what's WOR got to do with sex?

Let's say you're a maker of men's clothing, cigarettes, or hair tonic. Or suppose you sell bustles for the ladies. Don't you think it would be quite important for you to know whether your WOR listeners are men and/or women? We're pretty certain that it would.

WOR is uniquely equipped to let you know exactly what kind of listeners it can deliver during the time your program is on the air. For Crossley, Inc., which prepares WOR's “Continuing Study of Radio Listening,” has its personal interviewers check carefully on the age and sex of the thousands of listeners talked to month in and month out throughout the year.

For instance, here's a specific age and sex breakdown made for WOR by Crossley, Inc. on one Saturday evening show:

<table>
<thead>
<tr>
<th>MEN</th>
<th>AGES</th>
<th>WOMEN</th>
<th>AGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>16 to 35</td>
<td>6</td>
<td>16 to 35</td>
</tr>
<tr>
<td>5</td>
<td>36 to 55</td>
<td>6</td>
<td>36 to 55</td>
</tr>
</tbody>
</table>

Buying time today can be as scientific and productively accurate as building a house, when you plan with the facts uncovered by WOR's exclusive “Continuing Study of Radio Listening.” Let us help you make a greater per-penny profit on every penny you invest in New York radio. The number is PE 6-8600. Our address, 1440 Broadway, in New York.
PEOPLE in the cities and towns of Mid-west America are not much different from those on the farms. Because of their common background, the direct ties most of the city dwellers have with the farm, they think and react pretty much alike.

Consider this family: Bernard Marquart, farming near Milton Junction, Wisconsin, and his cousin, E. C. Marquart, science teacher in a Chicago high school. E. C. was born on a farm and spent his boyhood there. The city Marquarts spend their summer vacation with Bernard's family on the farm each year. This interest of city and town folks in farming is rather general—they have somewhat the same likes and habits.

Checking last year's purchases in classes of goods advertised on WLS, we found that 59% of the farming Marquarts' selections were brands advertised on WLS. In the city, 29% of the E. C. Marquarts' selections were WLS-advertised brands.

If you wish to sell both the city people and farm folks, WLS offers you direct contact that makes true our slogan: **WLS Gets Results!**
One hundred years ago the New England winter was so severe that Boston Harbor was completely frozen over to a depth of 12 inches. So that shipping could get in and out of the harbor, city officials and merchants recruited some 500 men with ice saws and other equipment, from all parts of New England, to cut a channel five miles long and 60 feet wide.

The most dramatic feature of this event was that the Cunard Line packet, Britannia, which had been icebound at its East Boston dock, was able to reach open water, sailing on February 3, 1844, for an ocean crossing. The event was commemorated in a contemporary engraving showing the Britannia shaping its course through the channel, with groups of people on the ice waving a bon voyage.

**接受是**

**YANKEE NETWORKS的建立**

**THE YANKEE NETWORK, INC.**

**成员于相互广播系统**

21 BROOKLINE AVENUE, BOSTON 15, MASS.  

EDWARD PETRY & CO., INC., Exclusivel National Sales Representative
Omaha is a City of Fine Churches, Too

Omahans lead interesting, well-rounded lives. And, like any similar group of sound, stable people...they recognize the important part that religion plays in their everyday living.

The city's many fine churches stand as evidence that Omahans possess a deep religious consciousness...that they are generous in their support of religious institutions.

The Omaha market is rich and responsive. It can be sold most directly, and at lowest cost, through KOIL. Write today for availabilities.

A RICH MARKET
During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power...Sales Management.

Represented Nationally by Edward Petry Co., Inc.
TEN YEARS AGO
this wasn't true!

There's a thriving industry down in KWKH-land... livestock. Improved beef strains, increased local crop production, favorable climate with a long growing season... all have been factors in making this a region where quantities of pork, beef and dairy products undreamed of a decade ago are now being produced. This is only one of the region's diversified industries. They all mean greater sales now... greater sales opportunities for the future.

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

CBS
50,000 WATTS

KWKH
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

REPRESENTED BY
THE BRANHAM CO.
TEAM BEHIND THE BOMBER TEAM

- Just as seven men fight as a team in a bomber, seven girls work as a team at a Sylvania Radio Tube assembly bench.

Thousands of fine precision radio tube parts are assembled into a finished product that must pass rigorous tests for ruggedness and sensitivity.

This is work that calls for the feminine touch, patience and sense of detail. Each girl “plays the position” on the team best suited to her ability.

Sylvania assembly teams compete with each other. But the champion in accuracy always takes precedence over the champion in speed.

This teamwork is just another example of how Sylvania maintains radio tube production at the highest standard of quality anywhere known.

You can sell Sylvania Radio Tubes with complete confidence.

Quality That Serves the War Shall Serve the Peace
THE ALFRED I. duPONT RADIO AWARDS
FOUNDATION HONORS

WMAZ, MACON, GA.

"...FOR LOYAL, DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY IT SERVES."

In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves.

Radio Station WMAZ
Macon, Georgia
has been presented a
Radio Station Award of
One Thousand Dollars
for the year
1943
by
The Committee of Awards of the
Alfred I. du Pont
Radio Awards Foundation

WMAZ
MACON, GEORGIA

Dominating Middle Georgia
5000 W
940 Kc

Our congratulations to the other recipients of this honor:
Radio Station WLW
Raymond Gram Swing

Represented By THE KATZ AGENCY
Everybody Hears
A SONOVOX COMMERCIAL!

You remember the old Physics-class gag to the effect that a sound is not a sound unless there’s an ear to hear it. Just as truly, an advertisement is certainly not an advertisement unless there’s a human impression...

Sonovox and radio make mental impressions even where there are strong outside distractions. A “talking and singing sound” is so unusual, so interruptive, that it gets over even against the most formidable competition. Witness the Lifebuoy talking foghorn, the Bromo-Seltzer talking train, the Quaker Oats “busy signal”!

Sonovox makes radio commercials more arrestive, more recognizable, more memorable, more effective—at a fractional increase in radio costs.

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

Wright-Sonovox, Inc.
“Talking and Singing Sound”

Free & Peters, Inc., Exclusive National Representatives
Fate of Radio Legislation in Balance

Wheeler Version Of Bill Seen As Onerous

By SOL TAISHOFF

WHETHER there will be legislation to amend the Communications Act, emanating from the Senate Interstate Commerce Committee, at this session of Congress, has been under review last week, with a radically altered and stiffened version of the original White-Wheeler Bill (S-814) in the hands of Chairman Wheeler (D-Mont.) but with several proposed revisions awaiting consideration.

The bill, said to be in preliminary form, has not yet been considered by the full Committee in any way and the co-authors, Chairman Wheeler and Sen. White (R.-Me.) evidently do not see eye-to-eye on many of its provisions.

Opposition to Bill

Forced to buck heavy Administration opposition, the NAB Legislative Committee, headed by Don S. Elias, WWNC Asheville, during the last several weeks has conferred a number of times with Chairman Wheeler, who previously had submitted his proposed revised version of the bill to Sen. White and to the NAB Committee. The Committee itself last week, at Sen. Wheeler's request, submitted proposed revisions to the Wheeler draft.

The Wheeler draft, which has not been made public, was regarded by those familiar with its contents as far more onerous than the present Act and one that would broaden rather than restrict the powers of the FCC. The measure was drafted in Sen. Wheeler's office purely as a working draft, rather than a Committee draft. Identified with the measure was Ed Craney, general manager of Z-Bar Network and friend and confidante of Chairman Wheeler, who acted ex-officio as Committee counsel on various hearings on the White-Wheeler Bill last November and December.

To date, consideration given the measure cannot be regarded as anything more than conference discussion. The full Senate Committee is not acquainted, so far as known, with the revised draft of the bill. The NAB recommendations likewise have not been made public. It was difficult to establish precisely what the Wheeler draft covers in its present form.

Sen. White, occupied by his activities as acting Minority Leader of the Senate, a post which he will hold for the remainder of the session, had not conferred as contemplated with Chairman Wheeler on the revised draft. He has held several conferences with him. It was known he was not in sympathy with certain provisions inserted in the measure by Senator Wheeler.

While no official or formal comment was forthcoming regarding the scope or nature of the revised version of the measure, it was known that in its preliminary form, prior to any changes which may have been made as a result of proposals subsequently advanced, it provided:

(1) A five-man commission separated into two autonomous divisions of two men each, one for common carriers and the other for broadcasting, with the chairman of the Commission serving as chairman of both divisions.

(2) A far-reaching definition of public interest and "fairness" which, among other things, would guarantee all classes of opinion equal time and give to any individual attacked on the air by commentators the opportunity to answer over the same facilities on the same period.

(3) Imposition of fines on stations for each infraction of the regulations, with a possible forfeiture of the preceding year's net revenue in cases of extreme violations.

(4) A right of limitation of 50,000 w on station power.

These general provisions, if invoked, obviously would be more onerous than anything in the existing law. But throughout the conversations, it was emphasized that the draft was of a most preliminary character, and one of the first changes agreed to was the elimination of the proposed fine provision.

"Desist Order" Plan

The original White-Wheeler bill proposed a seven-man commission divided into autonomous divisions of three men each and with the chairman serving only as executive officer. Chairman Fly of the FCC vigorously opposed the provision as making an "elephant boy" of the chairman. Later conversations centered around a rotating chairmanship annually—a provision which apparently was favored by Sen. White and which had substantial NAB Committee support.

In lieu of the fine provision, which was proposed by Chairman Fly as a penalty short of revocation, the suggestion has been advanced that a method of introducing "cease and desist" orders, paralleling those issued by the Federal Trade Commission in cases of false and misleading advertising, be adopted. This is believed to have received a favorable reception.

It was generally felt that a fine provision, such as that proposed by Chairman Fly permitting the Commission to fine stations $500 a day for each transgression, would be practically confiscatory and far more potent than the existing revocation procedure.

The "fairness" provision insisted.

(Continued on page 4)

Elias Urges United Legislative Drive

Industry Should Avoid Internal Wrangling, He Declares

By DON S. ELIAS

Executive Director, WWNC Asheville Chairman, NAB Legislative Committee

THE NAB at this particular time has several pressing problems to solve. There is much that might be said for or against network membership in the NAB, but to my mind that is one of our lesser problems at the moment. First and foremost is the grave question of whether we are much longer to have a privately operated industry.

I am opposed to chasing rabbits when we are on an elephant hunt. I for one decline to argue about network membership just now. The cooperation of the networks, as well as every other element of the industry, is needed for a united drive to accomplish the main objective—vitally necessary radio legislation.

At the moment new legislation is our No. 1 major objective. It seems to me we are in a favorable position to get it, if we will all unselfishly and sincerely in a spirit of fairness, endeavor to assist Congress in providing just and equitable legislation.

Within the past two weeks the NAB Legislative Committee has held several conferences with Senator Wheeler, chairman of the Interstate Commerce Committee of the Senate, and each time we have come away encouraged and hopeful for the future of private radio broadcast operation in this country. Senator Wheeler is well informed on the subject of radio broadcasting. He has given much time to the study of its problems and I am convinced is honestly and public-spiritedly trying to render a service to the people, to the Government and to an important industry by effectuating new legislation.

Senator White, co-author of the proposed legislation, has been largely occupied recently with his position of acting Minority Leader in the Senate. But we feel confident he and Senator Wheeler will soon try to coordinate their views on radio legislation. Undoubtedly Senator White's long study of radio problems will be invaluable in shaping radio legislation.

My suggestion is that all of us apply our time and talents right now to assisting in arriving at the right and correct answer, which should be the earnest desire of all of us. Let us reserve for a later date the luxury and pleasure of internal wrangling.

* Editor's Note: Lively interest in NAB organization has been manifest since the selection of J. Harold Ryan as president to take office April 1. Articles by Ed Craney, KGIR Butte, and Les C. Johnson, WBFM Rock Island, are scheduled to appear in coming weeks. Recently, Journalists asked Mr. Elias, as chairman of the NAB Legislative Committee, for his comments, published herewith.

BROADCASTING • Broadcast Advertising

March 20, 1944 • Page 9
Musicians’ Wage Boost Assured In New Contract With Local 802

Retroactive Increases to Maximum of ‘Little Steel’ Code Granted at New York Key Outlets

INCREASING up to the maximum allowed by the “Little Steel” formula (10% over the Jan. 1, 1941 base) are granted musicians employed at New York key stations of the four nationwide networks under an agreement reached last week with Local 802 of the American Federation of Musicians for a three-year contract to succeed the one which expired Jan. 31. As the previous contract gave increases at the time of execution and during the life of the contract, the new wage boosts are less than 15%. Staff men working five out of eight hours daily on sustaining programs are raised from $120 to $126.50 weekly (15% of their Jan. 1, 1941, pay of $110 a week). Men working four out of eight hours on commercial programs are raised $5.25 a week and those working five out of eight hours on commercials go up $15, from $150 to $165.

Increases Retroactive

Increases are retroactive to Aug. 1, 1943, under a cost-of-living clause in the previous contract which enabled the local to reopen the money question when the cost-of-living had increased a certain amount. New contract will also allow cost-of-living clause permitting the union to ask for increases at the beginning of each year of the pact and the companies agreeing to grant them if warranted by rising living costs. Networks will also be empowered to ask for decreased wages if living costs fall, with the proviso that in no case will wages be reduced below the starting scale of the new contract.

Minimum number of staff members employed at each station remains the same as before the last WACR (CBS), WEAF (NBC) and WJZ (Blue), and 40 at WOR (MBS). Union had asked WOR to increase its staff to a parity with the others. The union secures jurisdiction over all supervisory personnel of network music libraries, but not programming personnel. The network agreed also to increase the number of assistant librarians employed.

Rates for one-time engagements are raised from $12.50 for programs of one hour or less to $14 for programs of 30 minutes or less and $18 for programs of more than a half-hour but not to exceed one hour. Hourly rates remain the same, $6 an hour. Piece work rates for arrangers and copyists are increased by varying amounts from 25% to 100%. Both the one-time broadcast and the piece-work rate increases become effective April 1, 1944.

NABET Threat

Turntable operators are to be AFM members, effective June 1, 1944, with weekly salaries of $50 for the first year, $60 the second year and $70 the third year of the contracts, for a 40-hour, five-day week. Date is that immediately following the termination of contracts of NBC and Blue with National Assn. of Broadcast Engineers and Technicians, independent technicians union, whose members presently handle the turntables as part of their technical duties.

NABET, which also has a contract with WOW, has threatened to fight any attempt to turn the handling of turntables and recordings over to the musicians and has already demanded that in Chicago, where the recorded programs are handled by the independent technicians union, an exception be made since NABET contract with NBC, that they hereby endorse the position taken by Mr. Trammell in his testimony and earnestly urge upon all broadcasters that they act now to secure the enactment of legislation which will guarantee freedom for radio programs by exchanging the freedom of speech and the press which are provided for in the Bill of Rights.

The Chicago Clinic was one of five held by NBC. Other meetings have been held in New York, Atlanta and Dallas, and a fifth will be held in Los Angeles later. Mr. Trammell opened the conference with a luncheon address Monday. The remainder of the Clinic was devoted to meetings of representatives of stations and combinations of Broadcast Engineering and Advisory Committee; speeches by network executives; conference on engineering problems; channels on television, FM, and programs.

Among those in attendance at the Chicago Clinic were:

Gene Pulliam, WIRE; John Alexander, KGOY; BS Allens, WBFA; Stanley W. Barnett, WOOD; J. E. Bando, Frank V. Bennett, and R. E. Whipple, WMAQ; C. J. Palmer and J. O. Maland, WHO; W. C. Orndorff, WOR; George M. Rubenbach, KSD; Henry Binko, WGN; Dan K. Cooling, WGL; John H. Cram, KYW; Edward M. Dalbey, WBBM; Walter H. Daniel, WMAT; Donald H. Davis, WTMJ; Frank H. Dinsmore, WJZ; F. P. Friesen, KFYR; Milton L. Greenberg, and Sam Nudell, WMAS; Herb Holsinger, KANS; Stanley E. Hubbard, KSTP; George C. Johnson, WLS; Barney Levine, WDAY; Clarence Liebenthal, WLOM; W. W. M. McEvoy, KLX; John J. Louis, KRAl; Howard Chamberlin, WKBW; W. O. Read, KOA; E. Schilling, KFAM; F. E. Wallace, WWJ; William V. Wray, WBBW.

Ivoryne Expands

GUM LABS, Clifton Heights, Pa. (Ivoryne chewing gum), expanded to 123 Blue Network stations, March 18. On its quarter-hour program, Hello Sweetheart, Saturdays, Featuring Nancy Martin, vocalist, the program began Dec. 18 on 28 Blue Network stations. Agency is McCann-Erickson, N. Y.

Engineering Test

UTILITIES ENGINEERING Institute, Chicago (plastic research), on March 13 began sponsorship of Nothing But the Truth, featuring Alexander McQueen, a quarter-hour discussion of the uses and training in uses of plastics, Mondays through Fridays on WJJD Chicago. Campaign is a test. Agency: First United Broadcasters, Chicago.

NBC Group Urges Legislative Action

Trammell’s Views Are Upheld At Meeting in Chicago

RATIFICATION of radio’s right to freedom paralleling the freedoms of speech and press, was given last week when 60 representatives from 32 midwestern affiliated stations of NBC favoring establishment of national legislation designed to secure that freedom. Their declaration followed sessions of NBC’s Third Annual War Clinic, held in the Drake Hotel, Chicago, March 13-15, and was an affirmation of the stand taken by Niles Trammell, president of NBC, when he appeared before the Senate Interstate Commerce Committee last December.

The station men presented their thesis in the form of a resolution addressed to Mr. Trammell, the text of which reads:

Whereas, in his testimony before the Interstate Commerce Committee of the U. S. Senate, Trammell president of NBC, enumerated the principles which should be incorporated into any legislation pertaining to broadcasting regulations in order to preserve the freedom of the American industry; Therefore, be it resolved by the boards and presidents of NBC, that they hereby endorse the position taken by Mr. Trammell in his testimony and earnestly urge upon all broadcasters that they act now to secure the enactment of legislation which will guarantee freedom for radio broadcasting with the freedom of speech and the press which are provided for in the Bill of Rights.

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CBQ & Zephyr Show

TO CELEBRATE the 10th anniversary of its all-station, streamlined Zephyr, the Chicago, Burlington & Quincy Railroad, Chicago, has signed for a one-time shot on the full broadcast network, Monday, April 10, 11:45-12 noon. Agency is Reincke-Ellis-Younggreen & Finn Inc., Chicago.
THE American Institute of Public Opinion—better known as the Gallup Poll—recently invited more than 3,000 voters of voting age to be selected as to represent accurately all segments of American life, to tell what questions they would like to ask President Roosevelt. Leaving aside purely military subjects, the questions included:

"How will we avoid a depression after the war? Will there be jobs for all of us? Who will be able to find work? Will our wages be cut when peace comes? What is being done to make sure that people won't have to go on relief again?"

And many other questions of like nature. Gallup discovered the questions uppermost in people's minds. But Gallup could not give the answers.

Must Come From People

The positive, affirmative answers to these human questions must come from the people themselves, through their leaders in government, agriculture, labor and business management. Each of these predominant groups, as well as the other social and economic groups in the United States, working in cooperation and harmony, must provide the answers.

As I said, the answers must come from the people themselves, for the American system is based on individual initiative and enterprise. Here is a system which has outproduced the enemy on the home front and which, once again, is demonstrating what American individual initiative means on the battlefield. This is the system to which Premier Stalin drank a toast when he said:

"Without American production the United Nations could never have won the war."

Obviously, then, our postwar problem will not be one of production. It will be one of distribution. Only as people buy goods are people put to work growing farm products or turning out manufactured products.

Since our American system is based on individual initiative, the responsibility for furnishing the fuel that will keep this production engine fully loaded necessarily falls upon business management. Specifically, it is the sales management group that must carry the burden. They are the sales managers who must develop a total demand for goods and services that will keep all the people who wish to work fully employed.

They must find ways of getting merchandise from our farms and from our factories to the ultimate consumers at lower costs.

They must reduce the time needed to reward consumers the advantages of the new postwar products and services and to bring about rapid buying of those goods and services on a large scale.

How to Sell

The sales managers must find more effective ways to show consumers how to use the products of our farms and factories to improve health, lighten the burden of our domestic and farm work, raise the standards of education, culture and bring material happiness and well-being to every home.

How can they—the sales managers—do this?

Rather than try to answer that question myself, I have sought answers from a number of leaders in American life. One such leader is Paul Hoffman, president of Studebaker and Chairman of the Board of Trustees of the Committee for Economic Development. He came up via the sales manager's route. He is one of America's greatest sales managers. Here is what he has to say:

"The coming of peace will create a challenge to the sales executives of the United States. They must take on a large share of the responsibility of keeping our factories and our farms in abundant production through their sales activities."

"It is estimated that by the end of this year, possibly, twenty-five million people will be housed and fully employed. These people will have a demand in the billions of dollars for food, clothing and shelter. They will have a demand in the billions more for all the other necessities of living. These people will demand and buy the product of American industry, whether it is conceived in the heart of the factory or on the farm."

"Postwar period, the sales executives must assume the responsibility of the economic purchasing of consumers—as well as the postwar earning power of the people—into motion and thus into the economy of the country."

"New and better weapons are playing a large part in defeating the enemy. Our postwar sales executives must also make use of their individual talents if they are to create the volume of consumer purchasing necessary to support our expanded production facilities. The most fundamental problem is one of individuals, of individuals instrumental in the presentation of new ideas to the thousand-and-one-things that are needed to make life easier."

"When television is established as a nation-wide medium for the distribution of goods and services, the importance of television becomes immeasurable. Its potential power in the sales field is great, of course."

"In 1940, 46,000,000 people were gainfully employed. If the intelligent advertising sales manager could get all of them to buy only 10, their total buying would be 460,000,000. This would have farreaching effect on the national economy."

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TELEVISION had a coming-out party in New York last Tuesday. About 1100 sales executives heard and saw Thomas F. Joyce, dynamic manager of RCA Victor's Radio Phonograph and Television Department, depict the new advertising medium, poised to get under way when hostilities end. "Live" commercials involving new techniques were demonstrated to punctuate the address that drew for the Sales Executives Club of New York its largest audience in 11 years. Paraphrasing the Chinese proverb of a picture being worth a thousand words, he said the relative importance of television over audio broadcasting "is in the ratio of 100 to 1". He predicted that within 10 years television will be fully commercialized and will be a "billion-dollar industry" providing millions of new jobs. His comments about television allocations and regulations foreshadowed an impending battle of the spectrum. The demonstration was seen as the kick-off of RCA's campaign for television's commercial debut.
Clark Committee Reopens AFM Probe

Network Record-Turner Agreements Attacked

By Cal Smith

SUDDEN decision to reopen the Senate committee inquiry into the American Federation of Musicians, because of its insistent money demands from radio on grounds of permitting unemploy- ment relief, was reached last week by Senator D. Worth Clark (D-Idaho), chairman of the Interstate Commerce subcommittee. Hearings have been called for today (March 20) at 10:30 a.m. in the Senate Caucus Room.

While no formal statement was made by Senator Clark, he announced to Joseph E. Maddy, head of the Interlochen Music Camp, which was ruled off the Blue by the AFM czar two years ago because of amateur competition, that live musicians would appear as the first witness. Dr. Maddy had asked to be heard when the committee began public hearings in January 1945, but the proceedings were adjourned at that time when Mr. Petriello agreed to seek a settlement of the strike on recordings.

'Disastrous Effects'

Senator Clark also had before him a letter from Calvin J. Smith, president and general manager of KFAC Los Angeles and an NAB director, sharply attacking pur- ported arrangements reached by the major networks with AFM on mandatory use of musicians as record-turners. It was expected the letter would be read into the record, with statements asked from the networks regarding the still pending negotiations with AFM on re- newal of the order. The hearing would follow last month at network originating points.

Mr. Smith, an independent op- erator, criticized the reported agreement of the networks as one that in his judgment “will have disastrous effects upon the broad- cast station operators throughout the entire United States.” If the musicians could control the phonograph records and transcriptions with technicians and announcers not permitted to touch them, “a strike of musicians would automatica- ly put the stations off the air,” he charged.

With the resumption of the hearings before the six-man subcommittee, Henry M. Bingham, Washington attorney and special committee counsel, will pick up where he left off more than a year ago on examination of witnesses and introduction of evidence. Mr. Petriello, flanked by Joseph A. Padow- way, AFM counsel, was on the stand two days, when he agreed to seek a settlement of the recording strike.

What effect the action of the tripartite panel of the War Labor Board, rejecting the Petriello unemployment relief philosophy on all counts [Broadcasting, March 13], will have upon the committee proceedings was not clear. Since the panel found that no unemployment exists among musicians, that two out of three AFM members are otherwise gainfully employed, that radio in no way has caused unemployment, it was thought the committee might agree to go all the way on the AFM controversy and take up the case. The platter-turner aspect, for example, focuses attention on this aspect, as does the Interlochen school ban.

When the NAB Legislative Committee met with Chairman Wheeler (D-Mont.) of the full Interstate Commerce Committee last Monday (March 13), he read the letter from Mr. Smith. He asked the representa- tives of the major networks—F. M. Russell, NBC vice- president, and Joseph H. Reams, CBS vice-president, who are Legislative Committee members—to advise him as to the contractual negotia- tions with AFM and any commit- ments made. Shortly thereafter, (Continued on page 58)

Charles Gnarl

IT'S ANOTHER Charles Michaelson, radio production and transcription executive, when he is asked about an ar- ticle in Broadcasting that mentioned Charles Michaelson, former publicity director of the Democratic National Committee.

because the Commission felt that since those referred were employed in the arms industry, the Depart- ment story should follow the Commission's presentation of the in- telligence divisions.

In a written statement, which Mr. Fly placed in the record with- out reading, the FCC chairman told how the Commission went about getting fingerprints on a “vulgar” basis from the country's operators. He said lists of the Nisei amateur station li- censes in Hawaii and elsewhere were furnished the FBI through- out 1941 and that "information as to the licenses issued in Hawaii had been given the mili- tary since 1935".

Some Aliens Found

"About 1,000 of the communica- tions company employees were found to be aliens and lists of these alienized the War, Navy, State, Treasury and Justice De- partments," the statement said. Mr. Fly pointed out that of some 330,000 operators "a handful were determined to have been aliens owing allegiance to the Axis coun- tries".

Referring to Mr. Garey, the statement said: "Committee coun- sel Mr. Fly pointed out that the Navy Department with a red brush by alleging that the authority was not exercised after Germany at- tacked Russia and, entirely inconsis- tent with this, implied the Commission was responsible for the Navy's al- leged stopping of this work be- cause the prints were not turned over to the FBI."

Also placed in the record by the FCC chairman were 41 letters, most of them from the FCC and Dept. of Justice on the fingerprint contro- versy. Of the 41, the record al- ready contained 34, placed there by Mr. Garey. Mr. Fly also placed in the record a statement in which he denied charges that he had blocked wire- tapping legislation.

When Chairman Fly resumed the stand, last Tuesday he corrected his testimony of the week before to the effect that Reuters was given preferential treatment over Ameri- can press associations for dis- sest. They include:

Dr. Joseph E. Maddy, president and general manager of KFAC Los Angeles and an NAB director, sharply criticizing arrangements reached by the major networks with AFM on mandatory use of musicians as record-turners.

"I have two observations to make on that: (1) It deals almost ex- clusively with the excluded sub- jects of R and FBIS; and (2) I think when you do come to that it would be well if the chairman of our agency committee might present the testimony on that point, because he is much more familiar than I with the matters that are on the mission's Case. First I raise the question of whether you want to go into the consideration of personnel of those two divisions, testimony con- cerning which is excluded by your ruling; and, if you do, I think the agency committee should present the evidence."

"Off-the-record discus- sion Mr. Fly was instructed to be prepared to present the Com- mission's side of the draft deferment charges Wednesday morning. Follow- ing conferring of Charles R. Denny Jr., FCC general counsel, with Mr. Barger and his assistant, Harvey Walker, attorney-investi- gator, it was announced at Chair- man Lea's office that the hearings were postponed a week to give the Commission time to prepare its case.

Norman E. Jorgenson, assistant to Mr. Fly, said that post- ponement was requested (1) to per- mit the Commission's law depart- ment to prepare a case and (2) (Continued on page 48)

FCCAsks Time to Prepare Testimony on Draft Deferment

Committee Ponders Selection of New Counsel as Several Phases of Inquiry Are Delayed

HEARINGS of the House Select Committee to Investigate the FCC began Tuesday, March 21, to give the Commission time to prepare its rebuttal to charges leveled last year that it had "produced the exemption from military services of a large number of persons not entitled thereto".

Meanwhile the Committee held several executive sessions last week to interview candidates for the post of general counsel to succeed Eugene L. Garey, resigned. Although Chairman Lea (D-Cal.) left his office Thursday for the weekend and could not be reached, other Committee members said several attorneys were under consideration. At least two men prominent in the legislative field have re- jected the post.

Harry S. Barger, chief investi- gator and himself an attorney, has been serving as acting general counsel. He will continue until a permanent counsel is selected.

Three Subjects

Postponement of the hearings for a week came late Tuesday following a Committee meeting at which Rep. Hart (D-N.J.) is understood to have insisted that Chairman Fly confine his testimony to rebuttal as outlined March 7 by the Committee chairman in open hear- ing. Mr. Hart insisted that Mr. Fly had read into the record state- ments that he had no bearing on the investigation.

Three subjects were to be post- poned until the Committee employs general counsel. They include: Intelligence Division, Foreign Broadcast Intelligence Service and the sale in 1940 of WMCA New York. Proceeding on the by the Committee embraced the al- leged "gossip" activities of the Commission with reference to for- eign-language broadcasters.

Following his testimony last Tuesday on Pearl Harbor and fing- erprinting, Chairman Lea told the Committee that he was pre- pared to go ahead with the Inter- department Radio Advisory Com- mittee, Rep. Magnuson (D-Wash.) as chairman. In behalf of the Committee, Mr. Lea asked an objection, declaring that the Committee had agreed to take up draft deferments and the foreign language charges.

When Chairman Lea informed Mr. Fly if he was ready to proceed with rebuttal to the draft deferment charges, the FCC chairman said: "I have two observations to make on that: (1) It deals almost ex- clusively with the excluded sub- jects of R and FBIS; and (2) I think when you do come to that it would be well if the chairman of our agency committee might present the testimony on that point, because he is much more familiar than I with the matters that are on the mission's Case. First I raise the question of whether you want to go into the consideration of personnel of those two divisions, testimony con- cerning which is excluded by your ruling; and, if you do, I think the agency committee should present the evidence."

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Norman E. Jorgenson, assistant to Mr. Fly, said that post- ponement was requested (1) to per- mit the Commission's law depart- ment to prepare a case and (2)
A MAIL-ORDER SUCCESS STORY

Here's a honey of a coverage story.

18,714 people sent 4¼ million dollars to WHO to buy investment securities. Returns came in from 44 states, 2 territories and 2 United States dependencies.

The average of all sales was $226.72. Time of broadcasts was 10:30 to 10:45 P.M., four nights per week. Late evening periods are very successful on a 1-A Clear Channel 50 kw station.

These same securities were readily available over-the-counter at every bank and post office and many other places in every community in the USA. But 18,714 people in 2,014 cities and towns took the trouble to write a letter and a check (or secured a money order) and mail it to us. An indication of confidence in our reliability in handling important money, plus loyalty to good old WHO.

About 55 percent of these orders came from towns outside of Iowa. This is the plus coverage of Iowa Plus.

We have purposely refrained from mentioning the name of these securities to avoid the appearance of bragging about our part in the war effort. We're not—this is a mail-order success story.

However, you'll be interested to know—the securities were Series E War Bonds.

WHO

for IOWA PLUS!
**PETRILLO PLANS COURT FIGHT ON WLB RULE**

**WILL ASK FURTHER HEARINGS BEFORE FULL BOARD**

By JACK LEVY

DEVELOPMENTS last week following the recommendation of the War Labor Board tripartite panel that the American Federation of Musicians end their strike against the transcription and recording subsidiaries caused thick and fast as both sides in the controversy prepared for the next round in the battle—the determination of the full Board to approve, reject or hold further hearings before acting on the panel report.

**Results of Findings**

Outstanding results of the drastic anti-Petrillo findings of the panel were:

1. James C. Petrillo, AFM president, asserted he would take the case to the Supreme Court should the Board sustain the panel’s recommendations.

2. Joseph A. Padway, AFM counsel, challenged the Board’s jurisdiction in the dispute and announced he would ask for further hearings before the full Board.

3. C. Lloyd Egner, vice-president in charge of NBC Radio Recording Division, Robert P. Myers Jr., RCA attorney, and Ralph Colin, Columbia Recording Corp. counsel, were in Washington to prepare joint comments on the report in the the 10 days allotted by the Board for filing briefs.

4. Standard Radio, one of the transcription firms which withdrew as an active participant in the dispute with AFM, added that it is supporting RCA, Columbia and NBC and that its present contract with AFM will be nullified if the Board upholds the panel recommendations.

5. Sen. D. Worth Clark (D-Ida.), chairman of the Senate subcommittee which held hearings last year on the AFM, reopened the inquiry to permit further testimony. (See p. 12.)

6. Newspapers were practically unanimous in praising the action of the WLB panel. The tone of many editorials was that Petrillo had at last been stopped but that Congress should now act to prevent the AFM from renewing its demands after the war. (See page 34.)

**Padway Disagrees**

Mr. Padway, while asserting his complete disagreement with the recommendations of the panel and his readiness to argue the case before the full Board, claimed that the panel report vindicated the position of the union and constituted an AFM victory. The report, he said, “sustains our fight, sustains our morality, and shows that our position was consistent with social policy. It virtually accuses the employers of sophistry in their arguments against us”.

Reiterating his previous assertions that the Board has no jurisdiction in the AFM dispute, which the panel held otherwise, Mr. Padway contended that the panel’s recommendations have no foundation in law. He announced that he will file a brief with the Board by Tuesday asking that he be given an opportunity to present arguments.

Counsel for the RCA, NBC and Columbia recording companies, on the other hand, expressed satisfaction with the panel recommendations and stated they will not ask for hearings. However, they planned to file comments with the Board on the panel report. A joint statement issued by Mr. Myers, counsel for RCA Victor Division of RCA and Radio Recording Division of NBC, and Mr. Colin, counsel for Columbia Recordings, set forth their position as follows:

**Industry Satisfied**

“We are gratified that so lengthy and complete a hearing of the parties and so thorough a consideration of the issues the Panel of the WLB has recommended that the WLB itself issue an order directing the musicians union to terminate its strike against the recording and transcription companies to the end that the conditions prevailing on July 31, 1942 be restored.

“At this stage of the proceeding the Panel’s opinion is, as stated, merely a recommendation to the WLB. We look forward to an early and ultimate determination of the question by the Board. We feel confident that the position which the companies have maintained throughout the proceeding is sound and that the Panel’s recommendation will be accepted and that the back-to-work order will be issued. Until that final decision is rendered by the WLB and while the matter is still under consideration we desire to make no further comment.”

Meanwhile, Standard Radio, Decca and other companies which withdrew from the proceedings before the panel defended their actions in signing contracts with the AFM on the ground that they were in no position to continue opposition.

**STANDARD HAILS ACTION**

M. M. Blink of Standard, in a bulletin sent to all stations following the news of the panel’s action, declared:

“Although we withdrew from the proceedings last October and made a deal with Petrillo’s union, the reason for such action is known to all of you. It was that sympathy and moral support has remained with RCA, Columbia Recording and NBC and we rejoice with the industry in this first clear-cut victory of ultimate victory.

“Had our interests been as varied and involved (for instance RCA deals with nearly 60 different unions), we too would have continued as active participants in the fight rather than as a sideline cheering section.

“We hope the hearings to follow before the full WLB will be brief and expeditiously handled and a decision given to the companies who have certainly have the right on their side. You doubtless realize that if the WLB upholds the recommendation of the Panel, our own present deal with the AFM will be nullified.”

**DECCA SEeks NO ADVANTAGE**

Milton Diamond, attorney for Decca, RCA Victor, CRC and NBC Radio Recording negotiate contracts with more favorable terms as the result of the panel recommendations, Decca would seek no advantage.

He added, if the others can get a Government directive ordering the union members back to work on the old basis, Decca would not seek to take advantage of that situation.

A. Wallace Socolow, attorney who represented the joint action of the seven transcription companies against the union ban on recordings, said that in all probability all companies may, if they desire, renegotiate the contract terms which are given to NBC, CRC and RCA. He pointed out that if WLB acts in accordance with the panel recommendations, there will be still terms to be negotiated by these companies and the union before any contract is signed and that such terms would then be available to all companies who signed the “four-company” contract with AFM.
Nobody Cared?

That's what the big wartime swing-shifters thought about radio in Baltimore. But somebody at W-I-T-H came up with a honey of an idea. A big league show from midnight to dawn! They called it “The Night Owl Club” and it caught on like a drowning man reaching for that straw. News, music and fast-moving, live entertainment. None of that plain platter stuff. Folks are joining “The Night Owl Club” by the hundreds every day. That's the kind of programming that enables W-I-T-H to come up time after time 24 hours a day with the lowest-cost-per-dollar-spent. Want to hear more about the “Night Owls”? 

WITH

THE PEOPLE'S VOICE IN BALTIMORE

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

TOM TINSLEY, President

Represented Nationally by Headley-Reed
DIES ACCEPTS JERGENS OFFER OF TIME

Committee Subpenas All Winchell Recordings And Scripts

BY BILL BAILEY

REP. MARTIN DIES (D-Tex.), chairman of the House Special Committee to Investigate un-American Activities, has accepted a telegraphic offer of the Blue Network Co. and the Andrew Jergens Co., Cincinnati, to hand over to Mr. Winchell, the Andrew Blue Network, which began March 9 when he aired his request for time to reply to Mr. Winchell and read into the Congressional Record a letter from Mr. Woods. Last week he charged Mr. Winchell with "deliberately and knowingly spreading falsehoods over the airways," and quoted a dispatch from Miami Beach in which the Blue commentator was quoted as saying: "Dies is a kind of a man who does not like any kind of criticism. Some time ago he asked Drew Pearson to please ask Winchell to lay off. When I told Pearson to tell him to go hell I expected to use Congressional Record to even matters."

"This false statement of Mr. Winchell demonstrates conclusively to me that he is not interested in ascertainment of the facts and that any further attempt to convince him of the falsity of the statements he uses over the air would be futile," the committee chairman added.

Mr. Dies "I have never questioned the right of any commentator to criticize me as much as he pleases," said Mr. Dies. "I have simply insisted that false and misleading statements should not be used over the airways for purposes of insidious propaganda. Without justification or the semblance of truth Mr. Winchell has deliberately used false statements about me and the Committee time and again. He has shown that he is unwilling to be convinced of the truth or even afford me an opportunity to show him the facts."

"The issue is, therefore, squarely up to your broadcasting company. If you fail to take appropriate action the Congress and the great majority of American people will be forced to conclude that you approve or condone this sort of thing."

Opposes Government Control

Mr. Dies said last week that many members of the House had volunteered support to legislation which would give persons about whom commentators broadcast "false statements" equal time on the commentator's program to reply. "Such legislation would require that the FCC decide when a person is entitled to answer false statements and that would border on Government control of radio," he asserted. "I am not in favor of Government control, but I feel that if radio doesn't straighten out fellows like Winchell and insist that they either report facts or give an opportunity to those in possession of the facts to be heard, there will be legislation."

In his floor speech Thursday Rep. Dies charged that Mr. Winchell was "imitating the dangerous tenets of Hitlerism, Fascism and other forms of totalitarianism" by "setting class against class, group against group and race against race." He told his colleagues he had received thousands of letters from persons "anxious to appear before the Committee and give concrete truth to deliberate falsehoods Winchell has made over the radio."

Texts of Telegrams Sent to Rep. Dies

By Mark Woods and Lennen & Mitchell

FOLLOWING are texts of telegrams sent Friday to Rep. Martin Dies (D-Tex.), chairman of the House Special Committee to Investigate un-American Activities by Mark Woods, president of the Blue Network, and Philip W. Lennen, chairman of the Andrew Jergens Co. and agency handling the Andrew Jergens Co. account:

In response to your request by wire today that the Blue Network air the comment of Mr. Dies that the Blue is not fair to Mr. Winchell and the Jergens Co. has advised me that it is pleased to offer you its time from 9:35 to 9:35:30 p.m. over the entire Blue Network this Sunday, March 19, or some agreeable date so that you may use the same facilities and reach the same audience as the Blue and stations and stations as Mr. Winchell enjoys.

This time will be made available to you at your convenience this Sunday, March 19, or Saturday, March 18, whichever you prefer. During Mr. Winchell's broadcast, there will be no announcement that an address by you is forthcoming. We appreciate your advising us at your earliest convenience which Sunday will be more convenient for you.

PHILIP H. LENNEN, President, Lennen & Mitchell.

Leasing of WOW Cancelled by Court

Lower Tribunal Is Reversed In Nebraska Decision

CANCELLATION of the 15-year "open end" lease of WOW Omaha from the Woodmen of the World Insurance Society to a new corporation headed by John J. Gillin Jr., in effect more than a year, was ordered March 10 by the Nebraska Supreme Court in a 4-3 opinion reversing the District Court.

The ruling held that the lease be vacated and set aside, and that the station be returned to Woodmen of the World. Mr. Gillin promptly announced plans to seek a new license to operate the highest tribunal. Former general manager of WOW under Woodmen ownership, Mr. Gillin is president and principal stockholder of WOW Inc., the new licensee.

The 15-year lease arrangement, which attracted wide attention in radio circles and has been emulated in part in other proposed deals, provided for approximately $1,000 a month to Woodmen for the first three years and $5,600 monthly for the remaining 12 years.

Terms Inadequate

Action against the lease was instituted in the Douglas County District Court by Mr. Gillin and Woodmen member John H. Johnson, Woodmen member. He had asked that the lease be declared illegal and void and that it be cancelled, with Woodmen enjoined from the conversion of the property to the new company. The court held that the lease did not protect the Society and that its terms were "grossly inadequate."

The court ruled:

"It is therefore ordered that the lease to the station, the lease to the space occupied by the station and the transfer of the license to the station be vacated and set aside.

"It is further ordered that the $25,000 of accounts turned over by the Society to Lessee be returned to the Society as payment for the operation of the station by Lessee since it took possession thereof on Jan. 14, 1943, and that, in so doing, less than 60 per cent of cost of operation expenses, be returned to the Society; that the license to operate the station be returned and that Lessee is directed to return all property for that purpose; that generally everything be done to restore the parties to their original position prior to the entering into the lease; that all proceeds from the processing of the license be taxed to the defendants except the Woodmen of the World Life Insurance Society; that all expenses hereby by the Society in connection with the transfer of the station and license to the Lessee and that will be had in connection with returning the same to the

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BROADCASTING • Broadcast Advertising
Judged by these basic factors—people, ability to produce, and purchasing power—no other major market in America holds greater promise of post-war prosperity than does Detroit. Detroit was the Country's fourth largest market before the war. Now its potentialities have been tremendously enlarged by a vast expansion of production facilities to meet the demands for armament, by the influx of MORE THAN A QUARTER-MILLION people, and by the highest earnings and greatest savings in history. Note the following facts:

**FACTORY EARNINGS:** Average weekly earnings of Detroit hourly paid factory workers were $63.05 in January, 1944, according to the Michigan Department of Labor and Industry.

**PRODUCTION:** The value of Detroit's industrial output, mostly war materials, for 1943 was estimated at more than $10,000,000,000.

**FAMILY INCOME:** The average factory worker's family income (more than one person working) is estimated at $109.85 weekly, more than twice as high as in 1940.

**BANK SAVINGS:** Bank savings deposits in Detroit totaled $471,061,000 in October, 1943—showing an increase of 94% over December, 1937.
WASHINGTON NEWS BUREAU ESTABLISHED BY WEST VA. NATIVE WITH HENLE IN CHARGE

Establishment of a Washington news bureau under supervision of Ray Henle, veteran Washington correspondent and radio commentator, was announced last week by Howard L. Chernoff, vice-president and managing director of the West Virginia Broadcasting Co. Mrs. Pauline Stevenson, Washington newspaperwoman, will serve on the bureau's staff, and other appointments will be made as news personnel comes available and news coverage can be expanded, Mr. Chernoff said.

Describing the development as "a significant one in distinctive radio news coverage," Mr. Chernoff said the bureau will give the region's network's listeners "larger and more complete coverage of Washington news in which West Virginia is primarily interested." The bureau will be under consideration for some months by Capt. John A. Kennedy, network president now in the Navy, and Mr. Chernoff. Miss Stevenson was a well-known Washington correspondent.

The bureau will provide detailed, factual and interpretative reports of the activities of West Virginia's Congressional delegation, review work of prominent West Virginians in Federal service, economic, industrial and other subjects of prime interest to the State. Transcriptions will be used.

Inauguration Luncheon

Inauguration of the new service was set for today (March 20) at a banquet in the Graduate Hotel Dining Room attended by the West Virginia Congressional delegation and other prominent West Virginians and Washingtonians. Stations in the West Virginia network are WCHS Charlote, WELK Clarksburg, WPAR Parkersburg, WSAZ Huntington.

Mr. Henle is a Blue Network commentator and political correspondent for Newsweek. He has been in Washington since 1926, having started here with the Associated Press, and has covered assignments here and abroad.

Miss Stevenson, a member of the Famous National Press, was City Star and Cincinnati Times-Star, has had no previous radio background. She began with the Daily World in California and came to Washington in 1940. She is corresponding secretary of the Women's National Press Club.

KOA Denver Cited by GE

ENGINEERING department of KOA Denver has been cited by the General Electric Co. for championing the cause of the competing Triple A network, Blue network and Blue managed and operated stations in the U.S. using the same equipment. It was announced last week.

Of 6,689 hours and 31 minutes of broadcasting in 1948, KOA was "off the air" because of technical difficulties only 42 seconds. For outstanding performance, a championship plaque will be presented to Robert H. Owen, KOA chief engineer; C. A. Peregine, control operator, and Roy D. Carrier, station engineer at special ceremonies.

Invasion Preview

DRAMATIZING the Navy's need for increased production of landing craft and the part they are playing in amphibious operations, the Navy Incentive Division arranged a simulated invasion attack broadcast on KOA Colorado, Denver, on March 15, 6:15-6:40 p.m. Representative of NBC, Mutual, the Navy, and KOA, a command took the overnight trip on one of the flotilla of landing craft participating. Lt. William J. Ryan, chief of the division's radio branch, arranged the simulated invasion. William R. McAndrews acting news director of NBC Washington, produced the broadcast for NBC.

JOE MILLER Sought in Chicago

Operational Advantages Are Claimed in Gary Shift

As a sequel to the transaction for an Addition to Marshall Field, department store and newspaper owner, of WJJD Chicago for $750,000, subject to FCC approval. [Broadcasting, March 6]. WIND Gary, Ind., filed last week with the FCC an application to change the location of its main studios from Gary to Chicago. The application is based on the FCC's multiple-ownership plan.

Disadvantages

WIND "has maintained offices and studios in Chicago and Gary for the past five years," the application states. "Gary is part of the Chicago metropolitan area and WIND's coverage includes the entire metropolitan area." The object of the move is "to accomplish certain reductions of personnel and economies of operation and to obtain other advantages in competing for the interest of listeners residing within the Chicago metropolitan area.

The competitive disadvantages regarding listener interest was explained as arising from the fact that other stations in the area identify themselves as having main studios in Chicago. It was also pointed out that WIND's tendency is to maintain its Gary studios, but with the majority of programs originating from Chicago.

Ralph L. Atlas, WIND manager, is president and treasurer of Johnson-Kraft Corporation, licensor of WIND, and is also president of WJJD.

The main studio transfer, it was explained, would in no wise affect the signal of WIND, since the transmission location would be unchanged. The WIND facilities were formerly those of WIBO Chicago, which lost its license a dozen years ago under the Competitive Radio Corporation Amendment" because Indiana at that time was under quota in radio facilities, while Illinois was over quota. The case was carried to the Supreme Court which sustained the judgment of the former Federal Radio Commission. Afterward, however, the Davis Amendment was repealed.

Home Appliances Signs

BENDIX HOME APPLIANCES Corp., South Bend, Ind., has named Rutherford & Ryan, Chicago, as agency. Tentative radio plans are to be announced later.

Agency Unit

DONAHUE & CO., New York, has opened a new office in this city for the department to handle creative production for new radio and television programs. Its other offices are in Los Angeles, Chicago, Boston, Detroit, Philadelphia, New York, and London. The company's celebrated "Blue Ribbon" series of radio programs includes "Home Movies," "Hollywood in Pictures," "Metropolitan Pictures," "Metropolitan Theatre," "Metropolitan Classics," and "Metro Pictures." This series of radio programs has been in production for eight years and is produced in cooperation with the National Broadcasting Co.

Wilson to Air

WILSON & Co., Los Angeles (B.V. meat flavoring), in a 30-day Pacific Coast campaign which started March 3, is using participating stations in the Pacific time zone.

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Post-War Markets Are Analyzed by Hauser

Census Executive Sees Population Movements

WARTIME population shifts point to geographic changes in the American market and suggest the need for modification of marketing practices, according to a survey of post-war population changes in metropolitan areas by Dr. Philip M. Hauser, assistant director of the Bureau of the Census, Dept. of Commerce.

Observing changes in civilian population between April 1, 1940 and March 1, 1943 arising from a gain of 278,000 in the San Francisco-Oakland area, and of 538,000 in the New York City-Northeastern New Jersey area, Dr. Hauser compared these changes to pre-war trends to determine the probability of individual areas retaining shifts in population.

Four Types of Counties

His analysis resulted in the identification of four classes of metropolitan counties as follows:

Class A Areas—those which have lost population or grown very little since 1940 but which in view of previous small rate of growth, may be regarded as transient unless special effort is made to hold wartime gains.

Class B Areas—those which have lost population or grown very little since 1940 but which in view of rapid growth may “come back” in the post-war period.

Class C Areas—those which have gained population or grown very rapidly since 1940 and which, in view of previous high rate of growth, can be expected to continue to grow rapidly.

Class D Areas—those which have gained population or grown very rapidly since 1940 and which, in view of previous low rate of growth, or decline, may be expected to continue to grow at a slower rate or even to experience a decline in the post-war period.

Dr. Hauser found that areas which have experienced the most rapid wartime growth are probably areas in which employment is disproportionately concentrated in war production, as compared with civilian output, and in manufacturing, as compared with service industries. Expanding civilian enterprises after the war will absorb many war workers and thus insure against loss of wartime population increments.

"To the extent that areas with rapid wartime growth are more likely to have disproportionately few persons engaged in service industries and in the production of civilian supplies," he declared, "they contain automatic insurance against complete loss of their wartime population increments in the period of post-war adjustments."

Pointing out that the shifts in population since the war may well influence determinations of sales quotas, advertising allocations and related operations, Dr. Hauser suggested that changes in marketing practices which are effected as a result of these shifts "should be made first, with some attention to the post-war prospects of rapidly changing areas, and second, with the realization that geographic population shifts are not the only, or even the dominant, consideration in the evaluation of a market."

Pre-War Patterns

Commenting on the geographical shifts disclosed by the survey, Dr. Hauser found that wartime population growth generally has been more rapid in the South and in the West than in the North and that this growth has apparently followed pre-war patterns of regional development.

"It would be unwise, however," Dr. Hauser cautioned, "to interpret the failure of northern areas to achieve rapid wartime growth or the prediction that these areas will experience post-war population stability or decline as meaning that the northern market will no longer be important. On the contrary, it is safe to assume that northern markets will continue to have great purchasing power, the full potentialities of which will merit careful cultivation, even though at the same time it is recognized that market expansion is more likely to occur in the South and West.

Class A Metropolitan Counties

Class A-1 areas: Those which have grown most rapidly since 1940 and in the preceding period and which are, therefore, on the basis of past growth alone, adjudged to have superior prospects of retaining wartime growth.

Among metropolitan counties (De Kalb and Fulton Co., Ga.; Charleston, S. C., metropolitan county (Charleston Co., S. C.); Columbia metropolitan county (Richland Co., S. C.); Columbus, Ga., metropolitan counties (Monroe Co., Ga.; Russell Co., Ala.); Corpus Christi metropolitan county (Nueces Co., Tex.); Dallas metropolitan county (Dallas Co., Tex.); Galveston metropolitan county (Galveston Co., Tex.); Houston metropolitan county (Harris Co., Tex.); Jacksonville metropolitan county (Duval Co., Fla.); Miami metropolitan county (Dade Co., Fla.); Mobile metropolitan county (Mobile Co., Ala.); Phoenix metropolitan county (Maricopa Co., Ariz.); San Antonio metropolitan county (Bexar Co., Tex.); San Diego metropolitan county (San Diego Co., Calif.); Tampa-St. Petersburg metropolitan counties (Hillsborough and Pinellas Cos., Fla.); Washington, D. C., metropolitan counties (District of Columbia; Montgomery and Prince Georges Cos., Md.; Alexandria City and Arlington Co., Va.);

Class A-2 areas:

Little Rock metropolitan county (Pulaski Co., Ark.); Los Angeles metropolitan counties (Los Angeles and Orange Cos., Calif.); Macon metropolitan counties (Dekalb Co., Ga.); Madison metropolitan county (Dane Co., Wis.); Memphis metropolitan county (Shelby Co., Tenn.); Montgomery metropolitan county (Montgomery Co., Ala.); Nashville metropolitan county (Davidson Co., Tenn.); New Orleans metropolitan counties (Jefferson, St. Bernard, and Orleans Parishes, La.); Norfolk-Portsmouth-Newport News metropolitan counties (Newport News, Norfolk, Portsmouth, and South Norfolk cities, and Elizabeth City, N.C., Portsmouth, and Newport News, Va.); Oklahoma City metropolitan county (Oklahoma Co., Okla.); Portland, Me., metropolitan county (Cumberland Co., Me.); Richmond metropolitan counties (Richmond city, Henrico Co., Va.); Sacramento metropolitan county (Sacramento Co., Calif.); Salt Lake City metropolitan county (Salt Lake Co., Utah.); San Francisco-Oakland metropolitan counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Calif.); San Jose metropolitan county (Santa Clara Co., Calif.); Savannah metropolitan county (Chatham Co., Ga.); Seattle metropolitan county (King Co., Wash.); Spokane metropolitan county (Spokane Co., Wash.); Stockton metropolitan county (San Joaquin Co., Calif.); Tacoma metropolitan county (Pierce Co., Wash.); Wilmington metropolitan county (New Castle Co., Del.);

Class A-3 areas: Those which grew more slowly or at average rates during the course of the war, with increase in the preceding and which are believed to hold prospects for retaining previous wartime growth.

Among metropolitan counties (Jefferson metropolitan county (Cranston Co., R.I.); Ferguson metropolitan county (Jefferson Co., Mo.); Ferguson metropolitan counties (Fairfield Co., Ohio; Stark Co., Ohio); Hamilton metropolitan counties (Hamilton Co., Ohio; Hamilton Co., Ind.; Cass Co., Ind.); Lawrence metropolitan county (Lawrence Co., Kans.); McKeesport metropolitan county (Butler Co., Pa.); Montgomery metropolitan county (Montgomery Co., Ala.); New Bedford metropolitan county (New Bedford Co., Mass.); New Haven metropolitan county (New Haven Co., Conn.); Peoria metropolitan counties (Macoupin, Madison, and Morgan Cos., Ill.); Pittsburgh metropolitan counties (Allegheny and Westmoreland Cos., Pa.); Seattle metropolitan counties (King Co., Wash.); St. Petersburg metropolitan county (Pinellas Co., Fla.); Tidewater metropolitan counties (Norfolk, Richmond, and Petersburg Cos., Va.); Turlock metropolitan counties (Stanislaus Cos., Calif.); and Denver metropolitan counties (Denver Co., Colo., and Arapahoe Co., Colo.);

Class A-4 areas:

Erie metropolitan counties (Erie Co., Pa.; Lake Co., Ohio; and Washington Co., Pa.); Evansville metropolitan counties (Van Buren, Clark, and Jefferson Cos., Ind.); Fairyland metropolitan county (Fayette Co., N.Y.); Grand Rapids metropolitan counties (Kent Co., Mich., and Muskegon Co., Mich.); Green Bay metropolitan counties (Brown, Brown Co., Ohio); Harrisburg metropolitan counties (Dauphin and Lancaster Cos., Pa.); Kenosha metropolitan county (Kenosha Co., Wis.); Little Rock metropolitan counties (Pulaski Co., Ark., and Little Rock Co., Ark.); Madison metropolitan counties (Dane, Monona, and Rock Co., Wis.); Nashville metropolitan county (Davidson Co., Tenn.); New Orleans metropolitan counties (Jefferson, St. Bernard, and Orleans Parishes, La.); Norfolk-Portsmouth-Newport News metropolitan counties (Newport News, Norfolk, Portsmouth, and South Norfolk cities, and Elizabeth City, N.C., Portsmouth, and Newport News, Va.); Oklahoma City metropolitan county (Oklahoma Co., Okla.); Portland, Me., metropolitan county (Cumberland Co., Me.); Richmond metropolitan counties (Richmond city, Henrico Co., Va.); Sacramento metropolitan county (Sacramento Co., Calif.); Salt Lake City metropolitan county (Salt Lake Co., Utah); San Francisco-Oakland metropolitan counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Calif.); San Jose metropolitan county (Santa Clara Co., Calif.); Savannah metropolitan county (Chatham Co., Ga.); Seattle metropolitan county (King Co., Wash.); Spokane metropolitan county (Spokane Co., Wash.); Stockton metropolitan county (San Joaquin Co., Calif.); Tacoma metropolitan county (Pierce Co., Wash.); Wilmington metropolitan county (New Castle Co., Del.);

Audience Acceptability in a War Center

(WCSC has 50% or more of the Charleston audience in 10 of the 14 hours surveyed by Hooper for Fall 1943.)

But the real story is our Post-War Market.

Page 22 • January 10, 1944

BROADCASTING • Broadcast Advertising
Giveaway Pros and Cons: Mostly Pros

Arguments on Behalf of Programs Are Stated by Industry Figures

FIRE AND brimstone continued to erupt last week over money giveaway programs in the all-out debate over the propriety of such features and their legitimacy as audience-building devices.

Spontaneous replies to the article by C. E. Hooper, published in the March 6 Broadcasting, supplementing those published in the March 19 issue, are being echoed throughout the industry. The fact that almost unanimously the sponsors and almost eighteen audience members have opposed the idea of radio's giving away programs merits the position that they tended to build audience artificially. This brought the Hooper rejoinder and the ensuing comments, pro and con.

Broadcasting's interest lies in building sound radio. Small and large stations, independents and networks, have all participated in the giveaway programs. As some have pointed out, many national network programs involve money giveaways based largely on the quiz formula.

There has been more than an inkling in official quarters that out-and-out giveaway programs are looked upon with skepticism as possibly worse improvement, let today's stations supply it with the same programs being transmitted AM. If FM represents a technological improvement, let today's stations supply it with the same programs being transmitted AM. Let the new service be given as a bonus coverage until such time as more listeners turn on FM that day. Instead of AM can be the bonus service until it is no longer demanded by listeners. Later in his article, Mr. Hooper states, "Buyers for commercial advertising dollars will then have to work and deliver will be as sorry of a 'something for nothing' audience as when competition is keen.'"

What kind of double talk is this? By the same token, those who place the blame on Mr. Hooper so lightly assign our industry too much "something for nothing coverage" position, so may he assign the Hooper Service as a "something for nothing" unit unless the other achieves universal acceptance.

WBWA through extensive off-the-air re-creation of promotion and full-time promotional activities in its service area, has built a sizable and responsive audience. We have sold people for one hundred and eighty-two local stations and an eighteen thousand audience. Several of those local sponsors have been with us continuously for more than two years. I believe you will win admit, that our promotional uses on the barbend," they expect and receive at least a moderate return and still profit.

WBWA has maintained a full-time, sixteen-hour schedule since July 17, 1941, as an independent FM station without any AM income to lend on. The attempt at coverage in the WBBA, the program in the WBWA service area as a bonus coverage would definitely be an unfair trade practice, and unfortunate, if this practice were to be adopted for the future. FM is a definite plus in today's advertising and the execution is scheduled.

As long as the industry has taken hold of this idea with such vigor, I think it fitting for me to reveal my reasons for being so out-spoken as to this program.

"This type of programming has received the cooperation of many manufacturers and the execution is scheduled. Time buyers will be looking for something humorous, public and will be scathing of this sort of money show, as I don't think the smart operator will have a new idea to take the place of the money stunt only to find it out that didn't inject them into the picture as an aid to solving our programming problem. They came to us from the same source we look to for all our programs, production. They came from the listeners.

We have been polling listeners on this question and have been telling them to "rate" the stations sponsoring this type of program as first, second, third, or whatever the station was considered below first rate. (The question of the majority) we asked, "Why do you not consider this station first rate? We are asking for the listeners to rate themselves. I list them in order of frequency.

"Do you prefer other kind of program?"
"Programs poorer?"
"They have to give prizes to get listeners?"
"Programs not interesting?"
"Do not like programs?"
Now you see why our article concluded:

"There is one way and one time for radio's marginal operators to close house, tie up everyone, save some money, and prepare to be a permanent part of the post-war era. It now! Turn off these programs. If you have more programs, in more places, will feel this way about the programming of more stations.

C. E. Hooper President C. E. Hooper Inc. March 10, 1944

Editor's note, The article is reprinted from the March 10, 8, 1944 issue of Broadcasting. In the article the author, Mr. Hooper, states that the programs are "out-spoken as to this program."

Money program has been continuously mentioned in the article by C. E. Hooper about give-away shows and in the controversy which followed it. In fairness to the producer of this program, we want him to say his piece though he is now far more away from radio in Camp Gruber, Okla.

Before Mr. Hooper starts to clean out funny money, let's clear up some facts. This show cannot tie up telephone lines or interfere with listeners who are watching the radio lineup. Listeners are called by name on the air and asked to send something like a bent string bean to the funny money man for 83 cents. If they do, they get a prize. Mr. Hooper as a survey expert should have known that it would be a gross waste of his money and a real waste of effort in killing it out for attack, especially since funny money man has been carried by so many and still remains in the con- tent.

That includes dozens of 50,000 sta- tions from WEF to KTO. But Mr. Hooper and those who agree with him are not doing it for the shows in general. Before they clear out such shows, let's clear up a few more facts. Is 83 cents for a string bean any worse, in principle, than a gold-filled premium locket for a box-

Hooper Query

Following wire was sent March 15 to all commercial stations in cities in which Hooper conducts Continuing Measurements of Radio Listenership. Hooper is furnishing us with letter before March 20 answering following question: Did your station get any benefit from Hooper program, and if so, what. Letter: During October 1943 through February 1944, should also include dates and time periods your station broadcast any such programs? You may include information in form of your station's measurement report. Question being asked, all of commercial stations in city. Those not replying may also be identified in report."
Known generally as one of the Silver States, Colorado should more rightly be called the Molybdenum State, or the Coal State, for both of these minerals far outrank silver in value of annual production.

Approximately 250 useful metallic and non-metallic minerals and compounds are found in Colorado of which about 40 are being produced commercially. The state is especially rich in such rare metals as molybdenum, radium, vanadium, tungsten, tin, and even spodumene, a relatively rare mineral which on contact with salt water gives off gas and, therefore, is invaluable life raft equipment.

Colorado is delivering strategic metals, manufactured products, and farm products today because it was geared to produce them before the war. Production all along the line has been stepped up. More people are at work making more money. More buying and selling is being done today in the Denver region than ever before.

Meat is material for war and Colorado raises plenty of it. The state's vast grazing lands, its lush feed crops, and pulp byproduct of the sugar beet industry combine to make stock raising a popular and profitable industry. Denver is the nation's fifth largest livestock market.

Denver Delivers
STRATEGIC METALS

LARGEST MOLYBDENUM MINE in the world is located at Climax, Colorado. It produces more than two-thirds of the world's output of this rare metal used in toughening armor plate, in radio tubes, and in heat and corrosion-resisting alloys.

KLZ
Delivers the
DENVER MARKET

CBS * 560 Kc.
Affiliated in Management with the Oklahoma Publishing Co.
and WOF, Oklahoma City & Represented by the Katz Agency, Inc.

Denver Delivers MANUFACTURES

At least 60 products vital to the war effort are manufactured in the Denver area, among which are prefabricated parts for destroyer escorts, machine tools, precision instruments, and leather goods. The sixth largest rubber company in the U.S. is located in Denver.

Denver Delivers SALES

With more persons working in the factories, mines, and fields of the Denver region than ever before, and making more money, the increased buying of these workers has been felt throughout this area in retail stores. Retail business in Colorado in January was 11% better than a year ago. The average U.S. gain was 8%.
that the station using such an idea, is definitely getting the audience. There is no question that for as many as 3,000 one saying that they are listening to Station X or Y, because, that doesn’t mean a thing.

I think it’s now time to realize the fact that the actual number of people on their toves, are reaching a new high in audience, and that the higher the network-dependent station to wake up and realize the handwriting is on the wall, with the Homemade stations. Using this idea does not to build his audience. Thus far, the ratings of radio stations using, this method are doing the same thing, only a difference is that they are buying listeners, but they do it with newspapers and billboards.

Robert McIntosh, Captain, Air Corp.

**EDITOR BROADCASTING**

Referencing Table 1, Chapter 2 and comments contained in the issue. There is definitely a need for a systematic method to evaluate the regulations in a different way. They are buying into the idea that the industry accepts. This statement is based upon the fact that not enough people are interested.

Frances B. Smith Jr., General Manager, WWSS Pittsburgh

**EDITOR BROADCASTING**

Must disagree with person who wrote introductory page 11 issue of Broadcasting Magazine March 15, 1944. Money give-away programs will not work for radio stations. Stations will operate legally and with good taste. To avoid any other quiz show could be labeled a money give-away if it run like a contest or a gambling pool “phone money” shows or as you call them, “money giveaway” shows, should be operated on such a basis as to be a city-wide “quiz” show with the front room of the home becoming the “auditorium”.

There is no great difference between selecting three people from a radio audience of 2,000 and awarding the prizes. There may be people, questions, or selecting three people from an audience of 100,000 and awarding them money for the same question. People listen to money give-away shows for the same reason that people listen to “quiz” shows, and that is to see who will receive money. Any “telephone money” show that makes it mandatory that the person listen to the program in order to be paid, can be accused of false stimulation and should be regulated. But any program in which the person can receive money without listening to the picture in which the audience listen only for the entertainment value of the hearing conditions, how programs, can even distribute the receipt of the money is an entertainment feature which is a terrible rating despite Mr. Hooper.

It is regrettable that C. E. Hooper is considering banning quiz shows, which is only connected with his further profit in the radio business and it is a mistake. If stations wish to have better than 200 calls per quarter hour, but better than 200 calls per quarter hour, the increase in the number of people using such an idea does not represent a true cross-section of program acceptance. It is expected that the number of radio audience measurement has been a sore spot in the industry for a long time.

The National Association of Broadcasters appointed a committee to investigate the methods used by survey agencies. No report has been released by the NAB on the results of the investigation. It is our opinion, it might be helpful to the industry to arrive at some conclusion where we can get accurate information. Hooper will say they will give the industry a larger pattern, if the trade will use the data. The conclusion is interesting for you to check with Baltimore stations to determine why they recently discontinued using measurements of radio listening.

Frank E. Smith Jr.

**EDITOR BROADCASTING**

As we have seen, Mr. Hooper’s comments. Is it possible he is attempting to sidetrack an issue on a weakness, which might benefit his performance?

We have the C. E. Hooper Inc., Radio Audience Measurement for the period, May through September, 1943. As we have seen the first page that report, we come to the conclusion that with the present situation which is rendered, funny money programs or what have you do not materially effect the ultimate results of Hooper’s measurements. Hooper’s figures for the Pittsburgh market, for the months of May through September, show that from 8 a.m. to 6 p.m., a total of 14,307 listeners were heard. Daily daytime represents calls made Monday to Thursday is anticipated to be made each month, or a total of 25 days over a five-month period.

If we take a look down we find that 575 coincidental calls were made each of the 25 days. Further breakdown shows that approximately 14 calls were made each quarter-hour. Hooper’s郢 says there a percentage of people in use varies from 12% to a peak of 31.4%. As a matter of information, suppose we take a look at the period of 8-45 a.m. Hooper reports that there were 7,089 instances of 2.1% of 14 calls made during the quarter period. Represents the magnitude total of 1.0 peep is about 4% counter-hour, who could give Hooper an answer to the question, “To which station are you listening?”

We contend that such a limited survey over a period of 25 days, within a few months span—does not establish even a closely accurate report of program acceptance. We have in our possession, affidavits of perform ance with independent agencies, where supervised calls have been made—14 coincidental calls per quarter hour, but better than 200 calls per quarter hour, from no program. Neither does the cover age establish a pattern comparable to any figure released by Hooper.

We do not question the hiring of C. E. Hooper, but we do claim that 14 calls completed within a 15-minute period does not represent a true cross-section of program acceptance. The mass of radio audience measurement has been a sore spot in the industry for a long time.

The key to the new office of Standard Radio in New York is presented to the new manager, Alex Sherwood (c) by Milten M. Blink (i) and Gerald King, owners of the firm, Standard opens its New York office April 1. Mr. Sherwood has been sales manager for six years.

Vince Callahan joins Ryan Advertising Firm

**Vince F. Callahan**, former director of advertising, press and radio for the War Finance division of the U. S. Treasury, has been named an associate of Lewis Edwin Rye in Washington, D.C. With the organization, Mr. Callahan will direct its government liaison, public relations, publicity and radio divisions, with plans for establishing an information service to persons or corporations interested in war surplus property.

Wallace on Discs

A TOTAL of 600 stations throughout the country carried transcriptions of a speech by Vice-President Henry A. Wallace before the American Business Congress at the Waldorf-Astoria in New York, March 17. WABC radio station in New York were offered to all radio stations in the United States, with the request that they be carried, wherever possible, at the same time the speech was given in New York. According to Harold M. Schwalb, executive director of the Congress, the entire cost of the quarter-hour disc were borne “by a very close friend of Mr. Wallace in Chicago.” continue to be handled out of Hollywood by Jack Richardson, former western division manager of NBC’s radio-recording division.

Mr. Callahan

1936-1938

1936-1938
“That WOV did win the confidence of its listeners is tribute enough, testifying to the toughest public relations job of any American radio station in 1943.”

“FILLED THE AIR WITH DEMOCRACY”

In presenting WOV with the award for “Fostering Racial Goodwill and Understanding,” Variety, in direct, clearly defined language, draws into sharp focus WOV’s famed accomplishments and successes of 1943. We are proud of these results and of the honor Variety bestows upon us • And another recent award we prize highly is the Hillman Periodicals Award for “Tolerance through Music” given to Alan Courtney of WOV’s “1280 Club.” Not one, but two awards to WOV . . . the key to two markets!
Tubes, Battery Supply Prospects Poor

Some Quality, Quantity Improvement Seen

In Merchandise

SURVEYING civilian goods prospects in the next few months, the Office of War Information reported last week that some quality and quantity improvement of minor products can be expected but that there is no early likelihood of production of major mechanical or electrical items including radios.

Only new items to be brought back into production this year, the OWI stated, are articles using comparatively little manpower and materials, those not interfering with military requirements, those not requiring extensive conversion of facilities, and those which would contribute more time and energy to war workers for their jobs.

More "MR" Tubes

The report stated that production of radio batteries in 1944 will be about the same as last year and that supplies of radio tubes for civilian use will continue inadequate. It was pointed out, however, that increased production of the more critically needed types is expected to materially reduce the current shortage.

The dry battery industry last year produced 3,750,000 radio battery packs as compared with 3,600,000 in 1940. It was pointed out, however, that 2% of the 1943 output going to rural users. The quantity of essential civilian batteries produced in 1944, said the report, will be limited by the capacity of equipment not adaptable for production of military type batteries, used in walkie-talkies and other war equipment.

The quantity of radio tubes for civilians will be limited because of increasing military requirements for electronic equipment. For the first time, however, WBI has scheduled in the first quarter of 1944 a minimum of 4,500,000 radio tubes of the "hard-to-get" types. These tubes will be stamped "MR," indicating that they can be used only for maintenance, repair or operating supplies and insuring their being channeled into the civilian market only.

At least 18,000,000 "MR" tubes, or less than half of normal replacements, are anticipated for civilians this year, the report noted, but this amount will probably be exceeded if manufacturers are permitted to produce "over-runs" above quota if facilities and labor are available after military orders are completed.

The number of tubes needed for replacement in civilian sets in 1944 is estimated at more than 41,000,000 as compared with 33,600,000 manufactured for replacement purposes in 1941. The increase in current needs, the report explains, is due to the backlog of demand, longer radio listening hours and the use of old or repaired radios.

Other Merchandise

The report declares that more equitable distribution of tubes to manufacturers will be made possible this year by the WPB directive to manufacturers to trade among themselves the various types each produces. Each company will then have a balanced stock from which jobbers will be able to obtain a certain percentage of their 1941 purchases of each type.

Reviewing WPB orders affecting civilian supplies for 1944, the OWI sees improved prospects for electric irons, ice refrigerators, electrical ranges, and utensils, aluminum pressure canners, galvanized ware, metal baby carriages, silver-plated flatware, automobile batteries, safe-bedsteads, furniture with steel springs, umbrellas, slide fasteners, and nitro-cellulose plastic articles.

Output Prospects

Large scale resumption of production of such durable consumers' goods as radios, electric refrigerators and automobiles must wait until the military situation is more clearly defined, the report declared. The permitted production of 2,000,000 electric irons this year will require only 1,600 tons of steel and 500 workers. It is pointed out, whereas, a comparable refrigerator program would necessitate 15,000 to 20,000 workers and a hundred times as much steel, and proportionately larger amounts of aluminum, copper, tin, rubber and other materials.

Radio & Radar Division

Forms Inventory Unit

TO IMPLEMENT the expanded military electronics program for 1944, WPB's Radio & Radar Division has organized a Component Recovery Section to provide for interchange of inventory surplus radio and electronics parts between prime contractors, the armed services and the division. The basic plan is to return surplus components to the productive stream and thus smooth the flow of production of end equipment required in the military electronics program this year, which is up to 50% higher than the $3,000,000,000 1943 program.

Like lend-lease, the Component Recovery Section is a "two-way street" for the receipt and distribution of surplus electronic component lists with additional avenues for direct contacts and horizontal transfers between prime contractors holding or requiring components, and between prime contractors and the armed services for the same purposes.

Canada Inquiry

FIRST MEETING of the 1944 Parliamentary Committee on Radio Broadcasting was held at Ottawa March 15. Meetings of the committee are being held on WPB days and the Canadian Broadcasting Corp. will be investigated first by the committee. The Canadian Association of Broadcasters expects to be called towards the end of April or early in May. The CAB is expected to stress living of the CBC regulation on power increases of private stations, which have been frozen since the CBC came into being with increases allowed only to 1,000 watts. Canadian broadcasters are led to want the regulation lifted allowing them to install power to the limit allowed under the Canada Treaty allocation. Canadian broadcasters also are expected to ask for a judiciary board to administer broadcasting in Canada as resolved at their recent annual convention [Broadcasting, Feb. 21].

The committee is expected to want to precede the hearing with an investigation of the state of broadcasting in Canada. The committee is expected to examine the various provisions of the CBC act and to compare them with those of the other Canadian provinces and the United States. The committee is expected to recommend changes if any are needed.

Wamboldt Moves

M. P. WAMBOLDT has received a leave of absence as commercial program supervisor of the Blue Network to serve on the executive committee in charge of the Radio Hall of Fame, Blue program. His assistant, George Brengel, will be acting commercial supervisor. Mr. Wamboldt, who will now devote full time to arrangements for the program, represents Philco Corporation, one of the sponsors, and its agency Sayre M. Ramsdell Associates, on the executive committee.

Transfer of WPQD ToBaggs Approved

KALB Given 580 kc, 1000 w;

KMCO Shift Is Granted

ACTIONS of the FCC last week granted consent to the acquisition of control of Jacksonville Broadcasting Corp., licensee of WPQD, by L. D. McRae, chairman, from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis for a total consideration of $800, 903.75. Mr. Black, who owns 35% of WMBL Macon, Ga., stated that the reason for selling their interest in WPQD was the establishment of a larger investment in a cotton oil business which they jointly own. They have also agreed to resign their offices in Jacksonville Broadcasting.

KALB Grant

Remaining WPQD interest is held by James R. Stockton (nine shares—30%), a director of the licensee corporation, and WPQD station manager Robert P. Peggan (three shares—10%).

KALB Alexandria, La., was granted its petition for reinstatement and grant of application for a construction permit to change its transmitter site, install a directional antenna, change its frequency from 1240 kc to 580 kc and raise the power from 250 to 1 kw. Grant is made upon conditions that (1) the construction will be in accordance with the Standards of Good Engineering Practice established by the Commission; (2) in the event undue interference is caused to Mexican station XEU, the antenna would be readjusted to provide the necessary protection and (3) in accordance with the procedure outlined in the Commission's Jan. 26 policy.

The Commission at the same time granted KCMO Kansas City a modification of its construction permit for changes in its ground system, subject to conditions contained in a previous construction permit relating to blanketing and interference. This previous construction permit granted increase of night power from 1 kw to 5 kw [Broadcasting, Jan. 10, 1944].

Chukker Test

GENERAL FOODS Corp., New York, is conducting in Texas a spot test for Chukker, a soft drink produced by the firm, under a grant of G-F. Schedule consists of local sponsorship on KTEM Temple of the Mutual broadcasts of Fulton Lewis Institute, spot announcements on WACO Waco. Agency is Young & Rubicam, Los Angeles.
No peace can be real and permanent, unless it be the peace of understanding. The constantly unfolding miracle of communications is an invitation to men to lay aside age-old suspicions and animosities. This war will not have been fought entirely in vain, if it unscrambles Babel.

Today, the hearing of a shot around the world is no mere figure of speech. It can be heard... and so, just as easily, can a friendly greeting. Man can... and must... harness the genii of his laboratories for good.

Westinghouse Radio Stations have held steadfast to this concept of the high destiny of radio. They conceive their mission to the community to be the dissemination of the truth, providing worthy entertainment, and the more efficient distribution of the products of men's labor.

As we advance toward these ideals, so will we progress toward universal peace, harmony, and freedom.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Consult NBC Spot Sales for available time
Duopoly Order Postponement Beyond May 31 Is Foreseen

Blue Network Denies Earl C. Anthony Charge of Being Forced to Sell KECA Los Angeles

WITH the Blue Network on record denying allegations of Earl C. Anthony, the network was attempting to "compel" him to sell KECA Los Angeles to it [BROADCASTING, March 18], indications pointed to possible consideration by the FCC of postponement of the effective date of its "duopoly" regulation, now set for midnight May 31.

Commissioner T. A. M. Craven, whose motion to delay the effective date was killed by a 3-3 tie vote Jan. 28 [BROADCASTING, Feb. 7], reportedly has been urged to re-submit the motion, now that the Commission has its full quota of seven Commissioners, with the confirmation of Commissioner E. K. Jett.

On Jan. 28 Commissioner Craven moved that the effective date of proposed Sec. 3.35 (Order 84-A) of the Commission's regulations, be postponed until Jan. 1, 1946. Commissioner Anthony, who had offered an amendment to postpone the date to Nov. 23, 1944, a year from the date of promulgation. Chairman James Lawrence and Commissioner Clarence J. Durr and Paul Walker voted against postponement, with Commissioners Craven, Case and Ray C. Wakefield favoring it.

Mr. Jett has not expressed himself one way or the other with reference to the multiple-ownership ban. When his nomination as Commissioner was before the Senate Interstate Commerce Committee he declared that his actions on policy matters would be guided by his own dictates after he had studied the facts. Commissioners Craven, Case and Wakefield have contended that due to wartime restrictions it is not fair to force station owners to dispose of their properties.

In his petition to postpone the effective date, Mr. Anthony alleged that "the Blue Network has been and is relying on the early effective date of 3.35" to "compel" him to sell the station. In a telegram to the Commission last Monday, Mark Woods, Blue president, denied that the network or any of its executives "have at any time, endeavored to compel Mr. Anthony to sell KECA at any price".

His telegram follows:

It has come to our attention, through an article published in BROADCASTING that Earl C. Anthony, the Blue Network, has again asked the Commission to extend the effective date of our offer to purchase KECA at $3,250,000 for "duopoly" regulation. We have always, on the basis of Mr. Anthony's agreement, to accept KECA at any price. We have, at any time, endeavored to compel Mr. Anthony to sell KECA at any price. We have, at any time, endeavored to compel Mr. Anthony to sell KECA at any price.

Mr. Anthony to sell KECA at any price. The Blue Network Co. has from time to time during the past two years made offers to purchase KECA which Mr. Anthony perfectly free to accept or reject. We are in no position to compel Mr. Anthony to sell his station at any price.

It is true that our affiliation agreement with KECA, the Blue Network Co. right of first refusal with respect to the purchase of the station, if we fail within 30 days to meet the terms and conditions of any offer received for KECA. Mr. Anthony is perfectly free to accept or reject that offer. We naturally shall expect Mr. Anthony to comply with that provision of our contract. Beyond the provision of any contractual right we have no interest in Mr. Anthony's negotiations with respect to the sale of KECA.

We are shocked and surprised that the petitioner should use as an excuse for his appeal for an extension of the Commission order the completely unsupportable allegation that the Blue Network Co. has sought to take unfair advantage of the petitioner's position with respect to that order. We shall be pleased to offer any testimony relevant to this matter that the Commission may desire to hear in any proceeding before it.

Mark Woods, President, Blue Network.

Food Products Purchase

LIBBY, McNEILL & LIBBY, Chicago (food products has pur- chased 25-minute program, My True Story, Mon- days through Fridays, on the full 17KBC Blue Network, begin- ning April 17. Contract is for 13 weeks, on a continuing basis. Agency is J. Walter Thompson Co., Chicago.

Yankee Sport Series

ALLEES & FISCHER, Boston, (J-A, '63 cigars), will again sponsor '63 Baseball News, at the opening of the baseball season, Saturday, April 6, 6:45-7 p.m., over six Yankee net- work stations. Agency is L. B. Hawes.

FULTON OURSLER, heard on MBS The People's Reporter, is au- thor of a mystery book The House at Fernwood, to be released June 22 [Farrar & Rinehart, New York, $2].

Weather Bird

TO THE average listener, weather reports are dull, dry, statistical mutterings, but to listeners of WCKY Cincinnati, who hear J. Cecil Alter, U. S. meteorologist, the weather report is far from boring. Mr. Alter puts the weather talk into lan- guage his audience can un- derstand, rather than talking about isotherms, low pressure areas, and precipitation. A sample Alterism: "With steadily falling temperatures through the night, snow be- gan falling at Cincinnati soon after dark and had piled up an inch or two by mid- night. The snow was accom-panied by rain and strong winds, which whined and howled about Cincinnati's bedrooms like a forlorn and freezing puppy."

NFC-Stanford U. Arrange Second Radio Institute

COLLABORATING with NBC, Stanford University will offer the second annual Summer Radio Institute for eight weeks beginning July 10, it was announced by Hu- bert C. Heffner, executive head of Stanford's Dept. of Speech and Drama and John W. Elrick, gen- eral manager of KPO San Fran- cisco, NBC outlet. Courses in all phases of the radio profession will be open to qualified persons, and will provide opportunity for re- fresher work for returning service men. Mr. Elrick will serve as well as a good introduction for new- comers to the radio field.

A special course for teachers has been added to the Stanford offerings this year. Information may be obtained from the Director, Summer Radio Institute, Stanford University, California.

New Guinea Radio Speeds War News

New Shortwave Station Only An Hour From Japs by Air

NEWS coverage of the South Pacific battle area was brought 1,500 miles closer to the front lines with the establishment of Radio Guinea, 65,000-watt short wave station, Dec. 17. Maj. Edward Byron has now returned to Washington after arranging to send the short-wave news station located within an hour's flying time from Japanese posi- tions.

At the order of Col. LeGrande A. Diller, chief of General Head- quarters, Public Relations, Maj. Byron supervised the building of the station designed to speed front line news to both the United States and Australia. It also facilitates quickly providing news from front lines the combat correspondents just re- turned from bombing raids and observation flights. Before its es- tablishment there had been no news to be flown over 1,000 miles to Brisbane and broadcast from there.

Ford Motor Used

Radio Geneva was started with the generator removed from a Ford V-8, because of power shortage in the area. The station began oper- ations on 1,000 w, and may now be running on 2,000 w, if addi- tional power has become available. In charge of the station is Capt. Philip R. North, son of John R. North, editor of the Ft. Worth Star-Tes- gram, and stock-holder in WBAP- KGKO Ft. Worth.

First to broadcast a story on Radio Geneva was Clete Roberts, Blue correspondent who arrived just after the opening of the sta- tion in time to tell of the Arawe landings. Since then corresponden- ts working for major net- works, as well as Australian news- men have filed their stories through Radio Geneva.

Operated by Amalgamated Wire- lessers, Inc., the shortwave broadcasts are sent to Australia and relayed to the United States. The station is an Allied project, arranged through the cooperation of Ameri- cans, Australians and Papuan na- tives. Working with the Army Sig- nal Corps and Army engineers, na- tive labor helped construct the sound-proof studios.

Blue Meeting

FIRST GENERAL management meeting of the Blue since its pur- chase by Edward J. Noble last year, was held at the Waldorf- Astoria, A.M.B.A. Board of Directors meet- ing, Wedsday March 18. Department heads and other management executives from New York and Chicago met to discuss problems of advertis- ing, sales, station relations and other phases of network operation. Mark Woods, Blue president, was to report on the general policies of the network. Meeting was called by Edgar Kobak, executive vice- president. Nearly 50 executives at- tended.

AVERY FOR GOVERNOR! Lewis H. Avery (center), NAB director of broadcast advertising, is talked into buying NBC Thesaurus by Frank Chifini (left), and Sen. Kaney, NBC station relations, Chicago during dinner recently at Hotel Peabody, in Memphis.
"Frankly, Mr. Harris, I still think there's something missing in that proverb."

WGN carries more retail, local and national spot business than any other major Chicago station.
Television—Post-War Job Maker
(Continued from page 11)

mellowness! Yeasir—Rupert beer is mellow...

by T-U-F, TELEVISION, that resistant GIRL CLEANS RUG AND HUMS "TAKE IT EASY"

magic. But SEE manufacturer you have to be THIS promise WHEN OVERALLS

it".

ANNR: Listen, I'm not going to 

TOM JOYCE: (LIVE ON STAGE) "A" GIRL HOLDING OVERALLS . . . THREE MEN ON MICROPHONES: "LINE EACH PICKS UP A LEG . . . TUG OF WAR!"

TOM JOYCE: (LIVE REMARKS WHEN OVERALLS RIP) "See? in television you have to be... what promise—'m going right back to the manufacturer and demand a new pair!"

TOM JOYCE: (LIVE REMARKS TO THIS EFFECT) "This new manufacturer has gone broke. It's a T-R-U-L-O-X, you'd never be satisfied with any other leathers! No heavy machinery to push around... just a light wand that shows how strong they are! And what a cleaner! Dirt disappears as if by magic—Bunsen burners, electric fans, to cut out how superior Electrolox... that's to actually see it in operation! So tomorrow's phones are in, and we're offering for a free home demonstration:

TOM JOYCE: (LIVE REMARKS ALONG THESE LINES) "Right! The only way to get a program that will appear to see it in action... Television will have the Electric City a network of millions of homes. Now one will shut the door on a living room that shows the housewife how to avoid the big blunder. (LIVE) GIRL CLEANS RUG AND HUMS "TAKE IT EASY!"

TOM JOYCE: (LIVE REMARKS TO LEAD INTO No. 4) "Here's another product that defies radio to do it Justice!"

ANNR: Now let me tell you about Tuf-Flex, that miracle of glass-making developed by the Tuf-Flex Corporation. Tuf-Flex is the amazing heat-resistant and abrasion-proof plate glass that's from three to seven times stronger than ordinary plate glass. If you can pound it with a sledgehammer, and find it unbreakable! In addition, Tuf-Flex is a tough oxide mixture, but the even the slightest test, Tuf-Flex has supported the weight of two-ton elephants! If we only had TELEVISION ON OUR OWN EYES, why it's named Tuf-Flex— Flexibility, because that is the word it stands for, because it's Flexible—Tuf-Flex.

TOM JOYCE: (LIVE REMARKS TO THE EFFECT) "Well, we don't have two-ton elephants, but we have television! (LIGHTS ON STAGE "PIE IN THE FACE")

TWO CHAIRS WHICH ARE HELD DOWN BY THE LEGS OF A MAN STAND ON TUF-FLEX STOOL. THE MAN MACHINE BRINGS IN A BOX Labeled "STEVENDORED'S GLASS WITH SLICE HAM HUNKERS UP TO SHOW IT HASN'T BLEN-TERED"

Only about 5 per cent of the department store advertising revenue goes into radio broadcasting. That's tended as such. The bassinet, the baby powder, the baby oil, the diapers, the toys, the food, the dresses, the shoes, the furniture, the home and garden playthings—every stage property, so to speak would be of interest to the hundreds of thousands looking in. The desire of these mothers to give to their babies the advantages of the all the things shown on the television program would translate itself into purchases which, in turn, would translate themselves into revenue for the store. (LIVE) GIRL CLEANS RUG AND HUMS "TAKE IT EASY!"

This is what a "commercial" will look like in post-war television—said Thomas F. Joyce, RCA executive. It's a sight-and-sound ad for "non-rip" overalls as a "live" commercial. The overalls ripped unexpectedly. Commented Joyce: "Television will make for truth in advertising."

Because television has the power to create the buying of goods and services beyond anything that we have heretofore known, we can sell to people not only things we want to sell, but also to people who have never shown a desire to purchase. We can sell to people who are not interested in our goods and services.

But because television has this power, it must be used with caution and understanding. The effects of television are powerful, and they can be used for both good and evil purposes.

The effects of television are powerful, and they can be used for both good and evil purposes. They can create a desire for goods and services that people may not need, and they can also create a desire for goods and services that people may need, but that they may not be able to afford.

It is important for the future prosperity of our people that large scale television expansion start immediately. A nation-wide television system should come into being before the first postwar prosperity is over. A nationwide television system should not fade away, which based on previous experience happens when the most urgent consumer needs have been satisfied. The wholesale and retail stocks have been built back to normal.

The system in existence at that time, American agriculture and industry will be in a position to so present their products and services so effectively that a high level of purchasing will be maintained, thus contributing to

media used by the advertiser combined.

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The system in existence at that time, American agriculture and industry will be in a position to so present their products and services so effectively that a high level of purchasing will be maintained, thus contributing to

media used by the advertiser combined.
The American woman will step into the post war picture with greater prominence after the war when those now empty shelves and display windows will be a wonderland of new things for her to buy. And buying is woman's greatest pleasure. Start your radio promotion for post war selling NOW!

WSPD, Toledo's 5,000 watt, NBC station carrying the top net shows, will tell your story to over a million-and-a-half prospects in this prosperous Northwestern Ohio-Southern Michigan market.

Just Ask Katz
The maintenance of a high level of employment. Any substantial delay in starting television after the war will prove to be a disservice to American farmers, American labor, American industry and to all of our people. The price that will be paid for this delay will be measured in terms of a reduced volume of turnover of goods—which in turn means a reduced number of jobs.

What to Expect

Assuming that television is given the green light and no obstacles are placed in its path by any of the above-mentioned influences, then this is what we may expect:

1. A development of a satisfactory home radio and television set to retail for approximately $900. Our analysis of the data from 52% of the people prepared to buy a television set at this price.

2. The rapid expansion of television receivers and television sets to at least 1,000,000 by the end of five years. This will be a television set with a 1,000,000 channel television network already broadcasting television pictures, and 500,000 of these sets will be in ten markets, including New York, Chicago, Los Angeles, Philadelphia, and Boston. This will make it possible to have television pictures in every home in the United States.

3. Some of these markets—New York, Chicago, Philadelphia, Los Angeles, and all of the large broadcasting centers—will be fully equipped with television sets, and the area of television reception will be larger than that of any other medium. It is expected that within five years, television broadcasting stations will provide coverage for the large cities of the nation and for the surrounding area.

4. It would also be reasonable to expect that by 1950, after the full commercialization of television, television sets will be able to develop a low-cost automatic recording television set that will provide coverage for the smaller communities.

BOUQUET WAS GIFT of sponsor at initial broadcast of the three-wave WORU-TV,腓, a new Virginia program which started on Blue California and Nevada stations. 사진은: Focused A. Storage Co., Los Angeles, sponsors series on a 52-week contract. Gifted field, of talent team; H. M. Burge, son, vice-president of Lyon Van & Storage Co. in charge of sales and advertising; and Robert Rehav, account executive of BBDO, Los Angeles agency; Virginia Mansfield, of talent team, and Myron Eligs, Blue Hollywood account executive.

At Joyce Demonstration

A VIRTUAL who's who in television was represented by the head for the address-demonstration of Thomas F. Joyce, RCA executive, at the Alvin Theatre in New York last week. The list included: Allen B. DuMont, president of the DuMont Laboratories and president of Television Broadcasters Assn., who introduced Mr. Joyce; Joseph H. Ream, president, John W. Shannon, general manager, RCA Victor Division; J. R. Popple, second vice-president of OR; J. D. McLean, television sales manager, General Electric Co.; Edward J. Nally, member of the board and vice-president of RCA; George T. Schuphart, Paramount Pictures Corp.; Norman D. Waters, president, American Television Sales Co.; James H. Carrine, vice-president, Philco; Wilbur L. Forrest, assistant editor, New York Times (Saturday ed.); and Charles Bobbins, vice-president Emerson Radio & Phonograph Corp.

Let's exemplify what Mr. Morris means. Listen to a little of this piano concert the way you would hear it over your radio.
“This one event symbolized the kind of service New Yorkers can expect from WMCA”

Nine awards in nationwide competition! WMCA singled out as New York’s only independent station to receive an individual citation!

“Christmas Overseas” sounded our opening gun in an aggressive new program policy. Other outstanding features—and we introduce a few newcomers herewith—have followed in rapid sequence.

This may explain why radio folks continue, as Variety puts it, to “whisper in post-mortem conferences ‘why didn’t we think of that’” about WMCA features. It may also suggest a reason why more and more New Yorkers are learning to tune in WMCA more of the time.

WMCA
FIRST ON NEW YORK'S DIAL - 570

THIS IS AMERICA’S LEADING INDEPENDENT STATION
NAVY, NETS AGREE ON BATTLE NEWS

AGREEMENT on network coverage of future naval operations has been reached, according to Lt. Comdr. J. Harrison Hartley, Chief of the Radio Section, Navy Public Relations. The four major networks signed a contract a fortnight ago, providing for a pooling of personnel to cover naval news as it breaks.

As the Navy makes assignments available, the networks will delegate a man to each assignment, each representing the interests of all four networks. Every news dispatch filed, eyewitness description recorded, and the first broadcast of a radio reporter from an available transmitter will be offered to the four networks simultaneously for use on the air.

Network representatives signing the agreement, made through Comdr. Hartley are: Paul White, CBS; G. W. (Johnny) Johnstone, Blue; John Whitmore, Mutual; Francis McCall, NBC.

Foreign Language Broadcasters Meet Council for American Unity Stages New York Session

FOREIGN language broadcasters' most pressing problem is created by European nationalistic interests which tend to inject disunity and sometimes sympathy into radio programs, it was pointed out at a recent meeting of the foreign language broadcasters arranged by the Common Council for American Unity in New York.

Edward H. Bronson, Office of Censorship, and Lewis Frank Jr., OWI, addressed the meeting.

Concern was expressed over a possible decrease in the amount of foreign language broadcasting for various reasons, prime one being that it tends to "chase away" from the station English-language listeners, but there was no agreement that there was such a trend. Both government officials denied emphatically the suggestion that the government was trying to discourage foreign language broadcasting. One of the big questions in current foreign language radio is how to handle broadcasts on European boundary disputes, in particular the Polish border question. The suggestion was made that such topics be discussed from the point of view of American interests, rather than from that of either country involved.

Participating in the conference in addition to Jacques Ferrand, foreign language radio chief, and Read Lewis, executive secretary of the CCAU, were: Ralph N. Weil, Arnold B. Hartley, WOB New York; G. Lupis and West M. Wilcox, WHOM Jersey City; George Steffanides, WOR and WCOP Boston; Pauline Adams, WTHT Hartford; Frank Johnson, Mr. and Mrs. W. Ochrymowicz, Abe Lyman and Peter Lindt, WBNX New York.

Taylor-Reed to R&R

TAYLOR-REED Corp., Mamaroneck, N. Y., manufacturers of Tumbo dessert puddings and Cocoa Marsh, Milk Booster, has appointed Ruthrauff & Ryan, New York, as agency. Spot radio is being used in the New York area.

On the air, the story of broadcasting, filmed by Paramount for the Westinghouse Radio Stations Inc., was given its first public showings in Boston at a two-week historical radio exhibit in Filene's department store, which some 15,000 visitors witnessed. Robert White, former WBZ announcer and present KDKA program director is narrator for the film which came to Boston from Pittsburgh, and is now scheduled for Philadelphia.

LONE RANGER WINS

FEDERAL JUDGE William J. Campbell pronounced a $10,000 judgment on March 13 favoring Lone Ranger Inc. (General Mills, Blue Network) in the suit against Sunbrock Shows Inc. and Larry Sunbrock, operator of a radio that closed a Chicago engagement, Sunday, March 13. Accused of violating a temporary injunction restraining them from using the name, "Lone Ranger" and a feature set billed as the "Lone Ranger," Sunbrock Shows injunction was made permanent.

MBS Billings Up

MUTUAL billings for February show an increase of 87.4% over the same month last year, and a decrease of 11.5% from January, 1944, the drop being ascribed in part to the shortness of the past month. Figure for February, 1944 is $1,447,560, as compared to $1,760,299 for January. Cumulative billings for the first two months of the year registered a rise of 81.9% over 1943. Current total is $3,308,156, while the comparable figure last year was $1,818,189.

Fisher Flour on Blue

FISHER FLOURING MILLS, Seattle (Biskit-Mix flour), on March 13 started sponsoring Radio Parade on 16 Blue Pacific stations, Monday through Friday, 1:15-1:30 p.m. (PWT). Contract is for 52 weeks. Bob Nichols writes and presents commentary. Pacific National Adv., Seattle, has the account.

Another National Award

FOR

WHP HARRISBURG

THE ONLY STATION IN THE NATION
TO RECEIVE THE AWARD FOR
Distinguished Merit
FROM THE
NATIONAL CONFERENCE OF
CHRISTIANS AND JEWS

FOR ITS
OUTSTANDING CONTRIBUTION IN PROMOTION
OF GOODWILL AMONG THE AMERICAN PEOPLE

WHP Expresses thanks to:

MARI YANOFSKY, Writer • DICK REDMOND, Producer and Director

Who Were Given Special Mention for the Presentation of the Programs Receiving the Award
NORTH CAROLINA IS THE SOUTH'S No. 1 State

IN AGRICULTURE

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$221,768,000

$133,256,000

CASH INCOME AND GOU PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$1,420.6

$1,156.9

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufacturers, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

N BC 680 KC

FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising  March 20, 1944 • Page 33
Look Down South in Dixie!

Looking for a Southern market area that has every essential for successful promotion? Then take Nashville!

This booming trade zone—all of Middle Tennessee and part of Southern Kentucky constitute the Nashville territory—now offers national advertisers an extra choice market for present or pending schedules.

With money to spend as never before, this Nashville market is spending it in a big way for products currently advertised over WSIX, "The Voice of Nashville." For complete information, contact the station.

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS 980 K C

WSIX "The Voice of Nashville"
NASHVILLE, TENN.

Page 34 • March 20, 1944

Press Commends WLB Tripartite Panel In Recommending End of Disc Strike

A NEW DELUGE of newspaper editorial opinion, applauding the recommendation of the tripartite panel of the War Labor Board that the transcription strike be called off, but calling upon Congress to amend the labor laws to avoid post-war recurrence of the plan for post-war royalty payments for unemployment relief, appeared last week in the wake of the report.

The New York Herald-Tribune, persistent critic of "Pettrilloism," which described the AFM president as "a symbol of completely ruthless and completely dictatorial labor leadership," criticized the finding in the panel report that the royalty payment basis was "sound social policy." Even with the "proper safeguards" proposed, it stated that without a complete re-organization of AFM it would be impossible to tell whether Pettrillo was "subsidizing unemployed musicians with the royalty payments or simply distributing largesses to the heterogeneous multitude enlisted under his banner."

For Duration Only

Calling attention to the War Labor Board status as purely an emergency agency and that Mr. Pettrillo had said he would not have precipitated the fight until after the war if he had known there would have been a War Labor Board, the Herald-Tribune said that unless Congress does something about the labor laws, "there will be no legal protection whatever against the Pettrillo."

The Washington Star said it was difficult to see where the panel report "is an important setback to the long-range plans" of Pettrillo. If the full board sustains the panel, said the Star, Mr. Pettrillo will be checked for the duration of the war. But, it added, there is no reason to suppose that he will not renew his demands successfully when the war ends.

Describing the Pettrillo unemployment relief effort as anything but "sound social policy," the New York Times pointed out that for a union to levy a sales tax would enable it to set up its own private system of unemployment relief without adequate public supervision of union funds. To use the "coercive power" of the union to force the employment of unnecessary musicians in wartime is "utterly indefensible," said the Times. And in peacetime it is "merely to deprive workers of other types of jobs while depriving the community of the economic product that such workers would otherwise produce."

Calling the direct payment principle "closely akin to blackmail," the Washington Post pointed out there was no Pettrillo-imposed ban on the making of records by companies acceding to the union ultimatum. It defended the position of the panel as "unassailable" and described the talk about banning record-making because the use of canned music "takes bread out of the mouths of musicians" as a "smokescreen concealing the real issues in dispute."

Chicago Campaign

LAUNCHING of a $300,000 advertising campaign designed to reveal Chicago five radio labor shortage classification, imposed March 1, was announced last week by J. M. Cleary, Roche, Williams & Cunyngham, Chicago, and Leo Rosenberg, Foote, Cone & Belding, Chicago. Industrial firms will contribute $100,000 to the total, with the remainder in the form of time, space and effort donations involving all forms of media, advertising agencies and executives. Objectives of the copy plans, not yet definite, will be to overcome job shifting, move workers into essential industries, induce greater housewife employment and lessen absenteeism.

Rainey Joins NAM

WILLIAM S. RAINHEY, has been named director of radio of the National Industrial Information Committee, public relations subsidiary of the National Assn. of Manufacturers. Mr. Rainey is planning a "Better America" promotion campaign, utilizing radio, together with newspaper and magazine ads to highlight the "post-war ambitions of American enterprise" [BROADCASTING, Dec. 27]. The plans start in the formative stage. For three years, Mr. Rainey has been associated with the War Finance Committee of the U. S. Treasury. Before joining the Treasury Mr. Rainey was head of production at NBC.
We certainly did, "Suh"! We've been hearing it since 1935. That's the year scores of new industries began moving into the Savannah Seaboard Market. With all the manufacturers going full blast around here, no wonder the noise they make reaches the ears of advertisers all over the country.

The war has given our humming an added emphasis—six military centers, and 25,000 hard-working Americans in three busy shipyards and other war plants. And such loud humming means the tremendous, opportunity-packed, Savannah Seaboard Market has a lot of extra cash these days. Where they spend it is up to the advertisers who reach these people through their favorite radio station.

**WSAY**

"THE VOICE OF SAVANNAH"

**Selling the New Savannah Seaboard Market**

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative
On Target...Bombs Away!

Behind the mission's success
is the trained skill of the bombardier

Bomb release and bomb sight, extraordinary mechanisms of precision, all wait upon the expert hand of the skilled bombardier to bring them into perfectly coordinated action at precisely the right moment to hit the target accurately.

In a similar way, the success of Spot Radio depends upon the skill with which it is applied to each product. If time, locality, and program are perfectly coordinated to build an effective campaign...the product hits the target in listeners.

We concentrate on the study and planning of Spot Radio Advertising and the stations we represent. We believe our success in Spot Radio depends on knowing what to do...and doing it with an expert hand.
Jimmy's Waterloo
LIKE EVERY Caesar, James Caesar Petrillo has met his 'Waterloo'. His first defeat comes at the hands of the NWLB panel which, following exhaustive hearings and study, has concluded that when Jimmy stopped his members from recording music on Aug. 1, 1942, he called a "strike" inimical to the war interest.

Arthur S. Meyer and Gilbert E. Fuller, who submitted the majority report, call upon NWLB in Washington to order the strikers back to work. But their report goes far beyond the recording issue. They found that no unemployment exists among musicians and that radio isn't responsible, either directly or through transcriptions, for any decrease in musicians' employment. That has been the contention of radio from the outset of the running fight with Petrillo which began a decade ago.

The panel's report points up the whole radio-music controversy. While it did not find the union's "fixed fee" royalty policy accepted under duress by most of the transcription and record companies—"to be contrary to "public policy", it nevertheless concluded that the demand was not "fair and equitable" under wartime conditions or "customary" in collective bargaining.

Radio owes a debt to NAB, for its determined stand, and to Columbia Recording and to RCA and its recording subsidiaries, for their steadfast refusal to capitulate to Petrillo's arbitrary "private relief" demands. Their wisdom is borne out by the panel's findings. It is difficult to see how NWLB can do other than sustain the Meyer-Fuller recommendations. Their report is clear, cogent and logical, and to us appears to be indisputable as to the facts.

The report brings into focus other Petrillo demands currently being made of radio. If no unemployment exists among musicians, and if radio is in no way responsible for any unemployment which may have existed, how can AFM conceivably demand that stations and networks pay more and more for house bands? And what justification can there be that "platter-turners" at stations and music libraries be AFM members at scales from $68 to $90 per week? Why the requirements for stand-by orchestras, even when military bands perform? The redoubtable Jimmy himself said he never expected to get away with record-turners. Yet, in his current network negotiations, he is demanding them at network owned and operated stations, which otherwise would mean ultimate general enforcement throughout radio.

In its current negotiations, AFM has been getting around the "Little Steel" formula by requiring hiring of additional musicians (most of whom never perform) rather than through increases in pay scales of more than the 15% limit. All these demands have been based on what always has been a fallacious premise—unemployment allegedly caused by radio and what Jimmy blandly calls "canned music." Now it is official—the WLB panel finds there is no unemployment.

In keeping with the panel's recommendation, we trust NWLB forthwith will "terminate the strike" and order the musicians back to work on recordings. The "private WPA" requirement foisted upon the other recording and transcription companies likewise should be terminated, as the panel recommends.

AFM, through its absolute monarch, Mr. Petrillo, has served notice that it will carry the issue to the Supreme Court if NWLB sustains the panel recommendations. Until there is a final adjudication, AFM demands, whatever their nature, should be held in abeyance.

Hearings also have been reopened by the Senate Interstate Commerce subcommittee on music. The unemployment relief story has been exploded as a hoax and a phoney, since two out of three AFM members earn their livelihoods in other fields.

Even if sustained by NWLB, the panel's findings constitute only temporary relief for the duration. The Clark Committee, we hope, will come up with specific legislation to amend the labor laws so that the whole issue of "made work" and despotic labor rule will be clarified.

Dies Demands
WITH ALMOST monotonous consistency, certain members of Congress have attacked certain news commentators and the commentators, in turn, have loosed their spleen against the particular Congressmen on the air. Now Chairman Dies of the House Committee on un-American Activities threatens an investigation (and legislation) unless he can get Walter Winchell's time to answer Walter Winchell.

Basically, there isn't much difference between a newspaper columnist and a radio commentator. Many highly placed columnists have their copy trimmed sharply by not too highly placed news editors. The same obtains (or should) for radio commentators.

Radio should and does present both sides. If the views of some of our men in elective office were followed, every news or comment program would become a political debate. Democracy has worked pretty well without subjective the public to such punishment.

Our Respect To-

Francis Colt de Wolf
At the war's end, in all probability there will be an international telecommunication conference on allocation of frequencies in the entire spectrum, since the war will have wrought great changes in the radio art. Authority for such an opinion is Francis Colt de Wolf, chief of the State Department's compact but potent Telecommunications Division.

The division, under the recent reorganization of the State Department effected by Undersecretary E. R. Stettinius Jr., has been made responsible for the "initiation and coordination of policy and action in matters pertaining to international aspects of radio, telegraph and cable communications." It also acts as liaison with the FCC, War and Navy Departments, and the Office of Censorship. To carry out the work of his division, Mr. De Wolf, who believes in quality rather than quantity, operates with an office force of only seven—four officers and three clerks.

Appointed chief of the division on Jan. 15, 1943, coincident with the reorganization, Mr. De Wolf had served previously as assistant chief since March 15, 1943 under Thomas Burke, who was chief of the old Division of International Communications before leaving the State Department. As head of the reorganized division, Mr. De Wolf reports directly to Adolf A. Berle Jr., Assistant Secretary of State in charge of Controls, Transportation and Communications. Prior to the reorganization, Assistant Secretary Breckinridge Long was in charge of communications.

Looking after American interests at such a world communications gathering following the war will be Mr. De Wolf, a government career man whose career has been communications. The war, he points out, has necessarily postponed many international communications conferences. In view of wartime interruptions, a general diplomatic telecommunications conference is sure to be held. Now that the "radio art is so far ahead of its structure," as he puts it, more frequent meetings may be necessary.

Mr. De Wolf, who has handled communications work in the State Department for the past ten years, is a heavy-set blonde man, and a veritable dynamo of energy. He was born Oct. 28, 1894, of American parents, in Aix-la-Chapelle, Germany. After elementary schooling in Belgium, and the U.S., he obtained his A.B. degree from Harvard in 1918, after which he took his first, last and only job with private industry, serving in France in
Musicians with

MUSIC BY THE TON

Name a song. Pick a current favorite, or a long-forgotten melody. Chances are a full orchestration of that song is carefully preserved among the 100,000 priceless manuscripts in the musical library at Milwaukee's Radio City, home of WMFM.

Today's swing hits, yesterday's classics and thousands of songs now out of print are at the fingertips of a large and versatile staff of outstanding musicians, singers and soloists, who perform on WMFM.

And thanks to the miracle of static-free, crystal-clear FM reception, this wealth of music reaches WMFM listeners with new warmth, depth and brilliance.

The many FM families in the area served by WMFM are enthusiastic about FM. Thousands of others are anxiously awaiting the return of FM sets to the market. They form the nucleus of a vast postwar audience that will make WMFM a powerful wedge into this rich Wisconsin market.
Our Respects to

Continued from page 38)

1918-19 as representative of an American trust company. He speaks fluent French.

Mr. De Wolf returned to this country to study law at Columbia University. After receiving his LL.B. in 1922, he joined the Department of State as assistant to the postmaster and in 1929 was a delegate to the anti-smuggling conference at Ottawa, Canada.

From 1931-34 Mr. De Wolf was a member of the Secretariat of the League of Nations at Geneva; he represented the U. S. as a delegate to the fourth meeting of the International Radio Consulting Committee at Bucharest in 1937 and in 1938 attended the International Radio Conference and International Telephone & Telegraph Conference held at Cairo, Egypt. In 1941 he was U. S. representa- tive to the North American Regional Radio-Engineering Meeting in Washington. In the same year, Mr. De Wolf was named a member of the Coordinating Com- mittee of the Defense Communications Board, operating under the Office for Emergency Management. He was named to his present post July 15, 1944 after serving as assistant chief in 1943.

Allocations Duties

The day to day work of Mr. De Wolf's division, aside from the administrative allocations functions, consists of checking on interference of foreign stations. Occasionally the telephone will ring and a call will be received from the FCC, which might report that a radio station in Mexico is offering interference to some long-wave station just north of the border in Texas. Details are recorded by Mr. De Wolf's assistant, Helen G. Kelly, and a wire is dispatched to our Mexican Embassy, which investigates the problem. In nine cases out of ten, Mr. De Wolf says, the Mexican station will merely have some mechanical trouble, usually frequency deviation, which is soon solved by replacement, perhaps, of a spare part—for which our Embassy may, in these times, assist in getting a priority.

Right-hand man to Mr. De Wolf is Harvey C. Otterman, recently named assistant chief of the Telecommunications Division, who acts as liaison official between the sub-committees of the State Department's Communications Postwar Planning Committee.

Mr. De Wolf is married and has two sons, Francis Colt De Wolf, in the Marines, and Bradford Colt De Wolf, a student at St. Albans School. Loyal Harvard alumnus that he is, Mr. De Wolf is a member of the Harvard Club of New York, as well as Washington's Metropolitan and Chevy Chase Clubs. He is a member of the Episcopal church. His hobbies include walk-
A competent typist gives no thought to the location of the various keys on her machine. Instinctively, her trained fingers seek them out, for their position is firmly fixed in her mind.

Instinctively, the people of Southern New England turn to WTIC for the best in radio. This is a habit, too ... a habit which can spell sales and profits for the advertiser who capitalizes on it.

The constant and attentive audience which WTIC enjoys possesses (according to the latest Sales Management figures) a buying income more than 60% greater than the average for the entire country. Convince these people of the merits of your product. They can afford to buy it ... and they will.

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

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**

**DIRECT ROUTE TO AMERICA’S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
HERBERT K. LANDON, former publicity director of WOR New York, now an American Red Cross assistant field director has arrived in England.

HAROLD HANCEK is now with WKNE Keens, N. H. He was formerly with WBTB Batavia, N. Y. JONAS MANSFIELD, Public Relations Editor, formerly with WBTB Batavia, N. Y., is now a member of the staff of WNBC Hartford.

Hugo Speck, noted foreign correspondent formerly with INS and UPI, joined WFAA Dallas and KGKO Ft. Worth as news editor. Mr. Speck has worked for 12 years in London, Paris, Rome, and Berlin covering the entire European situation.

PVY, AL ROTH, formerly of the entertainment bureau of WOR New York, now stationed in India, is serving as stage manager of a GI show which is to be made into a movie short, according to reports received by WOR from the American Red Cross in India.

JEROME LAYTON, publicity director of WINS New York, has been inducted into the Army. Clarence C. Croxton, service manager, is now handling WINS ratings.

GENE KING, production supervisor of WOR New York, has been named production manager. He replaces Arthur Whiteside, who has resigned to become a field engineer with Western Electric Co. New production supervisor is George Willard, a staff announcer.

ARCH MCDONALD, WTOP-CBS Washington broadcaster, has begun his eleventh year with the station.

DONALD WEBB, WLW-WSAI Cincinnati staff announcer, has been inducted into the Armed service.

MAURICE D. RAPKIN, for the past 15 years program director of CKLW, Toronto, has resigned to free-lance.

RAJAH RINGE, announcer of CKW-M Windsor-Detroit, is the father of a boy.

HARRY WITTON, formerly of CFRS Owen Sound, Ont., and Remai ne Le Claire, new to radio, have joined the announcing staff of CKBQ Sudbury, Ont.

LT. DORWIN BAIRD has rejoined CFRS, Vancouver, after being 18 months in the Canadian Army, as radio liaison officer in the public relations section.

DON MACMILLAN, formerly production manager of CKCK Regina, now overseas, has been promoted to flight lieutenant in the Royal Canadian Air Force.

E. VERN HUGGINS, of Moose Jaw, Sask., new to radio, has joined the announcing staff of CKCK Regina.

CARROLL D. ALCOTT author of My War With Japan, has switched the locale of his nightly news program WCKY Cincinnati to WCAU Philadelphia. WCKY will carry his broadcast by direct wire from Philadelphia.

EARL WING, formerly of KSAN San Francisco, has joined the announcing staff of KQW San Francisco.

DOUGLAS E. SMITH, formerly announcer of KMMI Grand Island, has joined KMKO Hannibal, Mo.

ALVIN KAHN, formerly with WMTY at St. Louis III., has also joined the KMMO announcing staff.

Jack Hartley Receives
Lt. Comdr. Commission

J. HARRISON HARTLEY, Chief of the Radio Section, Public Relations, Navy Dept., was commissioned lieutenant commander, U. S. N. R., on last Wednesday, March 15. He has headed the Radio Section since Dec. 8, 1941.

Before becoming a member of the Navy's Public Relations staff, Comdr. Hartley was with NBC New York as assistant director of news and special events. He joined NBC in 1929 and for several years was assistant to Abe Schechter, now a major in the War Dept. Comdr. Hartley went to the Navy's radio section as supervisor of special events in June, 1941, becoming chief six months later.

JAMES I. BILLINGS, associated with the theatrical business for the past 30 years, has joined the Blue Network central division's production staff.

WILLIAM F. DACELY, former Philadelphia newspaperman, has joined KYW Philadelphia as news editor. He succeeds James W. Gantz, who took over the duties of news editor when John F. (Chick) Kelly left to join the Marines.

CARROLL D. ALCOTT, formerly of WCKY Cincinnati, has joined WCAU Philadelphia as news commentator.

DAVID M. SEGAL, formerly of KDJS, Az., and KEGM Altoona, N. M. and more recently in the Army Signal Corps, has joined WTOP-Roanoke, Va. as program director-announcer. Jerry Eton, formerly of Blue New York, is now a member of the WBTN announcing staff.

PAUL GATES, Blue Hollywood night manager, is in Glendale hospital recovering from an appendicitis operation.

PAT ADELMAN, former program director and assistant manager of KNOW Austin, has replaced Harfield Weedie as announcer of the Knuedt Austin. Mr. Weedin entered the Navy on March 11.

NORMAN PAUL, member of the WROK Rockford, Ill. announcing staff, has been inducted into the Army. Eugene Peterson, announcer on the show, has been called to active duty in the Merchant Marine at Seattle. Jack Town, N. Y. field director of the Navy's Public Relations staff, has joined the Navy.

ANN KALAPATIS is a new script writer at WNAC Boston. Vernon T. Williams has joined the announcing staff.

JOE BOLAND has rejoined WBET South Bend, Ind., as sports and special events announcer.

Posthumous Award

LT. ROBERT E. SPEAS, formerly part-time vocalist on the staff of WHO in Rochester, who was killed while on a flight over Germany, Oct. 8, has been posthumously awarded the Purple Heart, according to word received by AFRA. Lt. Speas is the first AFRA member to be killed in action, the union reports. He was a graduate student at the Eastman School of Music at the time of his induction. Survivors include his widow, Virginia Hand Speas of Rochester, and his parents, Mr. and Mrs. C. R. Speas of Sterling, Kan.

BLIND ANNOUNCER
WILL Girl Uses Notes in Braille at the Mike

ANNouncer who cannot see script or microphone is a member of the staff of WILL, the non-commercial station of the U. of Illinois. She is Wanda Eidelberg, blind student with a straight "A" average, who does a daily program of classical recordings, Music That Lives. The program notes are read to her, and Miss Eidelberg puts them on a card in Braille beforehand.

She reads swiftly, without hesitation, and gets her cue from the engineers by two knocks on the control room window. As the microphone is controlled by a but- ton on the announcer's table, she can tell when it is "live." The ambitious young woman plans a journalism career after college.

SHERMAN H. DRYER, director of radio productions at Chicago U., has joined WGN Chicago as writer-producer.

ARNOLD DOM, formerly of the Daily News, has joined the radio staff of PM, New York, replacing Judy DuFuy, who has resigned to do television work with General Electric Co., Schenectady.

PAUL COLLINS, Philadelphia announcer who has worked under the name of Larry Lamin, has joined WIBG Philadelphia, and now uses his own name.

JUANTZA MCLEAN has joined the staff of WGBH Portsmouth, N. H., as copy writer.

JOHN EARLY, new to radio, has joined WCAU Philadelphia.

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BROADCASTING • Broadcast Advertising
No single station, no amount of power, can deliver the loyalty, the intense "listening interest," of this, Maryland's "all home" Network.

You only have to know local geography and local customs to know why the Eastern Shore is as different from Western Maryland as day is from night. And neither have too much in common with Baltimore.

WFBR is Baltimore, WBOC is the voice of the Eastern Shore, and WJEJ is the magnet of the Hagerstown market of Western Maryland.

When the big political candidates are out for votes, they don't try to do it with a Baltimore station alone. They use the Maryland "all home" Network because they know the full power of local interest.

Actually, Maryland's "all home" Network can cost less than a single large station. With quantity discounts it's often considerably less!

**GREATER INTEREST — LOWER COST**

Yet look at what you get: Baltimore's favorite station plus the two really vital non-Baltimore stations with their intense local interest and loyalty! A combined "all home" market of over 2,000,000 people.

The Maryland "all home" Network is truly one of the great buys still left open in radio!

MARYLAND "All Home" NETWORK

FOR INFORMATION • RADIO STATION WFBR, BALTIMORE
BOB PREMONT, formerly with KVOC Victoria, Tex., is the latest addition to the announcing staff of KTSA San Antonio, Tex.

ROBERT WESSON, promotion and publicity manager of KGO-Blue San Francisco, has been appointed program director of the station.

JEAN SWIDENSKY, formerly on the announcing and program continuity staff of KOMA Oklahoma City, has joined the public relations and special services department of WINY New York.

ALLEN EARLE, formerly program director of WBRE Wilkes-Barre, Pa., has joined the announcers’ staff of WIND Chicago.

EDWARD A. CLELAND Jr., recently discharged from the Canadian Army, has returned to WLW Lynchburg, Va., as chief of the copy department.

AL BREAUX and George King have joined the announcing staff of WKY Oklahoma City. Mr. King was formerly with KOME Tulsa. Blue Wright is now assistant program director, Ben Morris being inducted into the Marines.

ED OVERBY has joined the KFEL Denver staff as program director, coming from KOB Albuquerque.

Graham Gladwin, formerly with the YWCA, Network and NBC New York and KGMD Stockton, has joined KGW San Francisco, as announcer.

SHERMAN H. DRYER, director of radio production at the U. of the U. of Chicago, has joined WGN Chicago, as a writer-producer. Mr. Dryer will continue to supervise and produce The Human Adventure, WGN-MBS and U. of Chicago program.

HERB CLARK replaces Ben Greer as program director of KSAL Salina, Kan. Mr. Greer is now with WMO Seattle, as special events announcer. Mr. Clark was formerly chief announcer of KFBI Wichita and recently of KVGB Great Bend. Bob Bundy is a new member of the KSAL announcing staff.

CLIFF JOHNSON, announcer of WBBM Chicago, has reported for duty at the Great Lakes Naval Training Center.

JAMES W. GANTZ, news editor of KYW Philadelphia, has been named program director of WOBC. He succeeds John J. (Chick) Kelly, who left March 6 to join the Marines.

DON WARD, formerly of KSD St. Louis, has joined the announcing staff of the Blue Network central division.

RUTH FOXX, formerly director of continuity of WAGA Atlanta, has joined the program writing staff of WFIL Philadelphia.

JOE REEVES, formerly with WATT Atlanta, John Davis, formerly with WAGA Atlanta, and James Young, formerly with stations in the Southeast, are new members of the WGST Atlanta announcing staff.

ED STEVENS, honorably discharged from the Army and former announcer of KQW San Francisco, has joined KHJ Hollywood. Roy Rowan, formerly of WGY Schenectady, has joined the KHJ announcing staff.

R. S. LAMBERT, supervisor of educational broadcasting, CBC Toronto, was elected honorary secretary of the Canadian National Advisory Council on Educational Broadcasting at its first annual meeting held at Toronto.

HAL BARKAS, announcer of WJNO West Palm Beach, Fla., and Ruth Cooperstein, member of the program department of WFBR Baltimore, have announced their engagement.

DICK FAULKNER, announcer for the past five years at WBBM Chicago, reports April 3 to the U. S. Maritime Service.

REDA Y TO SUBMERGE in the deep blue is Bob Heis, conductor of the Grenadier program on WMJ Milwaukee, wearing the helmet of Jack Brown, deep sea diver, whom he interviewed on the noon program. Bob wanted a demonstration and Diver Brown is giving it to him in the mop sink.

NBC-WMAQ Staffs In Armored Services

Former Employees of Central Division, NBC, Now Overseas

MEMBERS of the NBC Central Division staff and of WMAQ Chicago, are now fighting on every front in this global war, it was revealed, following a survey which disclosed that 20 of the 74 NBC men and women in the armed forces are overseas.

A breakdown of the total into service branches shows 40 in the Army, 20 in the Navy, four in the Marines, and two each in the WAVES and Coast Guard. Twenty-eight of the NBC staff are commissioned officers. Areas of service include India, the Mediterranean, Africa, and the South Pacific.

Highest ranking NBC-WMAQ staffers in uniforms are: Major Frederic C. Shidell, attached to the supreme headquarters, AEF; and Major Paul H. Clark, who returned recently from the South Pacific. Both Shidell and Clark are former engineers. Three employes in the service are women: Ensign Dorothy Sundstrom, Navy nurse, and Kathryn L. James and Susan Hefeld, both in the WAVES.

Following is a roster of the personnel in the armed forces:

(R denotes service overseas):

Lt. Paul A. Anderson, USMC.
Lt. (j.g.) Norman Barry, Navy.
Pvt. Thomas P. Sashaw Jr., Army.
Capt. Edgar L. Bernstein, Army.
Capt. Maurice M. Boyd, Army.
Lt. (j.g.) Robert V. Brown, Navy.
Pvt. Henry S. Canfield Jr., Army.
Pvt. Alvin S. Carver Jr., Army.
Mal. Paul R. Clark, Army.
Lt. Henry S. Cooke, Army.
Corp. George A. Creach, Army.
Capt. L. E. Howard, USNR.
Pfc. Frank R. DeWasa, Army.
M/Sgt. Perc. F. DeTamble, Army.
Lt. George W. Diefenderfer, Navy.
Lt. Sherill E. Edwards, Army.
Pvt. Robert Engen, Army.

BARRY'S BABY

BARRY FARISS, editor-in-chief of International News Service and INS itself have been honored by Army Air Forces in the Southeast Pacific. The lead Navvy bombers in the first and second elements of a recent aerial attack on the Pride of INS and "Barry's Baby," named for the news service and its editors. Capt. Kenneth Randolph of Iola, Kan. and Alfred Baucom of Fayetteville, N. C., handle the "Pride" while Lt. Harold Prince of Venice, Cal., gunned "Barry's Baby." Both ships were officially christened last week.

Capt. Thomas E. Gootes, Army.
Corp. John Halak, Army.
ACt. John Herren, Army.
Lt. (j.g.) Walter A. Holsmeren, Army.
Y 5/C Susan Ibbet, Navy.
Lt. (j.g.) Richard H. Irving, Army.
Lt. (j.g.) Kathryn L. James, Navy.
Lt. (j.g.) Arnold Joa, Army.
Capt. Ray J. Jones, Army.
Lt. David J. Kempsey, Army.
Lt. Edward S. King, Army.
Corp. Charles F. Kline, USMC.
S 2/C George J. Kossecke, CG.
Ens. John J. Lagen, Navy.
Lt. Raymond A. Lingham, Army.
Mod. David S. Link, Army.
Corp. Lionel J. Miller, Army.
Capt. Paul J. Moore, Army.
Capt. Paul J. Moss, Army.
Capt. Paul J. Myers, Army.
S 1/C Kenneth A. Nelson, Navy.
Maj. (j.g.) Edward A. Nickery, Army.
Lt. (j.g.) Leonard J. O'Connor, Army.
Capt. John M. O'Donnell, CG.
Lt. (j.g.) Frank J. O'Leary, Navy.
Capt. Donald E. Peterson, Navy.
Lt. (j.g.) Oliver Fort Pearson, Navy.
Lt. (j.g.) Curtiss Picker, Army.
Corp. John M. Poster, Army.
Capt. Paul Sandberg, USMC.
B 3/C William F. Reilly, Navy.
WT 1/C George P. Rogers, Navy.
Lt. Herman W. Rose, Army.
Sgt. Scott S. Runge, Army.
Pvt. Richard Sandberg, USMC.
Enf. Frederic C. Shidell, Army.
Sgt. Raymond F. Snyder, Army.
Pfc. David A. Soucy, Army.
Corp. Russell B. Sturgess, Army.
Pfc. Dorothy Sundstrom, Navy.
A/C Peter J. Thompson, Army.
Pfc. Glenn G. Vesper, Army.
Lt. Floyd G. Van Eeten, Navy.
Capt. George Votava, Army.
+Lt. (j.g.) Alvin C. Waiser, Navy.
Capt. Lester L. Washburn, Army.
Lt. Edward G. Weber, USMC.
Lt. James A. Wehrheim, Army.
Lt. John C. Youle, Army.
A/C Junius Zolp, Army.

INCREASED POPULATION GREATER RETAIL SALES

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A NEW STAR IN THE WEST

KODY

NBC Full Time!
The New NBC Outlet Halfway Between Omaha and Denver

39 New Clients BOUGHT 55 NEW CAMPAIGNS ON KODY in the last ninety days!

WHY? Because (1) KODY covers a rich agricultural and industrial market with splendid post-war possibilities; (2) KODY is a full-time NBC station in an area not adequately covered by any other NBC station; and (3) KODY has the advantage of experienced WOW management in programming, promotion, and merchandising.

KODY • North Platte, Nebr. • 1240 K.C.

OWNED & OPERATED BY:

RADIO STATION WOW INC.
OMAHA

Broadcast Advertising

March 20, 1944 • Page 45
Brewers Pay $908,000 For Radio Time in 1941

Radio advertising accounted for 4.3% of the total advertising expenditures of the brewing industry in 1941, according to a survey just completed by the American Brewer, industry trade paper. Survey was made primarily to determine plans for expansion, budget periods, capital investment and other operational plans. Covering the brewing industry in the U.S. and Canada based on returns from 108 out of 463 companies queried, some $908,000 of a total $21,088,000 expenditure went into radio.

The overall figure is expected to have increased 22% if advertising appropriations kept pace with sales increases during the past two years; 1941 breakdown is as follows: daily papers, $6,000,000-28.5%; weekly papers, $780,000-3.5%; magazines, $1,500,000-7.6%; point of sales, $6,000,000-28.5%; outdoor, $5,800,000-27.6%.

Survey points toward increased production in the post-war period with 66.1% indicating plans for plant expansion. It is estimated $150,000,000 will be expended for new equipment as soon as it is available.

Jack Turner, CBS script editor, will join the Bing Network in a similar capacity, reporting to Stuart Buchanan, script manager. Joining CBS a year-and-a-half ago assigned to the education department, Mr. Turner leaves Darrin Perkins, until recently manager of the CBS writing staff.

HUSBANDRY TIPS on production of weekly NBC Date With Judy, were offered by Tom MacAvity (left) Hollywood producer on that series when he turned assignment over to his wife, Helen Mack (right), radio-film actress, in early March. Mr. MacAvity currently is devoting full time to other production assignments. Lewis-Howe Co. (Tuna) sponsors the half-hour comedy-drama show.

A ONE-REEL MOVIE has been released to theatres based on Tom Slater's This Is Fort Dix MAS broadcast by Columbia Pictures and narrated by Tom Slater, the short is condensed version of the regular broadcast which features interviews and entertainment by soldiers stationed at Fort Dix, New Jersey.

**Careless Talk and Play Square With Gasoline New Subjects on OWI Packet**

TWO NEW subjects appear on the OWI Domestic Radio Bureau packet for the week beginning April 10, five are continued from the previous week, and one returns after a week's absence.

*Careless Talk*, scheduled on the "G.W." group of stations for Station Announcements, heralds a new campaign which is especially urgent at this time because of the large numbers of soldiers returning from the fighting fronts under the army furlough system and because of massive preparations for attack.

Listeners will be told that (1) even the most seemingly harmless fragment of war information may be of value to the enemy (2) the fact that thousands of people know some phase of our military operations does not mean that it is safe to talk about it loosely (3) even with family and friends items involving military security should not be mentioned.

Gasoline Messages

Play Square With Gasoline, also new to the packet, emphasizes the military factors in the campaign to destroy Black Market operations and to maintain essential transportation. With the slogan "Gasoline Powers The Attack—Don't Waste A Drop", messages will explain that because we have about reached maximum crude oil productive capacity from known reserves to supply military and essential home front requirements we must expect to have any more gasoline for civilian uses and we may have to get along with less before the war is over. Listeners will be urged to apply only gasoline really needed and to use only the coupons issued to them by local boards.

Sponsors for Careless Talk announcements may be found among general advertisers but places where people congregate are most likely prospects. These include restaurants and taverns, recreational centers, and transportation companies. Likely sponsors for the gasoline spots are service stations, garages, automobile dealers, and enterprises promoting group marketing.

Continued on the packet are messages on War Bonds, Rubber Conservation, Tax Declaration, Victory Gardens and Car Sharing. The campaign to recruit Women War Workers returns after a week's absence.

**Inspirational Theme Ads Found Most Effective**

THE INSPIRATIONAL theme is the most effective means of advertising today, according to a survey made by Daniel Starch Business Research, New York, for the Association of National Advertisers. Survey covered four 3-month periods from October 1942 through September 1943. The "future appeal" theme was somewhat average and showed a declining trend. Straight product advertising showed an important increase during the period. The survey revealed that war production advertising showed a steady increase but that the conservation theme had little popular interest. The report, an analysis of the findings on more than 18,000 advertisements in 15 major magazines and 80,000 interviews, is intended to show the trend of war theme advertising.
What makes this network work?

• These 143 stations, woven into a blanket to cover the 3,026,789 square miles of the United States...

• These 143 stations, interlaced into an extensive pattern of clear channels, regionals and locals...

• These 143 stations, affiliates of the National Broadcasting Company... are what make this network work.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC "The Network Most People Listen to Most."

They all tune to the

National Broadcasting Company

It's a National Habit
Fly Testimony at Lea Probe

(Continued from page 18)

to the barriers in the way of the free flow of press communications from points in the British Empire to the United States as compared with wire circuits in those British Empire points and England erroneously indicated that Reuters was given preferential rate treat ment for press associations for dispatches between the same points," he said. "As a matter of fact the low British Empire press rate of one British penny, or a little less than two U.S. cents, a word is available to correspondents of all nationalities between points in the British Empire.

Mr. Fly explained, however, that a Reuters correspondent can transmit dispatches from any point in the Empire to London at the low British rate, whereas American correspondents usually pay considerably higher rates for his dispatches from the same points to his headquarters in the U.S. Even when the circuits are used, Mr. Fly said the FCC has been unable to raise rates established comparable to the "low British Empire rate", he added. American correspondents usually transmit dispatches through London because the combination rate is lower than rates direct to New York, according to the FCC chairman.

Describes Monitoring
Of Fishing Boats

To a direct question by Mr. Barg er, Mr. Fly said the Commission had not granted amateur licenses to any aliens prior to Pearl Harbor "except for a handful discovered when we put on stricter regulations". He added, however, that "there is no way of telling, offhand". Mr. Barg er inquired about licensing the Nisei. Chairman Fly said the Commission had licensed, before rigid restrictions were adopted in June 1940, the following alien radio operators: Austrian, French, Swedish, Polish, Irish and Lithuanian, each one; Canadian 15; English 4 and German and Czechoslovak each 5.

Aswering Rep. Wigglesworth's question as to whether Japanese operating radio stations on fishing boats communicate with the Jap mainland or fleet, Mr. Fly said such would have been possible but that "vessels equipped with radio were monitored by the Radio Intelligence Division in the field". He read from a report that indicated there were "nothing suspicious" on the air.

Chairman Fly denied that the FCC didn't keep a "fulltime watch" on the fishing boats, declaring "we maintained watch over all the spectrums except the military", although the witness added, under further questioning that "you can't monitor every frequency all the time. To assign men to cover every frequency would take a whole army". Then he appealed to Chairman Lea: "I have no objection to going into all this. I think the thing to do is to go into the RID." "It's our desire to drop it," said Rep. Lea. He referred to an agreement of principle which precluded touching upon the RID and Foreign Broadcasting Intelligence Service until new general counsel is appointed. When Mr. Barger asked: "If those fishing boats were equipped with radio it would have been a small matter to communi cate with the Japanese mainland fleet, wouldn't it?" Charles R. Denny Jr., FCC general counsel, said: "That's RID." Mr. Fly added: "That's RID" and Rep. Wiggles worth asked why.

"That particular thing did not happen," declared Mr. Fly. Rep. Wigglesworth asked the witness to file with the Committee qualifications of 21 employees who operated the Commission's three monitoring stations in Hawaii. Rep. Lea inter posed: "Suppose we drop the RID.

Mr. Barger read from a speech delivered in Detroit Nov. 25, 1942, by the witness in which Mr. Fly was quoted as saying that it was "advertised that Hawaii was a hotbed of enemy radio transmitters". Mr. Fly explained that "those rumors came out around Dec. 7." Mr. Barger read from the speech Mr. Fly's advocacy of a unified common carrier in the International field and reminded the FCC head that his past philosophy was opposed to monopolies.

"In this particular area of communications I have advocated monopolies on two scores and opposed one other," said Mr. Fly. "In telephone, water, telegraph—monopoly makes the most sense. In the field of international communications there should be a monopoly".

Seeks Views on Monopoly
And Unification

Mr. Fly requested that his speech be incorporated into the record as his views on international communications. Mr. Barger pressed for Mr. Fly's views on unification and monopoly. "There is not much distinction between monopoly and unification," said the witness. He explained that unification can be brought about by merger or "organizing a new corporation".

"Do you mean unification of ownership or unification of Government control?" asked Rep. Lea.

"I haven't advocated Government ownership," replied Mr. Fly. "I haven't taken a stand on that. I think the thing to do is to get a strong unit which the Government can back up. The Government wants to be in a position to direct the carrier system and expand when it becomes necessary." He admitted the FCC had made studies looking to a merger of international communications.

Mr. Barger asked Mr. Fly to submit for the Committee record a letter he wrote to President Roosevelt March 29, 1945, on an international merger and the President's reply dated June 1, 1943.

Turning to testimony previously given the Committee to the effect that the FBI tried for several days to get 250,000 fingerprints of radio operators from the FCC, Mr. Barger asked: "Is it fair to assume the delay in getting those fingerprints was due to (1) your agreement with the unions and (2) that the prints become a part of the permanent FBI record?"

Mr. Fly denied that the agreement with operators' unions had anything to do with the delay in turning over the prints to the FBI, but he did repeat that "we insisted they process them". Following argument on the fingerprint question Mr. Fly declared: "I might say he (J. Edgar Hoover, FBI director) didn't find any spies in that group of fingerprints. To this date no spies have been found in that group".

Rep. Wigglesworth, referring to the labor leaders with whom Mr. Fly previously testified, he had an agreement not to use the fingerprints except for FCC purposes, asked: "Do I understand you want to leave the impression with the Committee that the implied understanding between you and them was more important than the internal security in time of war?"

"The request for those fingerprints came in September 1941," replied Mr. Fly. He parried further questions, saying "you'll find my views in the record." Questioned by Rep. Lea and Mr. Barg er, Chairman Fly admitted that operators licensed by the Commission were in a position to "damage national defense if they were so minded". He appealed to Chairman Lea that he hadn't been permitted to present his own statement with reference to the fingerprints except through cross-examination. He filed for the record a statement including correspondence between the FCC and Attorney General regarding the fingerprints.
KRGV and the Lower Rio Grande Valley

Top photo: From ten million big citrus trees like these came $40,000,000 in golden grapefruit and luscious oranges during the last crop year. A tropical latitude, fertile lands and irrigation from an ample water supply makes this possible.

Bottom photo: A typical plant in which the fresh, juicy, delicious citrus fruit is inspected, selected and packed for shipment.

Top photo: Here is a glance at the $24,000,000 mid-winter vegetable industry. This spinach will go to market at premium prices due to timeliness and finest quality.

Bottom photo: In this plant the grapefruit juice is extracted and canned from fruit of good quality but of poor appearance, thus saving vital vitamins in delicious form... and providing much revenue from otherwise unmarketed fruit.

Here's What Makes This Important!

KRGV is the ONLY single media which covers this market thoroughly. 91% of the 23,481 radio listeners are tuned in on KRGV! Consider that fact for a people who deposited a record $51,000,000 in their banks at the close of 1943 as a consequence of having received $82,657,000 for their agricultural products during the year! KRGV is a MUST on Texas schedules. NBC Network. Address: Weslaco, Texas.

Central Sales Office — 805-6 Tower Petroleum Bldg., Dallas, Texas
Ken. L. Sibson, Gen'l Sales Manager, Telephone Riverside 5663 — TWX Dis 297

Broadcasting • Broadcast Advertising
"Now, if we were only staying at THE ROOSEVELT"!

When you stop at The Roosevelt you don’t risk getting marbleized like this. For you’ll be within walking range of Manhattan’s Midtown activities. Direct passage-way from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

ROBERT W. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

**PROGRAM THE LINEUP!**

**NBC RECORDING PROGRAMS**

**The Name You Will Remember**

William Lang’s five-minute verbal sketches of the Famous...news of people-in-the-news...is a real attention-getter. Lang’s punchy style gets across a parasol and leaves a lasting impression. 156 five-minute shows arranged for five-week broadcast. Merchandising and publicity plan supplied. And remember the title "The Name You Will Remember" is perfect tie-in for the sponsor’s name and business. Send for audition records.

Many other NBC Recorded Programs—5 minutes to half-hour.

**A Proven Sales Medium**

**In WBNX Service Area There Are:**

2,450,000 Jewish Speaking Persons
1,222,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

Hughes Who

RUSH HUGHES, KWK St. Louis, is now a record producer, recently met Rush Hughes, director of public school in Elwood, Ind. Besides having similar names both make music their business, both are about the same height and build, both are dark complexioned and both drink their coffee black.

FRANK SOUTH, formerly with Mace Adv. Agency Peoria, Ill., and later with Hiltz Co., joined the advertising staff of Consolidated Products Co., Danville, Ill.


HILLER BROS. Co., Inc., New York, has appointed M. Stendel, R. H. Co., New York, to handle advertising for fruits and produce. Radio is planned.

QUAKER OATS Co., Peterborough, Ont. (Puffed Wheat and Sparkles) is going on the air and will broadcast twice on Thurs. on 10 Canadian stations. Agency is Spitzer & Mills Ltd., Montreal.

HOFFMAN RADIO Corp., Los Angeles, new to radio, on March 13 starts sponsoring weekly five-minute accent featuring Chester Huntley on 8 CBS Pacific Coast stations. Contract is for 52 weeks. Placement is through Hixson-O’Donnell Adv., Los Angeles.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J. (Anacin), on March 20 began sponsorship of Bo the Story Goes, transcribed quarter-hour program featuring Johnny Neblett three times weekly on CFRB Toronto; City, WRGB and CBM Montreal, bringing the total to 32 stations in the U. S. and Canada now carrying the program. Contract is for 18 weeks. Agency is Dancer-Farrow, Chicago, 111.

NICHOLAS JOHNSTON, San Francisco (photographer), is sponsoring a weekly half-hour remote program, Is It You from the Hotel St. Francis on KSFO with transcribed version later in the week on KGO. Shanty to cover dramas of San Francisco, series features three city personalities each week. Finished portrait is awarded listeners suggesting guest personality. Brisacher, Van Norden & Staff, San Francisco, handles the account.

SWAYZE & BURCH BISCUIT CO. on March 13 began sponsorship of a five-minute news program on WMAQ Chicago, featuring Alex Dreier, NBC commentator, Mondays through Fridays. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

J. M. SCHNEIDER Ltd., Kitchener, Ont. (prepared meats) has started Sunday evening quarter-hour organ selections on CFRB Toronto. Account is placed by J. B. Gibbons Ltd., Toronto.

MASON & Co., Chicago (novelties), began sponsorship March 6 of a quarter-hour program, Tuesdays. The program is written, produced and acted by a group of boys under 18 years-old. Contract is for 52 weeks. Agency is Phil Gordon Agency, Chicago.

GIMBEL BROTHERS, Philadelphia (department store), has begun sponsorship of two new programs on WIP Philadelphia. For its men’s clothing department, account began sponsorship of Mutual’s Bulldog Drummond series for Sundays. For its Women’s Ready-to-Sell Shop, dress shop for teen-age girls, program is scheduled for 10:30 a.m. Program begins in with Calling All Girls magazine. Saturday series started March 11 and Sunday series following day. In addition, Gimbel’s sponsors the half hour holiday and transcribed Sewing Class series. All business placed direct.

WARRICK MPG. Co., Chicago (Charter radio), has named Agency Service Corp., Chicago, to handle its advertising.

STEIN-HALL MPG. Co., Chicago (pre-cooked beans) recently appointed Needham, Louis & Brody, Chicago as agency. Donnell, N. Y. will continue to conduct eastern advertising. Radio is contemplated.

FALLS CITY BREWING CO., Louisville (Falls City Beer), on March 27 begins sponsorship of Lucky Kitty Program, half-hour program featuring Angeline Orr, on WHAS Louisville, WCHS Charleston, W. Va. and WSZT Huntington, W. Va. Plans call for 52 episodes of the quarter-hour programs to be heard each Monday, produced by Nebbett Radio Productions, Chicago. Account was placed by Anfenger Adv. Agency, St. Louis.

DAILY NEWS, Los Angeles, on March 7, started sponsoring weekly quarter-hour evening commentary Political Editor on KHJ Hollywood. Contract is for 15 weeks, placed direct.

NEWSKIN Co., Brooklyn, have appointed Wendell F. Colton Co., New York, to handle advertising for NewSkin. Radio is being considered.

W. P. GOLDMAN BROS. Inc., New York, have appointed J. Golovin Co., New York advertising agency, to handle advertising for GGG Gum. Radio is being considered.

WILLARD’S CHOCOLATES, Toronto, has started Ontario Panorama weekly half-hour program of news about Ontario with well-known newsmen and guest newspaper editors on CFRB Toronto. Account was placed by Cockfield Brown & Co., Toronto.

PLANS AGENT for half-hour TV series “Here’s the Life.” Rights for series have been purchased by Mutual Broadcasting System from Midgettv Distribution Co., New York, appearing on Mutual stations from Sept. 15. Series is a show featuring the lives of famous people. In first week, series will feature Carmen Miranda. Though series is scheduled for 8:30 p.m. Eastern time and 7:30 in Pacific, station times may vary. Several Mutual stations in the Midwest are planning to pick up the series. For network, series is a prime time show that will be seen by as many as 30 million homes. Mutual plans to sell local sponsorship for show beginning in August.

FOR SALE: In addition to the WABC New York, Mutual’s radio group is planning to sell time or sponsorship on CBS’s WOR, Milwaukee; Dallas station WFAA and the WJAY Chicago.

WBNX broadcasts daily to Metropolitan New York, works one station which comprises 70% of the population. These millions, millions of listeners, have their own churches, newspapers and radio stations. The sale to WBNX proclamings and public service, the reason why many WBNX broadcasts are heard each Monday, Thursday and Friday. Local and national advertisers today are using WBNX consistently. If your product is merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availability. Or call Melrose 5-0333.

America’s Leading Foreign Language Station.

Page 50 • March 20, 1944
PRESTO HAS IT ... the smoothest cutting disc you ever used, easier on your cutting needles, simpler for your less experienced personnel to handle because it doesn’t require fussy adjustments of the cutting needle to make a noiseless recording.

PRESTO HAS A DISC FOR EVERY PURPOSE ... the GREEN LABEL DISC, glass base, for your finest recordings ... the RED LABEL DISC, glass base, same as the green label but lower priced because it has some tiny imperfection, somewhere, that prevents its being passed as a Presto “first” ... the MONOGRAM DISC, composition base, for reference recordings, economical both because it costs less and because it’s coated with the same high grade recording medium used on the Presto glass base discs. MONOGRAMS won’t cause the needle wear experienced with other low priced discs.

PRESTO ALUMINUM BASE DISCS are again available but only in limited quantity and only for military, government and commercial uses. Broadcasting stations and recording studios may use aluminum discs for recording commercial transcriptions that must be mailed or which must be protected from breakage because of their importance. But it is our prime responsibility to make these discs for the armed forces and release only the excess for commercial use during wartime.

KINDLY ORDER IN ADVANCE OF YOUR REQUIREMENTS. We regret that we are no longer able to clear all disc orders daily. No serious delays but no shipment within the hour on telegraphed orders.

Presto Recording Corporation, New York 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising
March 20, 1944 • Page 51
GRAYBAR APPOINTS
LA MARQUE TO POST

J. W. La Marque, former manager of the radio broadcasting department at Graybar Electric Co. New York district office, on April 1, becomes radio sales manager at the company's executive headquarters New York, replacing D. B. McKey [Broadcasting, March 13]. Having had 20 years experience in radio, Jim La Marque has been associated with RCA and Haynes-Griffen and later served as eastern sales manager of the Crosley Radio Corp. In 1928 Graybar was one of the first radio department manager, New York office, in charge of radio merchandising. 1936 he was special sales representative for Graybar on Western Electric Radio, Sound Systems and Hearing Aids. In 1943 he was sales manager, New York. Since that time he has been closely identified with radio broadcasting and with the electrical industries in the eastern district.

ANNUAL WE REPORT SHOWS '43 DECLINE

Despite an all-time record of 83% production for Government allocation, sales for the year amounted to more than $40 million dollars in sales during 1943, Western Electric Co. showed a decrease of $816,000 in net income from 1942 as compared with 1943, the company's annual statement, issued last week by Clar- endon G. Stoll, was disclosed.

Sales totaled $714,350,838 last year, as compared with $757,956,000 in 1942 and $1,021,000 in 1941. Sales to Government customers have steadily increased from $41, 421,000 in 1941 to a peak of $596, 112,000 last year. With sales to telephone companies declining 58% from 1942, while labor and other costs continued to rise," the report stated. "The maintenance of October 1941 prices under OPA regulations resulted in a very low rate of profit on this part of the business."

Sales to the Bell System declined from $300,000 in 1941 to $284,043,000 in 1942 and $118, 226,000 last year. Net income for the company was $12,305,000 in 1943, as compared with $14,119, 000 in 1942.

Radar, together with radio, telephone and other newly-developed electronic equipment were the predominant items in the WE war program. In addition to high-

STOPS DISC BREAKAGE
WKCR, Boston, has adopted a large express sticker that is displayed prominently on each record. The sticker is sent out from the station by a Chicago advertising agency and was decided necessary because of record breakage in transit.
A million people heard the word SYPHILIS*
...and liked it!

PUBLIC SERVICE is just as integral a part of KFI as its 50,000 watts of power. Whether it is a matter of bringing the fight against syphilis into the open, or sponsoring the debut of a promising local concert pianist—KFI regards Public Service as an obligation, a privilege, a promotional opportunity.

Such Public Service programming unites the station and its listeners in the common bond of local interests. And this mutuality of interests builds confidence and strong acceptance for all KFI program offerings.

This is another reason for KFI's undisputed leadership in Los Angeles.

PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY

SYPHILIS...is being fought in Los Angeles with a microphone!

For over six months, KFI's provocative dramatic programs "The Unseen Enemy" have been the promotion spearhead of a local fight against venereal diseases...a plague which has risen to alarming importance in Los Angeles as in other major wartime population centers.

And the dramatic programs have not been without dramatic results. The series is credited with having induced many local industrial institutions to broaden the scope of their medical programs. It has been endorsed by educational directors in schools and in military posts. Requests for blood tests at clinics throughout the city and county have shown marked increases.

KFI LOS ANGELES
N.B.C. AFFILIATE - 50,000 WATTS - CLEAR CHANNEL - 640 KILOCYCLES
Edward Petry and Company, Inc., National Representatives
83.9% of WSAI's contracts are RENEWED contracts!
HERE'S THAT BANDWAGON AGAIN

Once in a blue moon it comes along . . . that symbol of great opportunity so dear to the heart of every progressive American—the Bandwagon!

This time the Bandwagon is Television. You've been waiting for it. Do you recognize it now that it's time for the first seats to be taken?

Television stands today where radio stood a few years ago . . . where movies stood a few years earlier. Americans who were the first to climb aboard are still congratulating themselves!

Men who can judge the future by the past are already climbing aboard this 1944 Bandwagon. They know that television, which combines the best in radio and movies (plus a few things of its own), promises to con-

found the skeptical and reward the enterprising by soaring to the greatest heights of all . . . soon.

Plan now for your telecasting studio. Reserve that equipment now . . . equipment that insures low cost of operation. These things can be done. DuMont will do them for you.

Allen B. DuMont has specialized in television since it was a laboratory curiosity. When he developed the DuMont Cathode Ray Tube, he earned the title, "The Man Who Made Commercial Television Practical"; he put the wheels on the television Bandwagon. Climb aboard!

The man who made commercial television practical can make it profitable for you.
War Programs Dominated CBS in Year; Net Income Up, Annual Report Shows

WARTIME operations of CBS are highlighted in the company's annual report to stockholders, made public last Friday, which reveals that of the network's $3,552 individual broadcasts during 1943, more than 17,000 dealt with war projects, representing 3,380 hours or approximately 36% of CBS total operating time.

In presenting the report in the absence of CBS President William S. Paley, on leave on a special foreign mission for the OWI, Paul W. Keeten, executive vice-president, stated: "That your company prospered during 1943 is a source of less pride to its management and, I feel sure, to its stockholders, than that it met and fulfilled the urgent and multiplied needs of the armed forces, the United States Government, American industry and the American people at war."

Net Rises

Annual financial statement, submitted by Frank K. White, vice-president and treasurer, shows a gross income of $75,166,441 during 1943 for CBS and its subsidiary companies, an increase of $16,954,868 over 1942's gross of $62,211,573. Net income for the year, after providing $7,575,000 for federal taxes, was $4,555,941 or $2.04 per share, an increase of $412,943 over a net of $4,132,698, or $2.40 per share in 1942.

Looking to the future, the report states that "while television publicly seemed to stand still...the impact of wartime progress upon post-war television has made almost certain television pictures of larger size and higher fidelity, richer in detail and in full and natural color, although continued transmission of lower quality pictures of pre-war standard may be necessary during an interim period."

War themes during the year increased from 48% to 58% of all CBS programs, the report says, with almost half the time sold for commercial use devoted to war projects. The 90 CBS advertisers in 1943, not including Pacific Coast and regional advertisers, purchased a total of 3,268 hours of network time.

Year's total of 9,329 hours of CBS network broadcasting included 31,592 programs, originating from 333 foreign and domestic points, the report reveals.

During 1943, the report states, 16 stations joined CBS and five affiliated, with FCC permission, increased their power. Internationally, CBS erected two new high-power shortwave transmitters for the Government at Wayne, N. J., has one under construction at Brentwood, L. I. and is planning others in California, in addition to the three it already operates to beam programs to foreign listeners and to our own troops abroad.

TWO NAVY SHOWS TAKE UP OPTIONS

BAN placed on use of Navy personnel on sponsored broadcasts will have a definite future impact against Chicago Navy shows but several other midweek programs will be permitted to continue under existing contracts.

Minnosse-Honeywell Regulator Co., Minneapolis, on April 2 will take up the remaining 26 weeks of its 52-week contract for Dick Powell's overhead. Lewis & Associates, Minneapolis, is the agency.

Hall Bros. Inc., Kansas City, Mo. (greeting cards), effective April, renews sponsorship of Meet Your Navy for the remaining 26 weeks of its contract, which will be heard on 160 Blue stations Fridays 8:30-9 p.m. Henri-Hurst & McDonald Inc., Chicago, handles the account.

Communications Probe Funds Are Requested

A RESOLUTION authorizing the Senate Interstate Commerce Committee, or a subcommittee to investigate international communications under terms of Senate Resolution 187 introduced last October, was introduced last Monday by Sen. Wheeler of Montana, chairman of the committee and co-sponsor of the original resolution. Last week's document, which would authorize an expenditure of not more than $5,000 for the probe, was referred to the Audit & Control Committee.

During hearings last Tuesday before the House Select Committee to Investigate the FCC, James Lawrence Fly, Commission chairman, expressed the hope that Sen. Wheeler's resolution (SRES. 267) "will lead to a full consideration of the problem and to the development of a legal basis for unification" of international communications. He added: "We don't need much investigation on that. I think the committees are pretty well informed on that. I don't believe much testimony will be needed. I think a $5,000 fund would be adequate."

N. Y. AFM Pacts

LOCAL 802 of the American Federation of Musicians has negotiated new contracts with WMCA and WNEW New York, effective April 1, calling for 15% increases in the present scale of $75 a week. Scale for one-time commercial broadcasts will go up from $10 for one hour or less to $12 for 30 minutes or less and $16 for 30 minutes to a full hour.

Railroad Special

CHICAGO, BURLINGTON & QUINCY Railroad, Chicago, will sponsor a special broadcast from Lincoln, Neb., April 10 on the full Blue network from 12:45-1 p.m. Agency for the Burlington is Reinecke-Ellys-Younggreen & Finn, Chicago.

EDGAR KOBAK, executive vice-president of CBS, on March 21 will address the Women's Washington Advertising Club, and on March 22 will address the Baltimore Advertising Club.

Lease Cancelled

(Continued from page 16)

Society pursuant hereto are to be paid by the lessee."

Justices Paine, Carter, Messmore and Wenke voted to cancel the lease, while Justices Yeager, Chappell and Folke dissented, finding the lease was adequate and legal. Members of the board of Woodmen, headed by D. E. Brashaw, president, had held that the reasons for disposition of the station to the Gillin company were several.

Among these were recited interference with duties of officers of the Society which was organized for the purpose of fraternal insurance; possibility of station income being subject to income tax; possibility of its operation causing a taxable levy on the gross income of the Society; possibility of legislation preventing a fraternal insurance society from owning and operating a station; station ownership deemed by the Society to interfere with other subjects discussed over WOW; caused difficulties in relationship between employees of the Society and station, due to wage scale differences; fear of legal action resulting from FCC's disturbing station value; area covered by the station had been materially reduced, affecting its advertising medium value; additional FM and television costs might have come up.

The opinion brought out that Mr. Bradshaw desired to see Mr. Gillin participate in the management and ownership of the station and that he Asians receive a high tribute to him for the station's success. Mr. Gillin has been directing head since 1932.

Esso Garden Book

ESSO MARKETERS, New York, is offering radio listeners a book a book on gardening through its Esso Reporter programs, heard on 37 stations. Two million copies are being released, and another printing is planned on the basis of response to last year's winner of a similar booklet. Special editions adapted to regional agricultural conditions are prepared in each state by Standard Oil divisions in consultation with the local state department of agriculture.

First in Prestige! First in Audience! First for Advertisers!
HELP OF INDUSTRY
PRaised BY DAVIS

The radio industry and the Radio Executives Club of New York were praised at the luncheon meeting last Thursday in New York by Norman H. Davis, director of the American Red Cross "for the outstanding contribution you have made through radio in connection with the 1944 war fund goal of $200,000,000.

Mr. Davis' letter was read by Lindsay Macharrie, American Red Cross director of public information in Great Britain.

"The radio industry," Mr. Davis wrote, "has done in a short space of time and is giving a graphic picture of the Red Cross in action in these troubled times. Please accept the deep appreciation of the American Red Cross".

Praises Nets, BBC

Mr. Macharrie, a former producer of Blue and Bentons & Bowles, New York, praised the BBC and the four American networks for their cooperation in making programs and facilities available to the armed forces.

Guests were Fred Goddard, XNRO Aberdeen, Wash.; John T. Carey, WIND Gary - Chicago; George Lasker, WORL Boston; Ed Clery, WIBG Philadelphia; Frank Smith, WWSW Pittsburgh; William Elchberg, MBS; Hal Seville, WJEJ Hagerstown; Jack Gross, KPMB San Diego; Mr. and Mrs. Dutch Cassill, WGNY New York; C. A. Lacey, WJDX Jackson Miss.; Rhoda Maggi, Mildred Helm and Don Hayworth, BBC.

WANTED
RADIO NEWS WRITER

News writer for KSD, St. Louis, on NBC affiliate. Give draft status and details of experience. Must be fast on typewriter. Availability certificate required.

WRITE
NEWS EDITOR
RADIO STATION KSD
ST. LOUIS, MO.

New Relay Suitable for Video Sought
By AT&T Between New York, Boston

Plans for "a commercial trial" of a radio relay system suitable for the transmission of television programs as well as telephone messages were announced last Friday by the American Telephone & Telegraph Co. Application was made last Thursday to the FCC, AT&T said, for approval of the construction of a radio relay between New York and Boston, work to proceed as rapidly as the war situation permits.

Relay will take at least two years to complete and will cost in excess of $2,000,000. According to AT&T, system will be operated by radio relays of a type under development at Bell Telephone laboratories before the war, with directed radio beams at ultra-high frequencies operating simultaneously in other directions and relayed at stations spaced at about 30-mile intervals along the route.

Principal purpose of the trial, the company states, is to determine by practical operation in commercial service the relative advantages and disadvantages of radio relay in transmission of long distance messages and television programs compared with transmission by wires and cables and the recently developed coaxial cables.

Announcement of these radio relay plans, as well as plans for the construction of 6,000 to 7,000 miles of coaxial cable, also capable of carrying television programs, has been sent by AT&T Vice-President Keith S. McHugh to a number of executives of companies with television interests, together with a letter which points out that AT&T's interest in television "is primarily the same as our interest in broadcasting, namely, in furnishing facilities for the transmission of television program material."

In addition to outlining the company's post-war plans for intercity television network facilities by both coaxial and radio relay systems—plans which he states "are necessarily subject to a good many qualifications because of present uncertainties"—Mr. McHugh explains that "within the same city, television can be transmitted over ordinary telephone wires, with the addition of suitable terminal and intermediate equipment, or over special conductors provided for the purpose."

Feldman in India

ARTHUR FELDMAN, assistant manager of the Blue's London news office, has arrived in New Delhi, India. He was heard on the network from his new post last Wednesday.

How To Do A
Better Sales Job
ON WIBW
One of a Service Series

Include WIBW in those plans because of (1) the tremendous clarity and penetration of our signal—5 on S80; (2) the admitted preference of farm and small town listeners for WIBW programs, personalities and service; (3) our long, enviable record of RESULTS for other advertisers.

Do A Better Sales Job... on WIBW!
COVERAGE attained in a nationwide listener campaign, involving the voluntary cooperation of 128 CBS stations, is presented in an oversize illustrated folder released by the network. Brochure constitutes a report by the cooperating stations on the CBS 1943 program promotion campaign "to invite the mass of the American people to listen to CBS programs" and to appreciate that they were getting the best in radio fare. Included is a list of the exact quantities of promotion material supplied to the stations by the network followed by a page-by-page account of how much was used in each of seven media. Total reader "impression-opportunities" are reported at half a billion for newspapers and at over a billion for car and bus cards, with "uncheckable" millions in posters and postcards. "Listener-opportunities" totaled nine billion, representing a daily average of 13 radio messages addressed to 25,000,000 CBS radio families over a period of 28 days.

WOWO Dinner

ACHIEVEMENT Award dinner was held by WOWO Ft. Wayne, Ind. on March 15, as tribute to the men and women in the WOWO tri-state area who have made significant contributions to agriculture and home economics during the past year. Present at the event were Governor Henry F. Schricker, the featured speaker, Harry Reed, dean and director of the Purdue U. School of Agriculture, and other agriculture leaders and representatives.

The new book of America's master radio playwright

More by Norman Corwin

SINCE the publication of his Thirteen By Corwin, that genius of radio, Norman Corwin, has done more radio dramas so thrilling to millions of listeners. Now the sixteen best and most representative of his new plays, with complete production notes on each, are ready in book form—for you to enjoy, to study, and to produce. "Even more than his first volume of radio dramas, this collection demonstrates the extraordinary breadth of his versatility."--CLIFTON FADiman, just published, $3.

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

Merchandising & Promotion

CBS Report—WDBJ Maps—KNX Trade Paper
Nine in One Suit—Sew for Victory

WDBJ Maps

NEW daytime and nighttime coverage maps have been issued by WDBJ Roanoke, Va. Rastered in red, the double-page daytime pamphlet gives market data information accompanying a map, opposite the data, showing WDBJ daytime coverage in red for primary listening area, and shades of pink for secondary and tertiary areas. A full explanation is on the back cover. Station follows same form for nighttime pamphlet. Both have extended second page with call letters printed vertically for filing purposes.

* * *

Cabs Promote

KSD St. Louis has begun a promotional scheme with three taxi-cab firms, Yellow, Black and White and Victory Cabs, to carry signs on the space between the taxi's rear window and bumper featuring the call letters, KSD, with bordering slogans such as "NBC Outlet in St. Louis", "Tops in Programs", "AP News", and "550 on your dial!". The signs are printed in red with blue and white trim.

* * *

KNX Trade Paper

KNX Los Angeles is now issuing a monthly KNX Trade Talk newspaper covering radio news of foods and drugs. With the second issue, March paper now goes to more than 90% of all food and drug retailers in Southern California. National circulation includes agencies and advertisers.

* * *

WHBQ Folder

PMOTION done in connection with advertisers' accounts is now presented by WHBQ Memphis to advertisers in a specially printed folder containing tear sheets of ads and other promotion. "News for You—From WHBQ" is slogan of the folder which has one corner folded back for quick opening.

FM in KANSAS CITY

KOLY

EVERETT L. DILLARD
General Manager

PORTER BLDG., KANSAS CITY

BROADCASTING  *  Broadcast Advertising
Clark Committee
(Continued from page 12)
Chairman Clark announced his plan to reconvene the committee.

Members of the committee, in addition to Chairman Clark, are Tun-
nell (Del.), McFarland (Ariz.) and Andrews (Fla.), Democrats; and
White (Me.) and Tobey (N.H.), Republicans.

Senator Clark has not indicated the lineup of witnesses beyond
Dr. Maddy. Presumably the com-
mittee will determine its course fol-
loowing the initial hearing. It ap-
peared evident, Senator Clark said,
that the committee would like to in-
quire into the circumstances sur-
rounding the current network nego-
tiations and in light of the Labor
Board decision.

Smith Letter
Mr. Smith's letter to Senator
Clark, copies of which were sent
to all members of the NAB board,
follows in full:

As you are probably aware, the radio
networks are at the present time negoti-
ating with Mr. James Petrillo of the Ameri-
can Federation of Musicians for a new
labor agreement. In fact, I believe that
the most favorable agreement has been
reached between them.

Certain portions of this agreement, in
my opinion, will have disastrous effects
upon the broadcast station operators
throughout the entire United States. In
this letter, I should like to explain to you
why I believe this. Because of my past
experience in the Petrillo matter, I
should like to ask any advice or relief it is
possible for you to give.

The networks have agreed that only
members of the Musicians Union will be
permitted to handle phonograph records
and transcriptions in their stations. This
duty at the present time is performed by
technicians. There are two main tech-
nicians unions, one of these being the
A. F. of L. affiliate, the International
Brotherhood of Electrical Workers.
The other one, which controls technicians
on NBC, the Blue Network and their af-
liated stations, is known as the National
Asso. of Broadcast Engineers & Tech-
nicians. The deal that has actually been
made by the networks is that they will
force NABET into IBEW, as a concession
to IBEW, for giving up their phonographic
record and transcription handling privi-
ileges. It is my understanding that IBEW
on the Pacific Coast opposes this change.
NABET also is opposing it to the best of
their ability.

It is obvious to anyone familiar with
the broadcasting business that this con-
cession on the part of the networks is
one of negligible importance to them. It is
evident that Mr. Petrillo's purpose in
requesting it is to establish the prin-
ciple of musician handling of transcrip-
tions and records. Having established this
principle, it will not be difficult for him to
expand it to virtually all radio stations in
the United States. This, in itself, will still
not be a move of major importance to the
Musicians Union. However, once having established
musicians in a necessary capacity in the
radio station, AFM is then in a position
to force studio bands upon all stations,
most of whom now employ no musicians.
As present, a strike of musicians is not
locked upon by the average independent
station with too much fear. However, if
the musicians could control the phono-
graphic records and transcriptions, and
the technicians and announcers, through
their contracts, were not permitted to teach
them a strike of musicians would automati-
cally put the stations out of business.

Mr. Petrillo states that his
original demand was that the
networks was for a music cost equalling
3% of their gross revenue. Mr. Petrillo
has lowered this demand materially. I
believe, in consideration for having this
amount reduced, the networks are making
an effort to help Mr. Petrillo get his rev-
inue from the radio stations rather than
from the networks. Already, to my knowl-
dge, two stations, RFI and KBOA, the
NBC and Blue outlets in Los Angeles,
have been notified by the musicians that
starting June 1, they must employ musi-
cian platter turners.

In view of the foregoing, I believe you
will understand why I feel that the net-
works, in gaining concessions for them-
sewes, have given away the rights of in-
dependent and affiliated stations to do so.
There has been very little publicity re-
leased on network AFM negotiations
and I believe the average station owner
is not aware of the critical situation fac-
ing him. I am somewhat at a loss to know
which direction to turn for relief. I hope
a certain amount of security may be added
to our position by having this informa-
tion in your hands.

The Service Aire of
WIS
(5000 Watts - 560 KC - NBC)
at Columbia, S. C.
gives you MORE
RADIO HOMES
than
LOUISVILLE
(127,000 against 79,000)
or
ATLANTA
(127,000 against 63,000)
or
MEMPHIS
(127,000 against 61,000)
or
BIRMINGHAM
(127,000 against 58,000)
or
RICHMOND
(127,000 against 45,000)
or
NEW ORLEANS
(127,000 against 103,000)
— or than Rochester
(88,000)
or
Denver
(91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives

March 20, 1944 • Page 59
Opposition Voiced in Senate To Sharp Cut in FCC Fund

BETTER opposition by Administra-

tion forces to a two-million dollar

reduction in the FCC's 1945 fis-
cal year budget developed last
Thursday in the Senate during de-
bate on the Independent Offices

crétions and Appropriations (HR-4070),

already passed by the House.

Led by Sen. Mead (D-N.Y.), the
debate saw Sen. Wheeler (D-
Mont.), chairman of the Interstate

Communications Committee and co-

Chairman of the White-Wheeler

Bill (S-814) to revamp the Com-
munications Act of 1934, line up on be-

half of FCC Chairman James Law-

dence Fly and restoration of the

cuts.

Duplication Claimed

After adopting a Committee

amendment which reduced the FCC

budget request for normal activi-
ties from $2,209,000 to an even

$2,000,000, Sen. Barkley (D-Ky.),

Majority Leader, agreed to reconsider
its action. Sen. Mead then offered an

amendment to reduce the full

amount of the original budget re-
quest for so-called national defense

activities.

Sen. McKellar (D-Tenn.), acting

chairman of the Appropriations

Committee, and Sen. Bridges (R-

N.H.), Committee member, vigoro-

sus defended the Committee's re-
duction of $600,000 above the

House cuts [BROADCASTING, Sept.

13]. The House had lopped off

$1,654,857.

Sen. McKellar, informing his col-

leagues that evidence before the

Appropriations Committee showed

the radio intelligence work done by the FCC duplicated that of the

Army and Navy, declared:

"We gave Mr. Fly two or three
days before the Committee to estab-
lish his claim, with maps, speci-
fications, and testimony. I am sure
the Senator (Sen. Mead) will recall
that he was given every possible

opportunity to submit reasons why
there was no duplication. Such
reasons were never presented to
the Committee. I do not think anyone
would deny that there is a dupli-
cation."

"I know that the distinguished

acting chairman of our Committee
gave Mr. Fly unlimited time," said
Sen. Mead, "and I am sure he
would satisfy Mr. Fly a little bet-
ter if he gave him less time and
more money to operate the agency." He

denied that the record showed the
the Commission was "engaged in
radio intelligence of a military
nature."

Defending the Commission's ac-
tivities Sen. Mead asserted that
the "Army and Navy must occa-
sionally depend upon the FCC for
the performance of certain tasks,
military in character. . . . Another
point is that it is the FCC, not the
military, which does the monitor-
ing of broadcasts coming from
enemy countries. It is the United
States FCC which does the policing
of the U.S. radio network." He

pointed out that the Joint Chiefs of
Staff and the Secretaries of War and
Navy, who recommended in Friday
that radio intelligence activities be
transferred from the FCC to the
armed forces. When Sen. Mead

read the President's letter, dated
Sept. 7, 1943, in which Mr. Roose-
velt told Secretaries Knox and
Stimson to iron out their differ-
ences before the Board of War
Communications, Sen. Tobey as-
"The FCC is practically a one-

man Commission. James Lawrence

Fly dominates the board. I know
that to be a fact. The board to
which the Senator referred, the
BWC to which to make appeals,
is also dominated by James Law-
dence Fly. So Mr. Fly acts in both
capacities. Following an exchange
between Sen. Tobey and Sen. W.
Wheeler interposed that "Mr.
Fly is one of the ablest and most
intelligent men in the public ser-
vice today."

Sen. Wheeler paid glowing tribu-
tue to Chairman Fly, declaring:
"While I have not always agreed
with him at times, in my opinion
he has been one of the most ma-
\led men in public service in Wash-
ington during the last few years.
Mr. Fly has had one of the most
difficult jobs to perform in this
city. When it comes to regulat-
ing radio, and radio communica-
tions, and to dealing with those
engaged in the industry, with all the
selfishness displayed by them, one
must recognize what an extremely
difficult job the chairman of the
Commission has."

Sen. Mead read into the Congres-
sional Record letters from military
and other governmental personnel,
commending the Commission's work
in the radio intelligence field. That
brought from Sen. Bridges the
question: "I should like to have the
Senator tell us exactly what pro-
portion of the time of Mr. Fly and
the FCC has been spent in the camp-
aign or crusade to obtain these
endorsements from minor Army offi-
cers all over the country?" Sen.
Wheeler answered:

"I happen to know that Mr. Fly

was attacked before one of the com-
mittees of the other House, and cer-
tain statements were made. I as-
sume that when those statements
were made he was asked about
persons who were familiar with the
work he was doing to write letters.
It will be recalled that he was not
permitted to testify before the
House Committee in answer to the
charges. I assume—and I think it
is true—that he did ask certain
persons in various executive de-
partments who had been using the
service to say what they thought
about it, and these letters were in
response to that request.

It was reported on Capitol Hill
Friday that some Senators had in-
dquired into Sec. 201, Title 18, U. S.
Code, which prohibits the use of
moneys appropriated "to influence
in any manner a Member of Con-
gress, to favor or oppose, by vote
or otherwise, any legislation or ap-
propriation by Congress, whether
before or after the introduction of
any bill or resolution, proposing
such legislation or appropriation."
The law specifies that any "officer
or employee" of the U. S. found
guilty of violating the statute shall
be removed" from office and
"shall also be guilty of a misde-
meanor." A $500 fine and/or year
in prison are specified.

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BROADCASTING • Broadcast Advertising
Boler Denies Intimidation, Defends Fly in Case Letter

EDITOR BREASTLING:

In view of the facts that you have published in your publication of March 6, 1944, page 53, I think perhaps it might be only fair to Chairman Fly and the writer that you also publish this reply.

—JOHN W. BOLER, President
North Central Broadcasting System Inc., St. Paul, Minn.

March 4, 1944

Hon. Francis Case
House of Representatives
Washington, D. C.

Dear Sir:

I received an airmail special delivery envelope postmarked Washington, D. C., this morning with no return address or other identification which contained a copy of your speech to Congress on Feb. 28, 1944. From its contents, it is very evident that you, with some other Congressmen, are using the FCC as a political tool. I request that this communication be put in the Congressional Record, because statements which you have made and interpretations of my letter and contact with you were misconstrued, and therefore, your statements were false and misleading.

James Lawrence Fly, chairman of the FCC, did not tell Congressman Bowers, National Republican Committee, and solicit our sympathy or support.

Being the licensee of two radio stations and the operator of a regional network, I have business with the FCC, and it was I who called Chairman James Lawrence Fly regarding business that I have with the FCC, which I have the opportunity to do very often.

The only statements that ever get before Congress, or that ever have obtained just consideration by Congress or the House Select Committee investigating the FCC, are statements, accusations, and derogatory accusations hurled at James Lawrence Fly and the FCC. The House Select Committee never allowed anyone to appear before the Committee in an open meeting that had any statement to make favorable to the FCC, the Commissioners, or its chairman. Congressman Cox and the New York attorney whom the Committee hired, appeared opposed against the FCC from the beginning, and their resignation is proof of something or other.

As a voter, I have the right to contact a personal acquaintance and voter in the State of South Dakota—your state—and ask him to extend his vote and voice to you. However, you choose to call it intimidation, instead of investigating further.

You say that the Committee's action was taken to withhold the appropriation to the FCC on the recommendations of the Joint Chiefs of Staff and the Secretary of War and the Secretary of Navy, which was sent to the President with a strongly worded letter. As I recall, the House Select Committee spent a considerable amount of time interviewing members of the Army and Navy, and many attempts were made by the House Select Committee to get the Army and Navy to make certain statements which apparently had political implications, which were aired by Congressmen Cox in the press and all the trade publications.

I, for one, am personally of the opinion that the interest of public service, convenience, and necessity, and in the interest of this Democracy, that radio functions should remain under the jurisdiction of one agency, the FCC. There isn't any reason why this agency cannot perform its duties in the best interest of the war effort in cooperation with the Army and Navy as well as any and all other agencies are doing, and I am confident there are many others who share the same opinion.

I have tried for months, and consistently, to get your House Select Committee to permit me to appear and allow me to testify as to our experience with the FCC and as to what the FCC has done for the several hundred small and independent radio station operators in the U. S. Chairman Cox and Mr. Garvey, however, saw fit not to permit me to appear.

Radio is my business, and we look toward the Federal Government agency that necessarily must exist to guide and direct the licensing of our broadcast stations in the U. S. The listening public and the voters should not permit you, or any other Congressmen, to use this branch of the Government as a political football, which you are doing, and I intend not to permit it if I can contribute anything toward that cause.

I object to your speech to Congress, placing in the Congressional Record a statement embodying comments which I have made and the contact of a friend of mine in your state as a means of hurling another blow at the FCC and call it: "Intimidation of our good Congressmen representing 'we the people.'" We have the right, I believe, to contact our Congressmen and tell them how we feel and how we would like them to vote and represent us in Congress, as that's what we send you there for. Therefore, you are not being intimidated. The FCC did not solicit political support and did not solicit my intervention or contact with you and neither has requested any such support. I want this in the Congressional Record so that every Congressman will know it.

I would be an ingrate, to say the least, if I ignored the calumny heaped upon the already much-maligned Mr. Fly in return for the inestimable service he has rendered hundreds of small independent radio stations. I may not agree with everything Mr. Fly has done, but an honest investigation of his record will reveal, not a dictator seeking to control broadcasting, but a gentleman anxious that Justice be meted out to the small, as well as the large, radio stations. Therefore, I respectfully request that this letter be given consideration before Congress to erase the black mark created by your misinterpretation of my request of Mr. Jewett.

—JOHN W. BOLER, President
North Central Broadcasting System Inc.

THE 1945 annual convention of the Canadian Association of Broadcasters has been set for Quebec City, Feb. 12-14. Hotel accommodations at Montreal, where the next convention was planned, do not allow for a convention under one roof, so that the CAB has decided to go back to Quebec where they recently held their 1944 meeting.
In Canada for WAVES

TO EXCHANGE radio ideas with the Canadian Wrens so that there may be further cooperation between the Allied Services, L.t. Hazel Kenyon Markel, director of national network radio relations for the WAVES, is now in Canada, by invitation of the Dept. of National Defense Naval Service. L.t. Markel is serving with the WAVES while on leave as education director of KIRO, Seattle CBS station. Before going to KIRO, she was director of education of the Portland schools, and also manager of KRPS Portland, where she was known as Hazel Kenyon.

Hollender to London

AL HOLLENDER, of the Overseas Branch of OWI, is leaving for London where he will serve in the radio division of the Psychological Warfare Branch, Allied Force Headquarters. His post in New York as assistant chief of the Radio Program Bureau, in charge of the radio outpost division, goes to Robert Newman. Mr. Hollender was formerly assistant to the president of WIND-WJJD Chicago. Mr. Newman has been editor of the outpost radio division. Before joining the OWI he did freelance scriptwriting.

WARTIME development of new and ingenious products, in increasing quantities, has required Sylvania Electric Products' radio division home plant in Emporium, Pa., to add a two-story brick addition.

TO DEMONSTRATE that women without technical experience can be trained quickly for wartime jobs as studio operators, the NAB, in cooperation with the four major networks and RCA Institutes, has graduated an experimental class of 12 students in a 12-weeks course conducted during evening hours.

Selecting its initial group from the 70 most promising applicants screened from more than a thousand inquiries received in a recruiting campaign in New York, all of the original class was found to possess the natural aptitudes required and "show promise of developing into capable studio operators after experience is gained working on the jobs they are now seeking", according to Howard S. Frazier, NAB director of engineering.

Personal qualifications largely governed the selection of candidates for training, as evidenced by the following from the screening bulletin sent to initial applicants:

- She is alert, ambitious and possesses more than average intelligence. She may have a college education but this is not essential...
- She is resourceful, thinks quickly and has the natural aptitude necessary to coordinate eye, ear, mind and hand... The women we are looking for may not drive a car, but if she does, her driving is better than average. She is not too young to utilize the obligations of assuming responsibility nor is she too old to learn quickly and with minimum effort...
- She is never late for appointments, is she never absent without good reason and after having made previous arrangements...
- We are looking for unusual women.

Selection of candidates for training was made by Mr. Frazier and John Cose, assistant superintendent of RCA Institutes. Networks contributed their studios and provided control men who served as lecturers. In addition to actual operating experience given at the control consoles, courses included basic principles of acoustics, care and use of microphones, purpose and functions of studio control equipment, various types of program material, use of volume indicator, mixing and fading, operating procedure, remote pickup operation, instantaneous lacquer recording, and operation of low-powered transmitters.

All of the students are securing restricted permits and many are now available for immediate placement with stations. NAB has cataloged the regional employment preferences of the graduates for broadcasters interested. Full particulars on graduates available or the NAB training techniques may be obtained from the NAB Engineering Dept., 1760 N Street, N.W., Washington 6, D.C.

Way Quits OWI Post

RESIGNATION of William B. Way, general manager of KVOO Tulsa, as OWI regional consultant for Oklahoma and Kansas was announced last week by John D. Hymes, deputy chief of the Domestic Radio Bureau. Robert D. Enoch, general manager of KTOP Oklahoma City, has been appointed to the position. Mr. Way held the OWI post for a year-and-a-half and resigned because of pressure of other business.
Army's Lip Mike Debut On CBS 'Vox-Pop' Series

"LITTLE SCHICKELGRUBER," the Army's T-45 'lip' microphone, went on the air publicly for the first time Monday, March 13, on the CBS 'Vox-Pop' program. Vocalists of the Electric Boat Co.'s submarine building plant at Groton, Conn., were interviewed by Parks Johnson, who in turn was interviewed by CBS newsman at Bayonne, N. J. completed the two-point hook-up.

Developed by the Electro-Voice Mfg. Co. of South Bend, Ind., collaborating with the New Jersey Signal Corps, the mike is an effective device for speech transmission, which could override the tremendous noise of the battle field. Post-war possibilities include its use for clear communication from unusually noisy areas, such as subways, light arenas, stadiums, etc.

MBS Adds Three

MBS has announced that it is not renewing its affiliation contract with KGLI La Crosse, Wis. All Mutual service will be discontinued at the close of business Sat., April 15. Mutual has already announced that it will not renew its contract with WAGC Augusta, Ga., another station, when the contract expires June 13. An added WKEU Gary, Ind., and WPLA Panama City, Fla., March 19. KVRX Rock Springs, Ariz., joins the network April 1, bringing the total of MBS affiliates to 222.

Underwood a V-P

CECIL UNDERWOOD, Hollywood manager and publicist forUnderwood, Louis & Brody on the NBC Fibber McGee & Molly and Great Gildersleeve programs, has been made vice-president. Currently con- ferring in Chicago with agency executives on summer replacements for the former show, Mr. Underwood has been with that agency seven years. Maurice Need- ham, agency president, was in Hollywood in early March to notify Mr. Underwood of his elevation.

Network Accounts

All Time Eastern Wartime unless indicated

New Business

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh (institutional), on March 15 started a musical program on 108 Blue stations, Mon.-Sat., 7-9 p.m. Agency: McGann-Berman, N. Y.

WILCO Co., Los Angeles (Bluff, Cleaver), on April 4 starts for 13 weeks Hollywood Commentary on 14 Blue Pacific stations, Tues., 1200-1215 p.m. Agency: Elwood J. Robinson Adv., Los Angeles.


McKESSON & ROBBINS Inc., Birmingham, Ala. (Bristol, Columbus, Yonah), on March 15 starts Joe E. Brown's Stop & Go on 146 CBS stations, Thurs., 10-10:15 p.m. Agency: J. D. Taxer & Co., N. Y.

LIBBY, McNEILL & LIBBY, Chicago (Libby's 100 Poods, Baby Foods), on April 17 starts My True Story on 16 Blue stations, Mon. thru Fri., 10:15-10:45 a.m. Agency: J. Walter Thompson Co., Chicago.

Renewal Accounts

LEVER BROS., Cambridge (Swan soap), on April 4 renews for 22 weeks Bums & Allen on 129 CBS stations, Tues., 9-9:30 a.m. Agency: Young & Rubicam, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap, Oxydol), on March 8 renews for 2 weeks Love of Mystery on 17 CBS stations, Mon., thru Fri., 7-7:15 p.m. (Re- commentator: J. Walter Thompson Co., Chicago.)

FABST SALES Co., Chicago (Pabst Blue Ribbon), on April 18 renews for 2 weeks Pabst & Brau on 115 CBS stations, Mon. thru Fri., 9-9:30 p.m. (Re- ceptionist: J. Walter Thompson Co., Chicago.)


ESQUIRE Inc., Chicago (Coronet), on March 50 renews for 8 weeks Coronet magazine, on March 25 renews for 8 weeks Blue Ribbon on 95 CBS stations, making a total of 131 Blue stations, Mon. thru Fri., 9-9:30 p.m. 


SERVEI, INC., New York (institutional) on April 11 renews for 8 weeks Colour magazine for Women in Stations at the same time adding 48 stations, making a total of 131 Blue stations, Sat., 11-12 noon. Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge, Mass. (Swan soap), on April 3 renews for 2 weeks April Love on 73 CBS stations, Mon. thru Fri., 11-11:30 a.m. (Repeat: 11:30-12 noon). Agency: Young & Rubicam, N. Y.

NEW BUSINESS

SCHENLEY IMPORT Corp., New York (Planters Nuts & Tobacco), on Feb. 27 renews for 2 weeks Creole Brand Cigars, on 75 CBS stations, making a total of 131 Blue stations, Sat., 11-12 noon. Agency: Schwimmer & Scott Adv., Chicago.

LEVER BROS., Cambridge, Mass. (Swan soap), on April 3 renews for 2 weeks April Love on 73 CBS stations, Mon. thru Fri., 11-11:30 a.m. (Repeat: 11:30-12 noon). Agency: Young & Rubicam, N. Y.
Chances Fade for Legislation

(Continued from page 8)

ed upon by Chairman Wheeler, who repeatedly has criticized failure of stations and networks to provide equal time for comments of all interested parties, was reported by Administration spokesmen, was encountered by the Legislative Committee almost everywhere. Much agitation over the broadcasts of such commentators as Winchell and Pearson has focused attention on a guaranteed "fairness" provision, with Sen. Wheeler insistently demanding that the same time and facilities be given the respondent in all such cases of personal attacks, or where "viliﬁcation" is allegedly involved.

Members of the legislative committee last met with Chairman Wheeler on Monday, March 13, at which time the NAB's proposed changes were advanced. President-elect J. Harlow Ryan also met with the Committee, the members, all of whom were present, are James D. House, WLW-WSAI Cincinnati; Clair R. McCollough, WGAL-Lancaster; Joseph H. Beam, CBS New York; Frank M. Russell, NBC Washington; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Columbia, S. C.; Nathan Lord, WXLW-St. Louis; Ed Slocum, KGHL Billings, Mont.; J. Leonard Reinsch, WSB Atlanta.

Air NAB Study

Chairman Elias and Mr. Reinsch remained in Washington to work with the NAB war activities director, Robert T. Bailey, and special legislative counsel, Karl A. Smith, on the revisions to the Wheeler draft. Mr. Elias conferred several times with Sen. Wheeler and Mr. Crane and afterward submitted to Sen. White the proposed NAB revisions.

Mr. Reinsch was to be in Washington this week as legislative committee representative, and was given the formal assignment of executive duties at the NAB by Mr. Ryan, who expects to take over April 15.

In a nutshell, the view was that some sort of bill would be drafted soon and submitted to the full Committee, several members of which followed the hearings on new legislation avidly and who, from the questions they asked, appeared to favor a revised law or a series of amendments which would spell out the precise functions of the FCC and prevent any determination of authority not implicit in the act. Moreover, the preponderant Committee opinion appeared to be that something should be done to prevent the FCC from gradually assuming control of "the composition of that traffic" as expressed in the so-called Enckfurter opinion of the Supreme Court of May 10, 1943.

While Chairman Wheeler has refrained from public comment, he is represented as feeling that the views of both sides should be reconciled in legislation. On several occasions he has indicated that he desired only removing any ambiguity of view on legislation at this session and might be disposed to throw the whole proposition overboard.

Nevertheless, at this writing, he appeared to be following through on a revised legislative draft, and indications were that he would confer with Sen. White about changes, with the hope of getting a subcommittee agreement before the Committee is called together in executive session.

The preponderant view of those familiar with the original tentative draft was that it would be better to have no legislation at all than of that sort. But they had in mind the legislative processes ahead and the intense interest expressed in the House on new legislation stemming both from hearings held two years ago on the Sanders bill and the Select Committee inquiry into the FCC.

Aside from legislative suggestions sent to Chairman Wheeler by the NAB Committee, the FCC and the major networks also are understood to have advanced suggestions. One of the last proposals received was from Louis C. Caldwell, as counsel for the Clear Channel Broadcasting Service, representing I-A stations, sharply opposed to the 50,000 w limitation on standard broadcast facilities (FM would not be included) and proposing other changes in the measure. Mr. Caldwell, who was invited to appear for the clear channel group during the hearings but did not, asked for and was given a copy of the Wheeler preliminary draft, following which he submitted the overall recommendations.

Navy Unification Plan Announced

International Communication Firms to Be Consolidated

FORMULATION of a comprehensive plan by the Navy Dept. providing for legislative unification of all American international communication enterprises into one privately owned and organized company was reported last week by reliable sources.

The proposal seeks a merger of radiotelegraph, cable and telephone facilities and is understood to be based on the Navy Dept. position that only complete unification can result in maximum utilization of the equipment and frequencies used in record and non-record radiocommunications. Anything less, it is felt, would retain the present competitive situation in the prevailing system of American international telecommunications.

Recent Advances

The plan is believed to take into account the tremendous advances in radio and electronics in recent years and the probability of frequency shortages after the war as the result of increased demands to be expected from international aviation expansion.

The Navy Dept. merger plan would be confined to foreign communications only and would be completely separated from manufacturing enterprises in the United States or abroad, it is reported, although the corporation would engage in research necessary for its operations.

No provision or necessity for Government ownership, financial participation or control is included in the proposal but representatives from departments most interested in communications would serve on the board of directors to advise on policies affecting the national interest or on an advisory council.

The FCC would be confined to regulatory activities over rates and practices, under the reported plan.
A MODEL high-power commercial FM station to serve the nation's capital, as well as to carry on experimentation, is sought in an application filed with the FCC last Friday by the well-known names in FM—Mr. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., and Stuart L. Bailey, members of the Washington consulting engineering firm of Jansky & Bailey. The station, to be constructed at a cost of approximately $160,000, would be a Class D' outlet designed to serve a 20,000 square-mile area, with Washington as the basic metropolitan area. The frequency sought is 43,900 kc.

Jansky & Bailey constructed Washington's first experimental FM station, now in operation. The proposed site of the new station is near Olney, Md., about 20 miles from Washington. The station would use an NEL 36,000 w transmitter, a General Electric 420-foot antenna, and Western Electric speech input equipment.

Similar to Alpine

The applicant is FM Development Foundation, with Maj. Armstrong as 50% owner and Jansky & Bailey holding the other 50%. The equipment would be substantially a duplicate of Maj. Armstrong's original FM station now operating at Alpine, N. J., with the call WFMN. The Foundation, it was explained, is designed to carry on research and foster the development of the FM broadcasting art, which, Dr. Armstrong said, "is now clearly evident will revolutionize the broadcasting industry."

The removal of the FCC's ban on newspaper ownership of stations and the gradual realization by various broadcasting groups of the possibilities opened up by this new method of broadcasting has produced a flood of applications for licenses that are beyond the resources of the short-handed Washington engineering firms to handle," said the Foundation's statement. "With the granting of these applications and the construction of hundreds or even thousands of FM stations, many new problems of allocation and operation will arise."

"It is the purpose of the Foundation to carry out the necessary experimentation to solve any operational problems that may arise and to do so in a way which will be alike convenient to the Jansky & Bailey Laboratories that will supervise the tests, and capable of demonstrating by its service over the capital area the full possibilities of the FM system."

Plans were formulated prior to Pearl Harbor, said the statement, and their fulfillment will depend upon favorable action by the Commission and the termination of hostilities. An estimated period of six to nine months will be required to construct the station. Legal aspects of the application were handled by the Washington law firm of Dow, Lohnes and Albertson.

SENIORS DISCUSS SPEECH FREEDOM

MONTANA'S two Senators, Burton K. Wheeler and James E. Murray (both Democrats and both of Butte) will air their views this week on radio news commentators and freedom of speech on Richard estad's program (9:15-9:30 p.m.) on WWDC Washington, WMCA New York, WDBS Philadelphia and WITI Baltimore.

Mr. Eaton has proposed six questions which he will ask the Senators and answer himself. Do you believe that there is sufficient freedom of speech in time of war?—Do you believe that a radio commentator, unlike the editorial writer of a newspaper, should not express his opinions on the air?—Do you believe that the right of reply should exist on the air and in editorial columns of newspapers?—Have there been complaints by labor that it has not had a fair chance to be heard on the air? Do you care to comment on that?—How do you feel about reproducing sessions of Congress on the air?—Six—Senators Thomas and Murray have proposed a bill for agreement on a unified war program, both for war and post-war periods. Do you believe that the OWI should be permitted to develop this plan?

Sen. Murray will broadcast his views on those questions Tuesday night and Sen. Wheeler, chairman of the Senate Interstate Commerce Committee, and author of the Wheeler-White Bill (S-514) will be heard Thursday night. Sen. Wheeler has openly expressed himself in favor of the right to reply to commentators who "attack" individuals.

ARMY-NAVY production award will be presented to Allen B. Dumont Laboratories, Pasaic, N. J., March 21. Ceremonies will be held in the Central Theatre in Pasaic.

Consultant Office Is Opened by Mills

To Specialize in Commercial Uses of Copyrighted Works

EDWIN CLAUDE MILLS, for many years general manager of ASCAP and more recently executive director of Songwriters Protective Asso., has opened offices at 630 Fifth Ave., New York, as a consultant on the commercial uses of copyrighted musical works, especially in the fields of public performance, mechanical reproduction, electrical transcription, television and synchronization rights.

His services will be available to a limited number of clients with non-conflicting interests, he said, explaining that he would not currently represent a music licensing organization and an association of its licensees, for example, although at different times he may work for both buyers and sellers of musical rights.

Active Music Roll

Joining ASCAP in 1919, when the organization was just getting under way, Mr. Mills played an active role in the licensing of music to radio from the beginning and he was instrumental in drafting both the 1923 and 1935 contracts between ASCAP and the broadcasters. For a three-year interval he was the intermediary in his association with ASCAP, between 1929 and 1932, he was president of Radio Music Co., and NBC subsidiary. In 1940, when he was chairman of the ASCAP administrative committee, he and the ASCAP board did not agree on the handling of the Society's negotiations with broadcasters, which resulted in a rupture of radio-ASCAP relations.

Following the ASCAP acceptance of a Government consent decree and its subsequent reorganization, Mr. Mills resigned from ASCAP in the summer of 1941, joining SPA as executive director. After 18 months in this post, he resigned this year (BROADCASTING, Jan. 17) because it became apparent that his plans for a reorganization of SPA would have to be held up until after the close of the war.

Brewery Plans

ATLANTIC BREWINg Co. Chicago (Tavern Pole beer) named Campbell-Mithun, Chicago, to handle its advertising. Plans have not been announced for a future enlarged radio campaign.

SIX more stations have signed with Press Assn. for the special AP radio news wire, it was announced last week. They are: ROCA Kiloeg, Tex.; KGKB Tyler, Tex.; WDSM Superior, Wis.; KUSB Vermillion, S. D.; WDKO Durham, N. C.; WCAL Northfield, Minn.
WMCA Policy on Controversial Issues Promotes Discussions, Straus Asserts

THE NEW policy of WMCA New York making commercial as well as sustaining time available for the discussion of controversial issues [Broadcasting, Feb. 28] "does not abridge any right to free time enjoyed by an organization under the NAB code" but "affords an appeal from the otherwise unappealable judgment of a station manager as to what should or should not be heard on the air," Nathan Straus, WMCA president, declared last week in a letter to J. Harold Ryan, president-elect of the NAB.

Everyone Included

Replying to a notice from Willard Egolf, assistant to the NAB president, that the industry association "feels some concern over the announcement of the WMCA policy," [Broadcasting, March 8], Mr. Straus describes as "spurious" Mr. Egolf's argument that this policy "places money in the balance against the manager's judgment in deciding the weight of a controversial issue." Expressing "deep resentment" against the implication that "our policy is intended to increase the station revenue by allowing improper or unworthy programs to be heard," Mr. Straus pointed out that the WMCA code "does not vary in principle" from the NAB ruling on controversial issues but expands this principle to increase the opportunity for public discussion.

The NAB letter termed the right of a station to listen to "the foundation of the code" and denied that there is anything in the WMCA policy by which the opponent of one side of a controversial issue can obtain time on the air more readily than under the NAB code. "As a matter of fact," the NAB declared, "your policy provides a means whereby he may be kept off the air altogether, conclusively and effectively. His opponent, by your own statement, need only say that he is unable or unwilling to spend the money for a reply."

"Under the code of the NAB a station manager may schedule a broadcast on a controversial issue if he deems it in the public interest. If no one on the opposing side chooses to make a reply, both sides are held to have had their 'day in court'. Thus, at least, station management is vindicated in the exercise of unbiased judgment in the public interest."

The argument that the WMCA policy might keep an organization off the air if its opponent were not willing to buy time is "presumptuous," Mr. Straus replied. "No one who under the NAB code could be heard, would be denied a hearing under our code," he averred, "but many, who under the NAB code would be unable to obtain time on the air, may under our code be able to present their views if the opposing groups interested in the discussion are ready to present their pleas at their own expense."

"In our belief the problem is whether the decision of a single individual, the station manager, shall be permitted to foreclose public discussion of an issue by radio on the ground that he personally deems the matter of insufficient public importance to grant it free time, even though a representative community group insists that it should have a right to present its views."

"Whatever may have been the original intent of such a policy, its effect has been to bar discussion of important topics and the dissemination of interesting views by responsible groups. The evidence is overwhelming that the policy of the NAB does not accord 'freedom of the air' which must be the continuing cornucopia of our intrusted with a Federal license to operate a broadcasting station."

"When a station manager's judgment is in conflict with a responsible organization over what constitutes 'public interest' in controversial issues, that organization should, in our belief, have the right to obtain radio time through means other than gratuities."

Electronic Session

LABOR, management and military leaders who met at the Palmer House, Chicago, last week, heard Col. Warren J. Clear of the War Dept., one of the Army's experts on the Orient, discuss global combat problems with emphasis on supply and communications in the Pacific area. The meeting was the first Army-Navy Electronics War conference. Other speakers were Brig. Gen. Edgar L. Clewell, commanding general of Western Signal Depot; Lt. Melvin F. Lanphar, Navy incentive officer, for Chicago District and Army, Navy and Marine Corps combat veterans. Motion pictures and types of communications equipment were demonstrated.

THE FOUR VANCOUVER, B.C., stations (CBB CKMO CJOR CKWX) joined forces early this month to produce an hour broadcast for the Red Cross campaign. Local and internationally known artists participated in the program.

WSSA Cincinnati coverage of the Cincinnati Reds spring training activities is being handled for the station by its sports reporter Dick Bray and Cincinnati Enquirer sports editor Lou Smith.
Five Seek Video, 7 FM CP Permits

Standard Stations Sought in Dublin, Ga., Rochester

NEW applications received by Thursday of last week at the FCC request facilities for five new commercial television stations, seven new FM outlets, two standard stations and one non-commercial educational station. Applications for transfer also were filed by Upstate Broadcasting Corp., Saranac Lake, N. Y., licensee of WNBZ; KLCN Blytheville, Ark. and KIUL Garden City, Kans.

Upstate Broadcasting application asks consent for voluntary transfer of control of WNBZ from Carl F. Woese, sole owner, to WNBZ general manager, John F. Grimes. Sale of 253 shares common stock for $24,400 is involved.

Mr. Woese, who is engaged in war work, states that he is not longer able to devote full attention to the station. Mr. Grimes is also writer for the New York Times and the Syracuse Post Standard.

Station Applicants

Homer A. Illion requests in the XJUL application to sell his interest in the station to his partner, Frank D. Conrad, for "$18 and other considerations". Mr. Illion is now in Government service. In the KLCN Blytheville, Ark. application, voluntary assignment of license is requested from Fred O. Conradi, sole owner, to general manager Harold L. Sudbury for $15,865.12. Mr. Grimson is now engaged in war work.

Applicants seeking new commercial television outlets are Havens & Martin, Richmond, Va. (licensee of WMBG), Channel 3, 3 kw auroral, 4 kw peak visual; Bamberger Broadcasting Service, Inc., New York; WORMC, Washington, D. C.; Channel 4, Philadelphia, Channel 7; Louis Wasser Inc., Spokane (KG-AE KHQ licensees), Channel 1; Allen B. du Mont Labs., Washington, D. C., which has applied for a construction permit for reinstallation of W3XWT with 2 kw auroral, 4 kw peak visual, and special and A 5 emission.

The list of FM applicants include:

- York Broadcasting Co., York, Pa. (WORK licensee), 45.0-110.0 kc, 1,500 sq. mi. coverage; Montgomery Broadcasting Co., Montgomery, Ala. (WSFA licensees), 45.0-110.0 kc, 1,500 sq. mi. coverage; Blue Network Co. New York licensee of W2Z), 47-80.0 kc, 8,950 sq. mi. coverage; Keystone Broadcasting Co., Harrisburg, Pa. (WKBQ licensee), 47,000 sq. mi. coverage; Louis G. Baltimore, Wilkes Barre, Pa. (WBRE licensees), facilities not given; Nashville Radio Corp., Nashville, Tenn, 46,500 kc, 15,000 sq. mi. coverage; WIBR Jaseon, Mich., 49,500 kc; Illinois Broadcasting Co., Quincy, Ill. (WTTA licensees), 44,100 kc, 15,300 sq. mi. coverage.

New local standard station requests are: Rochester: Rochester Broadcasting Co., Rochester, N. Y., 250 w unl. coverage (facilities of WSNY when vacated); George T. Morris, Wilmot D. Lanier and J. Newton Thompson, d/b Dublin Broadcasting Co., Dublin, Ga., 250 w unl. time on 1340 kc. Evening Press Inc., Port Angeles, Wash., has petitioned for reinstatement of its application for 250 w unlimited time on 1450 kc. The noncommercial educational station is sought by the Board of Education of Atlanta. Facilities were not given.

INVASION COVERAGE is discussed by these key figures of Mutual's news division as they prepare plans for the big story. Left to right: John D. Whitmore, news division manager; Arthur Hale, conductor of Confidentially Yours; Royal Arch Gunnan, who recently returned after two years Japanese internment.

Chain Break Cut

BLUE STATIONS carrying the Spotlight Bands program will drop the usual one-minute chain-breaks preceding the show of March 25 to allow the popular music program to blend with the Boston Symphony, which precedes it on the network, creating virtually a solid two-hour half of classical and then swing music. Only ten seconds will lapse between the two programs—just long enough for stations to give their individual call-letters. Occasion is a broadcast of the Coca-Cola program from the Milwaukee plant of All-Sal-Mas Mfg. Co., sponsor of the symphonic music program.

SPACE SALE TIPS GIVEN IN BOOKLET

"IT IS up to newspaper advertising salesmen to show retail stores that it is profitable to stick to the tried and proven medium—newspapers, in preference to experimenting and the more glamorous but more expensive medium radio," according to a 32-page book of Data for Retail Newspaper Salesmen, published by the Retail Promotion Committee of the Newspaper Advertising Executives Assn.

Book is largely a report of information presented at the NAEA meeting by the Retail Promotion Committee, which was organized in June 1943, following announcements of the Radio Retail Promotion Plan. H. H. MacLean, manager retail advertising division, Scripps-Howard Newspapers, is chairman of the committee.

Citing breakdowns of the manufacturer's dollar for 1927, when newspapers got 54.6%, magazines 44.7% and radio only 1.2%, and for 1942, when newspapers 25.9%, magazines 31.3% and radio 42.8%, the book declares: "Radio's position in retail advertising today might be very appropriately compared with their position in national advertising about 16 years ago... Radio may be a baby in the retail advertising field but getting tired of the baby act—and intends to do something about it."

After presenting details about radio's use by retailers, the book devotes most of its remaining space to material which newspaper salesmen can use to discourage the use of radio by their retail accounts.

Hooper Survey Booklet Explains Urban Ratings

DIFFERENCES in make-up and use of the new network mean cross-section ratings and U. S. urban cross-section (80 city) ratings to be issued by C. E. Hooper Inc. in April and the regular network "Hooper Ratings" are explained in a 12-page booklet now being distributed by the research organization.

Written by Dr. Matthew Chappel, technical consultant to Hooper, the book explains that the network rating, covering 32 cities in which all four nationwide networks have coverage, is qualitative, measuring the capacity of the network program to recruit listeners, and therefore must be "strictly comparable" for all sponsored network programs. The urban cross-section ratings are quantitative, measuring coverage, and therefore must reliably reflect all significant conditions influencing program coverage or network competition, which is not the same in all 89 cities.

Joe Lowe Spots

JOE LOWE CORP., New York, manufacturers of Creamsicle, Fudgsicle and Popsicle, starts a nationwide spot radio campaign for the latter product in the early spring. A 15-second jingle will be used. Station schedule is in preparation.

Business is placed through Lowe's newly organized advertising agency Abbott Kimball Co., New York.

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P. R. Corp. Chicago.

W. W. BLAIR, formerly an engineer with NBC Chicago's staff, has been appointed night traffic supervisor of the Blue Network central division.

R. W. Hunter, formerly on the WJAT Patterson, N. J., engineering staff, is slated to become chief engineer for a local military radio station in the South Pacific.

SEYMOUR POLLACK, released from the Army, has joined the engineering staff of WOR New York. John G. Ryan has replaced Joseph Mashin at the transmitter in Carteret, N. J.

WALTER SCHORR is a new member of the engineering staff of WSIR, Stamford, Conn.

ELWOOD D. HATZ Jr., formerly chief engineer of WHLD Niagara Falls, N. Y., is now a 1st lieutenant in the Signal Corps, serving in the South Pacific area.

LEE H. D. BAKER has been appointed vice-president in charge of Mar-Appliances of the Admiral Corp., Chicago.

WILLIAM E. MANSFIELD and Robert W. Stetson have begun their 14th consecutive year as engineers of KQJO St. Louis.

OTIS WRIGHT has rejoined the engineering staff of WINO West Palm Beach, Fla., replacing Tiny Baker.

GEORGE HUMPHREY, formerly with KICA Cloris, N. M., has joined the engineering staff of KDB Santa Barbara, Calif.

JACK EISMAN has returned to the engineering staff of KWY Philadelphia, having received a medical discharge from the Army.

FCC Extends Sympathy

Chairman James Lawrence Fly of the FCC in letters to commissioners of the Interstate Commerce and to Gen. C. D. Young, setting director of the Office of Defense Transportation, expressed his regret and that of his fellow commissioners, on the death March 15, of Joseph B. Eastman director of the OD.

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WESTERN ELECTRIC Co. directors met March 14 and declared a 50 cents per share dividend on its common stock payable March 31, to stock of record at the close of business on March 24.
Help Wanted

PRODUCTION MANAGER—Southern 50 kw. clear-channel station. 5-article employment. Reply Box 45, BROADCASTING.

TRANSMITTER ENGINEER—For Southern 50 kw. station. Experience on 50 kw. or better desirable. Must have clear-channel Transmitter license. Reply Box 26, BROADCASTING.


WANTED—Announcer by progressive network. Must be proficient in all phases of station operation. Must prefer man with southern station experience, give full information of experience and salary expected. Write J. H., Anniston, Alabama.

STATION MANAGER—Must be versatile, able to handle commercial accounts, including writing continuity. Station is 250-watt located in southeastern city, network affiliate. Please state all, including salary expected before being drafted. Box 36, BROADCASTING.

ANNOUNCER—Immediate opening for dependable announcer. Salary minimum of $40.00 weekly. Send all details. Radio Station WLAG, LaGrange, Georgia.

Two Announcers—One musical production man, one dramatic show writer and head-line barn dance personality by leading talent. Can really deliver. Outline complete background, experience and salary expected. Box 32, BROADCASTING.


Wanted—Experienced announcer five years or more. Prefer station in Ohio. Salary $300 per month and fees. Send picture, audition tape, and references. Progressive station, full application. Interested in Broadcast Corp., Salt Lake City, Utah.

Radio Engineer—Wanted—Should have average announcing voice, any class license, and experience in newspaper work in New England. Need 3 men, State draft status. Police and railroad references required. Send complete detail to Broadcasters Association, 40 E. 7th St., New York City.

Chief Announcer—Wanted by progressive two network New England station. Excellent opportunity for right person. Salary depends only on your qualifications. This position is permanent. Box 28, BROADCASTING.

West Texas Regional station has openings for two Transmitter Operators. Write KTEJ, El Paso, Texas.

Wanted—Young announcer not afraid to work who is interested in advancement to Program Director. Prefer experienced announcing experience and good refer- ences. No flunkey job. New position. Write Manager, WKKF, New Castle, Pennsylvania.

New assembling staff for new station. Want manager, salesmen, engineer, announcer. Apply WROX, Clarinda, Minne- sota.

CBS Affiliate—Beautiful New England university city needs experienced announcer. Must be interested in permanent position at good salary. Unlimited opportunity. This job is new position. Write Manager, WMST, New Castle, Pennsylvania.

WANTED—Capable becoming program director...draft exempt. State experience, references, salary, first letter. NY local, Box 987, BROADCASTING.

CLASSIFIED
Advertisements

ANNOUNCER WANTED
PRODUCTION audio OPERATOR.
NY local. will be
Specifications and
Two positions. Both positions
Announcer wanted. Deferred.
Salary and commission.
Give all details. Washington, D. C.

Situations Wanted
Writer—10 years. Available in two weeks. Four dramatic serials. Hundreds of bizarre
characters.
Salary, $36,000.
Age 28. Box 24, BROADCASTING.

ANNOUNCER—Progressive Southern NBC affiliate has opening for draft
drafted man. Prefer experienced
announcer from small southern station.
View location. Please send details. Box 18, BROADCASTING.

Wanted—Announcer-First class
draft deferred for 250 W Network Station.
Radio School graduate salary expected.
Reply Box 14, BROADCASTING.

Are You Thinking Ahead? Existing Southern California station with plans already
in the fire on FM and television will
be looking for new station manager and
draft exempt, sponsor service manager, and what have you to equip.

Wanted—Operator, first class; draft
drafted. Can work either forty or forty-
year week.
Salary will be reasonable. Box 998, Radio Station WSVB Rutland, Vermont.

ChIEF ENGINEER—For 5 kw. Station.

WANTED—CABINETS FOR ALL TYPES OF MONTANA FIELD.

WANTED—Director. Salary $15,000, plus
inexpensive. Includes car, salary.
Wanted—Operator, first class; draft
drafted. Can work either forty or forty-
year week.
Salary will be reasonable. Box 998, Radio Station WSVB Rutland, Vermont.

Chief Engineer—Southern Blue- Mutual Station. Can provide living quarters and
extensive benefits. Age 28. Box 19, BROADCASTING.

ANNOUNCER—Progressive Southern
NBC affiliate has opening for draft
drafted man. Prefer experienced
announcer from small southern station.
View location. Please send details. Box 18, BROADCASTING.

Wanted—Announcer-First class
draft deferred for 250 W Network Station.
Radio School graduate salary expected.
Reply Box 14, BROADCASTING.

ARoen Backstage, experience and salary expected. Reply Box 26, BROADCASTING.


WANTED—Experience announcer five years or more. Prefer station in Ohio. Salary $300 per month and fees. Send picture, audition tape, and references. Progressive station, full application. Interested in Broadcast Corp., Salt Lake City, Utah.

Radio Engineer—Wanted—Should have average announcing voice, any class license,

Chief Announcer—Wanted by progressive two network New England station. Excellent opportunity for right person. Salary depends only on your qualifications. This position is permanent. Box 28, BROADCASTING.


WANTED—175 to 700 foot tower, frequency and modulation monitors, 250 watt trans- mission equipment. Box 998, BROADCASTING.

One kilowatt or five kilowatt transmitter, BIL, wire or write immediately Box 13, BROADCASTING.

WANTED—250 watt transmitter, studio equipment, tower ground, wire, frequency monitor. Cash, Box 9, BROADCASTING.

CASH ON THE LINE—For equipment for 250 or 700 watt station. Box 7, BROADCASTING.

EQUIPMENT WANTED—5 kwatt late model RCA or Western Electric. FM, phase model, two 100 feet towers. Box 4, BROADCASTING.

WANTED—One wincharger or any ganged 175 to 700 foot tower, modern lighting equipment, 1,000 Watt Antenna tuning unit, 200 foot 6/8 inch or larger Coastal Cable with gas equipment. One 1,000 watt transmitter complete with tubes. Box 926, BROADCASTING.

WANTED—To buy into, or outright, small radio station. Forward particulars. Box 17, BROADCASTING.

WANTED—to buy 250 or 1 kw transmitter; also portable recording machine; modulation monitor and frequency monitor. Address: P. O. Drawer 548, Greenwood, Mississippi.

For Sale

WANTED—Modulation and frequency monitors for new or second class station. Price $500.00, Cash. Box 11, BROADCASTING.

Western Electric—13-Transmitter re- vantages, etc.; 250-500 Watts, Price $500.00. Write Chief Engineer, WIL, St. Louis, Missouri.

(a) 1 Short wave transmitter, dismantled, including 1 kw power oscillator, 1 kw power amplifier, 500 V Power Supply 1-35, Modulation driver 2-45W, 4-150S-2-8560, Oscil- lator h.t. 2-45W, Audio Amplifier 4-6L6's, Final 2-T 850W, will sell complete or piece- meal. (b) 2 Canvas covers for Jensen enclosure B R 15, 23½ X 8½ X 12½. (c) 2 Western Electric P. M. Radio units. 8½ pounds each, 500 ohms, and construction boxes 3½ feet, 22 inch tall, in wooden case, (d) 200 feet, 2 conductor, 315 Drake cable. (e) 1 Northern electric input unit model S 3386-4, 3 channel 90 or 600 ohm to grid. Box 38, BROADCASTING.

1 Prates Model EU Amplifier with built-in Monitor Speaker, installed in Farm- table Model Rack (in good condition; 1 New Lindenberg Pickup for lateral and vertical, complete with Equalizer; 1 Stromberg-Carlson Model 32 Loudspeaker in Control-Room Cabinet; 1 85 db Rem- ler Amplifier in carrying case, 200 Ohm Input, 650 Ohm 6½ push pull Output; sold separate a separate. Box 64, BROADCASTING.

Scrip Writer Available in Six Weeks

Now under contract on two network shows. Ten years experience; want change, pref. freelance basis.

BOX 981, BROADCASTING.

ANNOUNCER
wanted to handle news
and commercial copy.
50 Kw Station. Submit references. Address: Box 21 BROADCASTING.

Good Open For Experienced
ANNOUNCER
Good Salary and Excellent Opportunity
for advancement.
1 Kw Outlet

WCAR
PONTIAC, MICHIGAN

March 20, 1944 • Page 69
Coverage of 'Gripsholm' Is Curtained
By Late Arrival of Repatriate Vessel

DELAYED arrival of the repatriate ship Gripsholm, and general lack of interview material for special feature broadcasts, resulted in exceptionally scant network coverage of her arrival March 15 at a Jersey City pier.

 Held up by bad weather, the ship docked at 14:56 p.m. instead of 12:30 p.m., and by the time those who could be interviewed were coming down the gang-plank, the networks were pushing into heavy commercial late afternoon and evening schedules which they were not inclined to interrupt to any great extent.

Interview facilities

Early debarquers were those who could or would not be interviewed including 35 wounded soldiers, State Department officials and other important Government officials who were in a hurry to be off to Washington and other points. The Navy Public Relations Bureau, 35 Naval District, had made special arrangements for facilitating interviews with the non-official passengers of the ship [Broadcasting, March 16], but it was late by the time they came off, and many of them were not willing to talk about their experiences.

WOR New York, which goes after special feature "firsts" in a big way, too, is planning a next week affiliate with an on-the-scene broadcast—a five-minute feature at 4:25 p.m., when Dave Driscoll read over Mutual a prepared state-

ment from S. Pinckney Tuck, charge d'affaires of the American Embassy at Vittel, is headed the diplomatic contingent aboard.

Interview broadcast with Red Cross workers, arranged in advance by WOR and MBS through Red Cross officials overseas, went on the air at midnight as a recording and repeated the next day, having been delayed by late arrival of the ship and the necessary censorship processing.

CBS carried a two-minute interview with a Red Cross nurse by Bob Trout, news analyst, at 7:46 p.m. The Blue covered the event only in its regular news programs, and NBC at 6:02 p.m. featured an on-the-scene commentary by announcer Ben Grauer.

The March of Time interviewed one passenger on its NBC broadcast March 18.

Captain and crew of the Gripsholm will be the contestants in a broadcast on Mutual's Double or Nothing from the salon of the ship Friday, March 24.

Eversharp Series

EVERSHARP Inc., Chicago, starts Let Yourself Go on the Blue Tuesday, March 21, 7-7:30 p.m. Sponsor invites listeners to write in about some secret ambition, then selects four or five to appear as central character in reenactments of a suppressed wish. Cash prizes go to those who appear on the program. Milton Berle, comedian is m.c. Jacques Re-

nard's orchestra supplies the mu-

sic. Scheduled to start March 7, the program has been postponed twice pending final approval of the format. Sponsor has been using announcements on WNEW New York, to promote the show and to secure letter one Agency is Blow Co., New York.

Death on the Air

A DISCREET and dignified method of handling obituaries by radio was suggested last week by Charter Heslep, former night news editor of NBC, now with the Office of Censorship in Washington. Plan calls for a station reporting an obituary to write a brief note to the survivor, attaching a copy of the obituary as it was read over the air, as a permanent record for the family Bible. Mr. Heslep cautions radio public relations not to "pull out all the stops," however, on this promotion idea.

CONVENTION PLANS

ARE MADE BY BLUE

A CORPS of Washington comment-

ators and correspondents, aug-

mented by Time and Life staffs, will report the Republican and Democratic National Conventions in Chicago next June for the Blue Network, it was announced last week.

G. W. (Johnny) Johnstone, di-

rector of news and special features, will supervise the Blue's conventions' coverage, assisted by George Mlne, chief engineer in charge of technical operations; Ben Bryson, central division manager of news and special features, and Bryson Wash, Washington director of special features. Offices and studios will be maintained at the Hotel Stevens.

Mark Sullivan and Ernest K. Lindley, Washington columnists, will do special assignments, with Mr. Sullivan reporting the Repub-

lican convention and Mr. Lindley the Democratic sessions. Earl God-

win, president of the Radio Cor-

respondents Assn., will head a corps of Blue analysts, including William Hillman, H. R. Baukbage and Harry J. Taylor. The Blue also plans to originate programs of Dorothy Thompson, Drew Pearson, Leonard Lyons and Grover Grant Swing at the convention.

Record Regulation, Under Advisement

Michigan Net Opposes Due to
Pinch of War Restrictions

INDICATION that the FCC is inter-

ested in news commentaries and political talks with reference to its proposed rule (Order 119) to require networks to record all pro-

grams was disclosed last Wednes-

day by the FCC chairman in a report on the rule. The proposed regulation was taken under advisement.

In one of the shortest oral argu-

ments on record Philip J. Hen-

nessey Jr., on behalf of the Michi-

gan Radio Network, told the Com-

mission the regional network would require two recorders, three full-
time operators, 225 16-inch discs and filing cabinets for 2,700 discs if the rule becomes effective and "we just don't know where we're going to get any of these materials or manpower".

MBS Challenge

Chairman James Lawrence Fly asked what percentage of the net-

work program was "speeches, poli-

tical events or political broad-

cast". When Mr. Hennessy said, that the Michigan network retains a com-

plete script file of "all voice broad-

casts at the FCC chairman inquired if the file included "speeches, po-

tical talks and comment".

"Our experience over a period of years demonstrates there is no need for an" Mr. Hennessy said, Hennessey. He emphasized, how-

ever, that his client's sole basis of opposition is "the availability of materials and manpower".

MBS filed a brief challenging the Commission's right to adopt the rule which, the network contended, "would be outside the jurisdiction of the Commission" with reference to defamation. CBS protested the regulation on the grounds that equipment and man power are not available. NBC and the Blue filed letters. [Broadcasting, March 6, March 13].

Video Lectures

IRE AND AIEE are jointly spon-

soring a six-week series of televi-

sion lectures, given each Thursday from 8 to 9 p.m. in Washington, Philadelphia, Lancaster; Pittsburgh, Cleveland, Columbus and Detroit. Series is under the auspices of the Engineering Societies Bldg., New York. Series is under the auspices of the Engineering Societies Bldg., New York. Series started last Thursday with a lec-

ture on "Fundamental Principles" by P. Mertz, Bell Telephone Labs, ر remindar of the schedule is: March 23, "Pickup" by R. E. Shel-

by, DuMont Laboratories; March 30, "Broadcasting" by J. E. Keister and H. D. Fancher, General Electric Co; April 6, "Reception" Dr. J. Thomas T. Goldsmith Jr., Allen B. DuMont Laboratories; April 13, "Censorship in Gold" by Dr. P. C. Goldsmith, CBS; April 20, "Inspec-

tion" by a speaker to be announced.

LEONARD joy has resigned as popular record musical director of RCA Victor and joins Decca Records as a recording director March 20. Successor has not been named by RCA Victor.

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BROADCASTING • Broadcast Advertising

"Cut Him Off Before He Starts Giving Moose Calls"

Drewn by Broadcasting for Sid Hik

l

...
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 Merchandise-able Station
Preparations under way for postwar FM and Television

In both the fields of publishing and broadcasting, the Oklahoma Publishing Company has been characterized by its eagerness and courage to plan for the future. Applications for FM and Television licenses for both WKY and KLZ are now on file with the FCC and similar applications are planned for station KVOR.

These stations expect to pioneer these developments in radio transmission in Oklahoma and Colorado as they did standard AM broadcasting.

Delving into the mysteries, problems, and behavior of these new radio developments is too big and important a job for part-time handling by even the topnotch engineering staffs of these stations.

That is why one of radio's most competent technical experts has been secured for this job. For thirty years, Dixie B. McKey has been exploring the frontiers of radio knowledge, advancing the horizons of technical information. He will continue exploring practical operation of FM and Television both in the plains region of Oklahoma and mountain area of Colorado.

When peace comes, these stations will be ready for whatever direction listeners demand that radio take.

The decision to add this acknowledged expert to its staff follows precedent. The Oklahoma Publishing Company has never spared money nor effort to serve its readers and listeners and keep abreast of technical advancement. None knows better than advertisers how well this policy pays.

McKey is one of the industry's outstanding technical experts

Dixie B. McKey resigned his position as general communications engineer of the Graybar Electric Company with which he was associated since 1923 to join the staff of the Oklahoma Publishing Company.

His first 10 years of radio training began in the U. S. Navy, in 1914, graduating from the Naval Sound Radio School, Aviation School, and Radio School.

In 1923 McKey joined Graybar as a member of A. T. & T's technical staff attached to Station WEAF. Three years later he was transferred to trans-oceanic radio telephone development and was made resident engineer of the station at Lawrenceville, N. J. By 1930 he was a member of the technical staff of Bell Telephone Laboratories in charge of development and design of aircraft radio telephone systems.

In 1936 he was made sales manager of broadcasting equipment for Graybar's Atlanta branch, and later manager.

Since 1942 Dixie McKey has been general Communications engineer for Graybar, which position he leaves to join the staff of the Oklahoma Publishing Co.