do you play the ocarina while listening?

AN ODD QUESTION to ask people? Perhaps. Would Crossley, Inc.'s personal interviewers ask it of listeners in the WOR area? Maybe, if it advanced the knowledge and understanding of how and why people listen to your program.

Month after month, you see—for more than two and one half years—Crossley's trained research sleuths have knocked on hundreds of thousands of listeners' doors. Each month they ask one specific opinion question, over and above the penetrating personal quiz they give people for WOR's "Continuing Study of Radio Listening."

Most always the answers to these opinion questions break fresh trails on radio's frontier; uncover new and surprising angles of value to the industry, to WOR, to the clients this station serves.

What are these opinion questions like? Typical are the following:

"Do you object to advertising on news programs?"

"Do you have a child? If yes, what is the best time of day for you to listen to a radio program especially directed at children?"

These are but two samples from a working file of more than twenty-two questions and their detailed answers. And the list grows, month by month. Is it any wonder that WOR can advise you wisely when you're time buying; when you want to dig below the obvious and add to the value of your radio investment?

Make it a habit to call WOR when you're planning that next buy, or fidgeting about your present one. WOR can tell you things about listening that nobody else can. And its answers will bring you a greater per-penny profit on every penny you invest.

that power-full station

WOR

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

E. J. Hillier, shipping clerk for Skinner Paint Company, owns his own home in Galesburg, Illinois. The Hilliers have four children, three of them at home and 19-year-old Ernest with the U.S. Marines somewhere in the Pacific. Backing up her Marine son, Mrs. Hillier is making airplane parts at the Gale Manufacturing Company. The pictures show Mr. Hillier checking out at Skinner Paint Company and the family at dinner: Left to right, Howard, age 17, Mrs. Hillier, Mr. Hillier, Velma, 15, and Carroll, 10.

THE SAME FAMILY . . . in Town and Country

They think and react alike

HERE in Midwest America, you'll find the same type of folks in the cities and towns as you do on farms, people with the same likes and interests. Many of the folks in the cities still have relatives on the farm. Take these two groups, for example. The C. A. Hillier family farm 117 acres near Galesburg. His brother, E. J., lives in the town itself, where he is shipping clerk for a paint company. Both families are regular WLS listeners . . . and buy WLS-advertised products! Checking last year's purchases in classes of goods advertised on the station, we found 42% of the city Hilliers' selections were brands advertised on WLS, and 34% of the farming Hilliers' selections were WLS-advertised. Here's definite evidence that WLS advertising Gets Results!

THE SAME FAMILY . . . in Town and Country

They think and react alike

HERE in Midwest America, you'll find the same type of folks in the cities and towns as you do on farms, people with the same likes and interests. Many of the folks in the cities still have relatives on the farm. Take these two groups, for example. The C. A. Hillier family farm 117 acres near Galesburg. His brother, E. J., lives in the town itself, where he is shipping clerk for a paint company. Both families are regular WLS listeners . . . and buy WLS-advertised products! Checking last year's purchases in classes of goods advertised on the station, we found 42% of the city Hilliers' selections were brands advertised on WLS, and 34% of the farming Hilliers' selections were WLS-advertised. Here's definite evidence that WLS advertising Gets Results!
It's DISTRIBUTION that COUNTS!-

Why not get the BEST results in Philadelphia, by using "The Station that SELLS"?

WPEN
950 ON THE DIAL • 5000 WATTS
Omaha has its Creighton University

Omahans Are Strong for Higher Education

Sports page followers are familiar with the prowess of Creighton’s athletic teams... particularly basketball. And, educators are thoroughly aware of its high scholastic standards.

Prosperous, responsive Omahans are justly proud of their educational facilities... from kindergarten through college. People with such a “bent” for education are certainly worth “educating” for whatever product or service you are selling.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS
5000 WATTS... 1290 Kilocycles

Columbia, of course
The Radio Buy of OMAHA

Milwaukee
has its
Marquette

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising
Copyright 1944 by Broadcasting Publications, Inc.

Industry Moves to Avert Manpower Crisis
7
New Federal Post for Fly Rumored
7
Department Store Group Plans Big Radio Test
8
Retailers Eager to Know About Radio
By Llewellyn Harries
8
Retail Use of Radio Time Starts Flowing
By Lewis H. Avery
9
WLB Grants AFM Disc Hearing April 7
10
Score of Affiliates Get CBS Rebates
10
Dies Says Blue Must Curb Winchell
12
Sirica Named Lea Committee Counsel
14
Nothing Escapes the Wire Recorder
By Major Frank E. Pellegrin
16
Rochester Store Sold on Radio
20
Fly Reveals 5,096 Frequencies Used by U.S.
24
Isbrandtsen Plans Retail Food Line
52
Canada Has 1,887,217 Radio Homes, Survey Shows
54
Boiler Letter Read into 'Record'
56
Rehearing Asked in WOW Decision
70

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices, WASHINGTON 6, D. C.
819 National Press Bldg.—Telephone: Metropolitan 1592
SOL TAIHOFF, Martin Codel
Editor and General Manager
Publisher (on leave)
Maury Long, Advertising Manager
Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor
J. N. (Bill) Bailey, Associate Editor
Henry Liebschutz, Art Director
NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-4355
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager
CHICAGO BUREAU
860 N. Michigan Avenue, Telephone—CENTral 4116, James J. McGuigan
HOLLYWOOD BUREAU
1609 N. Vine St., Telephone—Gladstone 7573, David S. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg.
Los Angeles, Western Pacific Bldg.

WOL
Washington's Only 24 Hour Station

Page 4 • April 3, 1944

BROADCASTING • Broadcast Advertising
QUIZ FOR TIME-BUYERS!

☐ What Are The Communities With a Population of 25,000 and Over in America's 4th Largest Market?

☐ What Are The Program Preferences in This Market? Morning? Afternoon? Night?

☐ What Is The Comparative Rating of ALL Stations by ¼ hour periods—day and night?

☐ What North Jersey Station Pulls Over a Half Million Pieces Of Mail Annually?

Whether you're buying time—or someone's buying it for you—knowing the answers to these vital questions will provide you with the important key to the vast buying power of the 3½ million people in America's 4th Largest Market!*

Now for the first time, the answers to these questions (and scores of others) are available to you in a complete radio study—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Smart time-buyers are already using this informative data to great advantage. Are you? If not, write or phone today.

National Representatives (Outside New York Area) Spot Sales, Inc.

“DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY”

*Do you realize this market contains over 3½ million people; more than these 14 cities combined:— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
General Manager, Hillman-Shane-Breyer, Inc., Los Angeles

Says—“Spot broadcasting is a natural for any product on which distribution is spotty”

- Far be it from us to put words into your mouth, Mr. Smith, but it seems to us you could then go on to say “— and that means spot broadcasting is a natural for 999 out of every thousand products made in America”!!
- Come to think of it, we’d like for all you agencies and advertisers to tell us the name of even ten consumer-products which have uniform and ideal distribution in every good trading center in the United States. For all the rest, we’re sure you’ll agree, there is a definite and measurable place for spot broadcasting.
- And, incidentally—if any of the markets at the right are “low spots” for your products, we’d certainly like to discuss the matter with you.

Free & Peters, Inc.
Pioneer Radio Station Representatives

Since May, 1932
Industry Moves to Avert Manpower Crisis

McNutt Is Asked to Clarify Radio Status

DESPITE assurances from War Manpower Commission headquar-
ters that broadcasting as an indus-
trial entity is retained on the list of
essential activities, serious un-
rest developed in radio circles last
week as some local draft boards
reclassified station executives and
employees in the I-A category with
little regard to industry or occu-
palionalessiability.

Confusion over the status of
broadcast executives developed in
the wake of the virtually total elim-
ination of deferment eligibility of
those in the age bracket above 25, except where critical work is involved. Local
draft boards, according to reports
from stations, were throwing out
deferments for station managers,
other executives and technicians in
the age bracket up to 38. Little
effort was being made to get pre-
corporate treatment for those in the
lower age group, since it appeared
evident such appeals were futile.

McNutt Ruling Sought

Strenuous efforts were made last
week through Commissioner E. K.
Jett, of the FCC, chairman of the
Coordinating Committee of the
Board of War Communications, the
NAB and other station and network
representatives, for a reaffirma-
tion by War Manpower Chief Paul V.
McNutt that broadcasting, as an
essential field, should not be
stripped further of its needed man-
power in the age group over 25.

The managers of two important
Washington stations last week
found themselves reclassified in I-A
after having held 2-A or “essential
industry” deferments. Reports from
other areas were largely the same.

At Selective Service headquar-
ters BROADCASTING was informed
that the current effort deals only
with men under 26 and that if a
number of men could be procured,
local boards should go slowly in inducting men above that
age. Some registrants over 25, how-
ever, it was said, are bound to be
“caught” in the current drive to
fill quotas. In such cases, it was
advised unofficially that employers
immediately should go to the State
directors and have the cases re-
opened and reconsidered.

The State director, it was em-
phasized, is becoming more and
more the key figure. While the
term “essential” retains some sig-
nificance, it has lost some of its
strength. Those employees in occu-
pations classified as “critical” in
the brackets above 25 have a better
chance for deferment but not neces-
sarily an automatic one, it was
emphasized.

‘Critical’ Requirements Cited

What is being done now, it was
declared, is to establish the policy for
the 18-25 group, and thereafter
to approach the next segment, pos-
sibly covering men in the group
26-29, and finally the group 30
through 37, inclusive. Those in the
26-29 group, for example, it was
pointed out, would not be deferable
unless they are in highly skilled
pursuits. In communications, there
are 18 occupations listed as critical,
including chief engineers, whether
in broadcasting or common carrier
fields.

To procure a deferment, a show-
ing must be made that the particu-
lar employee is making a substan-
tial contribution to the war effort
and that as a “critical” employee he
cannot be replaced by a person with
less than two years’ training.

The new “hard-boiled” policy, it
was stated on high authority fol-
lowing a meeting of the Inter-
Agency Committee on Occupa-
tional Defferments last Friday, deals
only with the 18 through 25 age group.
Commissioner Jett declared follow-
ing the sessions there were “in-
formal assurances” that those in
the higher group will be given fur-
ther deferments for some time to
come.

An official of the WMC pointed
out that local draft boards are at
liberty to ignore completely the list
of essential activities or occupa-
tions and that they are paying no
attention to them in proceeding
with the induction of men under 26.
The boards are giving consideration
“in varying degrees” to the lists as
far as the 26 to 38 year group is
concerned, he said.

It was explained that the essen-
tial lists, however, are of import-
ance from the standpoint of man-
power stabilization policy and that
inclusion of broadcasting freezes
employees as essential workers, pre-
venting diversion of employees to
other industries.

As far as the deferment of men
under 26 is concerned, WMC ex-
pressed doubt that the communica-
tion industry would receive con-
ideration in the formulation of a
new list of “supercritical” indus-
tries in which younger men can be
defered. It was pointed out that

(Continued on page 60)

New Federal Post for Fly Discussed

Revived Reports Also
Mention Closing of
House Inquiry

ALTHOUGH confirmation was
lacking in official quarters, reports
were current in Washington last
week of an impending reorganiza-
tion of the FCC, with Chairman
James Lawrence 'Fly' to be elevated
to the FCC post. Predic-
tions were that the reorganiza-
tion would develop within 60 days.

The revived talk of impending
changes, circulated widely on Cap-
tol Hill as well as “downtown”,
embraced also the likely termina-
tion of the House Select Committee
investigation into the FCC, promised
upon Mr. Fly's assumption of other
utes. Moreover, there was tied
into the conversation the view that
the drive toward new radio legis-
lation at this session would be
dropped.

Post-War Post?

Several possible new assignments
for Mr. Fly were speculated upon.
Foremost was the report that he
would be named to an important
connection with interna-
tional communications, looking to-
ward post-war developments. Cred-
ence appeared to attach to this be-
cause of Mr. Fly's avid interest in
this field and in the light of the act-
on last week by the Senate in ap-
proving a resolution for an initial
$5,000 fund for the investigation of
international communications by
the Interstate Commerce Commit-
tee authorized several months ago.
Mr. Fly has advocated a unified
common carrier communications
system capable of competing with
the far-flung British monopoly in
the post-war era.

Also associated, in the event the
coordinator's assignment is premi-
une, was possible designation of
Mr. Fly to the chairmanship of the
Tennessee Valley Authority, where
he served as general counsel prior
to his appointment to the FCC in
1939 by President Roosevelt. Yet
another possible post is the vacancy
on the U. S. Court of Appeals for
the District of Columbia, created
by the appointment of Associate
Justice Fred M. Vinson as Director
of Economic Stabilization.

Word has come from the
White House regarding these re-
ports. Nothing has happened, how-
ever, to indicate that the Chief

Executive does not have complete
confidence in Mr. Fly, who has been
"in the saddle" on radio and com-
munications virtually since his ap-
pointment, and in the face of the
mounting Congressional opposition.
Moreover, it is an open secret that
Mr. Fly's FCC stewardship has
been opposed by many officials close
to the President.

Should the new Fly assignment
eventuate, it was logically pre-
sumed that the chairmanship of the
Commission would fall to one of the
Democratic incumbents, T. A.
Craven, Clifford J. Durr, or Paul
A. Walker. Also mentioned as a
possibility is Commissioner E. K.
Jett, appointed as an Independent,
which presumably would qualify
him for the chairmanship, even
though not a Democrat.

Commissioner Craven's term ex-
pires June 30 and he has not yet
indicated whether he will be a can-
didate for reappointment. In in-
formed quarters, it is thought he
can be renominated by the Presi-
dent for another seven-year term.
Commissioner Craven would have
strong Congressional and industry

(Continued on page 67)
RADIO is to demonstrate to the retail trade what kind of a job it can do with broadcast advertising.

On the eve of the National Retail Dry Goods Assn. three-day conference in Cincinnati April 4-6 Lewis H. Avery, NAB director of Broadcast Advertising, announced last week that a clinical test will be conducted in a half dozen cities, beginning about May 1 in San Antonio.

Joske’s Test

At the invitation of Joske’s of Texas, San Antonio, largest department store in Texas and leading retail outlet in the Alamo city, along with officials of San Antonio’s stations, Mr. Avery and Paul W. Morency, general manager of WTIC Hartford and NAB District 1 director met with officials of Alamo Stores Purchasing Corp., New York, and Joske’s, to work out a 52-week campaign. It was agreed that the clinical test will be conducted under the guidance of the NAB.

During the last few months both Mr. Avery and Mr. Morency have met with Russell A. Brown, sales promotion manager of Allied Stores; James H. Calvert, managing director, and James Reeman, advertising manager, of Joske’s; J. N. Pitlik, president of Pitlik Ad. Co., San Antonio, which places all of Joske’s radio time; representatives of the five San Antonio stations — KABC KMAC KONO KTSA WOAI. Mr. Morency headed the NAB Retail Promotion Committee which sponsored the Retail Promotion Plan.

In addition to Joske’s, the clinical test will be conducted for several other stores, among which will be: Jordan Marsh and James Avery Inc., Boston; Ben Marche, Seattle; L. S. Donaldson Co., Minneapolis; Rollman & Sons Co., Cincinnati; O’Neil & Sons Co., Baltimore; Dey Bros. & Co., Syracuse, all affiliates of Allied Stores Purchasing Corp. Definite dates on the tests other than San Antonio, however, have not been set.

At the request of Joske’s the NAB is interviewing candidates for the post of supervisor of the campaign. Although several men and women outstanding in the retail and radio fields are under consideration, Mr. Avery said a selection will not be made until an exhaustive search has been conducted and some 80 or 40 candidates have been interviewed. The person chosen for the post must have wide experience in both retailing and broadcast advertising. Headquarters probably will be maintained in San Antonio until the campaign gets underway. The appointed also will supervise other clinical tests.

Not New to Joske’s

Broadcast advertising is not new to Joske’s. For some years the store has effectively used radio, but conferences with Mr. Avery and San Antonio station managers, Mr. Calvert expressed a willingness to participate in the clinical test on an all-out basis. For that purpose he informed the NAB that 20 to 25% of his advertising budget for a one-year period will be directed.

In addition, Joske’s budget for radio time will be augmented by funds from national manufacturers of items featured by the store.

Retailers Eager to Know About Radio

Radio and Stores Will Blend Ideas During NRDGA Panel

By LLEWELLYN HARRIES
Manager, Sales Promotion Division
National Retail Dry Goods Assn.

IT HAS LONG been felt that if retailers and radio people could be gotten together at a central point and if constructive criticism could be handed by a group of experts that perhaps the main differences that have arisen in the past concerning radio advertising could be erased once and for all.

Numerous surveys have been made and the conclusions have been the same—“how can retailers benefit from radio and how should a radio program be set up?”

How Radio Aids

The Sales Promotion Division of the National Retail Dry Goods Assn. at the coming session on Radio Advertising on April 6 at the Netherland Plaza in Cincinnati, may one and for all do away with surveys and get on the ground floor of what retailers expect from radio and how retailers can build their programs.

The session has been built around the idea that we will have co-chairmen; one from a department store and one from a chain, with two chairs plus a panel of five or six experts to answer any and all questions regarding retail radio advertising.

Three of the best-known men in radio have been chosen to represent that industry. These men, we feel, know the answers that retail promotion men are seeking.

On the other hand we have three retail publicity directors who have been closely identified with radio in advertising by means of radio. These men, we believe, can help the broadcasters and retailers in telling how to organize a successful radio program.

Good Radio Ads

The Sales Promotion Division of the NRDGA feels that retail radio advertising has progressed by leaps and bounds the past few years and in the very near future the majority of stores throughout the country will find definite need in setting up individual radio departments manned by people who know the answer to successful retail radio advertising.

Many retailers have played along with the old adage for many years “not to shoot the fox” and they are just realizing how true the adage has been. The radio has proved to be the silver fox of retail advertising.

Stepping up retail advertising to a new pitch is one of the first tasks that retailers will face during the post war period. They feel that now is the time to find out the basic principles of good radio advertising. It is hoped that the Radio Session will supply these answers.

Test Plan

This session on radio advertising is a combination of one of the joint programs that is being carried out by the NAB and the Sales Promotion Division of the NRDGA. It is believed it can set a pattern for future clinics and will be indicative of what is being done by other retailers and radio broadcasters.

The Radio Session is lined up as follows:

Morning Session
10-12—Open Forum
Co-Chairman—Statement by Store Panel Chairman.
Co-Chairman—Statement by Radio Panel Chairman.
Dietrich Dirks, KTRI Sioux City
PANEL—Experts on platform.
C. K. Boerger, KABC, Little Rock
Walter Johnson, WTIC Hartford
Arthur Holl Hayes, WABC New York
Paul McElroy, WIBA, Milwaukee
J. N. Adams Co., Buffalo
Questions—What is being done to help retailers benefit from radio? What are the best means of radio advertising? What are the best means of radio advertising? What are the best means of radio advertising?

Afternoon Session
2:30-3:15—Radio Forum
Chairman—Statement by chairman. John M. OUtter Jr., WSB Atlanta.
PANEL—Experts on platform.
Radio panel test program.
Wednesday evening.

11:15-11:45—Television discussion.

MR. HARRIES

Page 8 • April 3, 1944

BROADCASTING • Broadcast Advertising
Retail Use of Radio Time Starts Flowing

Gains Registered This Year Disclose Pronounced Upward Trend

By LEWIS H. AVERY
NAB Director of Broadcast Advertising

A preliminary study of the replies to the questionnaire immediately showed that department stores were frequently using more than one station in a community, a department store that used two stations was considered as two accounts, but, of course, as only one store. To summarize the results of this analysis, 326 department stores represent 399 accounts on 208 radio stations.

Many department stores are using programs, some are using programs and announcements and a few announcements only. Here is a breakdown of the type of service being employed:

<table>
<thead>
<tr>
<th>TYPE OF SERVICE</th>
<th>Per Cent Using</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Program Types</td>
<td>38.5%</td>
</tr>
<tr>
<td>No. Announcement Types</td>
<td>30.9%</td>
</tr>
</tbody>
</table>

The following table shows the distribution and number of program types:

<table>
<thead>
<tr>
<th>Program Types</th>
<th>Per Cent Using</th>
</tr>
</thead>
<tbody>
<tr>
<td>News and Commentaries</td>
<td>34.5%</td>
</tr>
<tr>
<td>Women's Programs</td>
<td>26.4%</td>
</tr>
<tr>
<td>Music</td>
<td>20.2%</td>
</tr>
<tr>
<td>Social Drama</td>
<td>15.1%</td>
</tr>
<tr>
<td>Children's Programs</td>
<td>13.1%</td>
</tr>
<tr>
<td>Variety Shows</td>
<td>2.6%</td>
</tr>
<tr>
<td>Quiz Shows</td>
<td>2.2%</td>
</tr>
<tr>
<td>Talks (Informational, Language Lessons, etc.)</td>
<td>2.2%</td>
</tr>
<tr>
<td>Unspecified Types</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

TOTALS | 100.0% |

This breakdown provides an interesting comparison with the figures developed in the summer of 1943 from a combined study of the Wildroot Plans

WILDROOT Co., Buffalo, maker of toilet preparations and hair tonics, in March increased its spot schedule for Creme Oil Formula to a total of 91 stations, using transcribed and live announcements, and a wide variety of programs including news, music, and drama, at varying frequencies. Also included is the twice-weekly quarter-hour new program on 33 Don Lee Network stations, initiated last fall when the formula was first introduced.

At the conclusion of the spot drive for Creme Oil, Wildroot will reduce its schedule and concentrate on promotion of all its products in selected markets. The account is handled by BBDO, Buffalo.

The answers to the question, "How has the store been?" as the question was phrased, that the weighted average of department store's use of broadcast advertising is three years, 7 months, and the total for which this information was furnished was on the air a total of 1,371 years.

Interestingly, 38 of the 107 department store accounts in cities where "Air Force and the Retailer" was shown last fall had just started or had been on the air less than 6 months. Thus, 11.4% of the accounts in those cities were new to radio. On the other hand, only four of the 107 department store accounts in cities where the Retail Promotion Plan was not shown—or 6.5%—were new to the medium.

The purpose and use of broadcast advertising by department stores provide even greater proof of the increased acceptance of the medium for direct merchandising as opposed to the institutional use which had long been promoted by radio stations. Here is a breakdown of the answers to the question, "Why is the store using radio?—Direct Merchandising? Store-wide Promotions? Institutional? Other?"

<table>
<thead>
<tr>
<th>PURPOSE OF RADIO ADVERTISING</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Merchandising</td>
<td>291</td>
</tr>
<tr>
<td>Institutional</td>
<td>194</td>
</tr>
<tr>
<td>Store-wide Promotions</td>
<td>185</td>
</tr>
<tr>
<td>No Answer</td>
<td>32</td>
</tr>
</tbody>
</table>

TOTALS | 874 |

Because of the widespread discussions that have taken place in the industry regarding daytime spot programming and going into a bulk of department store advertising, a question concerning the attitude of the station management toward the department stores' programs was included. The question was phrased: "Do you regard the store program as excellent? good? fair?" Here is a summary of the answers:

<table>
<thead>
<tr>
<th>EVALUATION OF STORE PROGRAM</th>
<th>No. of Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>170</td>
</tr>
<tr>
<td>Good</td>
<td>245</td>
</tr>
<tr>
<td>Fair</td>
<td>61</td>
</tr>
<tr>
<td>No Answer</td>
<td>84</td>
</tr>
</tbody>
</table>

TOTALS | 899 |

The somewhat critical attitude toward advertising programs, as expressed in the foregoing table, augers well for the future of retail radio programs. Obviously, a large number of radio executives are less concerned with the fact that a department store is now using a program and more concerned with the fundamental necessity that the program and time must be right to do the job intended.

The answers to the question, "How does your department store business for the first two months of the year compare with the same two months last year?" provided some very interesting figures. While 32 stations failed to answer the question, the average of those reported decreases ranging from 2% to 30%. A total of 55 reported such business the same as last year, while six stated merely that it was up.

Among the 55 station executives who reported department store business the same as last year, all six were commented along the following lines:

Time limitations at present have kept us more than any other factor selling department stores—no quarter or half-hour strips available at present.

Of the 208 stations that answered the questionnaire, 145 reported increases ranging from 2% to 400%. Some of the individual increases were: five reported 40%; seven reported 50%; three reported 75%; 12 reported 100% and two reported 200%. Calculated as a weighted average omitting only the 32 who failed to answer the question and the six who reported business was up, department store business is up 36% in the first two months of 1944 over the like period of 1943.
THE WAR LABOR BOARD announced last week that it has granted the request of the American Federation of Musicians for a merger of the station agreements of the member stations of CBS. The Board concluded that such an action is consistent with the national wage stabilization policy. Parties to this agreement were invited to the hearing as well as the network recording subsidiaries involved in the dispute.

Notification of the hearing was sent to Joseph A. Padway, AFM counsel; Ralph F. Collin, attorney for Columbia Recording Co.; Robert F. Myers, counsel for RCA Victor Division of RCA; Standard Radio; Empire Broadcasting Corp.; Lang-Worth Feature Programs Inc.; Milton Diamond, attorney for Decca; and C. P. MacGregor.

Efforts will be made to hear all parties in one day but there were indications that the hearings may be carried over for a second day. It is expected that the provision in the four-company agreement will be reopened to the employers with the union for the benefit of its unemployed, which both RCA and CBS had taken exception to in their comments on the panel report, will be given considerable attention by the Board.

\'Duopoly\' Delay Action Seen As Two More Seek Relief

WITH ACTION to reconsider the effective date of the FCC \"duopoly\" order (84-A), now set for May 31, expected momentarily, two more petitions seeking relief from the rule have been filed with the Commission, bringing the total to four petitions protesting the May 31 deadline to four.

The Oregonian Publishing Co., owners of KGW and KEX Portland, and Louis Wasmcr, a representative of Maj. Louis Wasmcr, an individual, licensees of KHQ and KGA Spokane, through Fisher & Wayland filed petitions seeking to have the effective date postponed indefinitely, containing that in view of the "freeze" order on equipment, to sell equipment of their stations now would cause undue hardship.

Materials Problem

Commissioners T. A. M. Craven, Norman S. Case and Ray C. Wakefield have favored postponement of the effective date in view of restrictions on building materials and broadcasting equipment. Chairman James Lawrence Frey and Commissioners Fordham and Paul A. Walker have favored clamping down on multiple-ownership on May 31, regardless of the circumstances. To that end several stations whose license have expired, have been put on temporary license until May 31.

By a 3-3 tie vote Commissioner Craven's motion to postpone the effective date of 84-A was killed Jan. 28 [BROADCASTING, Feb. 7]. Commissioner E. K. Jeff has taken oath of office since that time, however, and the motion never has been considered by a full seven-man Commission. Because of the petitions urging delay, a "duopoly" order, coupled with informal requests for more time to dispose of holdings, the multiple-ownership ban rule has been further cussed informally at the Commission in recent weeks, it was learned.

It appeared imminent that Commissioner Craven once more would attempt to forestall the order, in view of the "freeze" order and since many of the stations affected are operated from the same general area with use of same equipment. His original motion was to postpone the effective date to Jan. 1, 1945, but Commissioner Case offered an amendment to the following date: Nov. 23, 1944, one year after the order was adopted.

Should the Commission act favorably on postponement, one of three courses appeared likely. Postponement would make the date, Jan. 1, 1945, as originally proposed by Commissioner Craven; delay until Nov. 23, this year, as recommended by Commissioner Case; indefinite postponement, until the equipment is lifted and equipment once more becomes available. Should the last-named course be adopted, the ban on multiple ownership probably would be suspended for the duration, it was reported.

The Oregonian Publishing Co. requests: (1) Suspension of the effective date of rule 3.35 (Order 84-A) indefinitely; (2) in event the rule stands the Commission find that the regulation is "inapplicable to licensee"; (3) falling in either the Commission grant license revocations "in order to permit the orderly disposition of properties"; or (4) if FCC fail to grant relief, the petition for delay be set for hearing to permit licensee to present evidence and arguments in support of its contention.

Louis Wasmcr and Maj. Wasmcr, now on active duty with the Army Air Forces, petitioned the Commission to: (1) postpone the effective date indefinitely or until Maj. Wasmcr has returned to civilian life and can dispose of his property in an orderly manner; (2) if indefinite postponement isn't granted, the petitioners be granted a hearing; (3) that licensees be regularly continued and (4) petitioners be accorded "such relief as to their individual operation" of KHQ and KGA "shall be just and equitable".

ANPA FM Session

INDICATING the interest of newspapers in development of FM, an entire session April 27 of the annual meeting of the American Newspaper Publishers Assn. in New York was devoted to the new broadcasting art. Walter J. Damm, Milwaukee broadcasting executive, and president of FM Broadcasters Inc., and Dr. W. H. Baker, vice-president of General Electric, and chairman of the Radio Technical Planning Board, are scheduled to address the sessions. There will also be displayed the GE film on FM, which has been shown throughout the U.S.
There's bound to be some tapering off in the need for certain war materials. But Baltimore is sitting pretty. 2/3 of the war workers are now employed in work needed all-out in 1944. They'll have wants and needs. Reach them through the sales-producing, low-cost station W-I-T-H. If there's time available... grab it!

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

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Dies Warns Blue to Restrict 'Unjust' Attacks by Winchell

Claims 'Wave of Public Indignation' as Mail Comes in Following Sunday Night Debate

REP. MARTIN DIES (D-Tex.), chairman of the House Special Committee on Un-American Activities, week wireless Mark Woods, president of the Blue Network Co., that mail following the Walter Winchell-Dies broadcasts March 26 disclosed a wave of public indignation and that unless the Blue takes steps to assure equal time to persons "unjustly attacked" or to curb the commentator, immediate "equal rights" legislation will be enacted by Congress.

Mr. Woods declined comment other than to say that the Blue Network still is giving the matter consideration. In the meantime, four Congressmen pledged with their colleagues last week to "forget" the Winchell-Dies incident, while Rep. Hoffman (R-Mich.) continued to tire against the commentator.

Swarm of Letters

As BROADCASTING went to press Rep. Dies had received some 10,000 letters and telegrams, about 95% of which were in support of his radio address, immediately follow- ing Mr. Winchell's broadcast and each mail being about 500 additional letters, according to Robert E. Stripingle, chief investigator of the Committee. Rep. Dies left after his Sunday night broad- cast for his home in Orange, Tex., to be with his son who is on furlough from the Navy.

Mr. Stripingle said investigators and analysts are reading Mr. Winchell's scripts and newspaper col- umns for the last two years (sub- penned by the Committee) to as- certain whether there is a basis for further investigation.

Last Wednesday Rep. Hoffman told the House that FBI Chief J. Edgar Hoover had eaten with Mr. Winchell in a Washington restaurant and hinted that the Appropriations Committee should inquire whether alleged charges of Mr. Winchell that there were "saboteurs in Congress" had been inves- tigated by the FBI. Rep. Dickstein (D-N.Y.) called upon the House to "stop wasting our time and energy on such idiotic things and get back to the serious problems confronting our nation at present". Rep. Ramey (R-Ohio) echoed Rep. Dickstein's sentiments, saying that so far as Mr. Winchell is concerned "let's quit abusing him and get down to business". "If we simply ignore untrue stories made by Mr. Winchell, or anybody else, they would fall of their own weight," said Rep. Ramey. "If they were true they would speak for them- selves."

Questioning the authority of the Dies Committee to subpoena Mr. Winchell's scripts, Rep. Dickstein said: "Newspapermen and radio commentators are not exempt from the law of slander or libel, and it would seem to me that they do not have to account to Congress or any other Government agency for their opinions. To hold otherwise would be to make a mockery of freedom of speech and the press."

Limited Authority

Telling his colleagues that he was co-author of the original resolu- tion setting up a committee to investigate un-American activities in 1934, Rep. Dickstein continued: "The language of our resolution was identical with the resolution setting up the Dies Committee and there are certain things that Just cannot be done under this resolu- tion and one of them is to subpoena the scripts and records of a news- paperman or commentator who is a loyal American citizen, just be- cause he attacks the way the Com- mittee investigation is being car- ried on."

Rep. Dickstein also declared that "Congress now has practically be- come a co-sponsor of Jergen's let- tions. All the free publicity we have been giving this product must have boosted its sale quite a bit."

Rep. Magnuson (D-Wash.), member of the House Naval Af- fairs Committee, on Thursday de- fended Mr. Winchell's Naval rec- ord and gave his history as first a seaman and later a lieutenant commander in the Naval Reserve.

He, too, pleaded with the House to drop the Winchell matter, assert- ing: "We have a war to fight. Let us quit fighting one another. We are all patriotic. We take some of these preposterous statements, take these little mole hills and make mountains of them until the soldier boys are wondering what the devil they are fighting for, if we cannot behave and act intelligently at home, and in particular in this body. I think if we get down to business and forget about radio commentators and other things we will be well advised. Truth always stands on its own pedestal."

Rep. Sabath (D-III.), Rules Com- mittee chairman, declared that in his 38 years in Congress no ses- sion had taken so much time to discuss any one individual as the present Congress has consumed in talking about Mr. Winchell. "It behooves me that it would not only be in the interest of the Congress but in the interest of the members whom Mr. Winchell has answered that both sides would cease this distract," he said.

Rep. Hoffman introduced a bill last Monday (HR-4490) to amend the U. S. Code relating to the Navy to make it an offense for a Naval official to make a speech or broadcast. The bill was referred to the Naval Affairs Committee.

Asks Name of Official

In his broadcast March 26 Rep. Dies called upon Mr. Winchell to disclose the name of the high Gov- ernment official whom he told him, as Mr. Winchell had reported on the air previously, that he could better serve on the air than in the Navy. Last week the New York newspaper PM quoted Mr. Winchell as saying Adm. Hepburn was the man who suggested he remain on the air after he had asked for active duty.

WHEELER, GURNEY ON TOWN MEETING

SENATOR BURTON K. WHEEL- ER, co-author of the Wheeler- Smith and chairman of the Inter- state Commerce Committee, will take part in a forum on "Freedom of Speech on the Air", on America's Town Meeting of the Air on the Blue network April 6 with Senator Wheeler also an under- member of the Committee; Gilbert Seldes, CBS director of television, and Rep. Hale House commen- ter. Program will originate from WSAI Cincinnati, first stop in the Wheeler-Smith spring tour. Broadcast is prompted by the Winchell-Dies controversy. Both Mr. Winchell and Mr. Dies have been invited by George V. Denay, Town Hall moderator, to air their views on Town Meeting, but have asked for a postponement until a mutually convenient time can be found.

Winchell 22.6, Dies 22.8

Hooper Survey Reveals

SPECIAL SURVEY of the audience to Walter Winchell and Rep. Martin Dies on March 26, made by C. E. Hooper Inc., for the Blue network, gave the Winchell quarter-hour a rating of 24.6 and the Dies period 22.8. Winchell rating is about the same as usual, compared to 24.5 for March 5 and 27.1 for March 19, when the regular Hooper surveys for the month were made. Winchell's share of the total listening audience also remained at about its average March level.

Mr. Dies' rating, however, while slightly below that of Winchell, was well above the 8.0 rating for the March 5, 0.7 for the March 19 broadcasts of Chamber Music Society of Lower Basin Street. Rep. Dies broadcast in the first 15 minutes of the regular Basin Street period, was made available for him by another agency, sponsor of both programs, to allow him to answer Winchell to the Winchell audience. Results indicate that most of Winchell's favorable audi- ence remained tuned in to hear Rep. Dies, but that few additional listeners were attracted to hear either of the speakers.

MASCULINE CULINARY SKILL was exhibited when this agency- sponsor-station-talent quartet whipped up a batch of biscuits using spon- sor's product following recent broadcast of the five-weekly Blue pro- gram, Radio Parade. Fisher Flouring Mills Co., Seattle (Biskit-Mix) is sponsor. Radio gossip commentary started on Blue Pacific stations on March 13. Biscuit-baking instructions spread a wave of public indignation

Plan GOP Coverage

ANN GILLIS, of the NBC eastern division news and special events department, and George McElrath, NBC operating engineer, have joined central division offi- cials in conferences at Chicago, to discuss coverage of the Repub- lican national convention in Chi- cago, beginning June 26. ,

500 for Ford

CLIFF RIAN, promotion di- rector of WCTN Minnes- ola, who broadcasts a 7:45 morning newscast as "John Ford," on March 28 com- pleted 500 consecutive broadcast. Mr. "Ford" arises at 4 a.m., gets to the station by 5, works frantically for 2½ hours, then goes on the air at 7:45. He has never missed a broadcast.
national network originations make WXYZ a great station!

Direct from the studios of WXYZ—Detroit (to a nation-wide Blue Network) is originated "THE GREEN HORNET"—a drama of high adventure, warming the blood of millions of listeners as he tracks down the saboteur and propaganda enemies of our Nation!
Sirica New House Probe Counsel

Fly Tells Lea Committee He's Against Radio Legislation

APPOINTMENT of John J. Sirica, Washington, as general counsel succeeding Eugene L. Garvey, who resigned in February; opposition to any new radio legislation favored by FCC Chairman James Lawrence Fly and threats of contempt action against Charles R. Denny Jr., Commission general counsel, featured hearings last week of the House Select Committee to Investigate the FCC.

Chairman Lea (D-Cal.), following an executive session Friday afternoon, announced the appointment of Mr. Sirica, former assistant U. S. Attorney for the District of Columbia. The vote was understood to be taken with Reps. Hart (D-N.J.) and Magnuson (D-Wash.) voting with the chairman and Reps. Miller (R-Mo.) and Wigglesworth (R-Mass.) opposing the Washington minority members are understood to have felt that Harry S. Barger, chief investigator who had been acting general counsel, should have been given the appointment.

Wide Experience

Mr. Sirica, a native of Waterbury, Conn., was born March 19, 1904, educated at Columbia Prep. School and Emerson Institute, Washington, and graduated from Georgetown U. Law School with a LLB degree in 1926. He was in general practice until August 1, 1930, when he was named assistant U. S. Attorney. On Jan. 1, 1934, he returned to private practice, specializing in trial work. Of him Chairman Lea said:

"Mr. Sirica has had wide experience as an attorney. His ability and integrity are well attested by the bench and bar of Washington. Two of the most essential qualities for this investigation, fairness and ability, are recognized by all who know him. He has no alliances that should embarrass him from conducting a thorough and fair investigation."

Following his appointment the new general counsel said: "My only interest is in getting the facts before the American people. I shall depend heavily on Mr. Barger, whom I have known for many years. I sincerely hope he'll see this through with me." Mr. Sirica was attorney for Joseph V. Moreschi, president, and Achilles Pesioni, secretary-treasurer, of the International Hod Carriers, Building & Common Laborers Union, under indictment in Washington on charges of misusing union funds.

Returning to the witness stand last Tuesday Mr. Fly urged Congress not to pass new radio legislation and he particularly opposed the White-Wheeler Bill (S-814) because it would, he said, "kill the network regulations and restore the big networks to monopolistic practices." Again he referred to his "dead mackerel" description of the NAB, uttered following the hectic 1941 NAB convention, and asserted: "It stank then and it still stinks."

When Mr. Denny declined to answer direct questions Wednesday as to whether Stefano Luotto, Italian-speaking announcer and former of WGES Chicago and WHOM Jersey City, should be, while his Rep. Miller (R-Mo.) moved that the FCC counsel be given "24 hours to think it over and come in here and answer the questions or be cited," Mr. Denny answered the questions Thursday and in so doing gave Mr. Luotto a clean bill of health so far as the Commission is concerned, although he said that when Mr. Luotto was taken off the air in May, 1943, there was "justification" because the announcer was not a citizen then and the country was at war with Fascist Italy.

As Tuesday's hearing opened Mr. Fly submitted a breakdown of frequencies assigned to Government agencies and departments (see page 24), in connection with functions of the Interdepartment Radio Advisory Committee.

Chairman Lea asked the procedure of Government agencies applying for frequencies. Mr. Fly said he "would imagine" representatives appear before IRAC meetings and make the requests. Commissioner Jett interposed that applications are made in writing and that each member of IRAC is given a copy before meetings.

Referring to his prepared statement Mr. Fly cited several Supreme Court decisions in which "public interest" had been interpreted and said that "the purpose of Congress in setting up those standards (for public interest) is simply because they enter into such a flux of factual conditions in the technical fields that require continuing study."

"The need for flexibility is nowhere clearer than in the radio field," he asserted. He reviewed the history of radio legislation. He told the Committee that the Commission was faced with "a great many problems of avoiding interference." He touched on the economic stability of a licensee, his ability to carry out technically and added: "The old Radio Commission and my predecessors in the FCC have given some substantial attention to the problem of program quality, engineering standards, the field of monopoly."

Urges Local Ownership

He dwelt on "monopoly" and told the Committee the FCC has made exhaustive studies in that field to bring about "diversity of control" and how the Commission had been interested in having continuing sides of controversial issues.

"For some time," he asserted, "the Commission has considered the establishment of competing local stations." He said that in many cases "outside interests" with no appreciation of local problems had established stations in various communities and the "local atmosphere" had been lost. He branched into the common carrier field and told the Committee the problem of rates was an issue, that the Commission was interested in the welfare of employees and adequate wages. He outlined various other considerations which he said the Commission must give in granting licenses, then said:

"If Congress attempts to spell all these out, you'll have something comparable to the Napoleonic code."

Mr. Fly returned to his prepared statement to defend the FCC Network Regulations. His testimony was substantially the same as given before the Interstate Commerce Committee last November and December during hearings on the White-Wheeler Bill (S-814). Quoting from the Congressional Record of 1938, Mr. Fly said Rep. Wigglesworth and Rep. E. C. Cox (D-Ga.), former Select Committee members, were among the proponents of an investigation into "monopolies." When he commented that Rep. Cox had changed his views, Rep. Wigglesworth said: "My views have changed since 1938 in many ways."

Mr. Fly presented each Committee member with a copy of the eight regulations, urging them to "read them carefully." Again he accused the two big networks and the NAB of attempting to dis-credit the Wall Street Journal with "postal monopolistic practices." He used the same statement he gave the Senate Committee on "the composition of that traffic," charging (Continued on page 58)

NECESSARY BACKGROUND

CONTRACT CONFAB CREATES countenances creased with smiles as the Worcesters Baking Co. general manager; Harry N. Brown (seated), advertising manager of the company; John Dowell, WTAG script writer of Jeff Weatherby; and Robert Brown, WTAG local sales supervisor.
800 books—60,000,000 words—20 books a week...

That is the reading and analyzing done by the Script Division of NBC's Program Department to select for dramatization on NBC's "Words at War" series the most vital and important books of the year.

Typical of the 40 books selected to date for "Words at War" dramatization was Selden Menefee's "Assignment: U.S.A."

Menefee covered America in a 15,000-mile trek. He put in his book what he saw and heard: racial prejudice, anti-Semitism, indifference.

NBC opened the book and gave dramatic life to cold type with a forceful, driving broadcast that blasted the nation with truth.*

The result: Variety said: ..."this was, and will remain, among the outstanding programs of '44." John K. Hutchens wrote in The New York Times: "... the boldest, hardest hitting program of 1944 ... there are things that need to be said and the National Broadcasting Company had the courage to allow them to be said."

"Words at War" is only one of the many NBC built-and-produced programs that go out over the nation throughout the day, early evening and late night.

* * *

It is the combined skill of the NBC writers, directors and producers—all experts in their craft—which has contributed in large measure to the truth that NBC is "The Network Most People Listen to Most."

They all tune to the National Broadcasting Company

It's a National Habit
Nothing Can Escape the Wire Recorder

By MAJ. FRANK E. PELLEGRIN
Public Relations Officer, Allied Force Headquarters in Italy

From Foxhole to Living Room, Sturdy Gadget Covers the Conflict

In Naples it is 40 cycles, 150 volts; in Rome (we think) 48 cycles, and so forth. The best solution lies in U. S. Army Signal Corps genera-
tors—when one can be found. Upward these are understandably few and far between; thus the re-
corder's mobility was reduced ac-
cordingly.

But your correspondent located a worn-out generator and managed to "borrow" it, the promise to return it made satisfactorily indefinite. Then he found a truck trailer to hold the generator. Then appeared Maj. Luther J. Reid, former CBS publicity director, now in this theater on special as-
signment from Army Service Forces, War Dept., to report on ASF operations as he finds them.

And Then a Jeep

En route here from Africa he had also negotiated the "loan" of a jeep which had been requisitioned along with many other items, one unit here, on condition that after using it "briefly" he would consummate the delivery to the ultimate consignee—a very sen-
sible arrangement as all will agree, especially your correspond-
ent and Maj. Reid.

The trailer was hooked behind the jeep and hauled to an Ordi-
nance Repair Depot, where the old generator was exchanged for a rebuild job which functions often enough for our purposes. To this has now been added, by devious methods which need not be de-
tailed at this point, several power leads now totaling a couple of hundred feet; a few necessary tools; two folding Army cots, and some miscellaneous field equip-
ment.

Now, by the simple expedient of tossing in our bedrolls, we are a Mobile Unit. We take the wire recorder and its own power supply supply anywhere that a jeep can go (which is almost everywhere), and when that remarkable vehicle fal-
ters, there are always plenty of willing hands to manhandle the gen-
erator over the rough stretch of rocks or mud or hill.

Rare Opportunity

To compensate Major Reid for his very considerable contribution to this menace it is necessary to see many ASF operations, but I hasten to add that this has been a distinct pleasure and often a rare opportunity.

It has enabled the machine for example to record the heart-
 warming story of the miraculous cures being effected by the use of penicillin on gas gangrene cases, in Army hospitals under shell fire; of blood transfusions given to their wounded buddies by frontline soldiers, who knock off 24 hours for the job and then go back to their foxholes; of the mobile QM bath units that by the doughnuts to get their first hot shower in five or six months; of the unsung heroes of the mule pack train, who take over "at the end of the line" and lead their loaded animals up shell-torn moun-
tain trails in the black of night, to supply at constant risk of their lives with food and water and ammunition the fighting men dug in on the mountain cliffs and crags; even of the "frontline M.P." whose job it is—believe it or not—to police the most ad-
vanced cross-road and keep people from straying accidentally into the German lines. These stories, and many others, have been made possible by the simple expedient of pooling our resources.

Shows the Strain

So, as we started out to say, the recorder has seen a bit of war. It shows the strain, and continues to function only by grace of the technical wizardry of Capt. Freder-
rick O. Wickham, Signal Corps, former director of the police ra-
dio network in Missouri, who has been made to do a little vic-
icous care also by Lt. Carl Zim-
merman, former Milwaukee an-
nouncer.

But the payoff came last night. For a week one of our guests has been Capt. K. C. Harvey of the British Army, former BBC announcer and London music crit-
ic, who had just finished two pi-
ace compositions. He was due to join his division at the front in three days. He was saying that he would have no opportunity to score the melodies once he joined his division, and that when he might finally find the time, perhaps not until after the war, it was entirely possible that parts of his compositions would be forgot-
ten. Then he spoke the resourceful Maj. Reid.

"Hey, Pellegrin, here's one for your wire recorder."

Recording Music

When the workings of the machine were explained to Capt. Har-
vey he was enthusiastic almost to the point of rapture. In almost no time the project was under way.

There is a piano in the apartment of Signor and Signorine Gino Cacace, a manufacturer who lives one floor above us in the Villa Elena (named for his wife). They speak no English; we speak no Italian. But they sensed the situation because no one could have more charming and co-
operative.

The generator was hauled into the courtyard last evening; the power line was run up outside the building and into a Casca-
ino window. The recorder, very cold, was warmed up by Signor Cacace's own electric heating pad, and her lovely furniture was all cluttered up with this equipment only two days back from the Cas-
ino front.

When you cannot converse with a foreigner in his own tongue it helps somehow to talk a foreign language anyhow. He can't understand it but the psychological ef-
(Continued on page 57)

NAVY WAR FILMS
BEING TELEVISION

NAVY FILMS may be televised within 36 hours after they arrive at the Navy Dept., according to the Navy Office of Public Relations.

The service, available to all networks, has been in operation for over a year, and has been used sev-
eral times by NBC.

Battle film, made either by the Navy or by newsreel war corre-
spondents, is flown from the Front to the Navy Dept. where it is pro-
cessed, reviewed and cut for se-
curity reasons. It is then sent to the newsreel firm which, by a ro-
tating arrangement, is next in line to receive it. Official Navy films are screened before representatives of networks, OWI, March of Time (movie), the Army Special Cover-
age Division, and newsreel com-
pany reviewers, to whom duplicate prints are made available for tele-
vising screening.

NBC has requested several Navy films for televising within the last year, amongst them "Battleship Mid-
way", "Navy and Its Planes", "Navy and Its Men", "Navy and Silence and Medi-
cine", "History of Naval Aviation".

All of these were made for the Navy by the March of Time.
In the heart of every territory that produces bulk billings for radio stations — there you will find a Weed office, with ear to the ground for new advertising developments.

On any given business day, Weed offices across the nation have men on the job for stations whose letterheads and advertisements say: "Nationally Represented by Weed and Company."

Weed offices are merely headquarters; Weed territory is the nation.

_Slogan for stations: "Weed 'em and reap!"_
MOSKOVICS NAMED TO NEW YORK POST

GEORGE L. MOSKOVICS, sales manager of the Columbia Pacific Network, will move to New York, according to Mr. Morin, who has been representing the Columbia Pacific network in New York the past six months. He'll be named Mr. Moskovic's post on the coast.

Cirrus N. Y. Spots

RINGLING BROS., Barnum & Bailey Combined Shows Inc., Saratoga, N.Y., on March 27 started a heavy schedule on 10 New York stations to continue after the New York opening of the circus April 5. Spots are heard at varying frequencies on WABC, WEAF, WABC, WABC, WNEW, WOR, WJZ, WOR WQXR, Agen- cy is Caples Co., New York.

FATHER of the quadruplets born at Sloane Hospital for Women in New York on Wednesday, March 29, is Harry Zarif, assistant concert master of CBS' Columbia Symphony Orchestra.

Brooklyn Games

BROADCASTS of the pre-season games of the Brooklyn Dodgers got underway on WHN New York last Sunday, April 2, under sponsorship of F. Robillard & Sons, New York, which has radio rights to all home and away games. The Brooklyn Dodgers, with the exception of the Atlantic City games with the Yankees April 2 and 3, will be carried by Western Union wire reports, all events will be broadcast live. There are ten pre-season games in all, the series concluding April 18. Red Barber and Connie Desmond, who have been signed to handle games, have both been reclassified I-A, but will continue broadcasting until they receive their induction orders.

DISC SUBSIDIARY IS STARTED BY WOR

WOR Recording Studios, subsidiary of WOR New York, is expanding its activities in the phonograph record field by a 50-cent disc under its own label "Feature Records." First releases -- two records by Jan Garber's band -- will be issued April 7. Planters will be independently produced and will be released at the rate of at least two a month for the present, about 20,000 productions per record, with the recording studio serving as its own distributor.

Release of phonograph records under its own label will not affect WOR Recording Studio's current transcription and recording activities. Studio now has some 12 or 15 companies doing business in its facilities, including Key Note, Sonora, Classic, Signature and many others. Feature records will come under the supervision of Thomas M. Keleher, general manager of WOR Recording Studio.

Gospel Rally

GOSPEL TABERNACLE, New York, sponsor of "The Gospel Life" on Thursday, April 1, broadcast from Portland, Ore., in the National Christian Broadcasters Rally. Account placed direct.

Among the Many friends between session get-togethers at the NBC War Clinic held at the Los Angeles Biltmore Hotel March 20 through 22 were two executive groups. Top (1 to 5): Clarence L. Manners, NBC vice-president in charge of programs; John F. Royal, NBC vice-president in charge of international relations and new developments; Bob C. Moxley, owner of KCIF-RECA, Los Angeles NBC and Blue network outlets respectively; Roy C. Winer, NBC vice-president in charge of sales. Bottom: S. S. Fox, owner-manager of KDLY Salt Lake City; Henry H. Fletcher, manager of KSEE Pocatello; Phillip I. Merriman, NBC research director; Harold Ritter, manager KYXCA Presidio.

SPENCE REELECTED AT WASH. MEETING

ON MARCH 24-25 Oregon and Washington broadcasters held a series of meetings in Portland.

The morning of the 24th separate meetings of broadcasters from the two States were held. Washington broadcasters adopted new by-laws and elected the following officers: Harry E. Spence, KXXR, Aberdeen, Washt; re-elected president; Leren B. Stone, KIRO Seattle, vice-president; Robert E. Priebe, KRC Seattle, re-elected secretary-treasurer; R. G. McRoberts, KPOQ Spokane, and J. A. Murphy, KIT Yakima, trustees.

The outcome of the Oregon Broadcasters Assn. election has not been reported. On Saturday, March 25, a meeting of sales managers of the 17th NAB district, which embraces Oregon and Washington, was held by the Shab & Baun Advertising; Fred G. God- dard, KXXR, and Arthur House, a Portland advertising man, deliv- ered talks. The meeting was presided over by Och Wheeler, KAST Action.

TRANSFER GRANTED KBIZ, WDAK, WKBV

KBIZ Ottumwa, Ia., last week was granted consent by the FCC to the involuntary assignment of its license to D. Falvey, deceased, to KBIZ Inc., a new corporation, for the sum of $50,000. President and holder of 95% interest in KBIZ Inc. Conroy, who with his wife Victoria, have applied to the Commission for the relinquishment of their control in WDBM Superior, Wis. for $18,000. Mr. Falvey died Feb. 18 of heart disease (BROADCASTING, March 27).

The Commission at the same time granted voluntary assignment of the license and construction permit of WDBM Columbus, Ga., to L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Ebbie H. Allen, who with the corporation as the Valley Broadcasting Co., a partnership, to the same partners, except Aubrey Gay, who sells his 5% interest for $1 and other valuable consideration to Leila A. Duncan.

WKBV Richmond, Ind., also was granted voluntary assignment of license from Ktso Radio Corp. to Central Broadcasting Corp. No monetary consideration is involved. Since July 13, 1943, Central Broad- casting has controlled WKBV through its subsidiary, Knox Radio; the grant eliminates the intermediate corporation. Major interest (40%) in Central Broad- casting is held by its secretary-treasurer C. F. Albright, who is auditor for WIBB Indianapolis. (BROADCASTING, Feb. 21, 1944).

Award to Friedman

EXCEPTIONAL Civilian Service Award, highest War Dept. reward for meritorious civilian service, was presented to William E. Friedman, director of Communications Research of the Army Commu- nication Service, A.S.F.

Page 18 • April 3, 1944 • BROADCASTING • Broadcast Advertising
When Nebraska's sheep harvest hits the market there's cash aplenty changing hands. For Nebraska has more sheep and lambs on feed than any other state. I heard that straight from the Nebraska College of Agriculture, broadcasting on KFAB.

Stock feeding, whether it's sheep, cattle or hogs, is mighty popular with all Nebraska farmers. Mighty profitable, too, for our farm income ranks right up with the highest.

That's because the KFAB area is a diversified farming section. A leader in many crops, and sure of high income. In good years, and bad, we've plenty of cash to spend for the things we need... naturally we turn to those products we've heard about through our friend and neighbor, KFAB.

"The BIG Farmer of the Central States"
Rochester Store Is Sold on Radio

Children's Hour, News, Symphony Sponsored By McCurdy's

McCURDY's, Rochester's large, well-established and familiarly known department store, is undertaking a large radio series that may well cut a pattern for other retailers embarking on a "first" radio campaign.

Shortly after the Rochester showing of "Air Force and the Retailer," NAB retail promotion film, the Hutchins Adv. Agency of Rochester called in representatives of the three Fawcett and radio stations, WHAM, WHEC and WSAY, and asked for program recommendations. The campaign had a three-fold objective, association of the name of McCurdy with civic and community projects of highest type; selling the radio audience on the various services and merchandising of this long established department store; establishing the use of radio as an integral part of the McCurdy advertising structure.

Popular Appeal

Consultations with the Hutchins agency showed that a substantial radio budget had been set up. After a discussion of the advertising objectives, and the radio campaign objectives, the following ideas were set up: (1) McCurdy's Symphonic Hour, broadcast one-half hour weekly on WHAM; (2) McCurdy's Journal of the Air, broadcast a quarter-hour Mondays through Fridays on WHEC; and (4) several spot announcements and chain break announcements every day on WSAY.

For a program with mass appeal the program manager, Gunnar O. Wiig and William J. Adams, program manager, after a long analysis of program types and with a local service angle in view, presented a news and feature presentation titled McCurdy's Journal of the Air... a radio newspaper whose column headings were news and features with a feminine appeal and a local interest story. Using an announcer and a dramatic-narrator, column 1 of the Journal is devoted to a dramatic story of one of Freedom's Heroes, a Press Association feature specially rewritten for the program. Column 2 is a direct selling commercial. Column 3, Today's Rochesterian, is the local feature of the program and is this column that salutes an average individual who is doing an outstanding job either in public service or in one of the many Rochester war plants. Typical of this column are the stories of Evelyn Lanni, blind girl optical worker, who is working as an inspector at Bausch and Lomb Optical Company, and whose four brothers are in the armed services; of Bill Wheeler, 30 times a blood donor in the past nine years and a male volunteer nurse; of Pearl Dailey, who edits a semi-monthly news letter going to all Rochester Gas & Electric employees in the service. Despite the five-a-week necessity for the stories, the program producer is always seven to ten-ahed thanks to the cooperation of individuals and companies in supplying story material and phone tips.

Column 4 of McCurdy's Journal of the Air is a five minute summary of the latest world news, followed by a commercial. Then the feminine interest feature Women of Today's World, rounds out the presentation. This feature tells a personal story about the unusual activities of women in a world at war, their strange and odd jobs, their increased opportunities and their success stories. McCurdy's Journal of the Air is written and produced by William J. Adams, WHBC program manager and 1942 Peabody Award writer and producer of The Home Front.

For the children's program, on the recommendation of the WHEC program department, McCurdy's began the Streamlined Fairy Tales produced by the Koralites for the Harry S. Newman Agency and presented by transcription. WHEC's program promotion is continuous on both the Journal and Children's Hour, both via the spot announcement and radio highlight column carried in the two local newspapers.

On WHAM, Tuesday evenings from 7:30-8 p.m., under the direction of Charles Sieverson, McCurdy's Symphonic Hour is heard. The little symphony type orchestra is composed of 30 leading Rochester musicians. On the initial program a check for a thousand dollars was presented on behalf of McCurdy & Co. to Dr. Howard Hanson, Director of the Eastman School of Music. The check was presented by Gilbert J. C. McCurdy, President of McCurdy & Co., for Eastman School scholarships. In accepting the check, Dr. Hanson said, "I have two special and personal interests in these broadcasts. First, it seems to me indicative of the constantly increasing interest of the public in good music that McCurdy & Co. sponsors this series of broadcasts by a little symphony orchestra, composed of Rochester's outstanding instrumentalists and featuring distinguished guest artists. "It also indicates the vision of Gilbert J. C. McCurdy, president of the company, in the presentation to the Eastman School of Music of $10,000 a year to help the education of talented young musicians. Later, we hope to have one or two of the outstanding students appear in this series. Rochester is rapidly becoming known throughout the world as one of America's important musical centers, and it is most gratifying to me that a firm like McCurdy & Co. takes this active and important part as a public service to further that development."

Public Spirited Programs

Stated Mr. Milton J. Mers, advertising manager of McCurdy & Co., "Our new set-up provides for: (1) a program based on community service and cultural advancement association of the business organization with this high type feature; (2) a news and feature presentation, high in public service and with a tremendous mass appeal at a direct selling approach; (3) entertainment for children to build sales for a large and growing young people's shop with the solidity of announcements and chain break announcements designed to acquaint women with merchandise as well as type trends. It is a well-rounded campaign which we think will pay off in results."
THIS IS BOB "UP-IN-THE-AIR" HOPE!

THIS is Bob "Up-in-the-Air" Hope telling you that this new WKY tower is a cloud-scraping whopper, and that if you use Pepsodent, you'll have gleaming white choppers!"

This would be a typical Bob Hope impression of the new WKY transmission installation now nearing completion in Oklahoma City.

"This tower is so tall," Bob might continue, "that folks for a hundred miles around use it as a sun dial... practically solved the alarm clock shortage in Oklahoma. It's so tall, in fact, that all a program has to do is to fall off the top of it and the Oklahoma wind blows it farther than some stations can throw it."

As a matter of fact, WKY's new antenna will be 910 feet high and the second highest in this hemisphere. Already completed is WKY's elaborate and untramodern new transmitter building. When these new transmission facilities begin operation, WKY will step still farther out into Oklahoma, adding thousands of new listeners to its already superior coverage and giving better reception to all those in between.

Even now, WKY reaches more listeners morning, afternoon and night than any other Oklahoma City station.
RULING RESERVED IN OPERA'S ACTION

A NEW INSTALLMENT of the long drawn out court fight of Opera On Tour against alleged interference with its attempts to present opera with live principals but recorded orchestra and chorus on the part of American Federation of Musicians and Informational, Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, was held last week when New York Supreme Court Justice Morris Eder reserved decision on a motion of the opera company counsel to examine James C. Petrillo, AFM president, before trial of the company's suit for $90,000 damages against him and Richard Walsh, president of the IATSE.

Charging that the AFM had blocked Opera On Tour's performances by getting the IATSE to call a sympathy strike of its members at theaters engaged by the opera company, Opera On Tour in 1938 secured an injunction from the New York Supreme Court, which was reversed by the Appellate Division and reinstated by the Court of Appeals. Company now claims that the unions have disobeyed the terms of the injunction and it has been amended to the extent of $90,000, according to its attorney, John H. Jackson.

Henry A. Friedman, counsel for the unions, said the case had been marked dismissed when the company failed to appear when the case was called on March 15, and that Opera On Tour will have to get the action restored to the court calendar before proceeding. Mr. Jackson admitted there had been a confusion in dates but said it was being straightened out.

Video Survey Course

A FIVE-WEEK survey course titled "Television is Here", has been scheduled by the New School for Social Research, New York, beginning April 8 at 8:30 p.m. in the new series of screen broadcasts by C. L. Menser, NBC vice-president in charge of programs.

RICHFIELD REPORTER RENEWS

Oldest Network Commercial Show on Coast

-Begins 14th Year For Richfield Oil

"ROUNDDING OUT thirteen consecutive years on NBC Pacific stations, the six-weekly Richfield Reporter enters its fourteenth year under sponsorship of Richfield Oil Corp., Los Angeles, with April 6 broadcast. Oldest network commercial program on the West Coast, its characteristic salutation, "and a good, good evening," has now ushered in nearly eleven million of the same audience during a total of 4045 broadcasts.

Nightly quarter-hour newscast started as an experiment in April of 1931 with release on NBC Pacific stations (KPO KFI KGW KOMO KIQH), Sunday through Friday, 10-10:15 p.m. (PWT). Station schedule has since been expanded to include KMJ KTAB KYUM KVOA KGLO KJWJ KYCA. John Wald, now the Richfield Reporter is a 7-year veteran of the production, the original newscaster, in June 1937 as co-reporter with Ken Barton, and later Don Forbes. Since May 15, 1942 when Forbes joined the U. S. Signal Corps., Wald has carried on alone as newscaster. Wayne Miller has been news editor for the past nine and a half years.

Seed Offer

Primary advertising media for the Richfield Oil Corp., the newscast series presents ample proof of its pulling power in its thirteen consecutive years record, according to Robert M. Hixson, vice-president of Hixson-Donnell Advertising Inc., Los Angeles agency servicing the account. "Each year the Richfield Reporter is given the toughest test of any radio show: carrying the news with the lowest give-aways. Premiums have included maps, wildflower booklets and more recently vegetable seeds. Last year's three-week garden seed offer drew more than a half million requests. The seed offer is being continued for the current planting season with equally gratifying results."

W. T. Dinkins, vice-president and general sales manager of Richfield Oil Corp., stated, "One of our annual advertising budget is allocated for the Reporter. We consider it a profitable pleasure to support an institution that permits our organization to be invited into the homes of nearly two million westerners each evening."

Falstaff Beer Show

FALSTAFF BREWING Corp., St. Louis, on April 3 started The Falstaff Show, thrice-weekly 11-11:15 p.m. over the Blue's midwest and southwest stations. Contract, which is for 52 weeks, was placed through Dancer-Sample-Fitzgerald, Chicago. In addition, Falstaff early in April will sponsor Dizzy Dean and Johnny O'Hara, St. Louis sports announcers, who will air play-by-play reports of the Cardinals and Browns over South and Southwest stations. Day games originate on WEN St. Louis, night games on WTMV E. St. Louis.

Vitapath Spots

VAPO-PATH Inc., Dayton, O., (Vitapath vitamins), plans a series of spot announcements, covering Ohio, Michigan, Indiana, and eventually Illinois and Pennsylvania markets, to begin within the next two months. Three to five-weekly spot announcements will promote the Vitapath vitamin Check Chart. Agency is Van De Mark Advertising, Los Angeles, with Chancelor, C. O., Curtis W. Van De Mark account executive.
Pulling Power?
Yours for the Asking When
You’re on the Spot!

THE LOGGER’S PARADISE

One-half of the nation's usable timber, including the largest stand of White Pine in the world, is located in this area. Top Programs, plus Complete Coverage, gives KHQ dominating Pulling Power. Its Primary Coverage alone, carries your message to over three-quarters of a million wealth-producers in 27 counties*. KHQ is the only single medium completely covering this area.

*Not including recent increase which, in Spokane alone is estimated at over 28% above 1940—mostly permanent.
Total of 5,096 Frequencies Used by U. S., Fly Declares

Army Leads With 2,189, Chairman Tells House Committee, With Navy and CAA Following

GOVERNMENT agencies have been assigned a total of 5,096 frequencies, ranging from 10-182,000 kc., FCC Chairman James Lawrence Fly told the House Select Committee to Investigate the Commission, last Tuesday. He submitted for the Committee's request, a list of frequencies assigned to various Government departments.

Of the total frequencies assigned to Government, 1,709 are exclusive; 941 are shared with one or more Government agencies; 668 are shared with non-Government sources and 1,778 are shared with one or more Government agencies and non-Government users of the air, the report shows.

Fly Balks

Mr. Fly objected to providing the breakdown, when Rep. Wigglesworth (R-Mass.) requested it on March 24 [BROADCASTING, March 27]. He declared: "We have a couple of other wars to fight and it will take two man-days to assemble those figures." He added, however, when Chairman Clarence P. Lea (D-Cal.) and Rep. Warren B. Magnuson (D-Wash.) concurred in Rep. Wigglesworth's insistence.

Army leads the list of Government agencies using frequencies, with a total of 2,189. Of that total, the Army has 875 exclusive frequencies, shares 271 with other Government agencies; divides 245 with non-Government and 789 with both Government and private industry.

Navy is second with a total of 1,882 frequencies. Of that number 550 are exclusive; 276 are shared with other Government agencies; 274 with non-Government and 782 with both Government and non-Government. Third on the list is the Civil Aeronautics Authority, with 352 frequencies, of which 166 are exclusive. The Coast Guard, with 316, is fourth, sharing all but 82 of its frequencies. Agriculture Dept is fifth, having been assigned 132 frequencies of which 38 are exclusive. Mr. Fly explained that most of the Agriculture Dept frequencies are used for fire-prevention work in forests.

The Dept. of Commerce has 30 frequencies, exclusive of the CAA, the figures disclosed. Six of those are exclusive, 18 shared with other Government agencies and six with both Government and private licensees. The FCC has 19 frequencies, 12 of which are exclusive, 3 shared with other Government departments, and 2 each with both Government and non-Government and civilian licensees.

Mr. Fly told the Committee the "only Government bureau not now in existence that has had assign-

ments of frequencies since Jan. 1, 1941, is the National Youth Administration of the Federal Security Agency." That bureau had three frequencies, two of which were shared with other Government departments and non-Government, and one with non-Government.

"The NYA used the frequencies which it had access to at the time for purposes of training," Chairman Fly explained. He said he could find no record where the WPA had been assigned any frequencies. Referring to one frequency assigned now to the FSA, Mr. Fly said: "I'm not sure what the Federal Security Agency does with its one frequency."

Under cross-examination Wednesday by Harry S. Barger, acting Committee general counsel, Charles R. Denny Jr., FCC general counsel, testified that the frequencies listed did not include international shortwave stations operated by the Office of War Information and the Coordinator of Inter-American Affairs. Those stations, he said, are licensed by the Commission to commercial broadcasting companies and in turn the OWI and CIAA "purchase all their time" and program the stations.

"So as no question of control of the stations could arise under Sec. 310-B of the Communications Act," said Mr. Denny, "the Commission did approve the contracts between the licensees and the OWI and CIAA." Mr. Barger asked how many frequencies the OWI and CIAA use, and the witness said the information was "confidential."

Following an off-the-record discussion however, he agreed to submit the figures as of March 29 this year to the Committee.

Following are the total frequencies assigned, the chairman emphasized, "by the Interdepartment Radio Advisory Committee and not by the FCC" to other Government agencies:

Federal Works Agency 8; Insular Government of Virgin Islands 1; Dept. of Interior 76; Justice Dept. 69; Tennessee Valley Authority 11; Treasury Dept. 10.

FAIRBANKS RESIGNS BECAUSE OF ILLNESS

RESIGNATION of William F. Fairbanks, chief of the Allocations Division, because of ill health, was announced last week by Philip H. Cohen, chief of the OWI Domestic Radio Bureau. Joseph A. Ecclesine, Manager of Network Sales Promotion for NBC, was named as his successor.

Mr. Ecclesine declared that the Government was at the advice of doctors who ordered him to take a rest from his arduous duties and engage in less strenuous work until his health is fully restored. Expressions of regret at his resignation, Mr. Cohen declared that Mr. Fairbanks had carried a heavy load in scheduling war information through the various OWI allocation plans and had performed an invaluable public service.

Mr. Fairbanks came to OWI in September 1942, having previously been with NBC's sales promotion department. He had been with the network for nine years. He attended Brooklyn Technical Institute and City College of N. Y. He is 32 years old, married and has one child.

Mr. Ecclesine has been with NBC's promotion staff for four years. He had previously been with the Bureau of Advertising of the American Newspaper Publishers Assn. and the advertising department of True Story Magazine. He is a graduate of Fordham U.

RCA FM Booklet

RCA LABS. has published a 52-page booklet on "FM Broadcasting," covering the general and technical aspects of FM as compared with AM broadcasting. RCA's contributions to FM development were made by Dr. C. H. and by Victor Division of RCA, at the FMBI meeting Jan. 26 in New York, and the Bureau of Broadcasting's FM policy as made by Niles Trammell, NBC president, to the network's affiliated stations.

KVRS in Wyoming

KVRS is in Rock Springs, Wyo. instead of Burns, Texas, as erroneously reported in BROADCASTING March 20.

Mike's Boy

IRISHMAN'S LUCK, to be sure, brought true the boast of one Mike Cassidy, account executive of KUTA Salt Lake City, who entering the Army in January said that his son, one Patrick Michael Cassidy, would likely be born on the day of Saint Patrick, March 17. Patrick Michael did arrive on March 17, all eight pounds, and both mother and son are doing fine.
If You Are Looking for a Receptive Market with a Great Post-War Future PEORIAREA is Very Important to You!

ITAL IN WAR

Peoria, center of heavy earth-moving equipment manufacture, has been called the 'most important city in the world to the U. S. Engineers Corps'. "Caterpillar" tractors, LeTourneau and Hyster equipment have built the roads, leveled the flying fields, smoothed the landing areas that are carrying our armies forward.

ITAL IN PEACE

There will be no problem of reconversion for Peoria industries when peace finally comes. The same equipment that leads our fighting men now, will rebuild a battle scarred world and restore the many domestic construction and road building programs.

WM BD

—covers the market composed of the people who are employed in the manufacture of this heavy earth-moving machinery. Their incomes are above the average now . . . and their buying power is assured by the essential nature of the equipment they build, so vital in war and peace. That these people listen to WM BD, is proven by same people listen to WM BD, is proven by Hooper and Conlan listening audience surveys. WM BD dominates the listening audience with coverage "tune-in" of 50.2%. Reach the stable PEORIAREA market thru WM BD, Peoria's home station.

Send for "Fingertip Facts" Brochure all about WM BD and rich Peoria area.
Invasion Trade
ALL BBC broadcasts dealing with the invasion will be available to American stations for at least the initial stages of the operations, the BBC announced in New York March 24, on the return from London of Lindsay Wellington, North American director. Reciprocally, American network representatives in London have agreed to make their invasion material available to the BBC for domestic broadcast in Britain, the announcement said.

RADIO TUBES may become a "controlled item" in Canada to straighten out current distribution troubles. Munitions & Supply Minister C. D. Howe stated at Ottawa, this week. Members in Parliament had reported a black market in radio tubes and urged increased production. Mr. Howe reported no difficulty in obtaining materials but a shortage in manufacturing capacity. "There is nothing more urgent required for war purposes than radio tubes, and there is no field in which we have made a greater attempt to expand capacity," he told Parliament.

Resistor Shipments Up
WITH monthly shipments of resistors numbering 45,000,000 units in February, WPB officials said last week that an additional 16% may be available in March. Although the resistor industry will probably be able to meet all military requirements for 1944 as indicated at present, civilian supplies of electronic resistors must come from surplus inventories and factory over-runs.

TOMMY DORSEY
Signs with LANG-WORTH

Tommy Dorsey — "That Sentimental Gentleman of Swing" — has agreed to provide a continuous flow of library transcriptions for the exclusive use of Lang-Worth subscribers. Featured with Tommy Dorsey and his 27 piece recording orchestra will be Bob Allen and Betty Brewer vocalists, "The Four Clark Sisters" and Gene Krupa — first recording immediately.

LANG-WORTH, INC.
420 Madison Ave., N.Y.C.

KNOWING CROSLEY
Employees Conferences on Company Planned

AN IMPORTANT series of radio conferences, to begin April 3 will be held by the broadcasting division of the Crosley Corp., in order that all members will have an opportunity to know what the stations and our jobs better," according to George C. Biggar, assistant to the vice-president and director of employee relations for stations WLW-WSAI-WLWO.

The conferences are to run for nine one-hour periods each Monday through April 24, with introduction of department heads who will lead discussions concerning the most important functions of their departments. WLW-WSAI top executives, representatives of sponsors and agencies will also take part.

Some of the topics to be discussed are: Why a Crosley Square radio conference; the engineering picture; the American scheme of broadcasting; Crosley stations in the broadcasting industry; program policies of the National station; from Chungking to Crosley Square; FM and television — technical aspects; looking ahead in broadcasting; and others, each of which will be followed by a question and answer period.

Farnsworth Plans
OPINION that projection tube receivers will replace the pre-war picture tube sets, in which images are viewed either directly or by reflection from the receiver tube, was expressed by B. Ray Cummings, vice-president in charge of engineering of Farnsworth Television & Radio Corp., in an address last Tuesday before the Television Press Club of New York.

Joseph H. Spear
JOSEPH H. SPEAR, member of the writing staff of the Radio Council of the Chicago Public Schools, died March 18 in New York City. He had been a member of the Pan American Council in Chicago until recently, when he resigned to accept a position on the educational research staff of the U. of Chicago.

Big Used Car Budget
KELLEY KAR Co., Los Angeles (used car dealers), on March 18 revised its advertising budget and increased radio appropriation to $12,000 per month. Firm sponsors the nightly 60-minute program "Mercy Go-Round" and a Sunday morning recorded program and news program as well as daily announcements on KNX; twice daily transcribed version of Mutual program. The Johnny Stanley, a weekly 45-minute musical program and announcements on KHJ; six-weekly quarter-hour recorded program, with eight 15-minute newscasts and four spot announcements per week on KFAB; daily 60-minute recorded "Make Believe Ballroom," Saturday night radio program; and 7 spot announcements weekly on KFBR, daily 15-minute newscast and 14 spots weekly on KPAC; daily participation in "Chuckwagon on KFI; participation several days weekly in Spanish program on KGRO; and quarter-hour Spanish Thursday night on KJSO; weekly on KFI; participating several days weekly in Spanish program on KGRO; and quarter-hour Spanish on KJSO.
And well they earned it, in '43, by their stellar participation in Pittsburgh's most-favored participation programs. The almost incredible popularity of "The Shopping Circle," conducted by Janet Ross, and "KDKA Home Forum," presided over by Evelyn Gardiner, is attested by 110,087 letters received in that year.

This means that KDKA not only reaches but serves the radio homes in the KDKA area... serves the average home-maker by keeping her abreast of the times in a swiftly moving world that bristles with problems... problems that are analyzed, and solved, in an intimate, informal, friendly, and authoritative manner on these programs.

This proved listener-interest, plus well-established buying power, creates an ideal low-cost-per-inquiry setup on KDKA. Contact NBC Spot Sales for availabilities.
YOU CAN STILL GET PROMPT POST-WAR DELIVERY IF YOU RESERVE YOUR GENERAL ELECTRIC BROADCAST EQUIPMENT

NOW

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
LARGE as is the amount of broadcast equipment already on reservation with General Electric, the tremendous war-geared G-E manufacturing facilities can produce all this reserved equipment for quick post-war delivery. Even twice this amount can be built within practically the same time if we know now what will be required and can plan for its production.

General Electric has the plant, the machines, and the skilled engineering and factory personnel, to swing into peacetime production virtually overnight. No extensive reorganization of production methods will be necessary at G.E. . . . since much of the equipment needed for commercial broadcasting is in the same basic pattern as that which today is proving its high standard under the acid tests of war.

Prompt post-war delivery is only one of the benefits you gain by reserving your G-E broadcast equipment NOW.

Your contact with us will enable you, your staff, and your consulting engineer to develop the details of your post-war station during the period before new construction is authorized. Then, you will be fully prepared to proceed with the building of your station.

General Electric can help you in any of the three broadcasting fields: FM—TELEVISION—or AM. You can benefit from exclusive G-E developments such as the FM circular antenna or the S-T relay system which permits you to establish your station for maximum coverage . . . your studio for maximum convenience. You can obtain from G-E any broadcast equipment, either station or studio, together with associated equipment for FM, AM, or television. No other manufacturer can offer such complete system experience and “know how.”

Come to Schenectady and See for Yourself!

General Electric operates five proving-ground broadcasting stations at Schenectady—AM, International Shortwave, FM and Television. Broadcasters and prospective broadcasters are invited to inspect these facilities and discuss their problems with our station personnel.

* WRITE for your copy of the G-E Equipment-Reservation Plan, and application forms. Electronics Department, General Electric, Schenectady, New York.

* Tune in General Electric’s "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

ANTENNAS • ELECTRONIC TUBES • RECEIVERS

FM - Television - AM

Come to G.E. for all three!
HERE ARE THE RESULTS OF CINCINNATI'S "BLINDFOLD TEST"

A Radio News Quiz, held through blind ads in all Cincinnati's papers, brought 1608 replies. Received and tabulated by two impartial Cincinnati Advertising Agencies, these replies show that WCPO overwhelmingly leads as the station Cincinnatians listen to their news on, also WCPO was picked as the station listened to most all day long, by most of the people!

<table>
<thead>
<tr>
<th>Questions</th>
<th>B</th>
<th>WCPO</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I listen mostly to the news on Station.</td>
<td>9</td>
<td>917</td>
<td>64</td>
<td>135</td>
<td>497</td>
<td>1622</td>
</tr>
<tr>
<td>Which station do you listen to most during the daytime?</td>
<td>23</td>
<td>796</td>
<td>164</td>
<td>181</td>
<td>440</td>
<td>1604</td>
</tr>
</tbody>
</table>

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPS, Memphis, Tenn.

WGN ANNOUNCES THEATRE CONTEST

COMPLETE details of a $10,000 contest for its "theater of the future" will be announced within 60 days by WGN Chicago. Competition for a prize winning building design will be judged by a group of WGN radio experts. Prizes will be: $5,000 first prize; $2,500 second prize; $1,000 third prize, and 3 prizes of $100 each.

Projected plans include a seating capacity of 3,000, a stage, 60 feet square and capable of seating a 78-piece orchestra, and control rooms, flyloft, lighting equipment, and storage space.

Anticipating post-war television, a studio will be constructed capable of adapting the sound producing qualities of its auditorium to radio.

Suit Sustained

APPELLATE Division of the New York Supreme Court has sustained the suit of Gem Music Corp. and Denton & Haskins Corp. against the individual directors of ASCAP and also reversed the lower court's decision by reinstating the publishing companies with which the publisher members of the ASCAP board are affiliated as defendants.

Plaintiffs, publisher members of ASCAP, are seeking an accounting of the society's finances, charging misuse of funds by the directorate.

Hospital Plan

HOSPITAL SERVICE Plan Commission of American Hospital Assn., Chicago, is discussing the possibility of sponsoring a network program to promote the prepaid hospital service offered as a non-profit community service by local Blue Cross organizations, of which 77 are currently in operation. Funds would have to come from the public relations budgets of the local units, since the national organization has no money for promotion.

Dr. Buss Takes Over

DR. CLAUDE A. BUSS has officially taken office as director of OWI's Pacific Bureau, with headquarters in San Francisco. He declared that the area of operations will be increased and the scope of the OWI intensified. Already five new shortwave transmitters are scheduled to be added to the five now on the West Coast. With these OWI will blanket North China, the Netherlands East Indies and Japan even more thoroughly than now.

Shellmar Award

SHELLMAR PRODUCTS Co., Mount Vernon, O., has signed for the full Blue Network April 8, 5-5:30 p.m. to broadcast their Army-Navy "E" award ceremonies. John Stover Co., Columbus, Ohio, is agency.

WESTINGHOUSE ELECTRIC & MFG. CO., Pittsburgh, will omit commercials on the Easter Sunday broadcast of its NBC program featuring John Charles Thomas, in honor of the holiday.Agency is McGann-Erickson, New York.
FIRST "PUBLIC APPEARANCE" OF A GREAT PLANT

We have been so busy exploiting the phenomenal results of our comparatively new (since October 7, 1942) 50,000 Watts service, that we have unconsciously neglected to pay tribute to our ultra modern engineering facilities that have played a major role in our development.

And so, for the first time in print, we picture the mechanical heart beat of our outstandingly successful service. Modern in its every line; efficient in its every detail; dependable in its every function; this WWVA plant, with its 50-D R. C. A. Transmitter, is performing yeoman service in carrying one of America's most highly personalized broadcasting services to—

123 PRIMARY AREA COUNTIES

in Ohio, Pennsylvania, West Virginia, Maryland and Virginia

1,747,955 Primary Area Radio Homes

WEST VIRGINIA BROADCASTING CORP. — HAWLEY BLDG. — WHEELING, WEST VA.
OR HOW RETAIL ADVERTISERS CAN BUY BIG-TIME SHOWS ON LIMITED BUDGETS

- You can stow and sweat and worry and fret about your radio program or you can solve this problem the easy way—so many retail advertisers are doing—with one of NBC's top-flight “package” shows. Among the NBC Recorded Programs building sales for retail merchants in more than 187 markets are:

Betty and Bob —The story of “ordinary folk who lead extraordinary lives”—tops in serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts. Used by department stores (10), retailers of clothing (2), clothing, drugs, groceries, baked goods, etc.

Flying for Freedom —Vivid saga of daring and courage of United Nations airmen. 38 half-hours. Broadcast by shoe stores, dress shop, men’s clothing, department stores and others.

Let’s Take a Look in Your Mirror —Timely sparkling program by Stella Unger—helpful suggestions about today’s problems for today’s women. 150 5-minute programs. Used by department stores (8), women’s dress shops (19), furriers (4), furniture stores (3), cleaners and laundries, and many more. Many of these stores also used Stella Unger’s “Hollywood Headliners”—personality sketches of the movie greats—150 5-minute programs, still available in some markets.

The Name You Will Remember —William Lang’s brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 150 five-minute shows. Sponsors include furniture stores (5), jewelers (3), women’s wear shops (2), department store, shoe store, men’s clothing, etc.

Happy the Humbug —Fanciful, enchanting children’s story for Christmas promotions—grown-ups, too, enjoy it. 12 quarter-hours. Sponsored in 1943 by department stores, bank, retail merchants association, super-market and others. Offered now for Christmas, 1944.

EASY DOES IT! Just prepare sales messages to be read by the local announcer—select your station and time—and your program is set! Many other NBC recorded shows, in addition to those listed above, are ready to go to work for retail advertisers. Ask your local station to audition them—or write us direct.

---

**OWI PACKET, WEEK APRIL 24**

Check the list below to find the war message announcements you will broadcast during the week beginning April 24. All station announcements are 60 seconds and available for sponsorship. Fill your clients about them. Plan space for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORK</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GRP.</th>
<th>NAT. SPOT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>War Bonds.</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fight Waste.</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Play Square With Gasoline...</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victory Gardens.</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WACS.</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 165 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

**WAC Recruiting Returns to OWI Radio Packet; Garden Campaign Now at Peak**

AFTER AN ABSENCE of six weeks, the campaign to recruit WACs returns to the OWI Domestic Radio Bureau packet for the week beginning April 24, with transcribed messages scheduled on both the “KW” and “OI” groups of stations.

To replace men in non-combat jobs as rapidly as possible, the War Dept. is seeking to triple the present rate of enlistments in the Women’s Army Corps and fill approximately 200,000 specialized Army jobs now open to WACS. Radio appeals will be directed to stressing the great need of recruits and to interesting women not only in essential employment or persons whose home responsibilities are not so great as to prevent them from serving.

Continuing on the week’s schedule are messages on War Bonds, Play Square With Gasoline, and Victory Gardens. The bond drive, assigned to both Network and Station Announcement allocation plans, carries appeals to listeners to maintain steady purchases by having more of their wages put into bonds. Gasoline messages, assigned to the national Spot Plan, continue the anti-black market theme, appeals emphasizing enormous military demands and urging conformity with rationing rules and restricting use of fuel to only essential needs.

The Victory Garden campaign enters its peak period, with network messages and station announcements featuring listeners at the height of the planting season. Stations should find the transcribed messages on this subject a fruitful source for sponsors among the various local merchants featuring gardening supplies and equipment.

The overall Fight Waste campaign, assigned for network treatment, returns to the packet after an absence of three weeks.

**McKesson on Blue**

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics), on March 23 started sponsoring the weekly travel quiz show, Step & Go, on 153 Blue stations, Thursday, 10:30-11 p.m. (EWT), with transcribed West Coast repeat, 9-9:30 p.m. (PWT). Joe E. Brown, radio-film comedian, is M.C. Cash prizes ranging from $2 to $20 are awarded winning contestants in the audience participation program. In addition a film or stage guest star is featured. Gertie Mainick is musical director. Bill Krauch has been assigned program director, with Herb Allen announcing. George Merek, New York producer of J. D. Tarcher & Co., was in Hollywood to start the series. Initial broadcast saluted Good Looks and Good Health weeks, observed by druggists of America, and featured Dorothy Lamour as guest star.

**‘Pause’ on V-Discs**

ALL SEVEN musical numbers played on the April 2 broadcast of Coca-Cola Co.’s CBS program, The Pause That Refreshes on the Air, were recorded for “V-Discs,” Army project supplying U. S. overseas services with recorded music. 8,000 pressings were made of each number, commercials and commentary deleted. Arrangements were made by Capt. Robert Vincent, Chief of “V-Discs,” music section of the Army’s Special Services Division in New York, and by Paul Louis, producer-director, of D’Arcy Adv., Coca-Cola agency.

---

Page 32 • April 3, 1944

**BROADCASTING • Broadcast Advertising**
IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

FIFTY-FIVE BUSINESS FIRMS WILL SUBSTANTIATE THIS CLAIM!

Over three years ago, a new radio station opened in Springfield, Ohio, a prosperous and enterprising city of over 82,000 people. Occasions of this kind are naturally supported by merchants proud to have their first station, plus the novelty that goes with being on the air for the first time.

But something happened—advertisers found they were getting unusual response from their sales messages, and it was no longer a novelty, but continued day after day—week after week.

Today fifty-five advertisers — yes, 75% of the original accounts that opened the station, are still on the air . . . further proving that WIZE gets amazing results.

There is still time available — write today.

BLUE NETWORK

WEED & CO. NATIONAL REPRESENTATIVES

WIZE Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President
Service Story
A BOOKLET titled "War Broadcasting Activities, 1943", and published by KMBC Kansas City, lists the various governmental and private agencies and drives in which the station devoted time on the air. First part is devoted to the presentation of the theory behind each of the contributions, and manner of presentation followed by a list and description of particular drives, such as: Wac's at Work, Dogs for Defense, Red Cross Blood Bank, Third Missouri Infantry, Overseas Morale, War Bonds, The War and the Home, The War and the Farm, and The War and Public Health. The remainder of the book is devoted to listings of the agencies served, number of announcements and the time devoted to each.

Canadian Rationing
WARTIME PRICES & Trade Board, Ottawa (ration authority), is using live spot announcements and flashes several times daily on all Canadian stations from March 21 to March 31 in connection with the distribution of Canadian Ration Book No. 4. Account is placed through the Wartime Group of the Canadian Advertising Agencies, Toronto and Montreal.

CBS Invasion Crew

Pacific Meeting
PACIFIC Advertising Assn., will hold its third Wartime Conference in Fresno, Cal., June 12-14, with Maurice Heaton, president, presiding. Clyde F. Coubs, manager of KARK, is entertainment chairman, with Keith B. Collins, manager of KMA, in charge of registration and tickets.

KWKK Loses Suit
DAMAGES were awardedmoved Tanaka, Masaji and Arthur Goto, Japanese-American brothers in their $7,000 suit against Southern California Broadcasting Co., operator of KWKW Pasadena, by Pasadena Superior Court on March 17. Amount of damages for alleged injury to their crops through construction of KWKW radio towers will be fixed after an inspection of the area by Judge Pink C. Collier. Case had been on the calendar for more than two years. Plaithiffs were brought to Pasadena for the hearing from Gila River (Ariz.) Relocation Center in custody of a War Relocation Authority agency, on an Army pass.

YUGOSLAVIAN PARTISAN Army was heard in action March 27 during Mutual's 'Front Line Features', with an accompanying description by a BBC correspondent with the armies of Gen. Tito. Program was recorded abroad.

PERFECT FURLOUGH is registered in expression on face of Aviation Cadet Dick Enroth, formerly a WGN Chicago announcer, now in training near Atlanta, when he recently visited Chicago studio and found waiting admirers (1 to r.): Laura Pridbeck, Florence Bader, Virginia Thelen and Dorothy Furr, members of WGN staff.

Demand for Sets
A POLL conducted by The American Home magazine on post-war buying plans, showed that the radio or radio-phonograph rates high in a list of eight specific items which the home-maker would desire to purchase within the next year, if they were available. Automobiles rated first with the largest percentage of consumers with 39%, radio item and rugs next with 30% rating, followed by home freezing units, electric irons, television sets, electric toaster and air-conditioning, in the order named.

Red Top Discs
RED TOP BREWING Co., Cincinnati, has adopted the theme, "Puts a Song in Your Heart" for its series of 90-second transcriptions made at WOR-MBS studios in New York for release in 28 States for spring promotion. Sixteen take-offs of favorite old melodies are included in the series which converts popular "Ciri Biri Bin" into "Cheery Beery Beer". Agency is Joseph Adams, Cincinnati, and Eli Cohen is account executive.
ANNOUNCING

The Appointment

of

THE KATZ AGENCY, Inc.

as our

NATIONAL REPRESENTATIVES

Effective April 1st, 1944

5,000 WATTS 980 K C

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.
DOING THE REAL
FOR THE ADVERTISER
IN THE GREAT
CINCINNATI MARKET
Buying to Sell

WELL WITHIN the memory of both broadcasters and retailers are recollections of the chilly receptions accorded radio salesmen who knocked at the door of the men who sell to consumers.

Many broadcasters were resigned to the belief that those who run stores were interested only in layouts of pretty drawings and attractive price lists.

But times have changed. So also have retailing and advertising methods. With that change has come an amazing advance in use of the broadcast medium. Among the last to join the sweep toward radio have been retailers.

Now the worrisome "retail problem" approaches a solution. With the help of energetic missionary work by radio executives and their salesmen thousands of retailers have shown a respectful interest in the newest of the media. More than that, large numbers of stores have bought time, as shown by results of a questionnaire sent out by the NAB (see page 9).

Interest in retailing by radio reaches a high spot this week at the Cincinnati meeting of the National Retail Dry Goods Assn., culminating in an all-day radio forum Thursday. There a panel of experts from both radio and retailing will answer the questions that store executives ask most frequently.

The intense interest in radio is a healthy sign. It is healthy for each group since it shows that retailers are willing to be told and it shows that radio is willing to do the job of telling.

While the panel will be interesting and instructive, an even more important event is about to occur—a clinical test of radio as an advertising medium for retailers. The test is announced in this issue of Broadcasting (see page 8).

First experiment will start about May 1 when Joske's, largest store in the largest State of the Union, will devote a good slice of its budget to radio. Later other department stores in the nationally known Allied chain will stage similar experiments.

Out in the open, where all can watch, these big stores will put radio to the test. They will blend their merchandising skill with the broadcasters' skill in carrying sponsor messages to the public and influencing buying habits.

Both sides have much to gain by the test. Retailers will have little to lose for even if their money were hopelessly misspent the aggregate would not be important.

Broadcasters, however, have much to gain and much to lose. The experiments will be watched closely by every person interested in selling and advertising.

The entire project will come under the watchful eye of Lew Avery, the NAB's capable Director of Broadcast Advertising. Knowing intimately the problems of both groups, he will see that the experiments are conducted to the satisfaction of the retailers whose money will be spent.

Selling is the business of these men who run the country's great retailing industry. And helping sellers bring their message to the public is the business of the men who run the nation's 900 broadcast stations.

As bulwarks of their communities retailers are desirable clients for stations, whose managers recall how fast national advertising dropped off during the bad days of the past decade.

Broadcasters contend that retailers should buy time to sell goods. Retailers are ready to be convinced. So let's see what happens!

The Eastman Credo

OF ALL the administrative agencies in Washington, the Interstate Commerce Commission has been the least criticized. One of the most respected and revered Government administrative officers has been Joseph B. Eastman, ICC chairman and wartime director of the Office of Defense Transportation, who died March 15 virtually with his boots on.

Last February, on the eve of his fatal illness, Mr. Eastman was guest of honor at a testimonial dinner to commemorate his 25 years as an ICC member—dating back to the Wilson administration. He outlined in that address his "credo" for administrative agencies, a sort of blueprint evolved by experience.

Twelve items were enumerated. That they have worked is reflected in the impeccable record of the ICC and of such other administrative agencies as have followed its pattern—the Federal Trade Commission, for example.

Seldom, if ever, has the charge of "bureaucracy" been leveled against the ICC. It has functioned as a quasi-judicial body. Its members call one another "dear brother," as is done on the highest courts.

Granted, then, that Mr. Eastman's credo works in practice. Here were some of his high points:

Political domination will ruin such a tribunal * * * That the President should not be underlaid by the domination or influence of either the President or Congress, or of anything else than their own independent judgment of the facts and the law. There is no safe substitute * * * for full hearing and argument of the issues when they are in controversy. * * * This takes time, but it is time well spent.

The statutes which the tribunal administers should be clear, simple and carefully framed, but the personnel who do the administering is more important than the wording of the statute. Good men can produce better results with a poor law than poor men can produce with a good law. Zealots, evangelists and crusaders have their value before an administrative tribunal, but not on it.

Other important qualifications are patience, courtesy and a desire to be helpful to the extent that the law permits. There is nothing more important than to curb abuse of power, wherever it may reside, and power is always subject to abuse.

The importance of sound public regulation cannot be minimized, but it must not be magnified to the exclusion of those factors in financial success upon which ordinary private business must rely.

The FCC is an administrative agency. It doesn't take a student of administrative government to detect why the ICC is so respected and why the FCC isn't.

FIRST LADY of Radio, 'Judith Waller's life of service to the industry has deserved for her that title. And now, as Public Service Director of the NBC central division, she is daily proving herself worthy of it.

As a radio pioneer, who from the very beginning felt that radio should offer something more than entertainment, Miss Waller made arrangements for hundreds of informative lectures over WMAQ Chicago, of which she was director from April 1922 until 1932.

It was she who suggested that actual pick-ups of classroom lectures at Northwestern University and the University of Chicago were feasible and desirable; it was she who arranged for what was very likely the first musical appreciation hour, a program which made its debut on Oct. 12, 1922, with Mr. and Mrs. Marx E. Oendendorf as commentators on the work of the Chicago Symphony Orchestra; it was she who pioneered the children's field with a "Hearing America First" musical series, Miss Georgene Paulkner's "Story Lady" series, Russell Pratt's "Topy Turvy Time" program and a thrice-weekly program presented in collaboration with the Chicago Public Schools, and it was she who not only conceived the idea of the internationally famous "University of Chicago Round Table" program, but who also saved the program from possible oblivion by persuading NBC to retain it when WMAQ joined that network in 1931.

In 1942 plans were laid for the NBC-Northwestern U. Summer Radio Institute. The success of the plan carried into its second year and now Leland Stanford University and UCLA will be added to the colleges offering students instruction in all practical phases of radio. Miss Waller originated and carried out the plan.

As public service director of the NBC central division, Judith Waller is responsible for all cultural programs, all talks except political ones, outside lecture pickups, women's activities and children's programs. As the representative of NBC at annual meetings and conventions in these fields, she is one of the most widely-traveled executives in radio, having visited broadcasting centers in Italy, Germany and Great Britain as well as most cities in the U. S.

The School Broadcast Conference in 1940 selected Miss Waller for its annual award of merit, turning the spotlight on a woman described by a famed columnist as "a quiet unassuming person who has labored hard for (Continued on page 40)
Since WMFM took to the air in April of 1940 as the first FM station west of the Alleghenies, it has had a simple, twelve-word creed...

"Distinctive, quality programs, keyed to the wants and needs of the community.

"Milwaukee Through the Years" is an example of that creed in action. Starting as a WMFM sustaining program in September of 1941, it has flourished and grown to one of Wisconsin's outstanding radio programs. Since May of 1943 it has been sponsored over WMFM and sister station WTMJ.

Here is a program truly keyed to the community. Each Sunday "Milwaukee Through the Years" goes back into the songs, the news and views of days gone by, as remembered by Manfred Gross, "The Old-Timer." A 25-piece Radio City orchestra, the chorus of ten and an array of soloists bring back fond memories with "yesterday's" hit songs.

Such programs are reason enough for a community to take a station to its heart. Add to this programming the miracle of static-free, crystal-clear FM reception, and it's easy to understand the eager reception Wisconsin is affording WMFM, the station that brings them "Distinctive, quality programs, keyed to the wants and needs of the community."

Today, tomorrow, whenever you make plans for using FM, remember the call letters of one of America's outstanding FM stations... WMFM, Milwaukee.
many years in the educational phase of radio. Her experience, however, has not been confined to education. As director of WMAQ under Bill Hedges, then WMAQ president and now station's vice-president, she has given many "firsts" to her credit notable among them the first play-by-play broadcast of a major league baseball game. Although Winter World Series games had been aired in 1924, Miss Waller's interview with William Wrigley Jr. led to the first play-by-play broadcast of a regular game in the evening of 1925. And her idea it was to describe the first running account of a football game, with the game between the University of Chicago and Brown University in 1924. Her station was the only one in Chicago to broadcast the inauguration of Coolidge, March 4, 1925, and prior to that it had been one of the first to broadcast the Democratic and Republican National conventions by land wire in 1924.

And then NBC

Miss Waller also is responsible for booking such diverse radio programs as the first Chicago Symphony Orchestra broadcast and the debut of Amos 'n Andy. On Dec. 4, 1928, Miss Waller authorized the first international broadcast when John Gunther, Chicago Daily News correspondent in London, combined with NBC's foreign news editor in Chicago, regarding the condition of the ailing King George V. The cost was merely $75 in toll charges, but it brought the wrath of AT&T down on her head because of a rule forbidding the broadcasting of telephone conversations.

When WMAQ joined NBC in 1931, Miss Waller became the network education director in the central division, she began to devote most of her time to education in Chicago. Since, in addition to her work on the Round Table, she has been responsible for developing such programs as Music & American Youth, the High School Studio Party, presented in cooperation with the Radio Council of the Chicago Board of Education, Student Opinion, an ad lib discussion program for high school students, Parent-Teacher Association programs and the American Medical Association's series, Doctors at Work, and Doctors at War.

A native of Oak Park, III., Miss Waller attended Oak Park High School before becoming associated with the J. Walter Thompson Adv. Agency, Chicago. In 1922 she was asked by the Chicago Daily News to manage WMAQ, which it then owned. A comely, active woman who has always enjoyed good health, she is always in good spirits, considering herself a "career woman" whole- heartedly devoted to her work. She lives with her mother and sister in Evanston, Ill. Her hobbies are reading, photography, the theatre and music. Her only idiosyncracy: periodically firing her secretary, Mrs. Grace Beatty, who has been with her since 1925 and infrequently never pays any attention to her frequent "dismissals."

Austin E. McCollough

AUSTIN E. MCCOLLOUGH, 64, editor of the Lancaster (Pa.) Intelligencer-Journal died March 28 in St. Joseph's Hospital there after an illness of several years. Mrs. McCollough, the former Pearl E. Robinson whom he married in 1901, died in 1940, and their eldest son, J. Houston McCollough, political writer for the Philadelphia Evening Bulletin, died in 1942. Of seven children who survive, four live in newspaper radio work. Clair R. McCollough, one of the survivors, is general manager of the Mason-Dixon Radio Group and chief owner of WGAI Lancaster.

Wrigley's New Post

PHILIP K. WRIGHTLY, president of the Wm. Wrigley Jr. Co., Chicago, chewing gum manufacturers, resigned March 28 to become chairman of the board. Reasons for the resignation, announced at the annual meeting of stockholders last week, have been outlined in a letter sent to stockholders. It is understood that he would take the place of board chairman Rene Morin, Montreal, who stated "there's nothing to it." Mr. Morin has been chairman of the board since early in the war, a member since shortly after the CBC was established in November 1938.

Beatty for Miles

MORGAN BEATTY, NBC Washington correspondent on Al Cohn's Seltzer's News of the World, sponsored by Miles Labs, on April 3 replaces C. Egan Cowan on NBC's Monday through Friday 1:45 p.m. period, locally sponsored by 24 advertisers. Mr. Longmore, who covered March broadcast March 31, will leave shortly for an overseas assignment for the New York Post Syndicate.

Our Respects To

(Continued from page 38)
finer Radios for Peace

War's demands for better weapons have added mightily to the progress of radio. Here at Detrola we are in the forefront of it. Detrola engineers are giving their knowledge and experience to the perfection of new and finer electronic equipment. Detrola production workers are learning and employing new short cuts in the mass manufacture of quality products. Our work today is providing us with ideas for a great variety of postwar radio-electronic devices . . . and new ability to translate them into products of finest quality. Every War Bond You Buy Helps Bring Victory Closer. Buy Another Today.
Col. Slater Retired

LT. COL. BILL SLATER, program m.c. and sportscaster, has been transferred to inactive status for two years with the Army Public Relations Branch in Washington. For the past year he has been narrator on the Blue network program Army Service Forces Presents. He will re-enter the commercial radio and other entertainment field. Before entering the army he specialized in football broadcasts, handling Audio-Visual Co., programs and other sports programs for NBC and CBS.

BILL HOLMES, formerly news writer of Blue Hollywood, has joined KFI-KRCA Los Angeles as producer. He replaces Sid Goodwin who joined the Blue production staff.

JAMES H. LEWIS, formerly of CBS Hollywood junior staff and now with the Army assigned to special staff section of headquarters, 13th AAF, has been promoted to captain.

HELENE STONE, formerly editorial assistant with Dartnell Corp., Chicago, and prior to that a control operator at WEZC Chicago, has been appointed assistant to continuity chief of WJJD Chicago.

WARRIN ANDERSON, formerly of KWID and KYA San Francisco, has joined KFRC San Francisco as announcer.

BOB LAWS, director of publications at U. of California and formerly reporter on the San Francisco News, has succeeded Bob Wesson as promotion and publicity manager of KGFJ San Francisco. Mr. Wesson has been promoted to program manager.

CHARLES ROSS, announcer of KFSD San Diego, has joined KGFX Los Angeles. Ed Keda, formerly of WEMP Milwaukee, has also joined the KGFX announcing staff.

RALPH L. POWER, Los Angeles radio counselor is now editing Micro-Topics, a bi-weekly house organ of Universal Microphone Co., Inglewood, Cal.

CAPT. HERBERT O. MORRISON, formerly of WCAE Philadelphia, now stationed at Army Air Field, Oklahoma City, has been promoted to major.

JOHN BARRY, freelance producer and writer, is now program manager of WAAB Worcester.

DR. J. M. COOPERSTH, director of the WOR New York music library and copyright division, has returned from Dominican Republic where he made a three-month study of musical resources.

BILL WILLIAMS, former announcer on WAGE Syracuse, New York, has joined the announcing staff of WNEW New York.

EDWIN HALBERT, formerly the announcing staff of WKEN Youngstown, O., has been made manager of WIP Philadelphia. He succeeds Donald Dawson, who has joined the producing staff of CBS New York.

AIME GAUVIN, newscaster of WNEW New York, leaves for the Armed Forces April 17.

NAT ABRAMS, manager of the entertainment bureau of WOR New York is setting up his own independent recording plant in Irvington, N. Y., which he expects to have in operation by the first of July.

ALEXANDER D. NICOLL, Blue Network controller, has been elected a member of the Controller’s Institute of America.

RALPH BRASS, formerly on the announcing staff of WOCN Pensacola, Fla., has joined the announcing staff of WOCN and WMN New York. He has joined the announcing staff of CBS, New York.

TRIO OF GIRLS work in the employ of WLYW-WSAI Cincinnati. They are (1 to r) Mrs. Nancy Lazarus, Jean Koop and Evelyn Overberg. All have studied journalism.

Mary Mason Leaves

NANCY OSGOOD, WRC Washington, producer directing the all-feminine program, Now In the Time, will replace Mary Mason, director of the WRC Home Forum, on April 16, according to Carlston D. Smith, station manager. Miss Mason is to be married. She was at WRC eight years. Her radio experience dates back to 1927 and since that time she has been with major stations and networks producing, writing and performing in all types of programs.

Buffington to Navy

ALBERT B. BUFFINGTON of WBAL Baltimore, originator and patentee of Quiz of Two Cities, has been commissioned a lieutenant (jg) in the Naval Reserve, reporting for duty April 25 at Princeton University. His wife, Dorothy Rebaux, will take over the handling of the program at that time. Contracts have just been completed for the show with ten outlets (KFJ) WOW KFGO WCCO WTCI WBEN WNAC KMOX KTRU) with, sponsored by Lambert Pharmacal Co., St. Louis, for Listerner, except on WCCO Minneapolis, where sponsor will be Colgate-Palmolive-Peet, Jersey City, for Vel.

BILL BAILIE, promotion manager of KWTO Springfield, Mo., has entered the Navy.

MARTY GLICKMAN and Connie Desmond, sportscasters at WHN New York, have both accepted offers for naval service and are waiting call.

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

In this concisely written authoritative directory, you get a complete analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits, illustrated with pictographs for quickly checking or easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO. 912 W. Walnut St., Des Moines, Iowa

Page 42 - April 3, 1944 BROADCASTING • Broadcast Advertising

S. S. FOX, President W. E. WAGSTAFF, Com. Mgr.
National Representative JOHN BLAIR & CO.
ALL NIGHT
they are listening
to WBAL in 22
Eastern states

Since WBAL has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail— including "cash enclosed" orders—from 22 Eastern states we realized that WBAL was really blanketing the East from midnight to dawn.

Here's how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that WBAL is one of the few stations that can be heard clearly in these "wee" hours—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by WBAL at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at WBAL's low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.

ALL NIGHT
STAR PARADE

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S
GREAT RADIO STATIONS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
Dedicated in behalf of the broadcasting industry and emphasizing radio’s contributions to America in war and peace, KMBC Kansas City in its trade paper advertising has revealed the usual procedure of testimonials and is obtaining appropriate expressions of tribute from typical radio listeners throughout the “Heart of America,” according to E. J. Shurlick, promotional director of KMBC.

People from all walks of life are being interviewed to determine how radio has served their needs, such findings being incorporated into KMBC’s regular trade paper advertising space. First in the series consists of a testimony by Robert L. Mehrorny, president of the Kansas City Chamber of Commerce.

It is to a tribute from a typical shop girl.

Record Library

Designed for use by CBS Western affiliates as aid on local program problems, a transcription library of programs has been compiled at network’s Hollywood headquarters. Under radio program clininc plan, conceived by Edwin Buckle, CBS western division director of station relations, at least one recording with history and figures on that show is being forwarded each week to Pacific Coast and mountain affiliates. Upon completion of the current round-robin, new programs will continue to be transcribed for similar circulation.

BYMMA

As a supplement to conference-rooms and personal letters to stations on audience promotion, Mutual is sending out a weekly news letter titled BYMMA (between you and me and the mutual audience). Letters will be used to disseminate ideas on promotion, to commend stations for good advertising and to request reports on network commercial accounts. Promotion material on network shows is included.

Salvage Awards

Parochial and public school winners of the Chicago wastepaper salvage contest were presented with awards by Edward J. Kelly, manager of Chicago, on the Blue Network Breakfast Club, March 25. The contest was conducted under the auspices of the Chicago Newspapers Publishers Association.

WSGN Signs

WSGN, Birmingham, has set up the fifth in a series of windows and counter display signs publicizing its Blue Network programs. Now displayed in local dealer and grocery stores are two-and-three-color signs sponsored by RCA, Philco, McCook & Robbins, National Biscuit Co. and Van Camps Inc.

Winnebagoland Coverage

“Covering Winnebagoland like a blanket,” says the folder put out by WOSH Oshkosh. The folder shows a map of the area covered by the station and of gummed counter display signs to be sent out on all outgoing mail. A different program is featured each week. Stickers bear the station’s colors of blue and yellow.

Merchandising & Promotion

RCA Tube Booklet

A comprehensive “Tube Substitution Directory,” designed to help radio dealers and service men use in place of hard-to-get types in servicing civilian radio receivers, has been published by the RCA through its Commercial Engineering Section, Harrison, N. J. The booklet suggests more than 2,000 substitutions.

Window Display

Peggy Kiley, WEEI Boston, marketing expert on Food Fair Program and also in charge of window displays, has completed arrangements with the S. S. Pierce Co. for showing of the Food Fair window exhibit. The display is now installed in the Copley Square store, where it will remain for three weeks. Display has a country fair theme.

KCNO Folder

The “Golden Kansas City Market” where “millions of dollars are crossing the counters” is part of the drawing power presented in a blue and gold promotion folder released by KCNO Kansas City, basic blue outlet for that area. Mailing-piece suggests “Put your money on the Blue” as “The Blue is your sure thing radio bet” in Kansas City.

WLW Decals

Drug trade relations department of WLW Cincinnati is furnishing more than 3,000 drug store in the WLW area with special decals giving the opening and closing hours for each store. Decals are printed in a four-color combination. On the bottom of each decal is the plug “WLW, the feature WLW advertised products.”

ASSN. of National Advertisers will hold its semi-annual membership meeting at the Westchester Country Club, Rye, N. Y., May 1-3.

Broadcast Advertising
1 Hatchery
using
10 Quarter-Hour Programs
sold
61,415 Chicks!
over
KFEQ
ST. JOSEPH, MISSOURI BLUE NETWORK 5000 WATTS - 680 Kc.

If you want a farm station reaching down-to-earth farm listeners in Missouri, Kansas, Iowa and Nebraska—use KFEQ—the Mid-west Market Station—with a background of more than 21 years of Farm Market Service!

Thirty-four farm accounts are reaching this Farm Audience NOW with regular schedules on KFEQ . . . for availability data on the outstanding Missouri Valley Farm Station call the . . .

HEADLEY-REED COMPANY

New York Chicago Detroit Atlanta San Francisco

For Complete Result Story—Write KFEQ
New Gardner V-Ps

GARDNER ADVERTISING Co., St. Louis, has announced the election of four vice-presidents: Mrs. Bea Adams Mechealla; L. C. MacGlashan; Rudolf Czufin and Merle R. Fuller. Mrs. Mechealla joined the Gardner agency in 1935, after previous experience as fashion editor of the St. Louis Star-Times. Mr. MacGlashan was formerly with Sherman K. Ellis, J. Sterling Getchell and Lord & Thomas. Mr. Czufin has been Gardner art director. Mr. Fuller was an account executive.

ED CASHMAN, production contact of Poole, Cone & Holding, New York, is in Hollywood for three weeks to audition announcers and look over available talent for summer replacements.

Radio Robberies

BROADCASTS to nearly 185,000 Chicago public school students in 3,900 classes have been seriously impaired lately due to burglaries of school radio receivers as well as loss of other sets through obsolescence, according to George Jennings, acting director of the Radio Council of the Chicago Public Schools. Burglaries, attributable to vandalism because of the ready market for radio sets, are so increasing in some districts, Mr. Jennings reported, that school principals are hesitating to seek replacements. Many of the stolen sets were wired for FM, which enables the schools to hear the board of education's recently established FM station, WBEZ.

NEW GRANT BRANCH IN MIAMI UNDER DEY

JOHN A. DEY, vice-president of Grant Advertising, Chicago, has been appointed to direct the activities of the new branch office opened by the agency in Miami, Fla., as well as the Grant Caribbean division which has been increased to a total of seven branch offices with the acquisition on April 1 of Monroe Advertising, 25-year-old agency, and the Caracas, Venezuela offices of Publicidad Inter-Americanas, Latin American agency.

Mr. Dey, who has been elected president of the Miami Advertising Club, was formerly with Pan American Airways for five years as advertising manager of the eastern division, and prior to that was on the staff of the Miami Herald and the Miami Daily News. He published his own newspaper in Millburn, N. J. in 1933.

Publicidad Inter-Americanas, Havana, has been named Cuban representative of National Export Advertising Service, New York, which is represented in seven additional Latin American countries. Publicidad has been handling press advertising for National Export, and now takes on radio and other media as official associate of the agency. Cuban advertising on Dr. Sloan's Liniment, Richard Hudnut, Carter Products and other National Export accounts will be handled through Publicidad.

Award Goes to CBS

CBS will be awarded the 1944 Scroll of the Pan American Columbus Society on Pan American Day, April 14. Presentation will be made to Edmund A. Chester, director of Latin American relations, and in absentia to William S. Paley, now overseas with the Office of War Information. The honor goes to CBS for activities in promoting the welfare of the peoples of the New World, through its Network of the Americas. Organization, with headquarters in Havana, was formed to further inter-American understanding and to perpetuate the memory of Christopher Columbus.

H-S-B Names Three

WITH appointment of Hansell W. Smith as general manager, Hillman-Shane-Breyer, Los Angeles agency, on April 1 added Sally Martin as publicity director. Formerly associated with several Southern California magazines, she succeeds Eileen Holstein who has been named fashion director. Mrs. Margaret Lambert, formerly associated with NBC New York public relations research departments, has also joined the radio division of the Los Angeles agency.

GLANCING OVER the contract which gave largest block of time on KPO San Francisco, to the Key Jewelry Co. of Oakland are Carl Nielsen (I), KPO account executive, and Sidney Garfield (r), president of Garfield & Guild Advertising agency, San Francisco. Contract not only renews sponsor's three-weekly one hour evening show of transcribed music but also calls for an additional three nights.

Educators Elect

OFFICE No. 2 of the Assn. for Education by Radio for the coming year, recently elected by mail ballot, are: president, I. Keith Tyler, director of radio, Ohio State U., Columbus, O.; vice-president, Lude Roberts, KION Portland; second vice-president, Robert Hudson, Rocky Mountain Radio Council, Denver; secretary, Elizabeth Goudy, U. S. Office of Education; treasurer, George Jenkins, acting director of the Radio Council, Chicago Public Schools. Installation of the officers will take place at the meeting of the Institute for Education by Radio, Columbus, O., May 5-8.

John P. Patterson

JOHN P. PATTERSON, president of Norris-Patterson, C an a d i a n agency, died suddenly at Miami, Fla., on March 21, while recuperating from a heart ailment. Starting in the business department of the Toronto Mail & Empire about 40 years ago, he joined Woods-Norris advertising agency at Toronto in 1911, and two years later the agency's name changed to Norris-Patterson. He is survived by his widow, a sister and a brother.
Today 9 out of every 10 American military planes have Western Electric equipment aboard. Supplying Command Sets by the tens of thousands to keep pilots in touch over every front has been a vast and intricate production job.

But that is just one part of Western Electric's war work. Add to it radio transmitters and receivers for many other uses, mikes, headsets, crystals by the millions and scores of other items for the Army, Navy, Marine Corps and Coast Guard.

Then you will begin to understand why Western Electric is today the nation's largest producer of electronic and communications equipment for war.

Buy War Bonds regularly—all you can!
ROBERT BUECHNER, former account executive of N. W. Ayer & Son, New York, has been appointed assistant account executive of BBDO New York. Jeanne E. Ayer, formerly on the announcing and script writing staff of WHCU Ithaca, New York, has joined BBDO, as a radio commercial writer.

WINSTRO HOLT, formerly president of Charles Hoyt Co., New York, now on leave with the armed forces, has been promoted to major. New intelligence officer of the heavy bombardment group, he will be assigned to overseas duty shortly.

FEDERAL Adv., New York, is conducting a 15-week course on radio, art and layout, and other agency operations for its employees.

ROY S. DURSTINE Inc., New York, has moved from 580 Fifth Ave. to 750 Fifth Ave. in New York. Telephone number is Circle 6-1400.

HUGH HOLLER, radio director of MacLaren Adv. Co., Winnipeg, has been transferred to the radio department of the headquarters of the company at Toronto.

KOLLIN Advertising, San Francisco, has moved its southern California office to 530 W. 6th St., Los Angeles. Thomas J. McNamara, formerly with J. Walter Thompson, San Francisco, has joined Kollin as account executive.

FRANK WRIGHT, marketing consultant, has announced the opening of new offices at 651 Market St., San Francisco. Phone is Exbrock 3888.

MARY FURLONG MOORE, publicity director of S. Duane Lyon Inc., has announced the opening of her own public relations offices at 11 E. 48th St., New York. Phone is Plaza 3-8822. She will specialize in food and industrial accounts.

JACK THOMPSON, who headed his own investment business in Kansas City, has joined Littie & Co., Los Angeles agency, as account writer. Evelyn Oliver, formerly of Warwick & Legler, New York, has joined the Los Angeles firm as office manager. She succeeds Alice Walsh, who resigned to establish her own agency at 412 W. Sixth St., Los Angeles.

Palmer to K & E

FRANK PALMER, who handled spot time buying for Benton & Bowles New York, has been appointed radio timebuyer for Kenyon & Eckhardt, New York. Wilson Shelton and Harry Dodsworth have joined K&E's copy staff. Mr. Shelton was formerly on the copy staff of BBDO Minneapolis, and previously with the Bloo Co. in a similar capacity. Mr. Dodsworth was formerly on the copy staff of Ruthrauff & Ryan, New York. Shirley Wolfson, formerly in the regional radio office of the War Food Administration, New York, has joined K&E's publicity department.

SOT. FRANK O'CONNOR, producer of the transcribed Melody Roundup and assigned to Armed Forces Radio Service, Los Angeles, is father of a girl.

DAVE TAYLOR, Hollywood producer of Foote, Cone & Belding's film, has moved his company to Los Angeles. He has joined the agency in New York, has resigned to devote fulltime to his dairy farm in Dutchess County, New York.

WILLIAM L. SHEINICK, former account executive of General Foods Corp. at Benton & Bowles, Inc., New York, has joined the overseas branch of the Office of War Information. He will serve in the Asiatic theatre.

G. T. OSBORNE, formerly with3 advertising executive of Eaves & Apparel Arts, and previously in the retail business, has joined Abbott Kimball Co., New York, as executive vice-president.

ARTHUR D. ROSS, formerly of Calkins & Holden, and the G. M. Rosen Co., New York, has joined the writing staff of McCann-Brooks, New York.

JOHN F. BARRY, film executive, has joined Young & Rubicam, New York, as head of its newly created Motion Picture Division. T & E will expand into the television field through the new division, plans to start television program on W2XW, Allen B. DuMont Laha, station sometime in May. Formerly president of Movaco Production, Mr. Barry served for 17 years as a distribution executive of Paramount Pictures.

AL PAUL LEPTON Co., Philadelphia, has opened a Washington office at 601 Thirteenth St. N.W., to maintain closer contacts for its clients in the capital. In charge of the new office is Col. Charles M. Piper, who is a vice-president of the agency. He joined Relton after two years on the Industry Council of the Office of Price Administration. He was formerly with Goodyear Tire & Rubber Co., and general sales manager of Fink Tiber Co. The Levin Agency has branch offices in New York, Chicago and Hollywood.

MAXWELL J. HUNTER has resigned as vice-president and San Francisco manager of Simpson-Relton Co. to join Duncan A. Scott & Co., San Francisco.

CARL D. DENNIS Jr. has been appointed assistant to the president of Cockfield Brown & Co., Montreal. He joined the agency in 1939, and was formerly Montreal manager of Lord & Thomas of Canada.

RALPH BYERS, WCCO Minneapolis newsman, has joined BBDO Minneapolis as radio director.

ESSANAY ELECTRIC MFG. Co., Chicago, has named McDonald-Cook's Chicago office to handle its account.

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEDD & COMPANY
New York, Boston, Chicago, Denver, San Francisco and Hollywood
Columbus, Ga., has really put on weight. Its percentage gain of civilian population (22.2%) is one of the largest of any American City. Not boom growth, either—but permanent! Columbus is listed (BROADCASTING, Jan. 17th) as one of the cities most likely to retain its war growth. In addition, Columbus offers the plus bonus of Fort Benning, world's largest permanent infantry school. This new major market is best covered by WRBL, which Hooper shows has 2 out of 3 Columbus listeners.

* Bureau of Census report on changes in Civilian Population of Metropolitan Counties, 11-1-43.

WRBL
COLUMBUS, GEORGIA

2 out of 3

<table>
<thead>
<tr>
<th>INDEX</th>
<th>WRBL</th>
<th>Station B</th>
<th>Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A. M.—12:00 Noon Monday thru Friday</td>
<td>66.5</td>
<td>30.2</td>
<td>3.0</td>
</tr>
<tr>
<td>12:00 Noon—6:00 P. M. Monday thru Friday</td>
<td>65.6</td>
<td>27.0</td>
<td>7.4</td>
</tr>
<tr>
<td>6:00 P. M.—10:00 P. M. Sunday thru Saturday</td>
<td>72.6</td>
<td>16.7</td>
<td>6.8</td>
</tr>
</tbody>
</table>

HOOPER Survey of the Fall of 1943 proves that WRBL has 2 out of 3 Columbus Radio listeners.
WHY does a hen like Earl May's Sarah (below) produce over 300 choice eggs a year, while average hens do well to equal 90?

**EARL MAY OF KMA**

"It's pedigree—or history—that counts," Earl May will tell you. And his answer would be exactly the same if you asked him, "How does KMA, a 5000-watt regional in a small town, outpull most 50 kilowatt metropolitan stations?"

The KMA pedigree dates back to August, 1928. Its choice regional frequency of 990 kilocycles, the usually good soil conductivity of the area, and its smart, rural programming—have all made KMA one of the nation's outstanding sales producers.

Though it has a full lineup of Blue Network commercials, and carries some top Mutual commercials, too, KMA devotes 70% of its broadcasting time to the specific needs of its audience. These tested programs can do a job for you—if you want a big job.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office today.

**KMA Blue Network**

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

152 COUNTIES AROUND SHENANDOAH, IA.

---

**DURKEE-MOWER INC., Lynn, Mass.**—Through permission of the Associated Press, on April 15, broadcast a 15-minute program on the 12-15 p.m. edition of the Blue Network. The show, presented over WNAC Boston and the entire Yankee network, Suffolk Cooperative Fairs & Loan Asso., has renewed five-minute Salute to Sports, Thursdays and Saturdays, on WNAC. Agency is Bresnick & Solomon, Boston. Beverwyck Breweries on April 17, broadcast sponsorship of the 11 p.m. edition of Yankee Network News, Monday through Friday, over WNAC and the entire Yankee network. Agency is Peek & Company, Boston.

**SACHS QUALITY FURNITURE CO., New York,** in March started sponsorship of Wake Up America, weekly half-hour forum on WMCA New York. Program is heard live on WMCA and as a transcription on more than 100 stations. Brown & Bigelow, Boston, handles the account.

**SUPPLEE-WILLS-JONES MILK CO., Philadelphia,** has scheduled a guest on its half-hour half-time program. On Jewish programs on WDAS Philadelphia in the interests of its dairy products being made available during the Passover holidays. With each program a combination of the Jewish audience is the center, the series was launched on March 21, continuing until April 6. Each show was heard by more than 150,000 and after the last programme was broadcast, on W. N. Ayer & Co., Philadelphia.

**MAJESTIC RADIO & TELEVISION CORP., Chicago,** last week opened its first consumer advertising campaign with column titled "The Stars of the Stars," a first time monthly in key metro newspapers of the city. The "Television and Film Features" is a weekly reminder to advertisers that many daytime programs are immediately available for coverage. Writers are F. Cline & Belding, Chicago.


**GARGOYLE CO., Milwaukee, Wis.**—On April 1, agency will handle advertising and radio advertising for Ford Motor Co., Chicago, to handle advertising. Radio is not planned at present.

**BRYANT & HALLETT ASSN., of Southern California, Los Angeles,** in an institutional campaign which started the first of April, the agency will sponsor a 20-minute program of transmitted music on KMPC Los Angeles. Featured each week is an address by a representative of allied business organizations. Contract is for 6 weeks. Allied Advertising Agencies, Los Angeles, has the account.

**ENTZ & RUCKER HARDWARE CO., Los Angeles,** on April 1 started sponsoring a half-hour program on the "Entz & Rucker Hardware House," a household and gardening tips, Hubby's Hobby, on KJZT Hollywood. Contract is for 26 weeks. Firm in addition is sponsoring a total of 50 spot announcements during that period to promote program. Kent W. Welch Adv., Los Angeles, has the account.

**JIM DOLAN, Los Angeles** (used car dealer) new to radio, on March 23, started sponsoring a local schedule using 4 spot announcements daily on KMPC, with 4 announcements per day each on KRKD KPas KIEV KOFJ. Contract is for 4 weeks. Adv. Agencies, Los Angeles, has the account.

**LITTLE & Co., Chicago** (Kwik-Dri splasher), has appointed Goux & Cobb Adv. Agency, Chicago, to handle advertising. Radio plans have not been announced.

**JUSTER Bros., Minneapolis** men's clothing and radio advertisers for more than 20 years, has begun a man's style guide with merchandise awards on KSTP Minneapolis, part of the three-weekly newscast sponsored by the concern. Quiz is conducted by F. B. Juster.

**New Haven, Conn.** (St. Paul's), has placed its advertising account with Earl Thompson Ad., Hartford. Plans for radio are said to be.

**SCHOLL MFG. Co., St. Louis** (foot appliances), in April started three-week program to announce campaign on 11 Canadian stations. Account was placed by F. H. Hathcoy, Toronto.

**DEPT. OF FINANCE, Ottawa** (Sixth Victory Loan) on April 10 starts 24 five minute recordings Heroic Deeds of Canada's Armed Forces Personnel to 73 English-speaking Canadian stations. Recordings will run on staggered schedule before and during Victory Loan drive, effective May 10. Account was placed by the War Finance Group, Advertising Agencies of Canada, Toronto.

**IMPERIAL TOBACCO CO., Montreal** (cigarettes) on March 21 started "Bail By for Adventure," a half-hour program scheduled twice weekly on 10 eastern Canadian stations. Account was placed by Whitehall Broadcasting Co., Montreal.

**GILLMAN AUTO CO., At- wood, Ont.** (farm fields) has started daily newscasts, weekly musical and dramatic shows on CJCA and CJGC Stratford. Account is placed by Ronalds Adv. Agency, Toronto.

**LYMAN AGENCIES, Montreal** (Tintex dyes) has started participation in major Canadian radio stations. Agency is Ronalds Adv. Agency, Toronto.

**WESTMINSTER CANNERS, New York** (pork) for 3 weeks, has started Hollywood Radio Theatre weekly program on KNX Los Angeles. Account was placed by Cockfield Brown & Co., Vancouver.


**GOLDEN GATE DAIRIES, San Francisco** (milk), has begun sponsoring its advertising campaign through A Woman's Eyes on KPO San Francisco. Length of contract was not revealed. Agency is BBDO, San Francisco.

**QUAKER OATS CO., Chicago** (breakfast foods), on March 20, started sponsoring a half-hour program on WMAQ Chicago of the five minute news period Mondays through Fridays featuring Clifton Duke, commentator. Contract is for 52 weeks. Agency is Durruth & Company, Chicago.

**AIRPORT GROUNDS SCHOOLS, New York** (technical training), on March 20 started sponsoring a six-weekly quarter-hour revenue program on four Los Angeles area stations. Agency's account includes KIEB KIEF KRRD KPVF. Contract is for 52 weeks. In a thirty-day test for its correspondence department, the agency started sponsoring similar daily program on KSBN San Francisco; KMWV Denver; WDAF Kansas City. Agency is Dean L. Simmons Adv., Los Angeles.

**RUN-PROOF Mfg. Co., Chicago** (Run-Proof bolster), has appointed Charles Edison Rose Co., Chicago, to handle advertising. Radio is not contemplated at the present.

---

**Stedman Is Named By Home Products Will Direct Advertising With Hazelrigg Publicity Head**

IN A MOVE to integrate the advertising, public relations and publicity activities of its affiliated companies, American Home Products Corp., New York, has created the new posts of director of advertising and director of public relations.

William M. Stedman has been placed in charge of advertising, herefore directed by the advertising plans board headed by H. W. Hanck, who resigned the chairmanship to head the newly-formed Food Division. Hal W. Hazelrigg is public relations head.

Stedman's Background

Mr. Stedman, formerly associate director of the plans board, was previously coordinator of advertising for R. H. Macy & Co., New York department store. Prior to that, he was New York manager of George Harrison Phelps Inc., advertising agency. Mr. Hazelrigg was formerly chief of the national section of the Office of Civilian Defense; assistance Sunday editor and feature writer, New York Herald Tribune; and editor for Scripps-Howard newspapers.

A wide expansion of American Home's public relations program was forecast by Walter F. Silber-sack, executive vice-president and general manager. This includes more closely integrated stockholder relations; post-war employee relations and a speaker's bureau and program service. Last year's total advertising expenditure of nearly $11,000,000 is expected to be exceeded in 1944, he said.


**W. HUNTINGTON, a sportscaster, will handle its entire the CBS broadcast of the Kentucky Derby, May 6. Sponsor is Gillette Safety Razor Corp., Maxon Inc., Detroit.**
GOLD...and the San Francisco Market

Back in the days of the Forty-niners, San Francisco grew into a great western market...

And it's never stopped growing. Though ships and planes and trains and modern industry have replaced the covered wagon and the placer pan, economically, San Francisco still rides high, wide and handsome—flushed with the greatest prosperity in its colorful history.

Employment is up 91%; payrolls have increased 164% since last year. Retail sales have gained 22% over 1942; carloadings are up 24%.

Yes, San Francisco is an essential market for American business... and KPO is the essential station for advertising in that market.

That's gold in them thar hills.

KPO—SAN FRANCISCO
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, essential things come first. Here's why these eleven stations are essential to you—essential to your coverage of the biggest, most prosperous markets in the U.S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation’s average.

Essential? Yes, indeed. These eleven stations are essential to American business for its sales—both now and in the postwar period.

KPO—SAN FRANCISCO
WEAF—New York
WGY—Schenectady
KYW—Philadelphia
WBZ—Boston-Springfield
WRC—Washington
WTAM—Cleveland
KOA—Denver
WOWO—Fort Wayne
WMAQ—Chicago
KDCA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA
**THE BUSINESS OF BROADCASTING**

**KIN Y Juneau, Alaska**

Alaska. Fed. Savings & Loan Assn., Juneau, 3 ap weekly, 52 weeks. thru BBDO, N. Y.

KFW Chicago

John Pilb Products Co., Chicago (Firefly Whirly White), 26 weeks. thru Roche, Williams & Cunningham, Chicago.

**WIND Chicago**


Kraft Cheese Co., Chicago, 6 ap weekly.

John Pilb Products Co., Chicago (Firefly White), 26 weeks. thru Roche, Williams & Cunningham, Chicago.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

**WAB C New York**

Pilb Products Co., Chicago, 6 ap weekly.

WAG Chicago

_Thirtieth Century Fox Film Corp., New York._

Tenement, New York (Tenement), 62 weeks. thru BBDO New York.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

**KFW Chicago**

John Pilb Products Co., Chicago (Firefly White), 26 weeks. thru Roche, Williams & Cunningham, Chicago.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

**WAB C New York**

Tenement, New York (Tenement), 62 weeks. thru BBDO New York.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

**KFW Chicago**

John Pilb Products Co., Chicago (Firefly White), 26 weeks. thru Roche, Williams & Cunningham, Chicago.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

**WAB C New York**

Tenement, New York (Tenement), 62 weeks. thru BBDO New York.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

**KFW Chicago**

John Pilb Products Co., Chicago (Firefly White), 26 weeks. thru Roche, Williams & Cunningham, Chicago.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

**WAB C New York**

Tenement, New York (Tenement), 62 weeks. thru BBDO New York.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

Twentieth Century Fox Film Corp., New York (Tenement), 62 weeks. thru Kagert-Beaver.

**KFW Chicago**

John Pilb Products Co., Chicago (Firefly White), 26 weeks. thru Roche, Williams & Cunningham, Chicago.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.

Lamb, Philadelphia (Lamb Chops), 26 weeks. thru Pennsylvania Farm Bureau, Harrisburg.
This meeting of

SIGHT AND SOUND

may have mapped your future!

The foundations of a great post-war future were laid more than 15* years ago when Farnsworth television research synchronized sight with sound electronically and transmitted the two to experimental receiving sets.

By that important operation, they assured wide public reception of modern electronic television. Its advance has been rapid — and nowhere more productive than at Farnsworth, where 18 years of television research have led to equipment of fine technical excellence. Television waits peace to blossom as the next great industry ... presenting an unusual opportunity for the far-sighted individuals who will organize and operate telecasting studios and networks.

If your interest and experience have been in radio, you will find this new sound-and-sight industry particularly appealing.

Today, all Farnsworth facilities are producing only military communications equipment and highly specialized electronic devices, but our advertising is concentrated on building television's market, explaining television's possibilities to tomorrow's sponsors and audiences.

But, after the war, Farnsworth Television will be on the market ... first, studio equipment and special commercial applications ... and finally, home receiving sets. And all Farnsworth facilities and experience will be available to help you.

*Another in a series of advertisements depicting milestones in the history of television.

Look for the Farnsworth Television advertisements in April 3 Newsweek, April 15 Collier's.

FARNSWORTH TELEVISION

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers: Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Fanamuse; the Farnsworth Phonograph-Radio.
Dominion Has 1,887,217 Radio Homes; Central Eastern Sections in the Lead

By JAMES MONTAGNES

A GREATER percentage of radio homes in central and western Canada than in eastern Canada is shown in the latest census of radio homes released this week by Elliott-Haynes, Toronto, market research firm. A total of 1,887,217 radio homes are listed in the Dominion which has a population of 11,000,000 or approximately 2,000,000 rural and urban families. The estimate of radio homes in Canada is the result of a continuing tabulation of radio homes since May 1939. In May 1940 the firm issued its first listing of radio homes, and the present tabulation is the second to be issued. The continuing tabulation has been kept by counties and census divisions, and the percentages have been applied to the number of families within each county or census division as reported in the government census of 1941, in order to project the percentages in terms of radio homes.

Special studies have been conducted in those isolated areas which are not normally within the scope of marketing researchers, and special checks were likewise made in those counties or census divisions where the percentage of radio homes appeared to be abnormally high or abnormally low.

Most radio homes are located in Ontario with 737,364 or a percentage of 39.1 of all radio homes, compared to 33 percent of the total Canadian population located in Ontario. Quebec has 407,881 radio homes, or 21.6% of the total in Canada, while Quebec's population is 29% of the total Canadian population.

The following table, by provinces, shows percentage of radio homes and percentages of rural urban families and total population:

<table>
<thead>
<tr>
<th>Province</th>
<th>Radio Homes</th>
<th>Population</th>
<th>Rural Families</th>
<th>Urban Families</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prince Edward Island</td>
<td>11,136</td>
<td>98,047</td>
<td>59,041</td>
<td>39,006</td>
<td>60%</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>36,977</td>
<td>577,962</td>
<td>337,962</td>
<td>240,000</td>
<td>59%</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>356,098</td>
<td>3,840,390</td>
<td>2,210,390</td>
<td>1,630,000</td>
<td>33%</td>
</tr>
<tr>
<td>Newfoundland</td>
<td>2,037,861</td>
<td>28,000</td>
<td>15,000</td>
<td>13,000</td>
<td>11%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1,582,510</td>
<td>11,400,713</td>
<td>6,820,713</td>
<td>4,580,000</td>
<td>70%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,887,217</td>
<td>14,400,000</td>
<td>8,580,000</td>
<td>5,820,000</td>
<td>70%</td>
</tr>
</tbody>
</table>

Deakins Named to Head RCA Victor in Canada

FRANK R. DEAKINS, executive assistant to the general manager of the RCA Victor Division of RCA Camden, N. J. since the start of the war, on April 1 assumed new duties as president of RCA Victor Ltd., Montreal. He succeeds the late Elmer C. Grimley, who was drowned in a boating accident last summer.

Mr. Deakins came to RCA from General Electric Co., Schenectady, where he served as sales manager of the radio department. He joined RCA, Camden, in 1930, as assistant to the president. In 1931, he was named manager of the engineering products division, and in 1932 was transferred to the Montreal RCA Victor company where he served as executive vice-president from 1932-34. He resumed management of the engineering products division in Camden in 1934.

GOOD FOODS Inc., Minneapolis (Skippy Peanut Butter, has been granted sponsorship of its half-hour program, The Skippy Hollywood Theater, WMAQ Chicago, Saturday, effective April 1. Contract is for 52 weeks. Agency is Guild Advertising Agency, San Francisco.

Canada Coverage Maps

FIRST coverage maps of the newly-formed Canadian Bureau of Broadcast Measurement (BBM) are expected to be out early in July, the Canadian Assn. of Broadcasters has notified members. Stations were asked to have membership applications to the Toronto office by March 31, fees being payable monthly at two-thirds peak half-hourly rates. Eight of the nine members of the BBM board of directors have now been elected, only the member for the Canadian Broadcasting Corp. not yet having been named. Representing the Assn. of Canadian Broadcasting is John Sperber, president of AKA, and vice-president of Sterling Products, chairman; Louis Sperber, general manager, radio committee, president of Canadian Cellulotton Products; A. Weller, advertising manager of RCA Victor of Canada. Representing the Canadian Assn. of Advertising Agencies is T. L. Anderson, Cockfield Brown & Co.; Adaline Head, J. Walter Thompson Co.; Ray Barford, J. J. Gibbons Ltd. Representatives of the CAB are Henry Gooderham, CKCL; Horace Stovin, Stovin & Wright, all of Toronto.

Canadian Survey Near Completion

A COVERAGE SURVEY of every broadcast station heard in Canada is now nearing completion, Elliott-Haynes Ltd., Montreal told Broadcasting this week. The survey, which is expected to be completed in a few weeks, will list coverage of every station in the Dominion by counties and census divisions, with data obtained from a mail ballot system by CBS. The ballots went to a representative cross-section of the population in each county and census division, asking listeners to list all stations heard, how many nights a week and how many hours a day, the ads to a week, with columns for checking ranging from 6 to 7 nights or days, 3 to 5 nights or days, 1 to 2 nights or days, and less than 1 night or day per week. Income checks are made as to ownership of car and number of radios.

This survey is somewhat similar to that planned by the recently formed Bureau of Broadcast Measurement. Data collected by Elliott-Haynes will be made available to stations with maps showing their primary, secondary and tertiary day and night coverage, as recorded in this survey.

Elliott-Haynes also plan to issue during April a monthly continuing survey of volume of radio advertising for all Canadian stations. This will list all national and network volume by stations and products, and is similar to a newspaper lineage audit which the firm now issues. Incidentally, this newspaper lineage audit for February, just issued, shows that 55% of radio programs were advertised in 79 out of 86 dailies in Canada, using 67,865 lines at an estimated cost of $6,656. Two-thirds of this line was used in all 35 Ontario dailies.

CBC Has Too Many Net Shows, Says Dr. Frigon

THAT the Canadian Broadcasting Corp. had about reached the maximum number of commercial broadcasts, and that the CBC was justified in withholding permits of private stations to two over 1,000 in the country because of possible postwar changes in the radio industry, were highlights in the testimony by Dr. Augustin Frigon, CBC acting general manager, before the Parliamentary Committee on Broadcasting.

He said CBC officials felt there were now enough commercial CBC network programs and that "we've got as much as we can handle and the scare is still do the job listeners have the right to expect us to do in the way of engineering talent and providing facilities for cultural, educational and entertainment broadcasting." He reported that only about 5% of the CBC network income was actually profit because of the commissions and expenses.

He reported of the evidence of most privately-owned stations agreed on the desirability of continuing the present arrangements with the CBC. He felt that the CBC was justified in continuing to refuse power increases to the limits of the 25瓦atts to Canadian stations because of difficulties in obtaining equipment and important postwar changes in radio.

Page 54 • April 3, 1944
More Variety Programs Urged by CBS Stations

Types of radio entertainment chosen by CBS station managers as most enjoyed by their audiences agree closely with the preferences expressed by listeners, except that the station executives give higher ranking to sports broadcasts and to juvenile entertainment than is usual in listener polls, according to the results of a survey conducted among its affiliated stations.

Responsibilities from 111 stations, tabulated in an amusing but informative fashion in a booklet titled "Believe It or Not I Am Waiting for a Pork Chop," show that while most station managers thought CBS programming by types was about 10% right, there was considerable feeling that the network should have more variety programs, both daytime and evening. Booklet also contains a detailed analysis of the station's opinion of CBS sustaining shows, as well as their votes for the best program of each of 32 types, regardless of network, with CBS winning in 20 categories.

CBC Clears $1,243,353

For Year, Says Frigon

Canadian Broadcasting Corp. profits for the past year were set at $1,243,353 by acting general manager Dr. Augustin Frigon, appearing before the Parliamentary Committee on radio at Ottawa on March 26, according to press reports. He stated that Dominion government advertising, including Victory Loan commercials, had amounted to $280,000 plus artists' fees. Hearings this week were mainly on CBC staff, Dr. Frigon reporting that 267 employees received below $2,000. There are 261 employees who will in a number of years receive between $2,000 and $3,000 annually, and 181 who will ultimately receive over $3,000 a year. He was asked about salaries of United States station and network executives, and stated that he had heard some private station executives in Canada paid income taxes in excess of the CBC general manager's salary (about $13,000).

Favorable Factors...

Improved beef strains, increased local crop production, mild climate with a long growing season — all help to make KWKh-land an important region in livestock production. It's an important market for you, too... where your advertising dollars do a big job in selling now... building sales for the future.
Rep. Case Reads Boler Letter On FCC Budget into 'Record'

President of North Central Requests Restoration
Of Military Radio Intelligence Funds

WITH CONFERENCE not scheduled to act on Senate amendment, has been to the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070) until May, Rep. Francis Case (R-S. D.) last week read into the Congressional Record a letter written Feb. 26 by John W. Boler, president of the North Central Broadcasting System, St. Paul, to Harvey Jewett, Aberdeen, S. D. broadcaster and Republican National Committeeman, urging Mr. Jewett to use his influence to persuade Rep. Case to change his views with reference to the FCC military radio intelligence appropriation. Mr. Jewett was asked to send copies of "any correspondence" to FCC Chairman James Lawrence Fly.

McKellar Amendment

The Senate March 24 passed the measure with still greater economies and restrictions than the House had imposed. The FCC budget request was cut a total of $2,165,857, of which the Senate made a $509,000 reduction despite a last-ditch stand by Administration spokesmen, aided by Sen. Robert M. LaFollette (F-Wis.) [BROADCASTING, March 27].

An amendment offered by Sen. McKellar (D-Tenn.), acting Appropriations Committee chairman, requiring Senate confirmation of all Government employees in executive and independent offices whose salaries are $4,500 annually or more was adopted, but faces a House fight.

Rep. Woodrum (D-Va.), chairman of the House Appropriations subcommittee on Independent Offices, said the bill would not reach conference until May, due to the absence of some members. Although House conference had not been named as BROADCASTING went to press, it has been tradition to appoint the Wodrum subcommittee to confer with the Senate group. They are, besides the chairman; Reps. Fitzpatrick, N. Y.; Starnes, Ala.; Hendricks, Fla.; Democrats; Wigglesworth, Mass.; Dirksen, Ill.; Case, Republicans. Senate conference are: Glass, Va.; McKellar, Tenn.; Russell, Ga.; Truman, Mo.; Green, R. I.; Democrats; White, Me. (acting Minority Leader); Bridges, N. H., Republicans.

In his speech last Tuesday favoring adoption of a resolution (HRes. 465) authorizing a Select Committee of 21 on Post-War Military Policy, Rep. Case disclosed Mr. Boler's letter to Mr. Jewett, asking the Aberdeen broadcaster to wire or phone Congressman Case and express your views, which I know are in favor of the FCC.

Mr. Boler figured in an FCC news release March 22 when it was announced that KSJB Jamestown, N. D., which he heads, has been given a conditional grant to operate a local outlet with 100 w day and 250 w night on 600 kc, a regional channel.

Rep. Case told the House of a telephone call from Mr. Jewett on Feb. 29, and of receiving a letter from Mr. Boler, accusing him of using the FCC as a "puppet" [BROADCASTING, March 6, 20, 27], and of an interview with the broadcaster March 18.

"Mr. Boler stated that he had called Mr. Fly on other matters, that he had asked Mr. Fly how things were going ... and whether there was any way in which he could be of service to them," said Rep. Case. "That brought out the subject of the reduction or prospective reduction in appropriations, according to Mr. Boler, and after the telephone conversation was over he looked up a list of the membership of the Appropriations Committee which he had on his desk, discovered that a member of the House from South Dakota was on the Committee, and accordingly wrote Mr. Jewett.

Case Reply

"Naturally I pointed out to Mr. Boler that I was not a member of the Select Committee Investigating the FCC, nor did I have access to their files, nor had I followed their hearings, nor had I considered any evidence other than that which came before the Appropriations subcommittee handling the FCC appropriations," Rep. Case said.

"I pointed out to Mr. Boler that the action had been taken by a majority of the Committee, and read by the House, while his letter to Mr. Jewett he has singled me out as having opposed allowing the Commission a proper budget, and wondered how he could or would have done that had not Mr. Fly brought my name into their telephone conversation."

Rep. Case then read into the Record Mr. Boler's letter to Mr. Jewett, text of which follows:

Dear Harvey: While talking with Mr. Fly, chairman of the FCC, he said this morning, I learned that the Appropriations Committee in Congress is trying to knock out a million, five hundred thousand dollars from the FCC budget.

This budget is used and badly needed by the FCC to carry on their work in connection with the effort.

Francis Case (Republican), South Dakota, is on the Appropriations Committee and to this point has been opposing allowing the Commission a proper budget. From our previous conversations you will recall that the House Select Committee under Congressman Cox was carrying on an investigation of the Communications Commission, which was very definitely unwarrented and unjustified and which we all opposed. Due to this investigation it is not confident that many Congressmen are opposed to the operating FCC, and we have prejudiced against the Commission due to misleading statements made by Cox and his Committee.

I would deeply appreciate it if you would write, wire, or phone Congressman Case and express your views, which I know are in favor of the FCC.

Sincerely yours,

John W. Boler

DESPITE HIS SMILE as he points to his new 1944 plates, Tommy Stewart, WHIO Dayton salesman, complains bitterly that the excellent identification WH-10 provides, helps his creditors spot him, hinders his dodging them.

JOHN MECK INDUSTRIES, Plymouth, Mich., have received both RCA and Hazeltine licenses to manufacture radio receiver sets, which according to John Meck, president, is a constructive step in our planning for postwar production.

TRI-CITIES

ROCK ISLAND, ILL.

MOLINE, ILL.

DAVENPORT, IOWA

Over 200,000 1943 M. S. P. 1943

POPULATION

Over 200,000

Tri-City population growth.

"Three cities nestled together, plus 8 contiguous urban communities. Here's ONE huge market with a population larger than the cities of Wichita, Des Moines, or Spokane, and with an industrial payroll totaling nearly a BILLION DOLLARS annually—saved by WHBF.

If you have families in Tri-Cities spend 24% more for drugs than the average U. S. family (1945 Census).

"The Farm Machinery Capital of America."

Howard H. Wilson Co., Natl. Representatives

WHBF

5000 WATTS 1270 KC

BASIC MUTUAL NETWORK

Affiliate: Rock Island ARGUS

BROADCASTING • Broadcast Advertising
Wire Recorder
(Continued from page 18)
fect on yourself is better. So, while speaking broken French that not even Maj. Reid and Capt. Harvey understood (had I talked English they at least would have known my wants) I rigged up a recording studio in the Cacace living room. Furniture was appropriately moved. But the stumper was how to rig the microphone above the piano.

Mike on Curtain Pole
In pidgin French and English I wondered aloud, with gestures, if Signor Cacace owned a hat-rack or hall-tree about so high. He disappeared and came back with a step-ladder. Then I asked for a broom handle, to the accompaniment of graceful sweeping ges-

Furniture studio wants) they understood (had even speaking broken 

solemly recorded.

Today, through the cooperation of Maj. Walter Brown, former NBC engineer, Capt. Warren S. Bell, formerly of WOL Washington, and Sgt. Richard Brabeck, ex-

across-the-sea; Mars defers to Dallas Athena—and so on.

Anyhow, the music is preserved for posterity. The wire recorder is taking no chances. It is serving two masters. For the hot-tempered present it records the cacophonous orchestrations of war; for a saner future, it gathers to itself a gentle sonata, in a moonlit-flooded villa on the Bay of Naples.

NEW British Broadcasting Corp.

League Studies FM
EDUCATIONAL directors and news editors of the Cooperative League of the U. S. A. will meet at the Hotel Morrison, in Chicago, April 24-25, to discuss educational plans for the immediate present and for the post-war period. Discussion will cover a plan for the acquisition of FM stations to promote the co-op movement. Sponsorship of another radio series, such as Here is Tomorrow [Broadcasting Jan. 15, 1945] will also be considered. If the FM plan is approved, application for licenses would be filed shortly. Chairman of the two-day session will be William Torma, educational director, Central States Cooperative.

KILZ, self-styled as the station that "delivers the Denver market", has received favorable comment on its use of the Sonovox recorded station breaks. Words and music of the recordings are especially suited to the western country served by KILZ.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2036 Farmers Bank Building
PITTSBURGH, PA.

BC's LEATHERNECKS
New Show Traces History of
Marines for British

AT THE PEAK!
Helping to maintain a great public service at the peak of
its efficiency, BLAW-KNOX
towers are serving America's
war-time radio industry from
cost to coast... delivering
broad coverage with maxi-
mum dependability.

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

BLAW-KNOX VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BROADCASTING • Broadcast Advertising
April 3, 1944 • Page 57
Fly Opposes New Legislation

(Continued from page 14)

that the NAB and the "big networks ripped those five words from their context".

He charged that Neville Miller, former NAB president, "inspired" newspapers throughout the country to attack the regulations and Supreme Court decision of last May 10. He promised to submit reports to show that the four major networks "did better in 1943 than any year in their history". He alleged that the NAB hurriedly called its Legislative Committee for a session June 3, 1943, to urge legislation that would restrict the Commission.

Charges Miller With Inspiring Editorials

"I may say that the Legislative Committee of the NAB was rejuvenated," he commented, but when Rep. Miller asked him to name the personnel, he replied: "Aw, I don't know, but if you want it, I'll get their names for you." Mr. Fly didn't finish his prepared statement. The remainder of Tuesday was taken up by Rep. Miller's questions on Mr. Fly's charges that the NAB had inspired editorials and that Neville Miller had written the "very competent bleeding hearts editor for the Washington Post" blaming "the Commission for Soap Operas".

Refers to Activities Of Network Officials

Mr. Fly said there were "several hundred instances" in which the former NAB president "inspired" editorials against the Commission's regulations and the Supreme Court decision, but he couldn't recall any newspapers. "I think this Committee should subpoena the records of the NAB," he remarked. Under cross-examination by Rep. Miller, the FCC chairman said "heads of the two biggest networks were very active". Congressman Miller asked for names.

"Take them from the top down and you can include them all," he replied. "The two local vice-presidents are very active." Questioned as to whom he referred, he said "Harry Butcher and Earl Gammons, both are very competent men and very splendid men for that kind of job." He explained his appraisal of Comdr. Butcher, former CBS Washington vice-president, and Mr. Gammons, who succeeded the commander, as being able to "meet effectively and deal effectively with Government officials and most especially Congressmen."

"If you had been over to the Senate hearings you would have seen the NBC presidents bringing Senators in by the arm," he asserted. When Rep. Miller asked who the NBC representative is, Mr. Fly said: "Frank Russell—Seneca Russell, a very good man."

Rep. Miller asked whether the Supreme Court decision gave the Commission what is "commonly understood to be control over the composition of that traffic."

"Not as the term is commonly understood," replied Mr. Fly, "but rightfully understood it means control over the technical problems and not programs. The decision added nothing to the power of the FCC. It merely sustained the FCC power to make these monopolistic regulations."

Denies Ethridge Study Affected Monopoly Order

Rep. Miller asked if the President didn't appoint Mark Ethridge, chairman of the St. Louis convention, to conduct a newspaper-radio ownership survey, and whether or not Mr. Ethridge was "very good" about conditions under FCC regulations.

"I think the President wrote Mark Ethridge a letter—I don't think there was any appointment," replied Mr. Fly. "Ethridge complained about various conditions of the industry ... I agree with Mr. Wigglesworth," he added, referring to a statement made on the floor in 1938 by Mr. Wigglesworth on behalf of an investigation.

"Do you think he is right in insisting that the gag be lifted so that various Government officials might testify before this Committee?" asked Rep. Miller. Mr. Fly declined to comment. He said he had taken no position in the Ethridge study but remarked: "I didn't think anything would come of it and I was right." When Rep. Miller asked if Mr. Fly hadn't released the Commission's monopoly decision "30 days before Mr. Ethridge was to start his investigation?" Chairman Fly said:

"The monopoly proceedings had nothing to do with the Ethridge study."

Rep. Miller referred to the NAB Engineers of WAIT Chicago, who wanted to fly through the air, as well as be on the air, have formed an aviation club, headed by Ed Humphrey, WAIT news editor, and partner of Ravenswood Airport, Chicago. Among engineers who fly one hour weekly are (I to r) Ed Humphrey, instructor; Jerry Dee, Ed Jacker and Walt Stebbins.

1941 St. Louis convention at which Mr. Ethridge criticized Mr. Fly and the FCC chairman issued his now-famous epithet about the NAB resembling a "dead mackerel in the moonlight; it both shies and stinks." Mr. Fly denied he and Mr. Ethridge engaged in a "verbal battle of invectives" but he declared that after Mr. Ethridge had addressed the convention "the gavel went down as I arose to speak".

Pressed further regarding his relationship with the Louisville publisher-broadcaster at that time, Mr. Fly declared:

"We didn't consider Mark Ethridge at all. It was somewhat intrusive on his part to move in and try to control the Government at this juncture." He repeated the statement when questioned by Rep. Miller.

Says Broadcasters Solicited His Aid

"Isn't it a fact that you had some feeling against the NAB and you enlisted the aid of one John Kennedy of WCHS and WSAZ to get a rump organization started in opposition against the NAB?" demanded Rep. Miller.

"No, I think the following day, after the meeting had adjourned, a committee of representatives of the NAB came to see me. John Kennedy may have been amongst them. Johnny Gillin of Omaha was there. So was Ed Craig. There

OPPORTUNITY

In Ole Alabam'

The spendable income of both workers and farmers in ole Alabam' has reached on all-time high, so now's the time to sell them about your client's product ... When you think of Alabama, think of WSGN. It is Alabama's number one station in coverage; its Rooper is nearly double that of the next station; and, regardless of the hour, its salable time has the best rating of any salable time in Birmingham.

WSGN

BIRMINGHAM

The News-Age Herald Station

For Information or Availabilitys, Contact HEADLEY-REED

Page 58 • April 3, 1944
may have been one or two others," Mr. Fly answered. Asked by Rep. Miller if the committee hadn't "entreated you to reply to Mark Ethridge's remarks," Mr. Fly said:

"Yes, 24 hours later. The damage had already been done." Under further questioning Mr. Fly denied that Mr. Kennedy "was involved in acquiring WQKV in violations of your regulations." The FCC chairman said the Commission had never granted Mr. Kennedy (now a captain in the Navy) a license to operate WQKV, but that "Mr. Kennedy had a security interest." He said he had "never looked it up" but that Mr. Kennedy was not the actual owner.

"Mr. Kennedy came to me and said he had an opportunity to operate a second station in Charleston but I advised him against it," said Mr. Fly. "I told him the Commission wouldn't grant it."

Returning to the "dead mackerel" charge hurled by Mr. Fly, he told the Committee he had reference to "Neville Miller, Mark Ethridge and the two big networks" but that aside from them he always had a "very kindly feeling" toward the NAB.

Declares Craney Was Not Favored

Mr. Fly said he opposed enactment of the White-Wheeler Bill because it "was a device to kill the network regulations." He denied he had anything to do with the proposed organization of an association outside the NAB although he declared that "broadcasters are entitled to a better organization" than the NAB.

Rep. Miller asked if Ed Craney, general manager of the Z-Bar Net, who has been working with the Senate Interstate Commerce Committee on S-814, had asked for any "favors" from the Commission.

"No more than any other broadcaster," replied Mr. Fly. "You could accuse any broadcaster in the industry of asking for favors... they all come in at some time or another for favors." He denied that Mr. Craney had gotten any "unusual favors," saying he wasn't "aware of it" if he had.

At the close of Tuesday's hearing Rep. Miller announced that in view of the fact that Harvey Walker, investigator-attorney and assistant to Mr. Barger, was soon to enter the Navy, and the legal investigating staff would be down to one man—Mr. Barger—the Committee should appoint new counsel and investigators. He paid tribute to the "splendid job" Mr. Barger has been doing as acting counsel, but said: "He is greatly handicapped."

Rep. Wiggleworth joined his colleague in demanding new counsel, stating it was "over a month since Mr. Garey resigned" and no new members of the staff had been appointed.

"I agree with you in that matter," said Chairman Lee. "As chairman I will attempt to take action." When the meeting adjourned Rep. Miller addressed Mr. Fly:

Denny Denies FCC Intrusion on OC

"For your information, I was out of the city when you stated I got up when you sat down," Mr. Fly smilingly apologized: "I'm sorry, sir."

Mr. Barger on Wednesday read an excerpt from the minutes of a special FCC meeting Oct. 31, 1940, regarding a proposed executive order defining the authority of IRAC, in which he quoted Mr. Fly as instructing Mr. Jett (then chief engineer and FCC representative on IRAC) to "write to IRAC and tell them the Commission's views on the matter are very well understood, that the Commission does not see any point in discussing them further at this time and it is our opinion that it is wise to submit any executive order to the President on this matter at this time. I think the Budget Bureau will probably anchor it down." Mr. Barger added: "The minutes do not reflect any formal vote by the Commission."

Under cross-examination Mr. Denny said the War Problems Division was set up as a unit of the law department under authority of the Communications Act in January, 1942, that one "very major problem" was "speedy telegraph service" and that foreign-language broadcasts was "the biggest job" although he denied that it was the major undertaking.

Virtually all of Wednesday's nearly three-hour session, was devoted to argument between Mr. Denny and committee members answering two questions. He denied that Mr. Fly, Dr. Robert D. Leigh, director of the Foreign Broadcast Intelligence Service and "others in the Commission" undertook to "assume the functions of the Office of Censorship."

Barger Question Provookes Skirmish

"On the basis of the record, do you deny that the FCC attempted to intrude on the functions of the Office of Censorship?" asked Mr. Barger. Mr. Denny said a "co-operative agreement" was worked out with Robert K. Richards and Edward Bronson of the OC. Mr. Barger wanted to know by what authority the "FCC, a peace-time regulatory body," engaged in "war problems." Mr. Denny Replied:

"If stations were operating in such a way as to interfere with..."
Dear Vera:

As if I wasn't smart enough to write these letters for WCHS, now they want me to include the whole West Virginia Network. If you're asking me if I know how important this Washington Bureau is to the W. Va. Network, just answer this way: it's a part of the four major networks, because now all five of us are the only radio stations in the country to operate our own Washington News Bureau. Course, we're set up to give national news as it is related to West Virginians, and you'll agree with Ray Hentsel that we're getting something there. Opening this Washington Bureau is not the end of the town. We've asked the state, cause Mr. Hentsel's broadcast goes to each of our stations.

Yours,

Algy

The W. Va. Network

WCHS Charleston
WPAR Parkersburg
WSAZ Huntington
WBIR Clarksburg

Still 'Scared'

CHARLES R. DENNY, Jr., FCC general counsel who a fortnight ago told the House Select Committee to Investigate the Committee that he was "scared to death" of the Committee's record, [BROADCASTING, March 27] reiterated his assertion following last Thursday's hearing, but pointed out that his fear was based on the "onesided" state of the record. "It's the most onesided record I ever saw," he said. Mr. Denny apologized to the Committee formally after the hearing adjourned for his failure to answer certain questions the previous day. He explained his reluctance to testify was based on a ruling from the Attorney General that information involving certain investigations was "confidential" and that he wanted to get the Attorney General's opinion before answering the questions as to how far he should go. Chairman Lea (D-Cal.) accepted his apology. Rep. Miller (R-Mo.), who moved that Mr. Denny be given 24 hours to think it over and answer the question or be cited", said he was satisfied with Mr. Denny's frank replies.

"Did you or did you not know that?" asked Rep. Miller and Mr. Denny appealed to Chairman Lea that the issue was a "compare the beating - your - wife" question. Chairman Lea insisted on a reply. The answer was "No". Mr. Denny said newspaper reports of hearings in New York inferred that the FCC was mixed up in a $500,000 expenditure by Shortwave Research but Rep. Lea reminded him: "The record itself doesn't show the FCC had anything to do with it."

Luotto Again Enters Testimony

Mr. Denny repeated previous testimony in reorganizing the FCC Law Dept. and transferring War Problems Division personnel to other jobs, a saving of approximately $125,000 was effected, but he told the Committee that money was used to pay overtime. He said it was his judgment that the law authorized the Commission to use the money for overtime wages and added: "I think you'll find it a general practice throughout the Government."

He said "the Commission is satisfied foreign-language stations are not now a handicap to the war effort, they are doing a good job." He denied that the FCC uses its licensing power to "compel, force or coerce foreign-language stations into using OWI material" or "to conserve personnel" or "program content."

The name of Stefano Luotto again entered the hearings. Mr. Barger referred to Mr. Luotto's dismissal from WHOM Jersey City, after an FCC representative, Mr. Denny affirmed, had told Joseph Lang, station manager, that Mr. Luotto was an officer of the Chicago Dante Alighieri Society.

"Did his being an officer of the Dante Alighieri have anything to do with his dismissal?" asked Mr. Barger. Mr. Denny said it did, but he denied that the Commission had anything to do with the dismissal, other than a representative gave the information to Mr. Lang.

Mr. Denny declined to voice an opinion as to the Society or Mr. Luotto and said he would tell the Committee his views in executive session. Reps. Miller and Wigglesworth challenged his attitude. Mr. Denny insisted that information sought by the Committee had been classified by the Attorney General as "confidential" and that he couldn't disclose it in public hearing.

Doesn't Think Luotto a Fascist

"I'd like to observe that whatever claim of immunity the witness has, this Committee is not governed by the Attorney General," interposed Rep. Miller. Chairman Lea wanted to know if Mr. Denny was prepared to answer. Again the Commission witness said he would reply in executive session.

"It doesn't seem to me there
AUSTRALIA’S STAR radio personality, Kay Dunoon, is bid farewell by Syd Morgan (center), managing director of 3KZ Melbourne, and A. J. Murray, assistant manager, as she leaves for America to be married to an American corporal. Her career has included radio acting, writing and editing, increasing membership in the Children’s Session from 200 to 30,000, and m.c. for the only all-women program on the air there, Women in Uniform. She has presented innumerable shows before Australian and U. S. soldiers.

should be any quibbling,” commented Chairman Lea.

“I’ve never taken the position that Stefano Luotto is a Fascist,” said Mr. Denny. “I don’t think Stefano Luotto is a Fascist, no.”

“I want the record to show that after 10 minutes of equivocation, the witness conferred with members of the audience, presumably members of the FCC staff, and finally answered the question,” remarked Rep. Miller. “Mr. Denny was pressed further as to whether he spoke for the Commission. He said:

“On the basis of information I have, Luotto is not a Fascist. . . . I’m doing my best to represent the Commission as its general counsel.” His last statement was in reply to Rep. Wigglesworth’s question: “That goes for the Commission as well as yourself?”

“You’ve stated that as far as you know,” continued Rep. Wigglesworth, “Mr. Luotto is not a Fascist. Do you know any reason why he shouldn’t be on the air?”

“If I am required to answer questions like that,” replied Mr. Denny, “then the FCC is put in the position of passing on these people. That is not our function.”

Certain individuals were deprived of their right to broadcast simply because of the FCC,” said Rep. Wigglesworth. “Can’t you tell us whether or not the FCC knows any reason why Mr. Luotto shouldn’t be on the air?”

“If I attempted to make a decision, it wouldn’t be on behalf of the Commission,” replied Mr. Denny. “The Commission doesn’t pass on the fitness of any individual. . . . If the Commission should find that a licensee in time of war had made his microphone available to questionable persons, if enemy propaganda had been broadcast, then the Commission, as a legal matter, would have the power to deny a renewal of license.” Further questions brought from Mr. Denny the assertion that he didn’t know of “anybody” who could speak for the Commission and tell the Committee whether or not there were reasons why Mr. Luotto should not broadcast.

Denny Declines Direct Answer

“Wan’t the whole thing done under cover?” demanded Rep. Miller. When Mr. Denny replied in the negative, Rep. Miller said: “I want the record to show you haven’t given this Committee any information.” Rep. Wigglesworth asked if “there is any reason from the Commission’s standpoint whether or not Stefano Luotto should be permitted to broadcast.”

“The Commission has seen no objection to Stefano Luotto,” replied Mr. Denny.

“Have you any knowledge that would justify his exclusion from the air?” asked Chairman Lea. Mr. Denny started to say: “If I were a licensee . . .” and the chairman told him to answer the question. Again he started to refer to the licensee’s viewpoint and lengthy arguments followed. Finally Rep. Lea said:

“I’d like to make one more effort to get you to answer the question. You have said the Commission had nothing to do with his dismissal. You have said the Commis-
Mr. Denny said that at one time prior to Mr. Luotto’s application for citizenship Mr. Dyer quoted the announcer as saying he “wasn’t sure what was being sold on the U.S., but the FCC counsel added: “Mr. Luotto has told this Committee that now he is thoroughly sold on the U.S. and has made application for citizenship. His brother, Andre, I understand, is a citizen. I don’t want to hurt anybody in the course of these hearings. On the basis of what I know I would not recommend that Mr. Luotto be kept off the air.”

Refers to Letter From WGES Executive

Referring to a letter written in October, 1942, by Arnold B. Hartley, former program director of WGES Chicago concerning Mr. Luotto, after an alleged conference with FCC officials in Washington, Rep. Hart asked Mr. Denny if he conceded the truthfulness of the letter (read into the record last Aug. 4 by Mr. Garey during examination of Gene T. Dyer, WGES owner).

“No air,” replied the witness, “I don’t say it’s false. I thing there’s a matter of truth and falsity.” He said he didn’t think there was any “deliberate falsity”. Rep. Hart referred to this phrase from the letter: “If we want to sleep at night Luotto and Conti will have to go. They will have to get off the air,” explaining it left the inference that Mr. Hartley had been given the information by the FCC.

Praises Foreign Language Stations

“I am not satisfied that Mr. Hartley is right,” said Mr. Denny. He again suggested that the Committee call Nathan David, former head of the War Problems Division, now in the Navy, but Mr. Barger asked if the Commission ever notified the Committee that Mr. David was about to enter the Navy and may not be available.

“We made four requests for the opportunity to be heard and we were told our case would be heard in due time,” said Mr. Denny. Answering Mr. Barger’s direct question he said the Commission hadn’t notified the Committee that Mr. David was leaving because it was deemed “useless”.

Mr. Denny testified under cross-examination that WGES had been on temporary license and that four months after Mr. Luotto left the station a two-year permanent license was granted. He denied that Mr. Luotto’s employment was the major issue and said the Commission had received “many complaints” about the “overall laxity” of operations. “If I put into the record all the complaints against WGES, it would be unfair to the station,” he added. “Many of them were unfounded.”

Mr. Barger asked under what authority the FCC ordered monitoring and censorship of foreign-language programs. Mr. Denny replied: “It’s my opinion that if a licensee didn’t, he should lose his license.” Rep. Hart demanded: “Where is your authority—under what law?”

“The Communications Act, which gives us authority over the overall operation of a station,” replied Mr. Denny.

“You do that under the broad statement of public interest, convenience and necessity?” asked Mr. Barger. “That was covered here the other day by Mr. Fly,” replied the counsel.

He said the Commission had no record of any such undercover broadcasts since Pearl Harbor, adding:

“The foreign-language stations are doing a darn good job.” Prior to Pearl Harbor, however, he said the foreign-language situation was “alarming.” He explained that rather than take foreign-language programs off the air, as Canada had done at the outbreak of war, the FCC had been inclined to retain them to broadcast Government messages.

Mr. Barger asked: “You retained them to get over the policies of OWI from the war?”

“Not the policies of OWI,” replied Mr. Denny. “To sell War Bonds, give these foreign-language speaking peoples information on Selective Service and other information they couldn’t get in newspapers.”

Mr. Denny hinted that the BC may take some later action with reference to time-borders in the foreign-language broadcast field “when we get time to do it.” His statement came in response to Mr. Barger’s query as to whether the law prohibited a licensee from diverting control of his station.

The FCC counsel said the time-broker problem was one that had the Commission “worried at times, inasmuch as some foreign-language stations sell large blocks of time to the brokers in turn, sell the time to various sponsors. “We ought to set down for renewal of license some of these stations when we get around to it.”
MONEY GIVEAWAY ADDENDA

FOLLOWING are two additional letters to the editor on the mooted issue of money giveaways. Although BROADCASTING had called off the debate, these final letters are published because they reflect a viewpoint in support of such programs and in opposition to the position taken by this journal in an active industry controversy:

EDITOR BROADCASTING:

We do not have telephone money shows on any station, but after reading the opinions as expressed mainly by newspapers, we feel that NBC stations, they must be pretty good programs since the boys were torn up over what money programs do to the telephone ratings.

It is quite funny to me that the NBC boys would be so unhappy about money programs, yet ever since I can remember, NBC has been giving away money, automobiles, encyclopedias, diamond rings about everything in the books.

Only a short time ago I was listening to WFMA, 50,000 W. NBC Dallas, the program originated on the West Coast, the area high frequency 50 kw international station was also applied for at the same time by Marin Broadcasting System to be located at Delano, Calif. and the University of Southern California filed for a high frequency non-commercial educational station at Los Angeles.

WMTA, Charleston, S. C., licensee to Central Broadcasting Co., and WOZ Des Moines, license Centraal Broadcasting Co., for the applicants with radio interests other than those proposed. The remaining three FM applicants are Broadcasters Oreg. Ltd., Portland, Ore.; Rhea Howard, Wichita Falls, Tex.; and the Record-Herald Co., Wauwat, Wis. One of the partners in the broadcasting, S. M. Goard, has been a radio technician and was at one time an operator at CKWX Vancouver.

The applicants for new local stations are: Durham Broadcasting Co., Durham, N. C.; Beauford H. Jestor, Waco, Tex.; and the Middle Tennessee Broadcasting Co., Columbia, Tenn. Major interest holder (40 shares) in Durham Broadcasting is A. J. Fletcher, principal owner of WRAS-B, N. C. Petitions for reinstatement of previous applications for local stations were also filed by Air-Waves Inc., Baton Rouge, La. and the Texas Star Broadcasting Co., Houston, Texas.

Facilities as requested for these new stations may be found in actions of the FCC on page 68.

months span—and Hooper calling that a survey.

But, this station does not have a telephone money program; but, if they cause NBC and CBS to lose us much sleep, they must be fine, so, effective today, I am looking for a sponsor for a telephone money program.

FAY MCDONALD
KPLT, Paris, Tex.
March 25

EDITOR BROADCASTING:

Ted Gallup has never asked me, nor has Mr. Hooper, nor have you.

That makes it practically unanimous. As to what I think of money giveaways,

But it's no military secret. And I'm willing to be quoted. I think they are awfully nice. I am a representative of the industry—and part spoke with a small "I"--I don't care what you think of them. Nor do I care what Mr. Hooper thinks of them. You let me have it, and I'll merely look on in amusement. But please, when you start telling the world that the industry is an "I"! I think of money giveaways, let's get a cross section of people which is somewhat representative.

EDWARD BRESNAN, President
KVF Y, Fort Dodge, Ia.
March 27

APPLICATIONS FILED
FOR 5 FM's, 3 AM's

Applications were received by the FCC last week for five more AM stations and three standard FM stations. A high frequency 50 kw international station was also applied for at the same time by Marin Broadcasting System to be located at Delano, Calif. and the University of Southern California filed for a high frequency non-commercial educational station at Los Angeles.

WMTA, Charleston, S. C., licensee to Central Broadcasting Co., and WOZ Des Moines, license Centraal Broadcasting Co., for the applicants with radio interests other than those proposed. The remaining three FM applicants are Broadcasters Oreg. Ltd., Portland, Ore.; Rhea Howard, Wichita Falls, Tex.; and the Record-Herald Co., Wauwat, Wis. One of the partners in the broadcasting, S. M. Goard, has been a radio technician and was at one time an operator at CKWX Vancouver.

The applicants for new local stations are: Durham Broadcasting Co., Durham, N. C.; Beauford H. Jestor, Waco, Tex.; and the Middle Tennessee Broadcasting Co., Columbia, Tenn. Major interest holder (40 shares) in Durham Broadcasting is A. J. Fletcher, principal owner of WRAS-B, N. C. Petitions for reinstatement of previous applications for local stations were also filed by Air-Waves Inc., Baton Rouge, La. and the Texas Star Broadcasting Co., Houston, Texas.

Facilities as requested for these new stations may be found in actions of the FCC on page 68.

Stetler Named


HALLCRAFTERS, manufacturer of short-wave radio equipment, has issued a salute to the Signal Corps in the form of a promotion folder, a description of "the giant of military radio", the Army's SCR-299 communications unit, manufactured by Hallcrafters. Material is reprinted from the Signal Corps issue of Radio News, Jan. 1944.

What we've done for these we can do for others!

... We are pleased to tell you that you did the best of any of the 24 stations we placed similar contracts with east of Denver. Thanks again for WHBQ's outstanding performance.

... response from your station has been far above the average.

* Identity of these National Advertisers on request.

... and backing up this statement comes a NEW order for 2½ times the original schedule.

WHBO

"Your MUTUAL FRIEND"
MEMPIS, TENN.

Yes, we still have some choice availabilities—

Wire or call.

Represented by Rambeau

KCW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles

NABC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., INC.

CHNS
The Key Station of the Maritimes
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or
JOE WEADE
350 Madison Ave.
New York

BROADCASTING • Broadcast Advertising

April 3, 1944 • Page 63

"I was tuning WFDF Flint at 91 on my dial—but it must have been the speedometer!"
WING Dayton, Ohio, carried the exclusive coverage of the launching of the new "Dayton from the New York Ship Building Co. March 19. The program was facilitated through special links from WP Philadephia.

WCKY Cincinnati has a faithful though limited audience in the crew aboard the Bieku, a ship in the Merchant Service, according to a letter from the vessel's radio officer to WWL's chief engineer. The vessel has been operating in the Atlantic.

KOWH Omaha and the Omaha World-Herald have inaugurated weekly WMA programs, designed to interest the public and school pupils those school experiences in school designed to give training in citizenship and character development.

KDKA Pittsburgh and the Fort Pitt Brewing Co. celebrated a birthday March 21, with the broadcast of a variety musical show Top Time, on that celebrated its seventh consecutive year on the air. Fort Pitt's sales during the time it has presented Top Time have increased by more than 100 percent it was stated and officials of the company have praised the music as a major contributor to their organization's ranking among the 25 leading advertising firms in the United States. Program is fed to a West Virginia network of stations including WGBS, WPAR, WBLK, WHIS. Agency is BBDO.

WWL New Orleans celebrated its 251 birthday by buying extra War Bonds and going in a group to the Red Cross Blood Donor Center.

KFEL Denver is awarding $1 for each letter submitted by listeners to KHEL newscasts to keep the band in writing letters to the men in the service.

JIM PLATT has resumed his Victory Garden series on WTIC Hartford. He gave 130 quarter-hour broadcasts last season.

"TELEVISION Is Here—a Survey" will be presented by authorities in a film show course at the Dramatic Workshop of the New School, New York City, Clarence L. Menzer, NBO vice-president in charge of programs, will start the course Thursday evening April 3. The course will bring together other speakers to follow are: William Sayer, electronic engineer; Allen B. DuMont Laboratories, Toms Riley, in charge of the television department, Wm. Esty Inc.; Oscar Selden, director of television, CBS.

WWNC Asheville, N. C. has signed a two-year contract for Associated Press news. Two quarter-hour news periods are being added to the schedule.

THROUGH the weekly "Animal Gossip" feature of the Modern Farmer on WEAF New York, Mert Emmert, farm editor, is conducting a contest for the 200-word letter on "How we keep livestock or poultry healthy on our farms."

IN THE INTEREST of racial and religious tolerance, WWV New York is offering a recorded quarter-hour Radio Day program on the subject free of charge to other stations carrying Italian-language broadcasts.

KOPJ Angeles has started a weekly 60-minute Saturday Swing Club program of transcribed music selected from favorite private record collections of its members. Guest stars are an added feature.

STEPHEN C. BODNAR has been appointed office manager for WJW Cleveland. He was formerly executive secretary for the Cleveland Aircraft Tool & Die Co.

THE GOVERNOR of Indiana and other state officials attended the WOWO Fort Wayne "Achievement Award" dinner held March 16 in the Anthony Hotel as the station's tribute to to the 36-station chain is said to be the first instance of American sponsorship of a sports program in that country on a network basis. Agency is Mason Inc., New York.

FOXR WILL BAR "SINGING PLUGS"

A POLICY barring all "singing commercials" on WQXR New York, was announced last week by Hugh Kendall, vice-president in charge of sales. The few advertisers affected will be allowed to continue until expiration of short-term contracts. Sponsors using jingles will have the choice of leaving the station, substituting straight copy, or using non-lyric musical commercials.

During a daytime trial period station found that while "a great many complaints" about daytime advertising with jingles the object of attack, there were no complaints on nighttime commercials. The reaction was fully demonstrated in the case of a named client who used jingles during the day and straight live copy at night, during this period. Final conclusion is that the transition from song spots to "quality music" is too great, and that the change is apt to create ill will for the advertiser as well as for the station.

Search for Solution

For a year WQXR has attempted to find a solution, by creating special transcriptions for its clients—tailor-made messages, musical standards. An example is the Pepsi-Cola jingle, heard on WQXR on a celebrity night. Walt Disney's singing commercial for Adler Shoes, which WQXR transformed into a chorale or madrigal with words. Commercial ran on WQXR until several weeks ago.

WQXR advertisers whose "singing commercials" will be dropped include: Adam Hat Stores ("I like the guy who wears an Adam Hat"); Horowitz-Margareten Co.; S. A. Schonbrunn Co. (S-A-V-A-I-N) and Ward Baking Co.

Gillette Bout to Mexico

DUE to heightened interest in Mexico in the March 20 boxing match between Mexican-born Juan Zurita and Beau Jack, Gillette Safety Razor Corp., Boston, extended sponsorship of the bout on domestic Mutual stations, to the network's Mutual Division. WQXR will handle the 36-station chain is said to be the first instance of American sponsorship of a sports program in that country on a network basis. Agency is Mason Inc., New York.

Guilt on Coast

SYLVANIA ELECTRIC Products, New York, has opened a West Coast headquarters office at 115 Sutter St., San Francisco, under the management of W. E. Wickestrum, Pacific coast sales manager for the firm's lighting products. C. W. Dickinson, manager of the northwest division, is assuming Mr. Wickestrum. The company has also opened offices in Los Angeles and Seattle, with G. W. (Chick) Field as manager of the California division which includes Nevada, Utah, and Arizona.

Gillette Bout to Mexico

DUE to heightened interest in Mexico in the March 20 boxing match between Mexican-born Juan Zurita and Beau Jack, Gillette Safety Razor Corp., Boston, extended sponsorship of the bout on domestic Mutual stations, to the network's Mutual Division. WQXR will handle the 36-station chain is said to be the first instance of American sponsorship of a sports program in that country on a network basis. Agency is Mason Inc., New York.

Sylvania on Coast

SYLVANIA ELECTRIC Products, New York, has opened a West Coast headquarters office at 115 Sutter St., San Francisco, under the management of W. E. Wickestrum, Pacific coast sales manager for the firm's lighting products. C. W. Dickinson, manager of the northwest division, is assuming Mr. Wickestrum. The company has also opened offices in Los Angeles and Seattle, with G. W. (Chick) Field as manager of the California division which includes Nevada, Utah, and Arizona.
I have been reading with a great deal of interest the many articles and letters, pro and con, regarding the Pettrillo AFM case, and I'll admit that many times in the past two years I have been tempted to write to you on the subject.

I might say to begin with that I am very sympathetic with the Union as a whole, and formerly belonged to a theatrical union, and I think unionism carried on open and above-board, in a fair and square manner, is absolutely justified and a necessity, but I don't think that some of the high-handed methods used by some of the union heads or their stooges are justified.

Platters Scarcely

To start with, for many, many years past there has been no real musicians union as we used to know them, due to the fact that vaudeville and musical stock in the theaters have passed out of the picture; hence, most of the real musicians of those days are working at permanent positions, although perhaps holding their union cards, which is okay.

But when Mr. Pettrillo declares that the fight does not involve a war industry and that recordings have been plentiful, he either is under the influence of some of his union echoing, or he is ignorant of the true situation. And when he says, "Had we known there was going to be a War Labor Board we probably would not have started this fight until after the war,"

Now, I ask you, isn't that a rather high-handed way of looking at the matter, and isn't it just a bit on the highhanded side of life? No shortage of records, eh? Well, I can tell him that for the past year at our station we have had to play the old-fashioned ten-inch records until people have turned off our station in disgust, and what few new records we have secured have either been black marked and recordings, or they have paid through the nose to make the new ones.

As to platter-turners, isn't that subject rather nauseating? Isn't it disgusting to think that you have hired capable announcers, only to find that they haven't sense enough to turn a record, but must hire some union musician to turn them? Why in the name of all that is holy should it take a musician to put a record on any turntable? The program and production departments are responsible for the musical settings and selections to be played. It is they who set the musical numbers and still the announcers say, "Your announcers can't put the record on the table, but must have a musician do it."

Announcer Key Man

I think every man in business or in any position, deserves the best possible break in salary, and I do think that a great many stations in the United States have made a grave mistake by hiring announcers at the cheapest possible price. But there must be some limit to which even radio stations may go.

In my opinion, the radio announcer is the station's first contact with the public. That announcer must be not only a good salesman on the airwaves, but he should have a bit of personality in his voice, and he should know just how to go in projecting that personality on the listening public. Therefore, the announcer who meets these requirements should be one reasonably well-paid. He's the salesman who sells the advertiser's message to the buying public. He is the real contact man. But I don't think that any announcer, no matter how dumb, needs any musician, union or otherwise, to turn platters for him.

The entire theory of Mr. Pettrillo's attitude is wrong. And the funny part of it is that I can't understand just why the WLB has waited so long to clarify a question, when an air-minded business man could have dissolved the subject long ago, without forcing the radio stations to endanger their position with a public that has been most lenient.

KSLM to Don Lee

KSLM Salem, Ore., on April 1 became affiliated with the Don Lee Network, and with Mutual, as a full time outlet. Bringing MBS total number of stations to 221. Station is operated by Oregon Radio Inc. with 1,000 w on 1390 kc.
only the highly critical end product war plants would be included, such as landing craft, bombs, radar and equally important military equipment.

It was expected that a final listing of these "supercritical" activities will be issued this week and that this list will include "with force" to registrants under 26.

Jett Submits Report

As BROADCASTING went to press, meetings were being held with WMC Chairman McNutt at which representatives of various government agencies submitted reports to formulate a program for handling occupation deferments of men between the ages of 22 and 26. This program will provide a list of vital war activities and plants for use of Selective Service boards in giving special consideration to requests for continuation of deferment.

At the first of the meetings on Thursday, Commissioner Jett submitted a report on behalf of the common carrier which, he stated, also applied to broadcasting. He explained that shortage of time prevented preparation of detailed manpower data on the industry.

Appearing as chairman of the Coordinating Committee of the Board of War Communications, Jett urged that the non-common carrier services, including broadcasting, as well as the telephone, telegraph and other common carriers be given full and sympathetic consideration in adopting policies with respect to deferments in critical occupations.

In his presentation covering domestic communications, Mr. Jett asked that whatever considerations are given to men under 26 should not weaken the protection for men over 26 in these critical occupations. He relayed the Board's position that deferments be handled on an individual basis. "The primary consideration should be the job the man does and the situation of the company and the community where he is employed," he said.

Instructions to local draft boards to proceed with the induction of men under 26 in occupationally deferred classifications were issued previously by Maj. Gen. Lewis B. Hershey, director of Selective Service. In directing State directors to begin review of these registrants "without regard to existing deferment termination dates," he stated that under the new procedure authority has been given to the war agencies to designate representatives in each State to endorse special requests for deferment of key registrants under 26 engaged in vital activities other than agriculture.

The procedure provides that if the State Selective Service Director accepts the deferment recommendation of procurement agency representatives, he will forward the 42-A special form to the appropriate local board. When the local board receives this form it will consider the registrant for deferment or reopen the classification even though the registrant has already been classified as available for service.

"The procedure," Gen. Hershey advised, "is effective immediately and will apply although requests of war activities and establishments are not yet available to the State Directors. It is contemplated, however, that the procurement agencies will furnish a new list of war activities and a list of establishments within those activities in which key registrants under the age of 26 may be considered for occupational deferment to Selective Service within the near future.

"When the list of war activities and establishments within those activities has been issued by the State directors they will constitute the only activities and establishments in which registrants may be considered as exceptions to the general restriction against the occupational deferment of registrants under the age of 26 ordered by the Selective Service Feb. 26."

Preparing Bill

With regard to men now classified as available for limited military service only in Class I-A, or as unfit for any military service, Gen. Hershey stated it was intended to permit them to be classified into Class II-A or II-B if they are contributing to war production or in support of the war. Meanwhile, Congress considered legislation to draft an estimated 1,000,000 4-F's now in non-essential jobs into non-combat work battalions. Roberts E. Patterson, Under Secretary of War, testified before a House Military Affairs subcommittee under Chairman Costello (D-Cal.) that an amendment to the Selective Service Act would be desirable to place such men in an enlisted reserve for war work. He suggested that 4-F's now in essential activity could be given occupational deferments and be retained in their present jobs.

Chairman Costello announced on Thursday that his committee would present a bill to the full committee in about two weeks embodying Mr. Patterson's recommendations. The measure would provide for auxiliary battalions, with administration of industrial replacements by local draft boards.

One provision of the bill would carry out a suggestion made by Mr. Patterson looking to induction later of men up to 26 or 30 now classified as occupationally deferred. This amendment would call for the gradual stepping up of the non-deferrable age group as the younger men are inducted and their replacement by 4-F's.

A cursory survey of the age composition of men employed in broadcasting indicates that more than 50% of the technical staffs are of draft age and that about 10% are under 26. In one Washington station, 21 of the 23 technicians are under 38 and two are under 26. An estimate based on a year-end survey of NBC's engineering employees in New York shows 180 of its 420 employees between 18 and 38 and 37 between 18 and 26.

**Visitors at WLW**

Cincinnati last week were Ann Wright (left), time buyer for J. Walter Thompson Co., and Lennes Nelson, who manages the timebuying department for the agency. They were greeted by Robert E. Dunville, vice-president of Crosley Corp. and assistant general manager of the broadcasting division. Accompanying the visitors from New York was Eldon Park of WLW's New York office.

Ernst Appointed

APPOINTMENT of Hugh Ernst as acting general manager of WACG Fort Myers, Fla., was announced last Friday by Ronald B. Woodyard, president of WACG and general manager of WING Dayton. Mr. Ernst, who succeeds James Turner, was for many years associated with the National Cash Register Co., Dayton, with NBC Chicago and New York, and for the past year he has been on the sales force of WACG.
support for the chairmanship. The same holds for Commissioner Jett, who assumed office as a commissioner on Feb. 15, after having served as an engineering executive of the FCC and its predecessor, the Federal Radio Commission, since 1929.

Numerous Rumors

Commissioner Durr, brother-in-law of Associate Justice Hugo Black, who was named to the Commission in 1936, is regarded as the "crown prince" and the likely successor to Mr. Fly. His extreme views, however, are believed to militate against his appointment, particularly with the Administration shift toward comparative conservatism. He is regarded as a disciple of the Vice-President Henry A. Wallace school.

Almost from the start of Mr. Fly's incumbency in 1939, there have been periodic reports of his impending transfer to another Government post. The FCC, under his leadership, has been one of the most controversial of independent agencies. On both sides of Capitol Hill, but notably in the House, the FCC has been the target of strafing Congressional fire.

Although members of the House Select Committee have discussed the reports, it is thought that with Mr. Fly's shift from the FCC, the Committee would be disposed to halt its investigation of the Commission, public hearings on which began last summer.

When Rep. Eugene E. Cox (D-Ga.), violent critic of Chairman Fly, resigned Sept. 30 as Select Committee chairman, it was reported that an FCC reorganization might ensue. Nothing developed, however. Subsequently, with the resignation several weeks later of Eugene L. Garey as general counsel of the Committee, similar rumors developed.

Legislation Unlikely

Whether an agreement to drop plans for legislation to revise the Communications Act as this session would develop in the wake of an FCC reorganization also was being discussed. In view of the election year and the apparent inability of Chairman Wheeler (D-Mont.) and Sen. White (R-Me.), acting Minority Leader, to get together on a revised version of their bill (S-814), chances for legislation at this session, whether or not the Commission is reorganized, are regarded as slim. It was thought the revised measure might be presented to the full Interstate Commerce Committee this month—after Congress reconvenes April 11 following the Easter recess—which began March 8. Mr. Fly has strongly opposed any legislation at this session.

New Federal Post
(Continued from page 7)

Spot Sales Is Appointed As KALE Representative

SUMMER PROGRAMS BEING SCHEDULED

SUMMER plans for at least three network programs are now pretty well set. Jack Benny will not go on the air for his new sponsor, American Cigarette & Cigar Co., until the fall. American Tobacco Co., AC&C parent company, will fill his Sunday 7:30 p.m. NBC spot June 4 with Your All Time Hit Parade, which vacates the Friday 8:30-9:30 p.m. spot on NBC. AC&C discontinues Believe It Or Not on Mutual Friday, 9:15-9:30 p.m. on April 14.

Effective July 5, Bristol-Myers Co. will replace Eddie Cantor on NBC Wednesday, 9-9:30 p.m. with Alan Young, formerly of CBR Vancouver, Duffy's Tavern has been renewed for 52 weeks on the Blue, effective Oct. 10. Program will take a 13-week summer hiatus starting July 4, Pabst Co. will replace Bob Hope on NBC Tuesday, 10:10-11:30 p.m. with Charlotte Greenwood, actress, starting June 15.

Hooper proves It's a Bull's-eye!

Offers Video Plan

SUGGESTION that television programming could be advanced with saving of "untold millions" by a temporary non-profit organization, jointly underwritten and operated by all interested groups, was advanced by Gerald Cook, Pacific Coast representative of the BBC, last Friday in BBC's New York office.

CBS M&O STATIONS HOLD 3-DAY MEET

NETWORK operating problems were thrashed out in morning round-table discussions during a three-day meeting of the managers of eight Columbia-owned stations, held March 27-29 in the network's New York headquarters with Frank N. Stanton, CBS vice-president, presiding. In the afternoon network executives discussed plans for future operations and answered station operators' questions. At the Monday luncheon session, John Daly, CBS correspondent recently returned from Italy, gave an off-the-record report of the state of the war in that area.

Station managers attending the sessions were: Arthur Hull Hayes, WABC New York; Don W. Thornburgh, CBS Pacific Coast vice-president, representing KNX Angeles; Carl Burkland, WTOP Washington; Austen E. Jesselyn, WCCO Minneapolis; Merle Jones, KMCM-juicehouse line; Harold E. Fellows, WEEI Boston; J. K. Van Volkenburg, WBBM Chicago; A. D. Willard Jr., WBT Charlotte; Ted Holt, WAPI Birmingham, in which CBS owns a minority interest and which is represented by Radio Sales, like the Columbia-owned stations, also attended.

DUAL EVENT it was for G. A. (Dick) Richards, when KMPC moved from Beverly Hills, Cal., to new studios in Hollywood, on March 19. It was also his 55th birthday. On hand for the occasion were (l to r, front row), Leo J. Fitzpatrick, vice-president and general manager of KMPC; Mr. Richards; Bill Diamond, president and general manager of WJR WGR AND KMPC; Carl George, director of operations, WGAR Clevel-land; (back row), John Patt, vice-president and general manager of WGAR; Owen Urdige, ass't. manager of WJR Robert O. Reynolds, v-p and of KMPC; Eugene Carr, executive assistant to Mr. Richards.

BROADCASTING • Broadcast Advertising

April 3, 1944 • Page 67
Decisions . . .

MARCH 23

KEYR Seattle, Wash.—Granted extension special service authorization to permit broadcasting as a public service, without charge, of information to listeners at 3:15 p.m. and 6:45 p.m. daily for period 11/24-12/14 for educational work. (Keith, 12/10/44).

ROE Albuquerque, N. M.—Designated for hearing application for mod. CP and license covering same. Pending such hearing, present license extended to operate on 1390 kc. 10 kw, and special service authorization for 1770 kc, 50 kw D, 25 kw N, extended for a period not to exceed six months.

WYDC Washington, D. C.—Granted extension of authority for waiver Sec. 8.2/1 and Sec. 162.1 of Commission's Rules, as to permit operation of synchronous amplifier by remote control from main transmitter location for period April 1 to June 1, 1944. (Salter & Staff, 6/2/44).

WLOL Minneapolis, Minn.—Designated for hearing application for CP make changes in transmitting equipment and DA, increase 1 kw to 5 kw, using DA-96.

MARCH 24
York Broadcasting Co., York, Pa.—Placed in pending file the application for CP new station, 1029 kc, 50 kw, 20 kw AT.

WGL Lancaster, Pa.—Same. Withdraws application.

Louis Wascn Assn, Spokane, Wash.—Termination EAC license.


Associated Broadcasters Inc., Bethlehem, Pa.—Same.

Blue Network Co.—New York—Same. Withdraws application, 9/23.

Vanguard Broadcasting Corp., Harrisburg, Pa.—Same.

Nashville Radio Corp., Nashville, Tenn.—Same.

WHHD Boston, Mass.—Granted petition for leave to amend application for CP, license and order that application as now filed be removed from docket and that set forth for April 20 be canceled.

Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
A HOME OF THE SERVICE OF BROADCASTING
National Press Bldg., Di 1205
Washington, D. C.

MO 2-7859

RYAN N. GODOLE
CONSULTING RADIO ENGINEER

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

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earl Building, Washington 4, D. C.
Telephone National 7777

WOODWARD & WEL
Consulting Radio Engineers
Earl Building, Washington 4, D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1697 Church St., N.W., Washington 3, D. C.

PAUL A. DEMPERS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone, Metropolitan 0540

Calumet Broadcasting Corp., Hammond, Ind.—Designated for hearing application for CP new station, 1029 kc. 50 kw, 20 kw AT.

York Broadcasting Co., York, Pa.—Placed in pending file the application for CP new station, 1029 kc, 50 kw, 20 kw AT.

WGAL Lancaster, Pa.—Same. Withdraws application.

Louis Wascn Assn, Spokane, Wash.—Termination EAC license.


Associated Broadcasters Inc., Bethlehem, Pa.—Same.

Blue Network Co.—New York—Same. Withdraws application, 9/23.

Vanguard Broadcasting Corp., Harrisburg, Pa.—Same.

Nashville Radio Corp., Nashville, Tenn.—Same.

WHHD Boston, Mass.—Granted petition for leave to amend application for CP, license and order that application as now filed be removed from docket and that set forth for April 20 be canceled.

Applications . . .

MARCH 28
Record-Herald Co., Wausau, Wis.—CP new station, 4600 kc, 5000 w,

WCBS Charlesvile, W. Va.—CP install new transmitter, changes in transmitting equipment and DA, increase 500 kw to 1500 kw, unlimited.

EARM Fresno, Calif.—Mod. license change 6400 kc to 6400 kc.

KJQ Seattle, Wash.—CP authorizing change in transmitting equipment and power, installation of tower, PA station and DA, for approval transmitter site and DA.

The Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new standard station 6100 kc, unlimited.

Kawai Kuala, Taw.—Transfer control from Clarence Berger to J. R. Blinston.

MARCH 29

Eames Howard, Wibbit Falls, Tex.—CP new FM station, 49000 kc, 12200 kw sq mi coverage.

Atlantic Coast Broadcast Co., Charleston, S. C.—CP new FM station, 47000 kc, 6400 kw sq mi.

Central Broadcasting Co., Des Moines, Iowa.—CP new FM station, 461000 kc, 18200 kw sq mi coverage.

KXO El Centro, Calif.—License to cover CP authorizing change in frequency, increase power and install new tower, DA.

Columbia Broadcasting System, Dallas, Tex.—CP new international station, 55 kw on 6210, 6170, 9600, 11850, 12760, 17850, 18530 and 21910 kc.

Air Waves Inc., Barton Rouge, La.—CP new standard station 1050 kc, unlimited.

MARCH 30
WKVK Richmond, Ind.—CP increase 100 kw to 250 kw, make changes in transmitting equipment and DA, unlimited, amended TP antenna changes and corporate structure.

Tentative Calendar . . .

Valley Broadcasting Co., West Point, Ga.—CP new station, 1680 kc, 250 kw, unlimited.

WHHD Boston, Mass.—Petition for leave to transmit by remote control covering same. Pending for period April 20.

STAR broadcasting Co., Houston, Tex.—Petition for leave to operate CP new station, 1230 kc, 250 kw, unlimited.

NBC's three-tone musical identification is now heard every quarter-hour in the lobby of the NBC Building, Radio City.

Network Accounts

All Time Eastern Wartime until Individually

New Business

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes) on April 6 to 59 YP and LDC, on 24 CBC Dominion network stations, Thurs. 10:30 to 11:00 p.m., Whitehall Broadcasting Co., Montreal.

GILBERT & MITCHELL RAZOR CO. of Can- ada, Toronto (blade) on May 6 airs the Kentucky Derby Day CBC Dominion network stations, Sat., 6:30-7:30 p.m. (WPTZ). Agency: Campbell & Finn, New York.

JUSTUS CRAMER for Senator, San Francisco, on March 23 started for 8 weeks, political talk on 16 Don Lee Calif. stations, Thurs. 9:45-10:30 p.m. (WPTF). Agency: Cline & Madison, Hollywood.


Net Changes

MAIL POUCH TOBACCO Co., Wheeling (cigars, tobac), on April 20 adds 18 Blue stations to Counterpart, making a total of 195 stations, Mon. 9-9:30 p.m. Agency: Walker & Downing, Pittsburgh.

PACIFIC BELL CO., Los Angeles (radio equipment), on April 7 files Newsmen on 50 KWIC Pacific stations, Sun., 2:30-4:30 p.m. (WPTF). Agency: Garfield & Guild Adv., San Francisco.

JERRY KELLY, formerly chief engineer of Northern Broadcasting & Publishing Co.'s chain of Ontario and Quebec stations, has graduated as a second lieutenant in the Royal Canadian Signal Corps.

BILL PIERASKI, former transmitter operator of CKGB Timmins, Ont., is now an engineer with Royal Canadian Air Force overseas.

GEORGE McCURDY, technical supervisor of Northern Broadcasting & Publishing Co., has returned to CKWK Kingston, after making a survey of his company's stations in Ontario and Quebec.

PAUL SHOCK has returned to the engineering department of KMOX St. Louis after being in the Navy as a lieutenant (jg).

WALTER J. STILES, chief engineer of WEER Boston, designed and supervised the installation of the new studios and offices of WCAX Burlington, Vt.

PETE WILJERT is a new member of the engineering staff of WJR Detroit.

HERRAM FLOREZ, formerly an engineer at WOR New York, is now an engineer assigned to the U. S. Government in London and is headquartered at the American Embassy. Mr. Flores originally came from Colombia, where he specialized in technical work.
ANNOUNCER—Wanted-Announcer-Operator—In New York City station seeking experienced announcer and operator. Give detailed qualifications in reply. Box 86, BROADCASTING.

ANNOUNCER—Wanted—For 5 kW CBS affiliate, large city. Must have 5 years experience. Write Chief Engineer, WEDC, Des Moines, Iowa.

ANNOUNCER—Wanted—For 5 kW midwestern station. Experience not necessary but desirable. Write Box 64, BROADCASTING.

ANNOUNCER—For basic major network station in New England. Experience, salary and position to be determined. Address Box 43.

ANNOUNCER—For progression CBS stations, operation or an outstanding agency where opportunity to increase earnings and position will be provided in return for honest effort. Give full particulars in reply to Box 163, BROADCASTING.

ANNOUNCER—Wanted-Announcer—For position in consulting office, Washington, D. C. Station seeks experienced consultant in radio. Box 85, BROADCASTING.

ANNOUNCER—Wanted—Transmitter Engineer holding radiotelephone first license for 5 kW mid-west station. $25,000 weak and eight, or more hours overtime. Supply outline or experience, education, draft status, age, and salary expected. Address Box 92, BROADCASTING.

Chief Engineer—Progressive 250 watt station with plans for 3 kW P.M. Permanent position with present and post war opportunity. Age, draft status and salary expected. All replies confidential. Address Box 91, BROADCASTING.

Transmitter Engineer—Southeast Coast 5 kW affiliated station. Experienced Draft exempt not essential but desirable. Must have 5 year's experience and references. Address Box 100, BROADCASTING.

Needed Announcer for clear channel kilowatt, Box 98, BROADCASTING.

Engineer-Draftsman—By Consulting Radio Engineers. Please write Box 99, BROADCASTING.

Florida—NEED GOOD COMBINATION ANNOUNCER AND CHIEF ENGINEER. DRAFT PROOF, RELIABLE MACHINERY, SALARIES DESIRED, AND ENGAGEMENT IMMEDIATELY. WRITE—SNAPSHOT, BOX 93, BROADCASTING.

ENGINEER—Local NBC affiliate has immediate need for Class Transmitter Operator capable of operating dual Class. Chief Engineer if Chief is drafted. Living quarters available, many modern facilities, excellent references, expected earnings, snapshot first letter. WSAV, Savannah, Ga.

WANTED—(No $60.00 a week men, please—have tried them and no go) If interested in looking for a job and not a position, where salary is based on ability to produce results, write or wire sketch of your background. We're a Blue affiliate moving into new station. Will consider taking con- tions—living expenses reasonable no war restrictions. Address: Chief Operator. No experience necessary but be willing to learn and do negotiation. Do and more than just keep log. No chief engineer experience—have one good one. Box 108, BROADCASTING.

Situations Wanted

Young Man—20, Class 1C, seeks announcing position. Inexperienced but ambitious. Graduated from Boston University. School. Write James Rood, Terreolve, Conn.

Woman—Two years experience, writing, producing Army programs, seven years experience in press and radio advertising ideas.—Box 94, BROADCASTING.

Excellent writer, capable announcer, some production. Desire opportunity to work in promotion and management department. Box 4. F 92, BROADCASTING.

ANNOUNCER—Experienced, age 25, Army duty with WACs, War Department. Any locale, start immediately. Box 19, BROADCASTING.

PROGRESSIVE STATION OWNERS—Can you use a "Musical Clocker" for a two hour show Mon. thru Py, 7-8 A.M.? A sensational program, bringing fame and good business. "One Hundred Dollars. Box 83, BROADCASTING.

Wanted! Program—By outstanding feminine personality. Natural for retail spon- sored or par participating show. Spon- sor past year, by furniture store on major blue outlet. Available April 15. Box 102, BROADCASTING.

Situations Wanted (Cont'd)

A Sales Executive, thoroughly experienced in Radio Broadcasting desires change. Will take over only network affiliation to any station or an outstanding agency where opportunity to increase earnings are provided in return for honest effort. Give full particulars in reply to Box 163, BROADCASTING.

CAPABLE YOUNG MAN, Chicagoan, desires position as regional station manager or German and French, desires permanent position as assistant to Radio Manager or in continunity department. Box 104, BROADCASTING.

New York Citi Announcer—Five years experience; married; draft exempt; now employed, Box 94, BROADCASTING.

Radio EXECUTIVE-FEATURE WRITER has handled Promotion, Publicity, Programming, Public Relations, Public Speaking. Young woman, free to travel. Available May 1. Box 86, BROADCASTING.

STATION MANAGER—Radio Executive seeks local station which needs intelligent, progressive leadership. Young—4F (medical discharge). All inquiries an- swered. Box 86, BROADCASTING.

ANNOUNCER—STATION MANAGER—25 years radio experience. Thoroughly familiar with advertising, selling and producing. Good knowledge of recording equipment. Box 92, BROADCASTING.

EXECUTIVE—Nine years radio experience as Regional Network Sales & Promotions Manager. Desires permanent con- nection with largest and most progressive network.-Major network. Box 82, BROADCASTING.

EXECUTIVE—Ten years radio experience as Regional Network Sales & Promotions Manager. Desires permanent con- nection with largest and most progressive network.-Major network. Box 82, BROADCASTING.

Engineer-Man 9 years radio-newspaper experience. Thoroughly familiar with design, installation, selling. Formerly employed local net- work station in major, market. Married with family, age 34. Box 76, BROADCASTING.

Program Director—Now employed but desiring a change. 4F. Prefer Mid- west. Box 14, BROADCASTING.

Station Owner—Brings youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Confidentially, let's confere. Write Box 66, BROADCASTING.

EXECUTIVE—Twelve years radio experience, production, sales, writing with top organizations. Desire East, West Coast, or Chicago agency, network or station work. Veteran, age 30, exempt. Age: 50. Salary requirements: First 50. Box 41, BROADCASTING.

Wanted to Buy

CASH ON THE LINE.—For equipment for 250 or 1000 watt station. Also interested in buying towers. Box 7, BROADCASTING.

WANTED TO BUY IMMEDIATELY—250 or 1000 watt complete broadcast setup. Studio, transmitter, tower, etc. Will be interested in any part or all. Write or wire Box 97, BROADCASTING.

Interested in 100-600 watt transmitter, accessories including tower. Give complete specifications, equipment wanted, price, location, availability. Address Box 96, BROADCASTING.


Complete equipment for 50 watt standard station. 50 watt power, Address Radio, Box 260, Shelby, N. C.

Wanted to buy 250 or 1 kW transmitter; also power and recording equipment; receiver and monitor and frequency monitor. Address: P. O. Box 942, Greenwood, Mass.

EQUIPMENT WANTED—5 kilowatt late model RCA or W. E. broadcast trans- mitter, line monitor, two 500 foot towers. Box 4, BROADCASTING.

Wanted—Approved modulation monitor, either new or one that can be repaired. Box 76, BROADCASTING.

OPEN: A Good Job for a CHIEF ENGINEER

HERE'S WHY. Our present Chief Engineer, who has been with us for about ten years, is leaving soon because of ill health. We both dislike the fact, but it is necessary and unavoidable.

WHAT WE NEED, first, a man thoroughly experienced in all phases of AM operation, preferably with a regional station with a com- plicated directional system. Second, a steady, level-headed person with executive ability, because we are a growing organization with more than one station. Desires interested in FM and Television, with a record of experience or study in either or both.

WHERE. We are located in a moderate sized mid-western city, with a population of 60,000. If you would like more information, please mail a brief history of your experience and two or three references. If it seems advisable, we can then get together and discuss in greater detail.

BOX 50—BROADCASTING

SEASONED SALES EXECUTIVE...widely known in the industry.

Newly employed, seeks position as general or commercial manager, or as station or network representative. Ten-year record of accomplishment includes every phase of the entertainment field with a national program being announced throughout the country, and a history of complete knowledge of the mechanics of broadcasting and all related problems, plus training and experience, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 196, BROADCASTING MAGAZINE.

WANTED

Junior Announcer

Mon or Women to Assist Chief Announcer, and to Learn Control Operation, in Mid-Western College Studio with 50,000-Watt Commercial Outlet.

Salary—$140 per Month

Send Record of Voice, Photograph, Statement of Draft Status, and Outline of Educational Background to Box 95, BROADCASTING

MICROSOFT IS COMING TO CORVALLIS

For Sale

Hammond Organ—For Sale Complete $1,500. EDB, Burlington, Iowa.

Chairs—Five, Baldwin Studio Grand Piano in good condition. Appraised value $1,000, or will write offer. Box 78, BROADCASTING.

Miscellaneous

Obsolete studio control rebuilt to your specifications, subject to W.P.B. restrictions. Box 101, BROADCASTING.
Third Anniversary Fete Is Celebrated by WSPA

OBSEIVING jointly the third anniversary of WSPA and the inauguration of the Esso Reporter, the Standard Oil Co. officials and dealers attended a banquet in Spartanburg March 27, with Jack Miller, advertising manager of Standard Oil Co. of New York, as the principal speaker.

Walter Brown, vice-president of Spartanburg Advertising Co., operating WSPA and WROD, now on leave as assistant to James F. Byrnes, director of War Mobilization, was present. Among those who attended were S. H. Giellerup, partner, Marshak & Pratt, Standard Oil agency, New York; John Allen, Marshak & Pratt; and Ben J. O'Brien, radio director, Standard Oil Co. of New Jersey; Roger Peace, former South Carolina senator and owner of WFBC Greenville. At left: Don J. O'Brien, radio director, Standard Oil of New Jersey and Jack Miller, advertising manager of Standard Oil, who was principal speaker at the ceremonies.

Schonbrunn Appoints

S. A. SCHONBRUNN & CO., New York, has appointed Roy S. Durstine Inc., New York as advertising agency for Savarin Coffee, effective April 1. Present schedule of transcribed announcements on six or seven Eastern outlets will be continued.

INAGURAL of the Esso Reporter on WSPA Spartanburg, brought 300 Standard Oil officials, dealers and radio executives to the South Carolina city last Monday. Above (left to right) Walter J. Brown, vice president of WSPA and WROD, on leave as assistant to James F. Byrnes, director of War Mobilization, James F. Byrnes, director of War Mobilization, and Roger Peace, former South Carolina senator and owner of WFBC Greenville. At left: Don J. O'Brien, radio director, Standard Oil of New Jersey and Jack Miller, advertising manager of Standard Oil, who was principal speaker at the ceremonies.

Symphony Premiere

WESTERN Hemisphere premiere of Dmitri Shostakovich's Eighth Symphony, was given by the New York Philharmonic-Symphony last Sunday, April 2, on CBS and the Canadian Broadcasting Corp. The program was also rebroadcast to Latin America. On Sunday, April 9, the performance will be rebroadcast over CBS shortwave stations to Europe, and with the cooperation of the Office of War Information, will be picked up and relayed by United Nations Radio Stations in North Africa and by Radio Bari in Italy. The OWS also has having records made for rebroadcast by the BBC in England. The Philharmonic-Symphony is sponsored by the U.S. Rubber Co. Agency is Campbell-Ewald Co., New York.

Woodmen of World and WOW Request Rehearing in Order Cancelling Lease

WOODBEN of the World Life Insurance Society and Radio Station WOW Inc. last Thursday filed with the Nebraska Supreme Court petitions asking the tribunal to rehear and set aside the March 10 decision cancelling the 15-year lease on WOW entered into a year ago between the Society and the corporation. The court, in a 4-3 opinion, had reversed the District Court.

WOW Inc., of which John J. Gillin Jr. is president and general manager, asserted that the lease should not have been canceled because:

1. The court has already ruled that Gillin and his associates were not involved in fraud of any kind.
2. Only Federal courts have jurisdiction of litigation involving radio broadcast licenses.
3. The court's March 10 decision was unconstitutional under the U.S. and State Constitutions.

As to adequacy of the lease payments, the Gillin brief held that the Society had never hoped to realize over $550,000 from outright sale. Under the lease and rental payments over the 15-year period, the Society would receive more than $1,400,000, it was held.

Cites 27 Reasons

WOW Inc.'s brief also pointed out that the court ignored the testimony of a number of nationally prominent broadcasters who had testified that the lease was a sound and fair deal for both the Society and the new corporation.

The Society's brief set forth 27 reasons why the Supreme Court should vacate the March 10 decision and insisted that the court had substituted its judgment for the judgment of the board of directors on the question of adequacy of consideration.

WOW Inc. alleged that if the Society continued to operate WOW, it would "imperil" the Society's financial status. Further, if the Society attempted a "different disposition" of the station, the deal would involve further litigation. Finally, it was contended that if the Society bowed to the station, it would submit itself "again to complaint by an uninformed member."

The Society's brief also contended the court's assumption of jurisdiction in litigation involving a Federal broadcast license and likewise questioned constitutionality of the March 10 opinion. The Society pointed out that the opinion leaves it holding the station's physical equipment with no Federal license to broadcast, and that WOW Inc. possesses a Federal permit to broadcast but has no physical equipment.

The litigation was instituted over a suit filed in District Court by Mr. and Mrs. H. Johnson, of Lincoln, a Woodmen policyholder, who claimed the lease was unfavorable to the interests of the Society. Dr. Johnson lost his suit in the District Court and appealed to the Supreme Court.

Fred R. Ripley Named WPOR General Manager

FRED R. RIPLEY, for 11 years vice-president of WSYR Syracuse, has been named general manager of WPOR Providence, it was announced last week by William S. Cherry Jr., president of Cherry & Weidner, Providence. Mr. Ripley succeeds the retiring manager, William T. Bush.

A native of New York State, Mr. Ripley joined WOR-Radio in Providence 17 years ago, he has been vice-president of WKEE Keene, N. H., and treasurer of WOR-Radio in New York. He is a native of Cleveland, Ohio, and worked for a number of years as a teacher and columnn on the Cleveland Press.

In World War I Mr. Ripley was a top sergeant and later wrote a book of verse, Songs for a Soldier. During his residence in Syracuse, Mr. Ripley lectured for nine years at Syracuse University's Radio Workshop, and served three years as president of the Syracuse Symphony Orchestra.

Mr. and Mrs. Ripley have moved to Providence to establish their residence there.

Falstaff for Falstaff

FALSTAFF BREWING Corp., St. Louis, on Monday, April 3 starts a quarter-hour program on 38 midwest stations of the Blue network, featuring Allan Reed, known to radio listeners as "Falstaff Oppen- shaw." Series is titled The Falstaff Show and will be heard Monday, Wednesday and Friday, 10:15-11:30 p.m. originating from New York. Mr. Reed continues on the CBS- Tennessee Show with Fred Allen. Agency is Dancer-Fitzgerald-Sample, Chicago. (See Falstaff sports story on page 52.)

1 "Where Can I Get Some 110 Volt 60 Cycle Alternating Current?"
When It's Round-Up Time
In "The Texas Rangers"

They came from near and far—from war plants, the armed services and the entertainment fields—KMBC's nationally famed "The Texas Rangers!" It's been round-up time for the boys with the white hats, for all America has demanded more of the tunes that keep 'em singing on the home front. Yes—"The Texas Rangers", better than ever, have added many new numbers to what already has been radio's finest transcribed library of favorite western tunes. Let us tell you how you can qualify for the exclusive right to air "The Texas Rangers" in your territory. Here's the answer to talent shortage problems!

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri
Rubber Products

The sixth largest rubber company in the United States is located in Denver. It has been in business 33 years. Today it is making parts for bombers and fighters, belts and hose for tanks, trucks and invasion barges, tires and tubes for army combat units, and thousands of rubber products essential to the home front.

Plans are ready now to expand this plant immediately after the war to supply the civilian world with rubber products for which it has been starving. This is one of Denver's many permanent industries which the outside world has never seen in the scenic views of Colorado.

Manufacturing, mining, agriculture, and livestock raising have always been the basic industries of the Denver region. With more—many more—persons engaged in these industries than ever before, the Denver market is a bigger and better sales area than ever before.

Denver Delivers

Battle Metal

Colorado leads the world in production of vanadium and molybdenum, strategic metals needed in hardening and toughening steel for war. Colorado makes war steel, and fabricates it, too.

Denver Delivers Farm Products

Colorado is one of the nation's top producers of sugar beets, onions, beans, hay and livestock; has twice as much land in farms as all the New England states.

Denver Delivers Sales Potentials

The effective buying income of Colorado increased 31.6% in 1943 over 1942. The biggest payrolls in state history and record-high farm incomes have made the Denver region excellent territory for sales promotion.