of five subscriber programs rated according to the number of listeners per set, followed by Saturday Night Serenade, Charlie McCarthy and Blondie, with Walter Winchell and the Lone Ranger tying for fifth place. A breakdown according to age and sex groups shows that Serenade has the greatest number of women listeners per set, while Walter Winchell draws the greatest number of men, and Lone Ranger the most children per set.

Average evening program rating of 11 shows a slight drop of 0.8 from a year ago, but no change from the list report. There is a 0.3 rise in the average sets-in-use figure over the previous report, and the average available audience is 79.4, a drop of 1.5 last year's report, and a rise of 0.2 over the most recent report.

BROADCASTING - Broadcast Advertising
A TRIBUTE to the members of the Signal Corps, United States Army, for their great achievements in the field of military communications. On every front, from the development laboratory to the most remote outpost, they are doing their job superbly well.

Hallicrafters employees are proud of the part they are privileged to take in the design and production of radio equipment for the Signal Corps.
GOLDEN WEST PRODUCTS, Los Angeles (peanut butter), is using announcements on five Southern California stations, US Army Adv., Los Angeles, has the account.

G. WASHINGTON Instant Broth has begun sponsorship of Concentrated Food Products, Inc.'s program, "Outdoors," Saturday and Sunday, 4:30 p.m., over KABC, Los Angeles, for a 2-week run.


CECIL FINE and S. S. JOHN BLAIR, President
Corn. E. WAGSTAFF, Vice-President
BENEFICIAL CASUALTY INSURANCE Co., West Coast insurance firm, on Feb. 27 started five weekly quarter-hour announcements of "The Voice of Experience on KECA KGK KGJ. Agency is Hillman-Shane-Breyer, Los Angeles. Program is handled by Voice of Experience Inc., New York, and no advertising for the disc.

FOOD RESEARCH Labs., Long Island, N. Y., has appointed Chapman M. Stone Co., New York, to handle its advertising. No radio is planned.

HOMASOTE Co., Trenton, N. J., has appointed Doremore & Co., New York, to handle advertising for Beau- fort Miracle soles for shoes. No radio is planned.

FOOD MILLER Products Corp., Richmond, Va., makers of Sergeant's Dog Medicines and Dr. F. H. Hodgson Co., Boston, Mass., prefabricated houses, have appointed N. W. Ayer & Son, New York, to handle advertising. No radio is planned.

OWENS ILLINOIS GLASS Co., Toledo, has appointed Brooks, Smith & Co., Detroit to handle advertising for its Insulator division.

MAGAZINE PUBLISHERS, Inc., New York, have appointed Ralph H. Jones Co., New York, to handle advertising. No radio is planned.


DETROIT BREWING Co., Detroit, has appointed C. E. Rickard Adv., Detroit, to handle its advertising. Radio is not to be included in the War Workers' Campaign.

JOHN LOWE Corp., New York, manufacturers of Popside, Creamside, and Fudgecile, have appointed Abbott-Knight-Breyer, Los Angeles, to handle advertising. Spot radio will be used.

UNION OIL Co., Vancouver, on March 1 started "Grand Old Songs" on CJOR CHWK CKRS CFRN. Program is heard Wednesday, 11:30-12 midnight (EDT). Agency is Stewart-Lovick, Vancouver.

LONDON HOUSE PRODUCTS, Montreal (coffee), on March 10 to sponsor "Coffee" on CBC CHL CFRL, Fridays, 8:30-9 p.m. Agency is Canadian Ad- vertising Co., Montreal.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), on March 14 to sponsor "June 6 on CKAC and CKS" on CHRC Le Rallement du Quebec, Tuesdays, 9:30-10 p.m. Agency is Whitehall Broadcasting, Montreal.


S. S. FOX, President
National Representative
JOHN BLAIR & Co.

THE EMPIRE OF RAIW BRAN CEREAL, Omaha, will use its newly constructed WOR studio for promotion of Raisin Bran cereal, starting March 13 with participations on "Uncle Don's children's show," and an experimental 21 announcements per week on News of the Farm, Mealtime Melodies, Sun- up Biscuits, and Meleke. Contract for 13 weeks was placed by Ferry-Hanly Co., Kansas City.

JOHN O'PITZ Inc., Long Island City, has signed a 2-year contract for participation in "Cats and Doggy's" program on WOR New York, effective April I, for J-P insecticide, and will start participations on "L'Empire du Riz" program on WIZ New York some time in April.

WILLIAM WISE & Son, New York jewelers, gave to radio, have started a series of spot announcements weekly on WLW Brooklyn to continue through March. Agency is Tracy Kuet & Co., New York.

BURGES TORREY Battery Co., Niagara Falls, Ont., has started spot announcements the week beginning Feb. 26 for a Canadian battery company on 12 Canadian stations, and on July 1 will expand to six times weekly on the same stations. Account is placed by Stevens & Scott, Toronto.

NORTHERN ELECTRIC Co., Montreal, has appointed L. F. HOMER to manage its Canadian Dancing Party weekly on CJOR Vancouver from the Canadian United Services Centre. Account was placed by Cockfield Brown & Co., Vancouver.

COCKFIELD BROWN & CO., Chicago, has renewed contract for its weekly half hour of Record Specials, Mon- days thru Saturdays on WGN Chicago beginning March 13. Contract is for 13 weeks. Agency is Campbell-Mithun, Chicago.

B. F. GOODRICH Co., Los Angeles, in a 13-week local help wanted campaign which starts March 15 will use a varied schedule of transcribed announcements on 8 Los Angeles area stations. Local sponsor is KFI KJCR KJMC KTRP KJF KFAC KFKE. BBDO, Los Angeles, has the account.

SIGNAL OIL & GAS Co., Los Angeles, (liquor, petroleum products), on April 8 will start with a play-by-play broadcast of the Pacific Coast Baseball League game at KROK Oak- land. Schedule including approximately 167 games will continue until Sept. 29. Placement is through Barton A. Stebbins Adv., Los Angeles.

CHARM KURL Co., St. Paul, Minn., begins sponsorship of the half-hour program, "Patsy Wayne's News" on KHJ Hollywood, and 76 minutes of recorded music each Sunday on KFAC Los Angeles. Agency is Hillman-Shane-Breyer, Los Angeles, has the account.

C. P. MONAGHAN, for 11 years associated with newspapers and advertising in the Public Service Co., of northern Illinois, has been named manager of the news and sales training section of Edison General Electric Appliance Co., Chicago (Hotpoint appliances), in station.

NATIONAL Assn. of Margarine Manufacturers, Chicago, has appointed Murray Breese Assoc., New York, to handle an educational campaign for oleomargarine. No radio plans for the present.

T. H. ESTABROOKS, St. John, N. B. (Red Rose Tea), on April 12 renews for 6 weeks on CKAC and CHBC Le Theatre de la rue, Wednesdays, 9:45-10 p.m. Agency is McConnell Eastman & Co., Montreal.

20TH CENTURY FOX FILM CORP., Los Angeles, on March 6 started sponsoring the half-hour program, "The Philosophical Commentaries on KNX Hollywood. Contract is for 13 weeks. Firm in addition is using an approxi- mately total of ten spot announcements weekly on KFKE KJRC Western Adv., Los Angeles, has the account.
THERE ARE STILL

UNDISCOVERED CONTINENTS

COLUMBUS had a definite goal—a westbound sea route to Asia. But what he found was a new continent—a new source of Nature’s wealth.

Modern research also has its goals: it, too, is discovering new resources. Starting from the knowns of science, it charts its voyages into the unknown. Behind each voyage is a theory that there is a passageway.

But research doesn’t hold stubbornly to its theories. If it finds islands instead of a continent, it accepts them, for it expects the unexpected. It studies their relation to the known lands of science. And on the basis of its increased knowledge, it makes revised plans for progress. In science there is always a continent ahead.

Just what research will disclose can never be forecast. But history has proved that from research flow discoveries of value to mankind. From Bell Telephone Laboratories there has poured a full stream of improvements in the telephone art.

Bell Telephone Laboratories has kept America leading the world in telephony. And its researches have contributed importantly to other arts of communication—to the phonograph and sound-motion pictures, to radio broadcasting and television.

Today, as ever since Pearl Harbor, its efforts in research and design are devoted to the war needs of the nation.

When peace comes, its organized teams of research scientists and engineers will continue to explore and invent and perfect for the improvement of telephony.

BELL TELEPHONE SYSTEM
THE BUSINESS OF BROADCASTING

StaTion Accounts

Ap—studio programs
Ice—news programs
Sp—transcriptions
Sp—spot announcements
Sp—transcription announcements

WBC Washington
Standard Oil Co. of New Jersey, New York (Nash), 88 weeks, thru Mamachak & Pratt, N. Y.
Rank Oil Co., Philadelphia (Benwell-Dry Cleaner), 3 as weekly, thru Harry Feigenbaum Co., Philadelphia.
Breyer’s Ice Cream Co., Philadelphia, 2 as weekly, thru McKeil & Al- bright, Philadelphia.
Bond Stores, New York (clothing), 3 as weekly, 8 weeks thru Neff-Hokom Inc., N. Y.
Fanny Farmer Candy, Rochester, 1 as weekly, 8 weeks thru J. Walter Thompson Co., N. Y.
Grusky Bros., Philadelphia (Royalist Cigars), 6 as weekly, 8 weeks, thru Harry Feigenbaum, Philadelphia.
Manhattan Soap Co., New York (Sweetheart Soap), 5 as weekly, thru Franklin Brock Ad. Co., N. Y.

WGNY Schenectady
Coalgas Inc., Brooklyn (cough nips), 8, 13 weeks, thru Al Paul Lot- ton, N. Y.
M. J. Breithaupt Co., N. Y., (Gude’s Pepto-Mangan), 3 as weekly, 15 weeks, thru Harry Feigenbaum, Philadelphia.
Hy-Town Corp., Boston, (liquid plant food), 2 as weekly, 13 weeks thru bonds, Boston.
Procter & Gamble, Cincinnati (Oxydol), 2 as weekly, thru Brandt-Fitzgerald, Chicago.

KROW Oakland, Calif.
Standard Oil Co. of Cal., Los Angeles (institutional), 1 as weekly thru BERO, San Francisco.
Consolidated Chemical and Chemical Corp., Chi- cago (Peruna, Kolorbake), 6 as weekly, thru O’Neill, Larson & McManus, Chi- cago.

WQXR New York
Hamilton Ross Industries, New York (watch), 7 as weekly, 8 weeks thru Roche, Williams & Cunnynham, N. Y.
Pepperidge Farm Bros., Norwalk, Conn., 2 as weekly, 13 weeks thru Knapp & Eckhardt, N. Y.
Alpert’s Pan-American Law Inc., New York (advertising and public relations services), weekly, 8 weeks thru Cadillac Motor Car Division, General Motors Corp., New York (used cars), 4 as weekly, 8 weeks thru Picard Ad., N. Y.
Dorset Foods Ltd., Long Island City, N. Y., (chicken products and table deli- cacies), 2 as weekly, thru Blaker Adv., N. Y.
Barbara Gould Inc., New York (cosmetics), weekly, 8, thru Food, Cans & Baskets thru Times Square Motors, New York (used cars), 4 as weekly, thru Miller Adv., N. Y.

WABC New York
Bond Clothing Stores, New York, 3 as weekly, thru Keslowe, N. Y.
Cornthwaite Inc., New York (lipstick), 3 as weekly, thru Arthur Rosenberg Co., N. Y.
Cecil Ray Corp., New York (coco-lene, gasoline calming agent), 8 as weekly, thru N.O. Cornell, New York (Stoy- er’s), 8 as weekly, thru Peter Paul, Naugastuck, Conn. (candy), 3 as weekly, 8 weeks thru Platt-Fordner, N. Y.
Pamport Pictures, New York, 3 as weekly, thru Buchanan & Co., N. Y.
D’Arrigo Bros., Co., Boston (vegetables), 2 as weekly, thru Chambers & Wiswell, Boston.

KFRC Los Angeles
Southern California Telephone Co., Los Angeles (employment), 6 as weekly, thru The Mayers Co., Los Angeles.
Airport Ground Service, Los Angeles (in- struction), 8 as weekly, thru West Marquita Co., Los Angeles.
Beneficial Casualty Insurance Co. Los Angeles (insurance), 8 as weekly, thru Hillman-Shane-Breyer, Los Angeles.

WJZ New York
Mother Hubbard Products, New York (Golden Center Toasted Wheat), 8 as weekly, thru L. & E. Hartman Co., N. Y.
Quaker City Chocolate & Confectionery Co., Philadelphia, 6 as weekly, thru Dir. A. Buckley Org., Philadelphia.

WBBM Chicago
DeFREE Co., Holland, Mich. (“Whetna- min”), weekly, 13 weeks thru Roche, Williams & Cunnynham, Chicago.
Lambert Tobacco Co., Chicago, 6 as weekly thru the McFarland, Hoefl & Co., Chicago.
Stewart & Ashby Coffee Co., Chicago, 6 as weekly, thru Roche, Williams & Cunnynham, Chicago.

KHJ Hollywood
A. E. Sladey Mfg. Co., Decatur, Ill. (Stov- er’s), 6 as weekly, 13 weeks thru Daniel & Fitzgerald-Sample, Chicago.
Goodman Hardware (broad), 18 as thru the Mayers Co., Los Angeles.
Lumberman’s Mutual Casualty Co., Chi- cago (insurance), 7 as thru Leo Bur- nett Co., Chicago.
American Federal Savings & Loan Co., Los Angeles (investments) 8 as thru Frank Peterson Adv., Los Angeles.

WOR New York
Gildeden, Cleveland (Sprayed Paint), 6 as weekly, thru Andrew & Fawcett, Cleveland.
General Motors Corp., Detroit (institutional), weekly, 6, thru C.R. McQuade, O. D. Chemical Corp., New York (OD-20) (development), 6, thru Alley & Rich- ards Co., N. Y.
Longines-Wittnauer Watch Co., New York, 3 as weekly, thru Arthur Rosen- berg Co., N. Y.

11 More Factories
Carry Warcasts

Incentive Messages of Navy
Hit Half-Million Workers

INAUGURATION on March 6 of the Navy Incentive Division’s War- cast Service [BROADCASTING, Jan. 3] in 11 additional war plants, with an estimated total of 70,000 per- sonnel, brings the number of war workers receiving the service close to 700,000, according to Lt. William B. Hallowell, head of the Division’s radio branch.

Speaking by transcription at the opening broadcast, carried to the principal offices of KJH Los Angeles, Rear Adm. C. H. Woodward, Chief of the Navy Incentive Division, told workers, Through Warcasts, you will be kept abreast of the war... of our successes and yes, of our failures..." and added, “You will obtain a fuller knowledge of the interdependence between you on the production front and our fighting men.”

Station Cooperation

Lt. Benjamin F. Schwartz, Navy Incentive Officer in the Los Angeles area, worked in cooperation with Sid Tarcher, Los Angeles (executive director of KJH, and Lt. James Vandenver, in charge of local radio of the Public Relations Office, Los Angeles, in setting up the Warcast service.

The 11 plants which have now scheduled the Warcast service and incentive message include some of the largest war plants on the West Coast: Consolidated Steel, Inter- state Aircraft, Hughes Aircraft, California Aircraft Division, Lockheed, Pacific Aviation, Weber Showcase Co., Zinsmeyer Co., Collins Engineering Co., Montclair Co., etc.

According to latest reports from the Middle West, WCLF Chicago has agreed to furnish facilities for the Warcasts, and negotiations are being conducted to sign up over 100 plants in the Midwest to do the companies, recently completed arrangements for Warcasts sent out to seven plants in the Miami area. WALA Mobile is now sending War- casts to the Alabama Drydock & Shipbuilding Co. Others prepared to give the service are: WSAV Savannah, WAVE Louisville, WAGW Worchester, WMBC Kansas City, WIBA Madison, WOWO- WGL Ft. Wayne, Ind.

"The continued cooperation of the industry through the NAB, the individual stations and plant per- sonnel is very gratifying," Lt. Bailey said.

U. S.-ARGENTINE PROJECT

A MIXED BOARD of U. S. and Argen- tineans meeting as Argentine Trade Promotion Corp., to develop an American and Argentine business, is extending its activities through new branches in Chicago, New Orleans and San Francisco. A new board of the institution, the cor- poration brings together buyers and sellers from both countries through product and market studies and reports. A survey in now being made of the suitability of Ar- gentine products for the postwar market, according to E. R. Tribe, manager.

Page 52 • March 13, 1944

BROADCASTING • Broadcast Advertising
The New
PHILADELPHIA STORY

A factual report of radio listening habits based upon

13,000 PERSONAL INTERVIEWS

Contains 256,000 reports on 472 quarter hour periods surveyed during seven consecutive days.

The most comprehensive, concentrated study of radio listening habits ever made in the Philadelphia Market Area.

If you haven't received your copy, we'll gladly send you one.

WCAU  PHILADELPHIA'S PRE-EMINENT RADIO STATION
50,000 WATTS ★ ★ ★ NON-DIRECTIONAL
Fly Testimony at Lea Hearing
(Continued from page 12)

contrast to his refusal to testify when called as a witness before the first public hearing at which testimony was taken by the Committee in July 1943. Nevertheless the majority members have determined to proceed with immediate hearings over our vigorous and repeated protests.

"We have publicly condemned the obstruction, intimidation and underhanded tactics employed by the Administration with a view to hamstringing this investigation. We cannot, however, consent to the resumption of hearings at this time with the Committee staff in its present crippled and undermanned condition.

"We demand that the record set forth our complete conviction that to proceed with hearings under present conditions with the staff decimated and with no opportunity for adequate preparation in this far-reaching investigation of national importance, is unfair to the Committee, unfair to the Congress and unfair to the country. We cannot escape the conclusion that the decision to proceed with immediate hearings, in response to Mr. Fly's letter, is further and substantial evidence of the determination of the Administration to whitewash the entire investigation."

Says Fly's Letter Was 'Uncalled for'

Chairman Lea denied that Mr. Fly's letter had anything to do with resuming the hearings with the FCC on the stand. "In the first place this hearing is not in response to the letter from Mr. Fly," said the chairman. "Personally I thought the letter was uncalled for because the Committee had already resolved to grant the Commission a hearing."

With reference to Mr. Fly's suggestion that the FCC legal staff could prepare its case and assist the Committee, Chairman Lea declared: "We did not expect that the Commission's legal staff was going to control this investigation. I want to say right now that this Committee proposes a thorough, careful investigation. We ask of those who criticize to wait until we are through and to judge us by what we do."

He explained that under agreement the Committee would defer hearing the Commission's side of the Interdepartmental Radio Advisory Committee, the Foreign Broadcast Intelligence Service and War Problems Division, to allow time for preparing a case. He also said no rebuttal would be offered in the WMCA case.

Explaining Mr. Barger's appointment as "acting attorney" Mr. Lea said "no man is more fa-
miliar with the record than Mr. Barger". He said the chief investigator for several years was a practicing attorney, who had wide experience in Congressional investigations and would serve until such time as general counsel could be selected. When Rep. Miller asked if Chairman Lea would be agreeable to Milton Hauser participating, the chairman remarked: "He has voluntarily resigned." Mr. Hauser was one of Mr. Garey's assistants.

Fly Calls RID, FBIS 'Essential War Activities'

With preliminaries out of the way Mr. Fly immediately took issue with changes that he had refused to testify before the Committee and declared that the "record is replete with requests and demands of the Commission to be heard". When Rep. Miller questioned that statement with reference to an appearance of Mr. Fly before the Committee last July, the FCC chairman attempted a lengthy explanation.

After a heated exchange, in which Rep. Miller demanded to know "whether or not you took a runout powder" Mr. Fly protested that he wanted no special favor from the Committee and "would not be content with any suggestion of whitewash. When I was called before, he said, "I did not demand for a confidential file. It had nothing to do with the Commission. We come here in a complete spirit of cooperation. That is what the Committee wants and that is what the Commission will get. We're happy to be here and have the opportunity to testify. We are prepared to answer questions and give the Committee any information you seek."

Mr. Fly urged the Committee to hold "prompt hearings" on the Radio Intelligence Division and FBIS because "those are essential war activities" He declared the "majority of irresponsible charges and innuendos hurled by the former counsel were hurled at these essential war activities" Rep. Miller objected.

"I submit, Mr. Chairman, that
this is not the place to make a speech. Certainly it is not a sound- 
ing board for any pent-up personal feelings." Mr. Lea said a "preliminary statement, not in the nature of testimony, would be proper". Rep. Wiggleworth inter- jected that "this is not the place to decide appropriations". Chairman Lea declared that he had not regarded the hearings as a means "for reaching the Appropriations Committee"

Fly Says Time Is of the Essence

Mr. Barger informed the Com- mittee that since appropriations had been brought up, the FCC tes- timony before both the House and Senate appropriations subcommittees consumed 210 pages, whereas other larger and equally important agencies were given briefer hearings. When Mr. Lea instructed him to proceed, Mr. Fly observed:

"No other issue here is quite so crucial. I'm impelled to say time is of the essence—days may be decisive."

When Mr. Fly said he thought Commissioner Craven was brought here because his views were simi- lar to those of the former coun- sel. Rep. Miller objected that the remarks were not "proper procedure" and again Chairman Lea instructed the witness to "proceed and direct yourself to the matters at hand."

Mr. Fly started to talk about WMCA and was interrupted by Chairman Lea, who reminded: "Of course you understand the Com- mittee has agreed not to take up WMCA at this time." Once more Mr. Fly referred to Mr. Garey and said: "It's going to be difficult to meet the loose charges or state- ments made by counsel. At least half the words in the previous record were uttered by the counsel. I do want to enter a general denial and to deny each and every specific charge.

Asserting that the Commission's work is "excellent by no other civil- ian agency of Government," Mr. Fly outlined the organization of FCC. He touched on the potent- ialities of television and facsimile, but he didn't mention FM. He said there are five licensed television stations now "but it will be different after the war". He pictured facsimile as the future means of "getting your morning newspaper by radio".

He told how the Commission polices the air for unlicensed sta- tions and mentioned that the Com- mittee had given "very little at- tention to the Commission's func- tions in the common carrier field". He offered in evidence charts show- ing what the Commission had done to reduce telephone rates.

Mr. Barger remarked that the Committee hadn't gone into that phase of the Commission. Chairman Lea surmised it was in the form of a preliminary statement and Rep. Miller demanded that testimony be confined to rebuttal of charges already made. Then followed argument over whether the charts should be admitted. Reps. Lea, Magnuson and Miller exchanged words with Mr. Fly interposing a suggestion now and then. The FCC chairman agreed with Rep. Miller that the informa-

On Magnuson
DURING hearings by the House Select Committee to Investigate the FCC last week, Rep. Miller (R-Mo.) questioned whether Rep. Magnuson (D-Wash.) and FCC Chairman James Lawrence Fly had "rehearsed" a question and Mr. Fly remarked he had never met Mr. Magnuson. "Off the record," said the Washing- ton Congressman, "I think you and I should get ac- quainted after this hearing."

"At breakfast?" queried Rep. Miller. "Yes, if he'll pay for it," quipped Mr. Fly.

The "VOICE OF EXPERIENCE"

"VOICE OF EXPERIENCE" LIVE • SPONSORED

WITH MILLIONS OF FANS FROM COAST-TO-COAST

Also available in transcribed 15 minute programs cut to allow opening, center and closing commercials. Here's a program that sells anything, anywhere! Now sponsored and sustaining on many stations. Some markets still open. For further details, call, wire or write.

VOICE OF EXPERIENCE PROGRAM

March 13, 1944 • Page 55
vestigate the Commission, good or bad. Our duty is to report to Congress both the good and bad. It's simply a question of procedure.

"One charge that has been cuffed around considerably in these hearing rooms is that the Commission has restrained freedom of speech," said Mr. Fly. He told how the Commission had expanded broadcast coverage to remote areas, how regulations had been relaxed, and added that the "reduction of telephone rates bears upon this problem." Miller exploded:

"To make a plea for reducing telephone rates at this hearing is nothing more than a political plea." Mr. Fly explained he referred to lines for broadcast and not commercial telephone rates. The Commission, he said, had been instrumental in affording better remote control coverage by relaxing regulations, particularly in New York.

"We have adopted the same policy in encouraging a free flow of news in the international field," said Mr. Fly. And he said the Commission had broken the "London bottleneck". Rep. Lea asked a series of questions about the "London bottleneck" and international communications and brought from Mr. Fly a statement that the British had insisted on routing communications through London and that "British policy has called for maintenance of the London bottleneck."

Urges Free Flow Of Communications

Mr. Fly urged a unified common carrier in the international field, taking in both cable and radio communications, and told the Committee that no "single subject is more important in the future of this country in the world tomorrow than a free flow of communications". He advocated worldwide freedom of speech and of the press. He closed his talk on international communications by declaring that America did not discriminate in rates, as he charged Britain was doing.

Mr. Fly then took up one of the charges made against the Commission that it was derelict in its duty in Hawaii prior to and following Pearl Harbor. He referred to charges made by Mr. Garey at the outset of the investigation a year ago that the FCC refused to cooperate with the armed services as "flight of fancy" allegations.

"Will the FCC interpose an objection to Admiral Hooper testifying?" asked Rep. Miller. Commissioner Craven said "unlicensed" through Mr. Fly's instigation, Mr. Fly said he wouldn't object and when Rep. Miller asked him if he was in favor of Adm. Hooper testifying, the FCC chairman said:

"In view of the fact that high Administrative officials have taken a position, I don't want to express my views." He expressed doubts that the Committee had taken some of the charges seriously and Rep. Miller replied: "I do take seriously what has been said. I do believe that if Admiral Hooper and Mr. Hoover testify, a lot would be shown as to who was responsible for Pearl Harbor."

Denies Japs Had Illicit Transmitter in Hawaii

"Yes, I think a lot could be shown," said Mr. Fly. "The charge is ridiculous." He said only four domestic stations were licensed by the Commission and operated in Hawaii by "competent, loyal citizens". He denied Hawaii had any unlicensed shortwave stations and said "everybody imagined the Japanese had transmitters in their cars and hidden away. The FBI, the Army and Navy and our people were on the job. There was utterly nothing."

"To what extent did the FCC cooperate with the FBI in ferreting out shortwave stations?" asked Mr. Miller. Mr. Fly denied there were any but that the FCC's cooperation had been "100 percent."

He told how the FCC, at the invitation of the Army and Navy, set

WOCA Endowment

NATHAN STRAUS, president of WOCA New York, presented a check for $2,000 to the City-Wide Citizens' Committee as an endowment from the station for a new radio program showing the Negro's contribution to American life, which started March 5 on WOCA. Roi Ottley, author of New World A-Coming, writes the program with his book as the source of material. Negro artists are featured.

NBC in its nation-wide survey of listening habits, proved that of the 239,849 radio families in WDAY's combined primary and secondary area, 175,249 (73.1%) actually do "listen regularly", daytime, to WDAY. And don't forget that these Red River Valley people are the cream of the crop in North Dakota, South Dakota and Minnesota. Ask us or Free & Peters for the proof!
up monitoring stations in Hawaii and how "we all got around the table and determined our course". He read into the record correspondence from various Army and Navy officers commending the FCC monitoring service of Hawaii.

Japanese language broadcasts were stopped by licensees themselves the day of Pearl Harbor, he said.

**Tells of Monitoring Activity in Hawaii**

Mr. Fly on Wednesday read a prepared statement, in which he said the FCC supervised all Japanese-language broadcasts by the four commercial stations in Hawaii from July 6-12, 1941, and that Adm. Hooper "was kept fully advised on the situation". He said careful analysis did not disclose any subversive activity or "perceptible political significance".

That multiple ownership was a factor in Commission denial of licenses even prior to Pearl Harbor was indicated when Mr. Fly, telling of the denial of a license to the Hawaiian Broadcasting System for a third station in August 1941, said the denial was "largely, a problem of multiple ownership". Mr. Fly said that during the time of the checks no Government agency nor broadcasters complained about Japanese-language broadcasts. Under questioning by Rep. Magnuson Mr. Fly said no stations in Hawaii were "owned, controlled or operated by Japanese". The FCC chairman told how he had been advised last summer by the Committee to produce certain documents, "practically a letter from an named friend of Adm. Hooper and which the Commission files were supposed to contain".

"Apparent this supposed letter seems to be the foundation of the charge," he commented. Rep. Miller moved his motion to strike on the grounds that it was Mr. Fly's conclusion and opinion. Following considered argument Mr. Miller said: "Never mind the motion. Did you get a letter from Adm. Hooper?"

Rep. Magnuson read from a speech delivered Tuesday on the House floor by Mr. Miller in which Mr. Miller said: "And worse, if this Committee of Congress—or Congress mind you—if this Committee of Congress submits to this

**Plans for Film**

VANGUARD FILMS Inc., the Seinick Studio, formerly Seinick International Pictures, New York, has appointed Foote, Cone & Belding, New York, to handle advertising for "This is My Seven-star film scheduled for release in late May. Radio will be used in conjunction with newspapers, magazines, billboards and trade papers. Radio advertising plans will be made as soon as local premiers are scheduled—sometime later this month. An initial over-all advertising budget of $250,000 will be supplemented by an additional $250,000 after the picture is in release. United Artists Corp. is the distributor.

**administrative gag, we will find that we have closed the door to the shady corridor which leads to the real truth about which men were really responsible for the horror of Pearl Harbor."**

**Denies Receipt Of Communications**

"That's a very serious charge," remarked Mr. Magnuson. "I would like to have the chairman ask just what facts he (Mr. Fly) has."

"That's a serious charge," echoed Mr. Fly. Rep. Miller interposed: "May I ask you, was this question rehearsed before you came here?"

Rep. Magnuson demanded: "With whom?" "Anybody," replied Mr. Miller. Then he repeated his question and Mr. Fly said he had never received a letter from Adm. Hooper on the subject of Pearl Harbor. He denied that he of the FCC staff had received any communication. "oral or written" from Adm. Hooper or anyone else "with reference to abatement of Japanese-language broadcasting."

Questioned by Rep. Magnuson he categorically denied that he had ever received communications from the Army, Navy or FBI. Mr. Fly read into the record a letter from J. Howard Worrall, president of the Hawaiian Broadcasting System, in which he said he had no information that Mr. Fly had blocked a voluntary agreement between stations of Hawaii and the Army and Navy to discontinue foreign-language broadcasts. He couldn't recall whether that letter was solicited but said that "if we didn't, we would have solicited it". He asked for letters from other station operators on the same subject he said, as he read them into the record. Substantially they were similar. "I have but one comment to make about this purported speech of mine where I attacked this non-existent agreement which the Army and Navy was supposed to have had with the broadcasters," said Mr. Fly. "The comment is this: I have never made such a speech and there never was such an agreement. I think, Mr. Chairman, that settles this phase of the investigation."

Rep. Miller moved that the committee be stricken, that the committee would decide when a phase of the investigation was settled. Following an exchange between Rep. Miller and Mr. Fly, Chairman Lea said: "Motion denied. The policy of the chairman is going to be liberal on both sides. There has been a great deal of opinion put

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**A Proven Sales Medium**

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,770 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. Three million, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

**WBXX**

**COmmittee NO. 1**

**News Reporter**

**STATIONS**

100 SPONSORS

100 STATIONS

No other news reporter has as many sponsors on as many stations. What other test of the pulling power of Lewis' broadcasts is needed to prove his ability to sell and move merchandise. A few cities are still available for sponsorship. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D.C.

**ORIGINATING FROM WOL WASHINGTON, D.C.**
into the record without objection. It’s a statement of the witness towards him, own words.”

After Mr. Fly testified, in reply to Rep. Miller, that he was graduated to the University of Missouri in 1920 and spent three years in the Navy, the FCC chairman said he would not “endorse to say that his training in the military was insti-
tional, or the importance of the Japanese task force, and that it was extremely valuable and highly desirable.”

No Illegal Shortwave Stations Discovered

Mr. Fly said he had “some reason to believe” that the Japanese received information about military installations, personnel and other

pertinent data about Pearl Harbor “over regular lines of communicat-
ions” but that he had a “firm rea-
son to believe” they did not get the information over illegal stations. He said the FCC discovered no il-

legal shortwave stations in Hawaii. He testified he had never had any discussions with Edward J. Hoover, chief of the FBI, about stations in Hawaii but added “no doubt the FBI had information available to our staff”.

Pressed by Rep. Magnuson as to whether it was possible for the Japanese to have the pokéd Pearl Harbor to have received information from an illicit station, Mr. Fly declined to “speculate.” That is highly

improbable. I think the evidence shows they got it over regular li-
censed channels with evidence pointing to regular commor-
ercial channels.” He said that up until Pearl Harbor cables and wire-
less stations operated as if

between Hawaii and Japan under peacetime conditions “not subject to censorship.”

"Isn’t it a fact, Mr. Fly, that the

Navy now is in the process of hav-
ing a thorough investigation of all cases of Pearl Harbor conducted by a select board and expects to make reports on the whole thing?" asked Rep. Magnuson.

When Mr. Fly said it was and quoted from the Roberts report, Rep. Magnuson asked,

“Mr. Fly, do you think you are one of the men responsible for the horror of Pearl Harbor?”

"This matter would be funny if it weren’t ridiculous,” the witness replied. Rep. Miller asked the FCC chairman if he knew what hap-
pended to a certain force of destroy-
ers and light cruisers in Alaskan waters was sent out through informa-
tion obtained by the FCC. Mr. Denny interposed to say he had asked data questions and was interested that

when Commissioner Craven testified last December as to such matters. Mr. Fly couldn’t recall, he said, and Rep. Miller quipped,

“Could Admiral Hooper help to re-

fresh your memory!” Mr. Fly said

Adm. Hooper “never talked to me”.

Describes FCC Operations

In the Hawaiians

"If you were asked about a little private feud with Neville Miller of the NAB, would you object to test-
ifying that it occurred while you were chairman of the BWC?" asked Rep. Miller. An exchange ensued between the Missouri Congressman and Mr. Fly when the FCC head said: "I requested the BWC to give me permission to produce that file," and Rep. Miller asked: "Do you know Mark Ethridge," [pub-
lisher of Louisville Courier-Journal, which owns WHAS]. That brought the smiling reply,

"Mr. Barger, cross-examining, drew from Mr. Fly that early in 1944, the Army, Navy and FCC met in his office to lay out plans for wartime operations. He said several previous conferences had been held and he replied to the record correspondence indicat-

ing that in April 1931 the gover-

nor of Hawaii requested the then Federal Radio Commission to estab-
lish supervision over broadcasting on the Islands. The FCC set up offices in Hawaii Feb. 14, 1935, he said.

The Commission’s duties in the Hawaiian Islands included running

down clandestine stations and gen-

eral monitoring, Mr. Fly testified. When Mr. Barger asked if the FCC, prior to Pearl Harbor, was equipped “so that it could have known what was being transmitted” on the commercial circuits, Mr.

INCOME INCREASE SHOWN BY CBC

REPAYMENT in full of government

loans of $1,250,000 is feat-
ured in the 1942-43 fiscal year

report of the Canadian Broad-

casting Corp., which has just been re-

leased after presentation to Par-

liament through the Minister of

War Services. In the 6% years

of its existence the financial report shows the CBC has handled $25-

000,000, of which $16,500,000

were paid as license fees and the

rest as commercial revenue.

For the fiscal year April 1, 1942

to March 31, 1943 income of the

CBC was $4,970,269, of which

$7,061,690 came from license fees

(up $216,000 over the previous

year), and $1,245,583 from com-

merial broadcasting (up $186,000

in the year). Miscellaneous receiv-
s accounted for $5,026,240, increa-
s in the year were $2,928,648 for

programs, $777,507 for wire lines,

$809,610 for engineering, $977,890

for administration, $102,015 for com-

munications, $89,982 for press and in-

formation service, $2,356,000 on

loans and $411,244 depreciation on

buildings and equipment, a total

of $4,740,908, leaving a surplus

for the year of $30,561.

During the year there was an increase of approximately 6% in sponsored networks programs origi-
nated in Canada to a total of 61%

while 39% of the commercial net-

works programs carried on origi-
nated in the United States, piped to Canada from the four

networks.

The CBC originated 78% of the sustaining programs carried on its networks, brought in 16% from American radio and received by shortwave 6% from the British Broadcasting Corp.

TUCSON ARIZONA CBS

KOY, Phoenix • KSNV, Bisbee-Lowell

AFFILIATED STATION WLS Chicago

1400 KHz

250 Watts

Affiliate of the Arizona Network

1400 KHz

250 Watts

Represented by John Blair & Co.

(1) Listen to your local affiliate for the latest news on the Arizona Network.

(2) Your local affiliate has the exclusive rights to broadcast the Arizona Network.

(3) Your local affiliate is an important part of the Arizona Network.

Page 58 • March 13, 1944

BROADCASTING • Broadcast Advertising
Mr. Barger placed in the record a report of Aug. 20, 1941, by R. D. Jones to Chairman Fly in which Mr. Jones, Commission executive after analyzing Japanese-language broadcasts in Hawaii, said the programs featured Japanese music, stressed Japanese custom and "the appalling feature" was lack of American views or purposes.

"A lot of these broadcasts were pretty colorless," said Mr. Fly. "I did have the feeling that most of the foreign language stations had room for improvement by carrying the American message to these foreign-language groups." He testified that many foreign-language stations were placed on temporary licenses after the war began because "it may be that in some of those cases the type of material that went out had something to do with it."

Amateur Stations In Hawaii

Under cross-examination by Mr. Barger, Mr. Fly on Thursday told the Committee that prior to Pearl Harbor there were "several hundred" amateur stations in Hawaii licensed by the FCC and that their ranges were worldwide. He also admitted that he had heard of the Japanese fishing boats playing the waters around the Hawaiian Islands were radio-equipped but that the Commission did not license them.

Rep. Miller asked: "Did you or did you not oppose legislation for wire-tapping?" After Mr. Fly made several attempts at explanation without a direct answer, Rep. Miller asked: "What type of legislation did you oppose in that field," Mr. Fly said he had taken no position. "I want to make it clear," he said "that the armed forces and the FBI were tapping wire services prior to Pearl Harbor and that the Japanese held it legal. He denied he opposed wire-tapping legislation but said there was some opposition to an original bill on the subject.

"Now if you want us to censor in time of peace then you'll have to enact legislation," he commented.

"Prior to Pearl Harbor," Rep. Miller asked, "had it ever been brought to your attention by the Secretary of the Navy, that there were some disloyalty among the personnel in the Communications Defense Board?" (now the BWC).

"Committees were investigated," replied Chairman Fly, adding: "There were dozens of hearings and that's outside the resolution of this Committee."

Everybody's Blamed For Pearl Harbor

"Do I understand you to refuse to testify like you did last July?" demanded Mr. Miller.

"Was your position on the BWC independent of the fact that you are chairman of the FCC?" asked Chairman Lea.

Discussion developed that Mr. Fly was appointed to the BWC because of his connection with the FCC although he denied that the functions of the two organizations were kindred. BWC, he said, exercises those powers delegated to the President while the FCC functions under a legislative act.

Questioning returned to Mr. Fly's alleged activity against a wire-tapping bill. Mr. Barger read from the Congressional Record of Jan. 28, 1942, in which Rep. Celler (D-N.Y.) said that the President had advocated a complete wire-tapping bill but that the FCC chairman had opposed it. Rep. Magnuson interposed that Mr. Fly probably only "expressed your opinion" to the press.

"Actually I did not," said Mr. Fly. "The only statement I made was to the Judiciary Committee in executive session. The House actually passed the wire-tapping bill and it died in the Senate. I do think it is rather far-fetched to take a witness who has been called before one Committee of Congress to be brought up here and tried.'

Some rapid-fire questioning by Mr. Barger on the legality of wire-tapping finally brought from Mr. Fly this remark:

"You can't put the FCC in jail but you can put the chairman in jail and a lot of people would like to do it." Later, he said "everybody blamed for Pearl Harbor and they didn't get around to blaming us until a year later."

Rep. Miller read portions of a letter written March 7, 1942, to President Roosevelt by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee declaring that Mr. Fly was hampering the armed services. Mr. Fly said: "I never knew of that letter until after this Committee introduced it." Rep. Magnuson commented that he has been a member of the House Naval Affairs Committee for seven years and to his knowledge the letter's subject never came before the whole Committee.

"Adm. Hooper's fingerprints
are all over it" declared Mr. Fly, referring to the Vinson letter which had been placed in the Committee's record. He charged that Adm. Hooper "wrote it" for Chairman Vinson. Rep. Hart objected. "Regardless of who prepared the letter, the sentiments are those of Mr. Vinson. You can't come in here and impugn the chairman of the Committee."

"I want to make it clear, Mr. Hart, that Chairman Vinson never took it up with us, but it's obvious he was swayed by someone," Mr. Fly said. He declared the Hooper memorandum contained language similar to that of Chairman Vinson's letter and took time out to search his files. After some silence Rep. Magnuson started to ask a question and Mr. Fly said: "Just a minute." Again Rep. Hart exploded:

**Fingerprint Incident Subject to Questioning**

"The Committee wants to run this investigation. We don't want you to run it and we don't want to wait another minute."

Mr. Barger asked Chairman Fly if he didn't know Chairman Vinson's letter was dated March 7, 1942, while Adm. Hooper's memorandum was dated May 14, 1942, more than two months later. Mr. Fly started several sentences and finally said:

"May I make a statement? Here is an effort by Adm. Hooper to remove me as chairman of the BWC and I think that is in particular pertinence to the subject here. Here's the record."

But the subject changed to the Hawaiian stations and the Commission's denial of a grant for a new station in the Hawaiian Broadcasting System.

"Was that exception to the Commission's multiple-ownership rule," asked Mr. Barger. "No," said Mr. Fly. "One of the stations was in Hilo and the other in Honolulu, about 200 miles apart I think."

Mr. Barger referred to a speech delivered by Mr. Fly Nov. 25, 1942, before the Detroit Athletic Club and asked if the FCC head felt any blame for Pearl Harbor could be attached to the FCC. Replying "utterly none", Mr. Fly explained that his statement in Detroit could be classified as "a report to the public on the activities of the FCC".

"Fingerprints of radio operators and employees of communications companies, obtained by the FCC in 1940, were taken up. Mr. Fly admitted that when the Commission made rigid regulations governing citizenship of licensees in June 1940, several aliens were discovered to have been licensed by the FCC. Some had misrepresented their citizenship, he said, and in cases where they were discovered the persons were reported to the FBI."

Calls Vinson's Remarks 'So Much Hog-Wash'

Rep. Miller asked: "Isn't it a fact that several months prior to Pearl Harbor the FBI asked that fingerprints and other confidential data of radio operators be transferred from the FCC to the FBI and you refused?" Chairman Fly said: "That was not mine. The whole Commission took action. I followed out the directions of the Commission point in issue was whether the FBI would take the fingerprints and keep them."

Again Rep. Miller read from Chairman Vinson's letter as follows: "His (Mr. Fly's) activities in connection with television and frequency modulation seriously delayed putting these into service, and in turn deprived the armed services of the technical advances, which would have occurred from these new types of services."

"That's just so much hog-wash," shouted Mr. Fly.

"Then you accuse the chairman of the House Naval Affairs Committee of making hog-wash?" fired back Rep. Miller.

"I didn't know you were reading Chairman Vinson's letter," said Mr. Fly. "I say it's grossly inaccurate." Mr. Fly appealed to Chairman Lea that he was not criticizing Rep. Vinson and added: "Frankly, I think he was misled. I suppose the Commission, since I have been here, has done more to forward PM than the whole time before. Television long since has been given the green light."

Rep. Miller quoted from a memorandum from Attorney General Biddle, given the Committee a year ago, and setting forth that despite requests of the FBI to the FCC for fingerprints of some 200,000 radio operators and communications employees it was not until June 27, 1942, that the first batch was delivered. Throughout cross-examination Mr. Fly steadfastly denied that the Commission had refused to turn over the fingerprints. He asserted that "we made them available in January 1942 but the FBI didn't take them until June 1942."

Mr. Fly said the FBI wanted to keep the fingerprints in its permanent file, while the FCC wanted to keep them. He also told of an oral agreement with the trade unions that when the fingerprints were taken, they would not be turned over to the FBI, and admitted that the delay in turning over fingerprints was in part due to the agreement.

"As a matter of fact weren't workers in war plants fingerprinted and the prints turned over to the FBI?" asked Mr. Barger. "I don't think I'd be more comment on that," replied Mr. Fly. After more argument Rep. Hart remarked that the dispute seemed to be over failure to reach an accord on retention of the fingerprints until June 1942. Mr. Fly said: "We didn't reach an accord. We finally gave in."
THEY DEMAND THE COMMERCIALS

Phoney Plugs Inserted in GI Broadcasts

Because the Boys Insist

BECAUSE GI's in the North African Theatre miss the commercials deleted in programs broadcast to them, the Army Expeditionary Stations stub in phony commercials just to please their listeners. Maj. Andre Baruch, officer in charge of the American Expeditionary Stations in the North African area, now on leave in this country, says that servicemen sent in volumes of mail requesting the familiar advertising.

"Joe Quartermaster's droopy drawers with rent pleat, etc." reflects the tone of commercials supplied by Army radio, according to Maj. Baruch. And staff writers add announcements of local entertainments, what to do or what not to do, what will happen to the GI's if they don't take their Atabrin, and "Buy War Bonds" in the usual commercial spots.

American Expeditionary Stations, a branch of the Army Service Forces Morale Services Division, started out with a 300 watt transmitter built into a packing case—the junk box, deposit no slugs—and held together with bailing wire and paper clips.

That was at Casablanca Dec. 15, 1942. There are now eight stations throughout North Africa, located at Casablanca, Oran, Tunis, Palermo, Naples, Algiers and one mobile unit with the Fifth Army. Algiers also has a shortwave transmitter to reach boys in tanks, at Signal Corps listening posts and all those with shortwave installations.

Details of WMCA Transfer

(Continued from page 18)

the caprice of the Commission; instances of willful refusal to follow the recommendation of the joint chiefs of staff, high-ranking members of the armed forces in taking steps in furtherance of national security, and various other acts not in accordance with the 1934 Communications law and the public interest.

He declared that "events have established the basis for a firm belief that evidence does exist to stifle and fold up this investigation with an indefensible white wash if possible." He accused Chairman Clarence F. Lea (D-Cal.) of conferring secretly with FCC Chairman James Lawrence Fly as "one of his first official acts" after Mr. Lea was named chairman last October, succeeding Rep. E. E. Cox (D-Ga.), resigned. "Thereafter occurred conference, also in secret, between the chairman (Rep. Lea) and the chief counsel of the FCC, both preceding and after public hearings of the Committee," said Rep. Miller. "Apparently a studied effort was made to undermine the morale of the staff of our Committee by veiled and frequent hints from the chairman to the members of the press that he, the chairman, had not decided what he was going to do about the retention of the staff and of Mr. (Eugene L.) Garey as chief counsel."

Gussed Fee at $50,000

On the WMCA sale Rep. Miller read into the Record testimony given by Mr. Deibler to the effect that William J. Dempsey and William C. Koplovitz, who represented Mr. Noble in the transaction, were "close" to Thomas G. Corcoran, former Presidential advisor and law-partner of Charles S. Guthrie, one of Mr. Noble's attorneys. Mr. Deibler told the staff, according to the statement read by Mr. Miller, that "Dempsey & Koplovitz had waged the battle for Fly against newspaper ownership of radio stations."

The Commission employed the investigators, according to the transcript, that "Dempsey & Koplovitz put that WMCA deal through in a hurry". Mr. Deibler said "he was gouged, in view of the pressure in that case, that the fee was $50,000 and later on I saw an item that sort of confirmed it. I did hear Corcoran figured in it," the record shows.

Mr. Deibler told the probers, the transcript disclosed, that Messrs. Corcoran and Fly were "very good" friends and that Tel Taylor, FCC general counsel who succeeded Mr. Dempsey, "was anxious to help Dempsey & Koplovitz and Fly was anxious to help Corcoran" and that "they could be sure there would be no trouble about it."

Rep. Miller declared: "In the final analysis the full facts of this deal have been denied the Congress. How long shall the Congress sit silently by and watch the Executive will frustrate and paralyze the legislative process?"

"And worse, if this Committee of Congress—mind you—submits to this administrative gag, we will find that we have closed the door to the shady corridor which leads to the real truth about which men are really responsible for the horror of Pearl Harbor."

Rep. Magnuson said: "I am sure, when we are all through, the conclusions of the Committee, whether we agree with them or not, will lead to some serious and intelligent legislation that will set up the FCC in such a fashion that it will always be a credit to the Congress and to the communications system of this country."

Answering Rep. Ramey (R-O.), Rep. Magnuson said he hoped rumors that Mr. Garey resigned as general counsel because of threats against a "friend," also would be investigated.

Wichita - - KFH

Terry is a War Baby

... but Wichita's Booming Aircraft Industry Isn't!

Little Teressa Lynne East, daughter of Mrs. Maxine East and Mr. Walter East, is one of the hundred thousand newcomers who have doubled Wichita's population—whose spendable income per family is more than double! Record breaking retail sales topping 16 million dollars monthly boosted Wichita to the No. 1 spot in the booming Southwest—2nd place in the entire nation! Wichita pioneered in aircraft back in the early '20's—even before Walter Beech founded the present Beech Aircraft Corporation in 1932—in Wichita. Aviation is here to stay!

Your sales increases in Wichita will stick too if you stick to that Selling Station in Kansas' Richest Market—

K F H

CBS • 5000 Watts Day & Nite • Call Any Petry Office

BROADCASTING • Broadcast Advertising

March 13, 1944 • Page 61
Let the Broadcaster Speak

(Continued from page 14)

sible contracts with the network. Fear of the networks is just as real and as widespread among many network affiliates and would-be affiliates as is fear of the FCC among broadcasters. From my observation it is in numerous instances the greater fear of the two.

Secret Referendum

Now these are only my own personal opinions. I believe the majority of the independent broadcasters want an independent, non-network NAB. Maybe that conclusion is wrong. However, it should be easy to find out. What is more simple and logical than to ask the broadcasters themselves? The mechanics are important but not difficult. A secret referendum is the only fair and sure way. Some independent and reliable source like Ernst & Ernst should do it at the direction of NAB.

After all, the broadcasters are the stockholders in the NAB Company Inc. They own it, or should. They then, should direct their board of directors, and the mandate of the membership should be clear and unmistakable. Other important industry questions could also be asked, and the course to be followed settled once and for all by the majority view.

The opinion has been expressed by some that the rank and file broadcaster is indifferent and incapable of considering industry problems and arriving at a sound and intelligent conclusion thereon. I cannot subscribe to any such view and at the same time retain my faith in the future of American broadcasting. I believe the great majority of American broadcasters not only are intelligent and capable, but that they will support financially and actively an organization which they can feel is truly their own and operating at all times aggressively in their interests and service.

But let's find out. What's keeping us from asking the guy back home what he thinks, and what he wants NAB to be. Give him the chance to speak with the same privacy which he is assured at the ballot box. I am sure he WILL speak. And, assuredly, HIS is the voice we should be straining our ears to hear.

Bombing Broadcast

GRAPHIC description of the bombing of a Japanese-held bridge on Boulevardville, N.J., by an American plane during actual combat, was heard for the first time on Blue at 6:25 p.m. on March 4. Navy Lt. Joseph E. Butler gave a running account of the action as he demolished the bridge that had previously been responsible for the loss of two Allied planes. The battle broadcast was monitored from a mobile broadcasting studio on the front lines by S/Sgt. James O. Hardin, Marine Corps combat correspondent, and former announcer with WATL and WSB Atlanta. Mutual carried the transcription at 7:45 p.m., and WRC Washington broadcast it at 8:10 p.m. locally.

Loan Chain Plans

AUTOMOBILE BANKING Corp. of America and its four subsidiary personal loan companies, ABC Credit Inc., ABC Plan Consumer Discount Co., Budget Finance Co., and the Credit Corp. of America, all with home offices in Philadelphia, have appointed Julian G. Pollock and Co., Philadelphia to handle advertising for the chain. Newspapers, radio and direct mailings are being scheduled for three of the subsidiary firms, excepting the Credit Corp. of America and the parent Automobile Banking Corp., for which advertising programs are held in abeyance until after the war.

Contracts Ready

NEGOTIATIONS between the radio writers guild and CBS for a contract covering writers employed in the network's shortwave department are practically completed, with an oral agreement on all points and the contractual wording now being worked out, the guild reported last week, adding that practically the same situation holds for the writers in NBC's news department. Negotiations with all major networks for contracts for continuity and dramatic writers are proceeding slowly.
Hooper Ratings
(Continued from page 11)

is counting the tickets for radio, which is O.K. just as long as you are not being handed a bunch of phony data." Other broadcasters wrote in similar vein and continued to write. A re-appraisal of the current situation reveals that the "lie-eliminator" is now in use in 18 of the cities in which Hooper continues measuring reports are published, affecting about 25% of the national population.

Last week, in these pages, Mr. Hooper predicted a post-war timebuyer would seek a "value-conscious" listening public and would scorn the "want-something-for-nothing" listener. The point of view keynoted in the article has now been implemented by the following statement of policy by the Hooper organization:

"In the hope of aiding in the correction of a distorted belief that has crept into the buying and selling of radio station time, we make three declarations of policy:

1. Wherever a program or time-period rating is published in the "Continuing Measurement of Radio Listening" for a station program which gives listener presence, the rating will be accompanied by the following statement: "Station gives money to telephoned listeners.

2. To prevent the possibility of inter-necine disputes over station subscriptions being the determining factor in the availability of city-name or trading area listening information to radio buyers, we will offer "Continuing Measurements of Radio Listening" for subscription to advertisers and agencies wherever such facilities arise.

3. The "Share of Audience" and "% of Listeners" will disappear from the "Rating" pages, beginning with the Winter-Spring "Continuing Measurement of Radio Listening" Reports to be published on May 15, 1944. Hooper Station Listener Indexes will be published as herebefore but they will be entirely labeled as follows: This is a measure of the distribution, not the size, of the audiences to the respective stations. This will prevent the uniformity of larger "% of Listeners" figures from being misused as size of audience (rating) figures.

4. To prevent the possibility of internecine disputes over station subscriptions being the determining factor in the availability of city-name or trading area listening information to radio buyers, we will offer "Continuing Measurements of Radio Listening" for subscription to advertisers and agencies wherever such facilities arise.

IATSE Demands

REPRESENTATIVES of the national networks will meet this week with officials of the New York local of the International Alliance of Theatrical Stage Employees to discuss IATSE demands for larger crews, reserve crews and increased pay for stagehands employed at theatres used by the networks for the presentation of plays and with large studio audiences.

DOMINATING ITS COMMUNITY IN PUBLIC SERVICE!

Portland, Oregon
CBS Affiliate

FREE & PETERS · National Representatives
Dear Ralph:

It ain’t thrilling Charleston, W. Va.

Thirteen March 13, Bartman

Not the Usual Dispute

Mr. Zarinsey, in his dissenting opinion, held that the labor dispute was not the usual dispute between employer and employee and does not involve a strike. Moreover, he contended that the statement that there was some degree of “direct industry interference” was “in error.” He asserted it is fallacious to ascribe an unemployment condition to the “praiseworthy open policy of the union.” An unemployed musician would still be unemployed whether a union member or not, he held.

Dediquing that the basic issue of the dispute is “unusual.” Mr. Zarinsey contended that the action taken by the union was “unusual” and did not constitute a strike but was simply “the abandonment of unemployed work.” The relationship between the parties is “unusual,” he held, citing that more than 50% of the musicians involved are not employees of any companies.

Mr. Fuller, as industry member, in a concurring opinion, questioned the union rules relating to voting and wondered how the Board might make them questionable. Disagreeing with the report, he held the general principle of payment directly to employers by a union is unusual. He concluded that the great damage suffered by musicians through the introduction of sound movies has naturally caused them to suspect the action of all mechanized music.”

Effect on Profits

The majority report found that the AFM has not only forbidden its members to work for the transcription and recording companies but also has stopped the use of phonograph records. The situation, according to the panel, is as follows:

The AFM has also suspended its payments under proper safeguards, a practice which has probably not, as direct payment of musicians is in danger of being eliminated. Though juke boxes, playing phonograph records, have displaced live musical groups in schools and factories, the over-all use of phonograph records has probably not, on balance, decreased the employment of musicians.

Though wired music, playing transcription, has displaced live musicians, as mentioned above, the over-all use of transcriptions has probably not, on balance, decreased the employment of musicians.

The introduction and use of radio has probably not, on balance, decreased the employment of musicians.

Panel Sends Report to NWLB

(Continued from page 9)

The new book of America’s master radio playwright

More Corwin

16 radio dramas by
Norman Corwin

Introduction by CLIFTON FADMAN

SINCE the publication of his Thirteen By Corwin, that genius of radio, Norman Corwin, has done more radio dramas to thrilling of millions of listeners. Now the sixteen best and most popular of his new plays, with complete production notes on each, are ready in book form—for you to enjoy, to study, and to imitate.

“Even more than his first volume of radio dramas, this collection demonstrates the extraordinary breadth and versatility.”

CLIFTON FADMAN. Just published. $3.

HENRY HOLT AND COMPANY, 257 Fourth Ave., N. Y. 10, N. Y.

HENRY HOLT AND COMPANY/HENRY HOLT AND COMPANY/HENRY HOLT AND COMPANY

As Mr. Pettillo called the amount of money involved “peanuts, small peanuts” the recording companies contended the principle went far beyond the interests of the recording business, the broadcasting business or the radio business, holding that it affected “all of the industries of the United States.”

The findings and conclusions of the Panel majority follow in full text:

I

Since a labor dispute exists between the Union and the Companies which it has already been the duty of the National War Labor Board to decide.

II

No present, important unemployment of musicians exists.

III

The introduction of sound movies caused a great decrease in the number of theatre orchestras and, hence, the number of employed musicians; but the Companies have no connection with the moving picture industry. During the period of the growth of mechanized music, the number of bands and symphony orchestras has increased, but the opportunity for small job musical employment has probably diminished.

Though wired music, playing transcription, has displaced live musicians, as mentioned above, the over-all use of transcriptions has probably not, on balance, decreased the employment of musicians.

Die, in part, to the fact that the Union has no effective standards of employment. Not only two of the representatives of the companies mentioned above, but neither the number of such employment nor the relation of unemployment in the field of music to general unemployment is known.

While the figures are too doubtful to warrant a conclusion, the number of unemployment (the effect of sound movies being eliminated) appears to have followed the economic cycle, and a general downward trend. An increase in unemployment may, however, flow to a selected group.

AD

WMCA, New York, N. Y.

. . . think AP news for radio is tops. Use it exclusively.

Leon Goldstein

News Editor
Ed Brown Named

Ed BROWN, public relations director of Maxon Inc., New York, has been named to the staff of the Democratic National Committee in Washington. He left the agency last Friday to take up his new duties. During his leave of absence from the firm, his work will be carried on by Martin Pew, formerly on the merchandising and promotion staff.

Bourjois Cancels Haymes

DICK HAYMES, CBS vocalist on Here's to Romance, sponsored Thursday, 10:30-11 p.m. by Bourjois Inc., New York, was dropped by his sponsor after the 23rd broadcast for having voiced his appreciation to executives of 20th Century Fox Film Corp. for his part in the recently completed film, Four Jills and a Jeep. He had been previously warned by his sponsor not to promote the picture in any way during his broadcasts. Incident followed shortly after a discussion between singer and sponsor for a renewed contract, which called for a considerable boost in salary, according to a spokesman for Bourjois. Jim Ameche, m.c., and Ray Bloch's orchestra will continue on the program, with the format revised to include male and female vocalists as guest stars. Agency is Foote, Cone & Belding, New York.

Membership Meeting

ANNUAL MEMBERSHIP meeting of ASCAP will be held March 29 at the Ritz-Carlton Hotel, New York.

Dies to Summon Broadcast Heads

Charges 'Un-American' Tactics To Certain Commentators

BROADCASTERS will be summoned before the Dies Committee investigating Un-American Activities to explain alleged "un-American" utterances of certain commentators. Rep. Martin Dies (D-Tex.), chairman of the special House Committee, disclosed late Friday.

"For a year or more our investigators have been analyzing the broadcasts of commentators," said Dies, "and I can say that the methods used by some commentators are distinctly un-American. I believe if we can point out to the broadcasters themselves the un-American propaganda that has been cleverly used by certain commentators, they will cooperate by cleaning it up. If they don't then Congress will act."

Date Not Set

Date for the appearance of broadcasters has not been set, but Rep. Dies said he would subpoena heads of the major networks and independent broadcasters as well.

Rep. Dies revealed that he had conducted a poll in the House and said the members "almost to a man favored legislation to curb libelous statements on the air." Mr. Dies said that should legislation be necessary, he will propose a law that will (1) give local jurisdiction to courts in areas where the alleged libel is heard, and (2) make possible for anyone who has been "maligned or slandered" to reply to the attacks on equal facilities, and to the same audience.

"I talked to Chairman Fly of the Communications Commission and he agreed that something must be done to clean up the air," said Rep. Dies. Rep. Rankin (D-Miss.) now has pending in committee a bill that would make payment of defamatory insurance a felony.

Sen. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, has expressed himself in favor of legislation providing "equal time" for reply to attacks by commentators. Mr. Dies said a directive of indigation has swept Congress over recent attacks by some commentators on members of Congress.

Television Discussion

AMERICAN TELEVISION Society will hold a special and valuable discussion of television for education at the Capitol Hotel, New York, on Tuesday evening. Scheduled speakers are: J. Raymond Hutchison, of the National Education Assn.; Lt. Lyle Stewart, audio-visual training officer in the Navy; Prof. Herbert J. Stack, New York U., and Julian H. Bryan, producer of documentary motion pictures.

A Beautiful Trio...

Nothing delights time buyers more than the beautiful combination of 1) coverage, 2) programs, 3) rate! Especially when it's available in the rich Hartford Market! You get all 3 on WDCR!
Industry Opinion on Giveaways

(Continued from page 11)

By HUGH FELTIS
General Manager
Central States Broadcasting Co., Omaha

No question Hooper's comments on money reward station programs definitively correct. Such programming can only be desperate attempt and last resort effort to meet competition. Further believe such practices tend to discredit radio as legitimate advertising medium.

By JAMES M. LeGATE
General Manager
WQAM Miami

Definitely agree with Hooper's comments on money reward station programs in March 6 BROADCASTING. Most smart newspapers learned same lesson long time ago.

By GAYLE V. GRUBB
General Manager
WKY Oklahoma City

Agree with some of the things in Funny Money article; also feel it is wrong in some respects. Too much of it certainly not good programming.

Blue Questionnaire

BLUE NETWORK last week mailed to approximately 1,000 newspapers throughout the country, a three-page questionnaire concerning their use of radio publicity and their requirements and preferences as to type of material and pictures.

By I. R. LOUNSBERRY
Executive Vice-President
WGK-WEWS Buffalo

Although money rewards seem to meet public interest not only on ra-
dio but in motion picture theatres, I am of opinion that this practice is resented by a substantial part of radio audience and will be short-lived with those who at first seem to like it. Audience ratings developed this way are phoney and in good broadcasting sense not substantial. Much better for broadcaster to invest in better program service and entertainment.

By NORMAN MacKAY
Commercial Manager
WQAM Miami

Not only do we agree with Hooper but feel we may have some of the seed. On Dec. 12 Fred W. Burton wrote him letter and sent copies to all advertising agencies "as subscriber object strenuously to issuing of any Miami listening index not factual picture of listening habits. Regular survey now being taken here not true listening index." Then we described the WGN program on *** "This situation makes impossible for Hooper workers to get accurate survey. Average person will mistake Hooper call for *** calling away more money. Automatic answers bear no relation to actual facts. We paying for true listening index of Miami and do not believe you can produce such under present conditions *** ***".

By WILLIAM A. McGUINEAS
Commercial Manager
WGN Chicago

Agree one hundred percent with C. E. Hooper that money give-away programs are seriously cheapening radio and are working toward diminishing the return to the good advertisers who are principally responsible for making radio an economically sound advertising medium. The money give-away programs mentioned by Hooper make up one of

More Shellac

WPB announced last week that as a result of increased supplies, use of shellac has been eased for phonograph record manufacture and in the second quarter of 1944 its use will be permitted on the basis of one-fourth of a manufacturer's total 1941 consumption. The manufacturer will be allowed to purchase 40% of the total in the form of low-grade shellacs and 60% in the form of high-grade shellacs, officials said.

those elements in radio which the industry and the stations should clean up voluntarily before some organization or bureau outside the industry or perhaps even advertisers force the radio industry to do so. This method of course applies only to the principle of buying the listener, the programs and entertainment which in itself will attract audience. WGN will not broadcast that type of money give-away program. Do not believe that radio audience, however, has reached such saturation point that a greater number of good programs will merely divide the present radio audience as outlined in the first column of Hooper's article. Also do not believe Hooper's formula in valuing ratio of number of sponsored network programs to the existing ratings is sound. Those same ratings sometimes fluctuate in inverse ratio to the number of commercial sponsored programs also.

By C. W. MYERS
President
KON Port Huron, Mich.

I believe this is still a free country to the extent of broadcasters like newspapers having the privilege of operating according to their own ideas of business as well as the ethics thereof. I also believe that broadcasters promotion methods should be fully described in Hooper reports just as newspaper methods are described by the Audit Bureau of Circulation.

FM in KANSAS CITY
KOZY

Everett L. Dillard
General Manager

Porter Bldg.
Kansas City

Page 66 • March 13, 1944
By JOHN M. OUTLER Jr.
General Manager
WSB Atlanta

Buying a radio audience by giving money to listeners is a defense mechanism for the station, unable to obtain an audience otherwise. And while it may throw statistics and research out of gear for the time being, such programs rather emphasize the stupidity of the stations promoting them. The fundamental approach to a radio audience is good programs with inherent appeal. Some stations forget that you can't drink yourself sober or borrow yourself out of debt.

By JOHN F. PATT
General Manager
WGET Cleveland

I think Hooper has rung the bell. It is my impression that these phony money shows are almost invariably a confession of weakness or stagnation for which only this morphine opiate is being administered. Newspapers learned long ago that by bicycles, dishes and trips to Europe for circulation were wasteful and false. When now show broadcasts find they are fooling only themselves they will rejoin their wiser comrades who today are holding the line against such temptations and will tackle the problem of building radio audience soundly with constantly increasing program standards.

By LEE B. WAILES
Manager
Westinghouse Radio Stations Inc.

Definitely concur with comments of C. E. Hooper on money reward programs. I recognize that experimentation as to program content will go on as long as the industry lasts looking for new ways to increase audience. Feel however such experimentation must eliminate such artificial stimulants as money give-aways and must be soundly based on intelligent appraisal of audience needs at time program is broadcast. Money give-away programs are opportunistic and shortsighted and not to be counted on as contributing to the art on a sound long-term basis.

By MORTIMER C. WATTERS
Vice-President & General Manager
Scripps-Howard Radio Inc.

Thoroughly concur with his views as expressed. Hooper and his company could overnight stop most of the dialing for dollar programs. It would take great courage but if Hooper suspended monthly audience measurements in the city or cities during life of such programs or if he eliminated in his reports the inclusion of ratings and/or percentages of the stations broadcasting such programs showing relative ratings and/or percentages of stations void of such unhealthy broadcasts then the stations who were attempting to buy listeners would be unable to benefit by their "phony" audience and they would therefore immediately stop them. This would enable Hooper to once again in such cities accurately reflect without a shadow the radio audience as it actually is thereby providing his well known accurate station index once again in those markets for the guidance of stations, agencies and advertisers.

By LEWIS ALLEN WEISS
Vice President & General Manager
Don Lee Broadcasting System

Have just read C. E. Hooper's excellent article on page 11 of March 6 issue of Broadcasting. I concur wholeheartedly with Hooper's comments on "Phony Money" programs, which we have refused to carry on any of our stations. In my opinion, such programs not only violate lottery laws but employ pressure methods of buying an audience, the pursuit of which

Ed Wynn Considered

Gerald FOODS is considering Ed Wynn as a replacement for Jack Benny, who goes to American Cigarette & Cigar Co., June 11. Since the NBC Sunday evening period, 7-7:30 p.m., is controlled by Mr. Benny through his contract with General Foods, another network spot is being sought for the new show, titled Ed Wynn's Radio School. Mr. Wynn was sponsored by the Axton Fisher Tobacco Co. on the NBC-Blue from November 1936 to September 1937. Previously he had been sponsored by the Plymouth Motor Corp. on the NBC-Red network. The projected series is a John E. Gibbs production, Young & Rubicam, New York, is the agency for Grape Nuts, product advertised on Jack Benny's current program.

would destroy the sound and constructive elements that we are trying to build for broadcasting. Radio cannot hope to grow and enjoy its important place in the lives of the American people on the basis of audiences that are only listening in order to get something for nothing.

By LAMBERT B. BEUWES
Advertising & Sales Promotion Manager
Radio Station WXYZ Detroit

Rather than money shows, Hooper claims "good" programs will lure daytime non-listeners. This logic contradictory to proof he made immediately before that 11 good nighttime sponsored network shows did not increase number of listeners. Hooper's own ratings in Detroit show give-away programs increase listening broadly over whole schedule. Mr. Solomon can say these programs aren't "entertainment"? Hundreds of thousands of letters from non-winners will rebut any argument to contrary. Something for nothing will never die and in leaner days will be even more attractive lure to listeners. Some pretty good newspapers use same technique in getting and holding circulation.

McKesson Displays

McKesson & Robbins, Bridgeport, will coordinate its annual campaign for highlight displays of its products in the nation's drug stores with the start of its new program on the full Blue Network, Thursday, 10:30-11 p.m., for Calox, Rheum and Yodora. M & R's "Good Looks and Good Health Week," begins March 23, starting date for the Blue quiz broadcasts featuring Joe E. Brown. Bearing out the title of the program Step and Go, contestants will make imaginary journeys to distant points, continuing as long as they give correct answers. Joe E. Brown maps out the route, and designates the mode of travel. There will be guest stars, starting with Dorothy Lamour March 23. Agency is J. D. Tarcher & Co., New York.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER

There must be a reason... and this is it!...
Anthony Petitions To Delay Duopoly

Claims Forced Sale of KECA
Sought by Blue Network

ALLEGING that the Blue Network Co. is endeavoring to “compel” him to sell KECA Los Angeles to it “at a price very much less than its present station,” is Ward C. Anthony, through Louis G. Caldwell and Reed T. Rollo, Washington counsel, last week petitioned the FCC to extend the deadline for the effective date of the “duopoly” order beyond the May 31, 1944 effective date.

Specifically Mr. Anthony asked that the effective date of Sec. 3.55 under Orders 84-84A be suspended indefinitely, with further extensions from time to time as necessary to permit “orderly disposition of properties affected.” Failing in that, Mr. Anthony petitioned the Commission to extend the effective date one year to May 31, 1945, “or for such other reasonable period as the Commission shall deem proper.”

Mr. Anthony owns KFI and KECA. The Commission put KFI on temporary license, expiring May 31, while the license of KECA expires June 1.

Mr. Anthony’s petition recited that his contract with the Blue network, which expires June 30, 1947, specifically states that licensees KECA will not have to offer it to the network. It said: “For many months and particularly since the Commission’s action on Nov. 23, 1943 (adoption of the ‘duopoly’ regulation) the Blue Network Co. has been endeavoring to compel petitioner to sell KECA to it at a price very much less than its present station.”

A separate corporation has been organized for the purpose of transferring control of KECA from Blue to Anthony. “It has been and is relying on the early effective date of 3.55.”

AFRA Stand on Rule 119

AMERICAN Federation of Radio Artists last Friday filed with the FCC a statement of the union’s position on the Commission’s proposed Rule 119, which would require the recording of all network programs. Gist of union statement is a request that no rule be adopted which could be construed as permitting the violation of the AFRA transcription code or other of the union’s contracts. Code permits network radio or off-the-line recordings or network programs without extra charge when made for reference purposes only, as presumably would be the case under the proposed rule, but calls for the payment of extra fees when the recordings are to be used for supplemental broadcasts of the network programs.

Fish Story

NAUTICAL was the response to the War Food Administration’s “School Fish” & “School Fish” on the NBC Consumer Time series, Feb. 26. Broadcast was phantasy story of Dr. and Mrs. Haddock, Miss Crap and Mr. Crab, designed to promote unrationed fish in sale as response to the giveaway booklet, “Fish Cookery in War-time” was salty as a sea gull and a publicist’s dream. Among those who requested the book were: Mrs. Fisher, Mrs. W. A. Fischer, Mrs. Shad, Mrs. Haddock, Mr. Fish, Mrs. Bass, Mrs. Karp, Mr. Lake, and enough Trout to stock a mountain stream.

New CAAB Members

W. H. SUMMERVEILLE, WWL
New Orleans, and Clyde Combs
KARM Fresno, have been elected
members of the Columbia Affiliates
Advisory Board for the coming
year, representing districts 5 and 9 respectively. Other members of the
nine-man board were reelected as follows: Arthur Church, KMBC Kansas City; Franklin Doolittle, WDRG Hartford; Leo Fitzpatrick, WJR Detroit; I. R. Lounaberry, WKWB Buffalo; C. T. Lucy, WRAV Richmond; Clyde Rembert, WDXX, Dallas, and John R. WCSC Charleston, S. C. New board will shortly hold its first session, at which time a chairman for 1944 will be chosen.

PA Expands

ESTABLISHMENT by Press
Assn., radio subsidiary of AP, of
its 20th regional news bureau and
the addition of five stations to its
clientele were announced last week by Oliver T. Muncie, assistant gen-
ral manager. The regional bu-
reau, at Charlotte, N. C., the third such installed this year, is in
charge of Charles Whiteford. Oth-
er bureaus set up in the last two months are in Oklahoma City and
in Orlando, Fla. It is planned to
acquire the special AP radio news wire include KAST Astoria, Ore.; KOIN Portland, Ore.; WLBC Muncie, Ind.; WHBC Canton, O.; KJMO Hannibal, Mo.

New Local Granted

CONSTRUCTION permit for a new local standard outlet for West
Yarmouth, Mass. was granted by the FCC last week to the licensee of WBWB New Bedford, E. An-
other, to serve the facilities of the formerly licensed WOCE [BROADCASTING, Dec. 6, 1943], un-
limited time with 250 w on 1540
kc, the grant is made pursuant to the Jan. 25 FCC-WPB statement of policy.

Turner to Return

OSCAR TURNER, who left NBC’s radio recording division to join the Office of War Information, is returning to NBC as head of the network’s Hollywood recording division. He was expected to leave New York for the West Coast last week.

AUSTRALIAN VIDEO PLANS

AUSTRALIAN post-war radio plans are so advanced that it would be impossible within two or three years to set up television between the major cities of Aus-
tralia which are separated by distances varying from 400-1600 miles. This predic-
tion was made by Sir Ernest Fisk, presi-
dent of Amalgamated Radio in Australia, who spoke in San Francisco recently en-
route to New York, Montreal and London.

‘WHIPPING BOY’

Fly Qualifies Self as ‘Expert’
‘In Scandalous Charges’

HEATED argument between Rep.
(R-Mo.) of the House Select
Committee to Investigate the FCC and Commission Chairman James Lawrence Fly the last Wednesday brought from Mr. Fly the asser-
tion: “I ought to be an expert in this field by this time”, when Mr. Miller objected to opinion evidence “unless it comes from an expert.”

Lately Mr. Fly declined to answer a technical naval question, after testifying he was a graduate of Amman and served three years in the Navy, saying: “I do not claim to be an expert in such mat-
ters”, Rep. Miller asked: “ Didn’t you admit a moment ago that you were an expert?” Chairman Fly answered:

“ In resolving these scandalous charges and that sort of thing I am an expert. In fact, I have been the whipping boy for this sort of thing so long that I am getting to where I rather expect it.”

Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that’s famous for its sale-
ability!

W A I R

Winston - Salem, North Carolina

Stovin & Wright

Radio Station

Representatives

offices

MONTREAL + WINNIPEG

TORONTO

C. E. HOOPER

AGAIN PROOFS

WFMJ

HAS

MORE LISTENERS

MORE HOURS OF THE DAY
than any other station heard
in Youngstown, O.

28th U. S. METROPOLITAN
DISTRICT

WIBW

The Voice of Kansas
in TOPEKA

SALESMANSHIP

Every WIBW program and sales message is planned so that each lis-
tener feels it is directed to him alone.
Text of NWLB Panel Summary (Continued from page 9)

joined the other four transcription companies in expressing willingness to accept the principle of the Union's proposal. When, on reconsideration, they decided to reject the principle and withdrew from the negotiations, the hearings were resumed.

THE FOUR-EMPLOYER CONTRACT AND THE REQUESTS OF THE PARTIES

The payments to the Employment Fund, provided for in the contracts closed by the Union, are stated.

The Companies ask the Panel to recommend that the NWLB instruct the Union to terminate the strike.

The Union, questioning the jurisdiction of the Board, requests that the proceeding be dismissed.

By inference, the Union asks that the Companies be instructed to accept the terms of the Four-Employer contract if the proceeding is not dismissed for lack of jurisdiction. It also states that the Companies should be instructed to make the stipulated payments to the Employment Fund which constitute the sole demand of the Union.

JURISDICTION OF NWLB

The Union contends that Union members are not the employees of the Companies but of leaders, contractors and associations who are not parties to the proceeding.

The Panel finds (1) that Union members may possibly be considered the employees of the Companies regardless of the status of 60% of them for other and dissimilar purposes and (2) that the jurisdiction of the Board extends to the determination of labor disputes and is not limited to controversies brought before it by employers and employees.

The Union contends that no labor dispute exists because it does not wish to work for the Companies on any terms.

The Panel rejects the contention (1) because not consonant with the Union's acts and (2) because invalid, if true.

The Union contends that there has been no interference with the war effort.

The Panel finds (1) that, though the direct effect of the strike has been exaggerated, there has been some damage and (2) that "A strike in wartime distills explosive emotions whose unmitigating effect transcends the economic influence of the particular stoppage."

Summarizing, the Panel finds that, since a labor dispute exists which interferes with the war effort, the NWLB has jurisdiction.

UNION'S POSITION ON THE MERITS

The two principal substantive contentions of the Union are:

(1) Recorded music has caused serious technological unemployment which differs from the ordinary type since it is the musician himself who creates the machine (the recording) which displaces his union brothers.

(2) Because no copyright exists in recordings, musicians receive no royalty for the unauthorized, commercial use of phonograph records, mainly in juke boxes, but also by broadcasting stations. (Transcriptions are always used for an authorized, commercial purpose.)

The Companies' answers and the Panel's comments are included in the sections that follow.

UNEMPLOYMENT

The section begins by considering various forms of mechanized music. In 1929 sound movies displaced 18,000 musicians but the Companies have no connection with the motion picture industry. Staggering testimony indicates that juke boxes gross a total of about $200,000,000 a year. Though the Companies contend that they are used in small establishments and displace no live musicians, and though no statistics exist, the Panel infers that there has been displacement of live musicians in an unknown amount. Similarly, the Panel infers that there has been some displacement by wired music.

Radio does not replace live music in the sense that sound movies displaced orchestras. What Mr. Webber, the then president of A.M.P., said regarding the phonograph record in 1928 is, in the main, still true of phonograph and radio. The Union is in error when it calculates its loss on the basis of what its members would gain if mechanized music disappeared and the demand remained constant in the face of an enormous increase in price.

During the period of the growth of mechanized music the value of bands and symphony orchestras has increased but the opportunity for small or marginal musical employment has probably not, on balance, decreased the employment of musicians.

GENERAL UNEMPLOYMENT

MUSIC INDUSTRY

Two Union members out of three use music as a side line or not at all. The Union claims that a member who is working full time at music is unemployed. The Panel rejects the Union's definition. Furthermore, the Panel finds that unemployment cannot be studied in terms of so undifferentiated a group.

The Companies' survey of four cities showed 94.4% employed and 5.6% unemployed. Though questionable figures indicate 12% unemployment, the Panel finds that there is no present, important unemployment of musicians.

The Companies, using figures supplied by the Union, have constructed a table showing a large number of musical jobs at various dates in the past. Though the figures supplied by the Union are incomplete and doubtful, they appear to indicate that employment in the field of music has been constant and that the general trend (unemployment through sound movies excepted) has been upward. Though substantial unemployment of musicians existed in the past, neither the amount of such unemployment nor the relation of such unemployment to general unemployment is known.

COMMERCIAL USE OF RECORDS

The Union's attempt to prevent the commercial use of phonograph records was defeated when the U. S. courts decided that no copyright interest exists under our Federal laws, although many foreign countries grant such protection. Since 20% of all phonograph records are used commercially, a large potential source of revenue was lost.

The Companies agree with the Union that the copyright law should be amended and state that both parties should share in the copyright interest.

The Union conceives that as far as copyright benefits the Union or its members, royalties should be used for the benefit of the displaced musicians rather than for the benefit of the well paid performing musicians.

Though the Companies agree that the performing musicians are well paid, they object to the Union's suggestion on principles developed in the next section.

PRINCIPLES

The eight main points that make up the Companies' line of principle are discussed in this section which can scarcely be summarized. (Continued on page 70)
Points I, III, IV, VII and VIII are the more important ones and points II, VI and VIII are perhaps the most important of all.

Rejecting the Companies' objections based on principle, the Panel finds that (1) Copyright legislation should be secured, sound social policy would not prevent all or part of the general resulting revenue from going to the Union under proper safeguards, for the benefit of unemployed musicians. (2) Copyright legislation aside, the granting of union members, who are never the employees of the paying employer would not be opposed to public policy at least in those instances where members of the same Union, working for the same employer, create the technological unemployment of their union brothers.

The grievance in such cases is more poignant and the remedy more ready.

A COMMITTEE OF THE NAB

This section mentions the activities of the National Association of Broadcasters as reflected in certain liberties taken by its Music Steering Committee in respect to the Panel. An explanation of the factors involved in the Company's position ranging from the principle of the Paramount consideration in the preceding section to the disclaimer of all generalizations in the section that follows.

UNION OMISSIONS

Though the practices of the Union in respect to the Companies are not conciliatory and though the Union has habitually disregarded the amenities of collective bargaining, no important difficulties have arisen and the record refers to no past stoppages.

No aspersion of dishonesty appears and the conduct of the Union and of Mr. Petrillo, as reflected in the record, has been uniformly candid and honorable.

By the conclusion of the hearings, the Panel asked the Union to explain the complete absence of plan and statistics. The Chairman's question and the Union's answers should be read.

The Panel found that the Union has offered no statistics, objectives or plan to support its demand for funds to relieve unemployment.

AN UNUSUAL DEMAND

Even if the Panel were satisfied as to the factual justification of the Union's demands, the question remains whether the proposed solution is one the Board may properly impose.

The War Labor Disputes Act says that the Board should provide "fair" and equitable conditions (customarily included in collective bargaining agreements) governing the relations between the parties and, where no other law is applicable, the Board is directed to provide fair and equitable terms and conditions.

Even in the absence of the parenthetical phrase, to exact unusual assurances as the result of war time conditions would not, in the opinion of the Panel, be "fair and equitable."

Panel's Conclusion

Applying this principle to the instant case, the Panel notes: (1) Out of thousands of NWLB cases in not one has a Union received or even asked payment from an employer to a union unemployment fund. (2) None of the collective bargaining cases mentioned by the Union is analogous. (3) The royalty payments to symphony orchestras are ordinary commercial transactions and offer no analogy. (4) The Bureau of Labor Statistics developed a list of some twenty situations where Employers made payments to unions but only one was for unemployment relief. (5) If all of the cases cited by the Union and developed by the Bureau of Labor Statistics were directly analogous, these few out of hundreds of thousands of collective bargaining agreements could hardly be said to establish custom. However, the demand of the Union is for an unusual condition not customarily included in collective bargaining agreements.

A critical situation might justify a liberal interpretation by the Board, but this is not a critical situation.

The Panel concludes that because of the prescriptions of the War Labor Disputes Act and the policy of the National War Labor Board, as well as for other reasons implicit in the preceding, the Board should not direct that the Companies pay money to the Union for its Employment Fund.

Dissenting Opinion of the Labor Member

Though the Labor Member concurs in the conclusion that the N.W.L.B. has jurisdiction he holds: (1) The labor dispute was not the usual dispute between employer and does not involve a strike. (2) The statement contained in the body of the report that there was some degree of direct interference with the war effort is an error.

This dissenting opinion agrees with the conclusion, he points out that future unemployment is a definite prospect in this and all other industries, that social security for the future must be laid now and that the Labor Movement must chart its course in advance.

Paragraphs 3, 4 and 5 are unjustifiable, and, therefore, not a proper basis for the conclusion.

It is fallacious to ascribe an unemployment condition to the praise-worthy open door policy of the Union. An unemployed musician

PROGRAM DIRECTOR

Are you experienced Program Director? Can you handle a staff of 7 or 8 announcers and get maximum performance from them? Are you an outstanding goal getter and do you know how to get good results from a staff of three? Do you know Traffic and Music and can you supervise a Traffic Manager and a Musical Director? Can you make and hold friends among advertisers, civic groups, public officials and everyday folks? Can you keep your feet on the ground and stay sober and pay your bills and be a good citizen?

If your answer is "YES" to the questions above you are the man wanted for a permanent job as Program Director of one of the nation's most progressive stations in major market of over 1/2 million population. The station is a basic network affiliate widely recognized for sound operation and great potential. You will work in pleasant surroundings and have a whole of opportunity to progress in both responsibility and income. If you want to WORK where your ability alone will take care of your future, you will start at around $3,600.00 and go on up from there. If you are not subject to the draft and available on reasonable notice write FULLY and in confidence to Box 992 c/o BROADCASTING. Enclose photo please.
would still be unemployed whether a Union member or not. The mere fact that an unemployed musician obtains other part-time employment does not change the fact that he is unemployed as a musician.

The swift changes in the music industry absorb the Union of blame for not formulating plans and objectives. The Union should rather be praised for its efforts towards a definite solution of a grave problem.

"Half of the Truth"
To hold that the NWLB can only act if a dispute can be settled by a customary provision is self-defeating logic. The Board must settle all disputes and the parenthetical phrase concerning customary conditions is a precaution and not a limitation on the Board's powers. True, the Union is not asking a customary provision, but this is only half of the truth for the entire case is unusual as the following summary shows:

1. The basic issue of the dispute is unusual. (It is not a strike by the abandonment of work.)
2. The action taken by the NWLB is unusual. (It is not a strike by the abandonment of work.)
3. The parties involved are unusual. (More than 60% of the musicians involved are not employed by the Companies.)
4. The position of the parties before the NWLB is unusual.

Moreover, the contracts closed by the Union have made it "customary" in this industry to plan for remedial unemployment measures.

The Labor member agrees that "the war cannot be used as the setting for gaining an advantage" and points out that it is the Companies that ask the NWLB to invoke the President's war powers to compel musicians to withdraw a lawful ban against suicidal work.

The recommendation of the majority would foster inequities in industry, in opposition to the policies of the NWLB, for it would free the Companies from the obligations undertaken by the employers who have signed contracts with the Union.

CONCURRING OPINION OF INDUSTRY MEMBER
The Industry Member, after expressing his general agreement with the Report and indicating his points of disagreement, analyzes the Union rules relating to voting and the reason why he considers these rules questionable. Disagreeing with the Report, the Industry Member holds that the general principle of payment directly by employers to a union is unsound.

Six points in the section entitled "Principles" are analyzed and the Industry Member finds that the Panel's answers to the Companies' contentions are insufficient.

In conclusion the Industry Member infers that the great damage suffered by musicians through the introduction of sound movies has naturally (but, none the less mistakenly) caused them to suspect the effect of all mechanized music.

Shepard Explains Capital Coverage
Says Network Has Not Set Up A Washington News Bureau
JOHN SHEPARD 3d, chairman of the board of Yankee Network Inc., declared last Friday that the network had not established a news bureau in Washington but had made arrangements for Washington news of interest to New Englanders to be furnished by a company headed by Jack R. Reed, of Washington.

Mr. Shepard's statement came following publication [BROADCASTING, March 6] of an announcement by Mr. Reed that Yankee News Bureau had been established in Washington to cover for Yankee stations and for WJW Cleveland, owned by Bill O'Neill, son of W. O'Neill, president of the Yankee Network.

Mr. Reed is assistant to W. O'Neill as president of the General Tire & Rubber Co. His headquarters in Washington are the offices of General Tire and he was formerly news director of WJW prior to the station's removal from Akron to Cleveland.

Mr. Shepard issued the following statement about the Yankee News Bureau as previously reported:

"The Yankee Network has not established a news bureau in Washington but has made arrangements for Washington news of interest to New Englanders to be furnished by a company employing Jack Reed. Mr. Reed has nothing to do with the policies of the Yankee Network, is not an employee of the Yankee Network, and is simply to furnish news as directed and arranged by the Yankee Network.

"Lt. Francis W. Tully, USNR, presumably will resume his former post at the Yankee Network on his return from the war. The arrangement made for the services of Mr. Reed are simply to fill in during Lt. Tully's absence."

WBNY's Policy
WILLIAM NORINS, manager of WBNY Brooklyn, has announced that in accordance with a new policy, fewer foreign-language programs are being broadcast on this station, the ratio dropping from 80 to 17%.

AFRA Convention
AMERICAN FEDERATION of Radio Artists will hold its sixth annual convention in Cleveland this August.

BROADCASTING • Broadcast Advertising
March 13, 1944 • Page 71
Zenith Subsidiary

ZENITH RADIONICS Corp., of New York, subsidiary of Zenith Radio Corp., has been formed and offices opened in the Empire State Bldg. It was announced last week by J. L. Nance, vice-president and director of sales of the parent company. H. J. Wines, former general sales manager of Frigidaire’s New York and Chicago branches, has been appointed general manager and director of the new subsidiary, which will serve as distributor for Zenith’s radionic products in the territories formerly covered by Celen & Gruen, New York and E. B. Latham, New Jersey. Mr. Nance, in announcing the company’s departure from its policy of franchised distributorships stated that Zenith will adhere to its program of independent distributors except for the highly concentrated New York and Chicago areas.

Agency Opens Branch

MCCANN-ERICKSON, New York, has opened a new branch office in Boston, in the Park Square Building. Watson Gordon, free-lance copy writer, associated formerly with Doremus & Co., in Boston, has been appointed manager.

FEDERAL COMMUNICATIONS COMMISSION

MARCH 4 TO MARCH 10 INCLUSIVE

Decisions

MARCH 7

E. Anthony & Sons Inc., West Yarmouth, Mass.—Granted CP new standard station, 1540 kc, 250 w, unlimited. (Facilities of formerly licensed WOGB.)

Mayflower, Ga.—Grandfathered, license to increase 100 w to 250 w.

WRED La Crosse, Wis.—Granted reinstatement control by Harry Dahl to Dorothy Dahl, Howard Dahl, Kenneth Dahl and Catherine Dahl Wood through gift of 600 shares (48.7%).

WGRV Charleston, W. Va.—Designated for hearing application for reinstatement control by Worth Kramer to Eugene R. Custer and Richard R. Wagner, to be consolidated with hearing on application for revocation.

KMLB and KNOE Monroe, La.—Denied request of KNOE Inc., for extension of time to April 1 within which to file an opposition to petition of KMLB to reinstate its application for CP; granted request of KNOE Inc. for extension time to April 1 within which to file a petition for reconsideration of reinstatement petition for hearing.

American Network Co., Inc.—Alleging that New York—Granted petition for reinstatement application for CP of station.

MARCH 8

Charles P. Blackley, Staunton, Va.—Granted motion for order to take deposition in rehearing and for continuation hearing on application for license renewal; hearing continued to April 11.


K. R. Rodman, Fresno, Cal.—Placed in pending file application for CP new FM station.

Applications

MARCH 8


W5KDL Albert Lea, Minn.—Grant change 610 kc to 640 kc, increase 500 w to 1 kw, change from W to D and B to B, move transmitter and studio to Akron and install DA, amended re changes in DA.

Havens & Martin Inc., Richmond, Va.—CP new FM station, 1450 kc, 15,150 w.

WGAI, Inc., Lancaster, Pa.—CP new FM station, 46,600 kc, 1200 w, unlimited.

WCCH, La Crosse, Wis.—Vol. assn. license to W. C. Covington, Jr.

WGBP Oakshott, Wis.—Vol. assn. license to Myles H. John, William F. John and Frederick W. Ramshaw d/b Oakshott Broadcasting Co., a partnership. (Unlimited.)

WATH, La Crosse, Wis.—Unlimited.

W5DD, Indianapolis—CP change 1430 kc to 1510 kc, increase 5 kw to 60 kw, install new transmitter, make changes DA and move transmitter.

MARCH 9

W2XWS New York.—License change from class II to class I, unlimited high frequency station to FM station. (Temporary facilities installed until construction is completed.)


KOMA Oklahoma City—CP change 1560 kc to 1680 kc, install new transmitter and DA-DA, amended to omit request for new transmitter and change request power to 5 kw D and 260 kw W.

WGBG Greensboro, N. C.—CP change 850 kc to 580 kc, change 1 kw D to 350 w N. W. and 40 kw.

KRCM Texarkana, Tex.—License to cover CP authorizing change 1270 kc to 1280 kc and change in equipment.

MARCH 9

City of Sebring, Fla.—CP new standard station, 1400 kc, 250 w, unlimited.

WCAO Baltimore—CP install vertical dipole (FM antenna). Incomplete.

WABI Bangor, Me.—CP, for extension completion date. Dismissed (unnecessary).

MARCH 10

Rochester Broadcasting Corp., Rochester, N. Y.—Grant new standard station.

N. Y.—CP new standard station.

WGRV Lake Geneva, Wisconsin—New York—Grant new FM station, 100 kw, 10,000 sq. mi.

W1LO Topelo, Miss.—CP for extension construction new standard station for new studio and transmitter site.

'STATESIDE' STARTS

54th AFS Station Set Up

In New Caledonia

LATEST station in the South Pacific is "Stateside", the 54th American Expeditionary station, now operating at Nouna, New Caledonia. The first program was the "All Marine Show" put on for the Leathernecks in the area, with Marine Sgt. Jack Briggs, former California radio announcer, and Army Pvt. Robert L. Stewart, formerly a radio director of Walla Walla, Wash., writing the script.

Several high-ranking Marine officers took part in the dedication ceremonies of the station; the outgrowth of a former "lean to" nalled to the Red Cross Service Club. Men in charge included: Radio Technician First Class Fred Murray Hall, USN, and Pfc. J. E. Guba.

Kwajalein Recordings

IMMEDIATELY following the capture of Kwajalein Island, an interview with the Station Manager responsible for taking the island was recorded on the Army's Magnetic Wire Recorder. The transcription, first made of Army news on conquered Jap territory, was flown to Honolulu, where it was short-wave to the United States. Mutual broadcast the interview Feb. 23 on the Front Line Features program.
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.

PAYSABLE IN ADVANCE

Help Wanted


Radio Salesman—Men or women, wide-awake city or unlimited. Personal appearance and commission. A sad reference. Box 904.

WANTED—Announcer by progressive network affiliated station, draft deferred. Prefer man with experience. Give full information as to experience and salary. WRMA, Ann- ton, As. 

Transmitter Engineers—First class. Can use two men. Salary up to $50, forty hours, depending on experience. Full details afterward. Box 989.


CHIEF ENGINEER—For 5kw Station. Capable taking charge of complete station and engaged in new construction, maintenance, recording, etc. Preferred position. Real present and post-war opportunity to proper person. Detailed previous experience. Age, draft status and references. Will guarantee in confidence. Box 996, BROADCASTING.

ANNOUNCER—Announced—By Southern NBC 5KW Station. A junior man with at least two years station experience desired. We prefer someone who wants to become firmly rooted in the region we serve. We'll pay up to $400 and provide an opportunity to earn extra talent fees for proper promotion and transcription, photo, detailed experience and education. Station WLS, Chicago, Illinois.

ENGINEER—Control operator, draft exempt. State experience and salary expected. Apply WBGJ Greensboro, N. C.

ANNOUNCER—Capable becoming program director...Apply WBGJ Greensboro, N. C.

ANNOUNCER—Experienced. Deferred. Capable taking charge of entire station and engaged in complete new construction. Salary up to $50, forty hours, depending on experience. Write or call. Box 940.

OPERATOR—First class for Texas kio- watt Mutual station. Give full information. Box 904, BROADCASTING.

ARE YOU THINKING AHEAD? Existing Southern California station with plans already in execution. Will be a 30 Kw and television will need program director, news editor, sponsor sales manager, etc. Will give you to? Tell us why you think you would be interested in this opportunity. Write us stating kind of work you desire. Start immediately. Box 6, BROADCASTING.


Situations Wanted (Cont'd)

PROGRAM MANAGER—Capable of produc- ing and supervising programs for regional or local station. Complete knowledge of continuity, traffic and all programs detail work. Ten years experience on local, NBC and CBS affiliate. Age thirty-nine, married, two children. Desires position with a station assuring a permanent position. Will guarantee active and creditable interest in position and remuneration. Location preferred middle west or central. Write Box 982, BROADCASTING.

I think I'm ready for a station manager's job. One day assistant Station manager, and commercial manager. One man I worked for (name on request) once called me the "only one-man radio station" he ever knew. I've been there long enough to live that down. During the past ten years my work has included program production, announcing, announcing, specials, events, continuity, publicity and sales. My present work includes a sponsored series, a daily record program, special events, publicity and being one-man commercial department. My income is good. But I feel I've gone as far as I can right here, 34 years old. Married. Have almost a dozen good hands. I'm looking for a job that will give me a chance to do a job. The salary, of course must be commensurate with the work I'll put in. If there is such a position open, I am available on 3 weeks notice. Box 980, BROADCASTING.

Chief engineer small station wants Job larger station experience paying 75 to 80. Box 1184, BROADCASTING.

Woman News Editor Broadcaster—Five years radio writing and broadcasting, Depression position handling entire programs and/or newscasts. Good affiliations. Excellent references. Box 940, BROADCASTING.

WANTED TO BUY

We want to purchase a self-supporting steel tower, preferably Truscon or Blow-Knox, 350 to 400 feet in height. Send full particulars and price to W H B Q, Memphis, Tenn.

HOW TO INCREASE THE REVENUE ON YOUR STATION?

KAY COLLYER'S "WOMAN'S WORLD"

A dramatic, vivid, new type of women's participation program...For audition record, write to Box 994, BROADCASTING

SCRIPT WRITER AVAILABLE IN SIX WEEKS

Now under contract on two network shows. Ten years experience; want change, pref. freelance basis.

Box 981, BROADCASTING

SALESMAN WANTED

A group of Midwest stations wants a hard working, experienced salesman, who both client and agency contacts in Chicago and Central states. Salesman to spend 50% of time in Chicago and balance of time soliciting national spot business in Midwest. Please give complete background, age, salary desired and draft status in first letter.

Box 993, BROADCASTING

HELP WANTED

Announcer, newsman, and promotion man fully experienced and qualified wanted by WKB N, A real opportunity on a 5000 watt CBS station. Write or wire stating qualifications. 38 years or more, 4-F, or service discharges only.

W K B N

YOUNGSTOWN, OHIO

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Radio's '43 Contribution to War Effort Valued at Over $200,000,000 in Time

RADIO TIME valued at $202,000,000 was contributed during 1943 to programs directly identified with the war interest, according to an analysis in the first issue of the Broadcasting Industry's War Activities Review. Of the aggregate, $93,000,000 represented station and network time donated on a "sustaining" basis, with $89,000,000 in time given on a "cost-sharing" commercial basis.

The estimate was brought up to $202,000,000 by an item of $26,000,000 in talent costs involved on both sustaining and commercial programs by stations, networks and advertisers. The figures were for the entire roster of 913 stations and the national and regional networks.

NAB announced that a brochure for industry use is being prepared, in which the story of radio's part in the war effort will be documented. Outstanding examples of methods employed by stations to aid particular projects will be presented and station managers were requested to send to NAB complete information on outstanding promotion.

Following is the NAB breakdown:

<table>
<thead>
<tr>
<th>Network</th>
<th>Special Assignment</th>
<th>Station Contribution</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treasury Department</td>
<td>$26,553,900</td>
<td>$32,734,500</td>
<td>$49,288,400</td>
</tr>
<tr>
<td>Department of Agriculture, WFA</td>
<td>$28,231,000</td>
<td>$9,505,900</td>
<td>$37,736,900</td>
</tr>
<tr>
<td>War Production Board</td>
<td>$8,429,100</td>
<td>$1,179,700</td>
<td>$9,608,800</td>
</tr>
<tr>
<td>Department of Commerce</td>
<td>$8,535,400</td>
<td>$4,315,330</td>
<td>$12,850,730</td>
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<tr>
<td>War Manpower Commission</td>
<td>$5,528,500</td>
<td>$7,579,900</td>
<td>$13,108,400</td>
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<tr>
<td>Office of Price Administration</td>
<td>$6,501,000</td>
<td>$6,999,300</td>
<td>$13,499,300</td>
</tr>
<tr>
<td>Navy Department</td>
<td>$4,466,700</td>
<td>$3,325,400</td>
<td>$7,792,100</td>
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<tr>
<td>Office of Economic Opportunity</td>
<td>$4,771,400</td>
<td>$2,179,300</td>
<td>$6,950,700</td>
</tr>
<tr>
<td>Federal Security Agency (Public Health)</td>
<td>$3,516,000</td>
<td>$4,588,300</td>
<td>$8,104,300</td>
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<tr>
<td>American Red Cross</td>
<td>$3,351,200</td>
<td>$7,571,200</td>
<td>$10,922,400</td>
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<tr>
<td>Office of Defense Transportation</td>
<td>$2,760,800</td>
<td>$3,067,000</td>
<td>$5,827,800</td>
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<tr>
<td>National War Fund</td>
<td>$2,180,800</td>
<td>$4,620,600</td>
<td>$6,801,400</td>
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<tr>
<td>Postal Administration for War</td>
<td>$2,150,900</td>
<td>$4,314,900</td>
<td>$6,465,800</td>
</tr>
<tr>
<td>Rubber Administration</td>
<td>$719,300</td>
<td>$5,638,000</td>
<td>$6,357,300</td>
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<tr>
<td>Office of Price Administration (Books)</td>
<td>$720,000</td>
<td>$5,638,000</td>
<td>$6,357,300</td>
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<tr>
<td>Social Security Board</td>
<td>$417,000</td>
<td>$1,500,000</td>
<td>$1,917,000</td>
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<tr>
<td>War Shipping Administration</td>
<td>$889,700</td>
<td>$2,044,000</td>
<td>$2,933,700</td>
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<tr>
<td>Office of Civilian Defense</td>
<td>$390,000</td>
<td>$1,033,100</td>
<td>$1,423,100</td>
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<td>Federal Bureau of Investigation</td>
<td>$75,200</td>
<td>$79,800</td>
<td>$155,000</td>
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<tr>
<td>Office of Lend-Lease Administration</td>
<td>$37,400</td>
<td>$3,740,000</td>
<td>$3,777,400</td>
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<tr>
<td>Miscellaneous Campaigns</td>
<td>$419,000</td>
<td>$3,740,000</td>
<td>$4,159,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$105,464,500</td>
<td>$96,506,000</td>
<td>$202,000,500</td>
</tr>
</tbody>
</table>

*Source. The figures above are estimates of gross values (one time rates before dis-one by station). Network organization were calculated from OWI allocation schedules and utilized the OWI estimates of net value based on 1942 revenue. Station occupations were estimated from monthly war report submitted to stations by NAB. **Campaigns not emanating from any particular government agency.

## STAN-B EXPANDING PROMOTION PLANS

STANDARD BRANDS, New York, last week expanded the advertising campaign for Stan-B vitamins, extending newspaper and radio schedulings in Arkansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, West Virginia and Wisconsin. Exact number of stations included was not revealed, but a total of 13,443 listener impressions were covered by the stations. Total cost increase went into effect March 6, and included the addition of 45 new programs.

Original drive for Stan-B got under way last May with the start of a West Coast campaign on 20 stations. Promotion of the vitamin product on Standard Brand network programs was increased earlier this year. Agency is Ted Bates Inc., New York.

## ANPA Speakers

GOV. THOMAS E. DEWEY of New York and Eric A. Johnston, president of the Chamber of Commerce of the United States, will speak at the annual banquet of the Bureau of Advertising American Newspaper Publishers Assn., to be held April 27, at the close of the ANPA convention, at the Waldorf-Astoria, New York. Frederick C. Crawford, president of Thompson Products, Cleveland, and former head of the National Manufacturers, will be principal speaker at the Bureau session of the convention on April 26.

## Peddler

EDGAR KOBAR, executive vice-president of the Blue Network, is still making a living in the same way he did when a youngster—selling the Saturday Evening Post, according to a story in the March 1 issue. The Post is currently carrying a story on the Blue Network.

## WARNER RESTRICTS AIR APPEARANCES

FILM industry's apparent drive to restrict radio guest appearances of its stars and use of story material for broadcasting was begun with a declaration of principles by Warner Bros., in early March. Following close upon the heels of a basic agreement reportedly in the making by all major film studios, Warner Bros. edict includes a price hike on screen scripts for radio adaptation.

Agreement are being advised that a story property is just as important to a program as the star and prices on scripts for radio adaptations will be graded accordingly. Where players are concerned, only those not in active film production will be released for radio, and then only on written assignment from the advertising agency handling the commercial account. Where programs are not tied-in with a commercial account, leniency will be shown in script price and talent availability.

While not discounting radio's exploitation value to pictures and stars, the industry holds that more benefits accrue to the sponsored product than to talent and films thus exploited. Full continued support to programs dealing with the war effort, charity drives and governmental functions is assured by Warner Bros.

WIGHT ESSBERY, formerly with BBI and KJR Seattle, replaces Maury Rider on the production staff of Blue Hollywood. Rider joined OPA.

## OWI Constructing Coast Transmitters

NBC Will Operate 4 Units For Broadcasting to Asia

AN EXTENSIVE shortwave installation, comprising four 60 kw transmitters and costing approximately $1,000,000, now under construction on the West Coast to serve OWI Asiatic program operations, officials of the agency's Overseas Broadcasting Division revealed last week. Efforts are being made to have the plant ready for operations by Oct. 1.

The plant will be operated by NBC for the Government on a cost basis. It is being built by the Defense Plant Corp. NBC, as agent in supervising construction, has an option to purchase land and buildings after the war and arrangements for purchasing the transmitters are being worked out.

## Television Plans

Call letters KNIB and KNBC have been allocated tentatively thus far to two of the four transmitters. After the war NBC plans television for the three transmitters in San Francisco, it was said.

The shortwave installation is being built as part of a long range plan devised by an interdepartmental committee which calls for the expansion of OWI shortwave facilities to 36 transmitters. A similar plant on the West Coast, to be operated by CBS, will be built later.

Site for the NBC plant has been acquired and the contractor selected. Transmitters will be on the way toward completion and will be installed during construction of the plant to facilitate earliest possible operation. All transmitters will be in one building and operate from one control desk. James O. Weldon, chief of the Bureau of Communications Facilities, is responsible for planning.

OWI now has 80 transmitters in operation and a 3-station plant built for OWI by the Government by General Electric Co., is scheduled to begin operation near Schenectady this week. Ten transmitters are being used on the West Coast, three of which are high power installations. One of these is 50 kw and is owned by General Electric. Two others, one 50 kw and one 100 kw, are owned by the Government and operated by Associated Broadcasters.

## Premier Broadcast

WORLD PREMIER of Paramount picture The Navy Way, at the Great Lakes Naval Training Station, will be broadcast coast to coast to American servicemen throughout the world. Opening ceremonies will be broadcast on Meet Your Navy, Blue Network program sponsored by Hall Bros. and transmitted abroad with Naval officers and film stars participating. Five regional network programs and ten local Chicago broadcasts will do the promotion.

Page 74 • March 13, 1944

BROADCASTING • Broadcast Advertising
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW
Division of the Crosley Corporation
The Nation's Most Merchandisable Station
Here are two new high-power triodes departing radically from "conventional" design. They are geared to the present need for higher frequencies and higher powers in r-f heating applications, and the coming need for even better performance in broadcast equipment. And once again — it's an RCA development that starts a trend.

RCA-9C21 and 9C22 feature an ultra-modern mechanical structure of rugged design — a short structure utilizing an entrant metal header which shortens internal filament leads and provides an extremely short, heavy-current, low inductance path to the grid. As a result, excellent high-frequency performance is obtainable at full ratings up to 5 Mc, and at reduced ratings, as high as 25 Mc.

Addition to the RCA high-power family of these two new types means exceptional flexibility of equipment design both for industrial uses in the war effort now and for future broadcast needs.

RCA application engineers will be glad to assist you in applying these tubes to your problems. Data sheets on the 9C21 and 9C22 are available on request. Address RCA, Commercial Engineering Section, 594 South 5th Street, Harrison, New Jersey.