What Weather Reports for WHO?

When weather-broadcast restrictions were lifted, we of WHO again pondered this question: For how many states should we broadcast the forecasts? In prewar days the list included Iowa, Minnesota, the Dakotas, Nebraska and Missouri.

Accordingly, WHO Newscaster, Bob Burlingame, asked all his listeners in "North Central States" to write in if they would like the forecast for their states included.

Thousands of postcards and letters were received. PUBLIC DEMAND WAS SO GREAT THAT WHO WAS OBLIGED TO ADD MONTANA, WYOMING, COLORADO, OKLAHOMA, KANSAS, ILLINOIS, WISCONSIN AND UPPER MICHIGAN.

Thus WHO is now furnishing late evening weather forecasts for 14 states—and, if letters received are any indication, many listeners in these areas practically depend on WHO for this service.
IT makes no difference if a person lives on a farm, in a small town or city here in Midwest America, for it's odds on that he is tied in some way or manner to the soil. Many of our metropolitan folks themselves came from the country ... and still have relatives farming in this great Midwest America corn belt.

Consider this family, for instance: Walter Marten, of Springfield, has worked for the Illinois Central Railroad for 20 years. Mrs. Marten's niece, Vangie Jones, lives with her husband and six children on a 160-acre farm at Moweaqua, Illinois. Yet both these families, one in the capital city and one on a farm, are regular WLS listeners, and both buy WLS-advertised products!

Checking last year's purchases of goods by the Jones family, on the farm, in classes of goods advertised on the station, we found that 65% of their selections were WLS-advertised brands! And in the city, we found the Martens buying 42% brands advertised on WLS! There's proof that WLS Gets Results!
Recently, David Lilienthal, Director of the Tennessee Valley Authority, declared:

"In the past six or seven years, TVA has made strides in industrial development based upon its resources that mark it as the outstanding region of the United States."

In terms of present and potential expansion, the TVArea is truly a power-house... a vast reservoir of buying power that today is making its impression in the form of increased retail sales.

The buying income of the Nashville market jumped $100,000,000 in 1942 over the previous year.

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
When You Think of NEW ORLEANS

... You Think of

HIGGINS BOATS
MADE IN NEW ORLEANS

... AND

WWL NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
... for sales stimulation in Greater St. Louis

KSD in St. Louis

and the BASIC NBC network

KSD has the Largest Daytime Population Coverage Area of any St. Louis Radio Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

A Distinguished Broadcasting Station

National Representative

FREE and PETERS INC.
Portable television camera developed by RCA engineers. An improved version of earlier models, this camera uses an orthicon-type pickup tube; has a built-in view finder and focusing device.

Film projector developed by RCA television engineers. Special construction allows regular movie film (24 frames per second) to be used with 30-frame-interlaced system of television broadcasting now in use.

RCA engineers developed and first constructed nearly all of the major equipment units used in the present method of television broadcasting.

RCA engineers produced the first all-electronic synchronizing generator, the iconoscope which was the first successful studio pickup tube, the orthicon which, with its higher sensitivity, made outside pickups practical and the film projector which makes possible the use of standard movie films.

RCA engineers designed the first "broadcast type" television field pickup equipment. They established the video equipment system which is used today in a number of stations. They set up and placed in operation the first successful combination of all of these units. In short, they produced the electronic system of television as we know it today.

The experience in television broadcasting which these achievements represent goes back over fifteen years. All of these developments were "before the war." They are the things we can talk about now. They are the "pattern of the past" on which the future can be predicted.
AFTER THE WAR THERE WILL BE MANY IMPROVEMENTS

In video equipment one of these will be a new high-sensitivity pickup. Another will be widespread use of the RCA-developed 6AC7 tube which makes possible 6 mc. band-width amplifiers with a gain of 20 per stage. There will be new cameras, new synchronizing generators, new control layouts—new equipment throughout that is simpler, more convenient and more efficient.

Remote television pickup equipment developed by RCA. Units of this type are presently used by NBC in regular broadcasts from Madison Square Garden—broadcasts which are picked up and rebroadcast by stations in the Philadelphia and Albany-Schenectady areas.

Telecasting a miniature set. De luxe studio cameras of the type shown here were built by RCA for NBC, CBS and others. These cameras use an iconoscope for pickup. Postwar cameras will use improved pickup tubes—will be smaller, lighter, less expensive.
One of a Series Featuring Outstanding Users of Spot Broadcasting

Radio Director, Erwin, Wasey & Co., Inc., New York

C. H. Cottington

Says—"Spot broadcasting means flexible radio advertising—where, when and as planned"

- Right, Mr. Cottington—spot broadcasting does give you agencies and advertisers complete flexibility not only as to markets, but also as to time-of-day and kind-of-audience, and even as to costs...
- By the same token, spot broadcasting requires flexibility of the agency and advertiser, too. The mental flexibility to perceive that one type of program simply can't appeal equally to every section of the country, to every type of consumer, or to every age-group. And again, the organizational flexibility to seize good program ideas, good time-availabilities, good merchandising opportunities as they occur, and before someone else snaps them up...
- And spot broadcasting requires flexibility in representatives, too! May we demonstrate?

Free & Peters, Inc.
Pioneer Radio Station Representatives

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 444 Madison Ave.
Plaza 5-4130

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 6331 Hollywood
Hollywood 2151

ATLANTA: 332 Palmer Bldg.
Main 5667

EXCLUSIVE REPRESENTATIVES:

CHICAGO: WDG-WKFS
WICKY - CINCINNATI
KDAL - DULUTH
WDAY - FARGO
WDES - INDIANAPOLIS
WEDK - KALAMAZOO-GRAND RAPIDS
WMBD- KANSAS CITY
WAVE - LOUISVILLE
WITCN - MINNEAPOLIS-ST. PAUL
WIMED - PEORIA
WKBV - ST. LOUIS
WREL - SYRACUSE

PACIFIC COAST
KECA - LOS ANGELES
KOEIN - PORTLAND
KROW - OAKLAND-SAN FRANCISCO
KFAR - SEATTLE
KFPN - FAIRBANKS, ALASKA

FREE & PETERS, INC.
Pioneer Radio Station Representatives

Page 8 • April 10, 1944

Broadcasting • Broadcast Advertising
Radio Challenged to Expand Retail Time

More Data Sought On Circulation By NRDGA

By BILL BAILEY

A CHALLENGE to radio to take a big slice of the retail advertising dollar was handed the industry last Thursday at a radio-retail panel, held in Cincinnati. It is estimated that in 1943 retailers spent $430,000,000 in newspapers and about $78,000,000 for radio, but that 1944 retail business for radio will eclipse $100,000,000.

B. Lewis Posen, publicity director of Hochschild, Kohn & Co., Baltimore, co-chairman of the radio panel, told broadcasters that one of the retailer's chief faults in radio is his "fear of the unknown." He urged radio to assemble its facts with reference to coverage and producing an audience before approaching the retailer.

Money to Spend

Paul McCarthy, publicity director of the J. N. Adams Co., Buffalo, predicted that in the future local retailers will sponsor national network programs on a participation basis. He, too, told broadcasters that the retailers have money to spend and radio can and will do a job but that radio must meet the retailers half-way in helping to do a promotion job.

Mr. Posen likened broadcast advertising to a victory garden. "You must first break the ground and nurse the garden along before it bears fruit. It seems to me any medium has many of the same preparatory steps which must be taken before the ground bears fruit. I believe as a retailer all we pay for when we buy a medium is delivery of a message. If we don't get results, maybe we've delivered the wrong message.

"You've got the medium. You've got the education. You tell us what's going on."

Mr. Posen told the group of about 400 retailers and 60 broadcasters that "we can't get away from the fact that we have never made an effort to make radio's contribution from the fact that we have never made an effort to make radio's contribution.

He urged that facts be assembled by groups with reference to outlets such as those covering large stations in large communities, medium stations, and small outlets.

Dietrich Dirks, KTRI-Sioux City, co-chairman who led the radio discussion as chairman of the NAB Sales Managers Executive Committee, told the retailers that broadcasting and the retail trade were much closer together than they were two years ago at their first meeting.

He said: "We learned you wanted to know more about us. We had to know more about you before wooing you. In the final analysis we had to find out if there were any fundamental reasons why broadcast advertising could not make a real contribution to retail sales and if it could, then radio could perform a real wartime service."

Walter Johnson, commercial manager of WTIC Hartford, rested an inference by Mr. Posen that radio's increased business was due largely to rationing of newspaper space, although the retailer had qualified his statement by saying.

(Continued on page 53)

NAB Starts Plan to Develop Standard Method of Coverage

Technical Group Headed by Roger Clipp to Make Study of Plan; Networks Offer Facilities

A NATIONWIDE study to bring about a standard method of determining radio's coverage and circulation has been undertaken by the NAB.

That announcement came last week following two days of joint and separate meetings by the NAB Research Committee and the NAB Sales Managers Executive Committee. Sessions were held at the Netherland Plaza, Cincinnati, Tuesday and Wednesday. The committee joined Thursday in the radio panel of the National Retail Dry Goods Assn. (see this page.)

A technical subcommittee appointed by Hugh Feltis, general manager of Central States Broadcasting System and chairman of the NAB Research Committee, will begin an immediate study with prospects of presenting a complete plan to the NAB membership at the August convention.

On the subcommittee are: Roger Clipp, WFIL Philadelphia, chairman; Dr. Frank N. Stanton, vice-president, and John K. Churchill, CBS director of research; Barry T. Rumble, research manager, and Kenneth Greene, assistant, NBC; Edward F. Evans, WJZ New York; Paul Peter, NAB director of research, secretary of the subcommittee.

Mr. Feltis announced that CBS and NBC last week tendered their full research facilities and as a result such resources of the networks will be pooled with those of the NAB in examining all methods available from the Joint Committee on Radio Research, research organizations, national representatives and individual stations. He also disclosed that the Blue network and Mutual, though not members of the NAB, indicated their interest in the study and will likely lend assistance.

At the joint meeting last week of the NAB Research Committee and Sales Managers Executive Committee the problem of arriving at a single method of measuring coverage and circulation was discussed with the two groups going on record in favor of such a survey. J. Harold Ryan, president.

(Continued on page 60)
Industry Seeking Women In Manpower Crisis

By JACK LEVY

WITH A SERIOUS situation confronting the broadcasting industry as a result of new Army demands, stations and networks last week were exerting strenuous efforts to retain technical personnel and key officials in order to maintain operations.

Facing the immediate loss of all men under 26, except those physically disqualified, and the probable reclassification in the next few months into 1-A and 2-A, the ages of 26 and 30, broadcasters were taking steps to replace these losses and to appeal draft board actions on their most critical employees.

From the maze of confusion between War Manpower Commission and Selective Service policies with respect to industries herefore regarded as essential, it appeared likely that between now and July 1 the manpower drain would be as severe as the younger age groups are concerned, but that those over 30 and 38 would not be seriously disturbed.

What will happen after July depends largely on military developments.

Essentiality Retained

Despite a rather dark picture painted by Maj. Gen. Lewis B. Hershey, Selective Service Director, in an address over the CBS network, there were several developments during the week which served to quiet the fears of many stations and networks.

One of these was an assurance that radio's status as an essential activity continues to be recognized by local boards and appeal boards considering requests for deferment of experienced technicians.

Another was the likelihood that radio men in the 4-F class, an important source of manpower in many stations and networks, will not be disturbed from their present employment in the expected mobilization of this group for labor battalions or war industry. Gen. Hershey, who was asked to submit to the House Military Affairs Committee a list of activities entitled 4-F's to occupational deferment, is known to favor a broad application of essential activities in granting deferment to 4-F's. It is expected that this situation will be clarified in the near future.

Another favorable development was an assurance by War Manpower Commission officials that broadcasting is retained on the list of essential activities and that no change in its status is contemplated at present. While no attention is being paid the list by Selective Service in the current drive to fill quotas, it is expected that the list will be given great weight in determining essentiality of 4-F's.

Selective Service policies regarding induction of men between 26 and 38, now the chief concern of broadcasters, was, it was learned, will not be specifically stated until it is determined how many physically qualified men can be rounded up from the 18 to 25 year old group.

While Hershey maintained, however, that the maximum number of inductees which can be drawn from those under 26, including the new 18 year old crop, will not be enough to meet military requirements.

While Selective Service "will apply somewhat less stringent requirements" in calling up men between 26 and 38, there will still be enough men to meet the calls by July 1 and the balance must be obtained from those over 30. From this group, Gen. Hershey declared, Selective Service will take "initially those who are not making a substantial and material contribution to the winning of the war".

Young Blood Needed

Gen. Hershey explained that the armed forces must be supplied with 1,000,000 men during the four-month period between March 1 and July 1, with the demand for young men so urgent as to be given priority "even though production suffers". A maximum of 340,000 can be expected from those reaching 18 prior to July 1. Another 600,000 is the maximum which can be obtained from the present I-A registrants, composed largely of pre-World War fathers and similar to the group of 1,500,000 who were still in III-A on March 1. The balance will have to come from those over 30.

In order to obtain the maximum number of younger men, Gen. Hershey asserted, the draft boards will review the classification of all occupationally deferred registrants under 26 before those over 26. Continued deferment, he pointed out, will not be considered by the local boards unless the State Selective Service Director endorses the request of the employer.

Pre-induction physical examinations, he revealed, have been ordered for all occupationally deferred registrants under 26 in order to eliminate from consideration for further deferment those physically unfit or fit for limited service only. These two classes, he said, will continue in deferred status as long as they stay on their jobs.

Following the review of those under 26, the boards will consider those over 26 but the requirements of this group, he pointed out, "will be progressively less strict as the age increases."

He asserted that "a large factor in deferment has been the difficulty of securing adequate replacements. The turnover of labor", he noted, "has multiplied many times over the problem caused by Selective Service withdrawals."

Stabilization Promised

Enunciating broad policies in connection with draft calls, Gen. Hershey promised that Selective Service "will use all means in its power to stabilize the positions of men who are liable for military service, under the laws which are contributing materially and substantially to the winning of the war. . . . It will reclassify from IV-F or I-A-L (Limited Service) all men who have or secure jobs in war industry or in agriculture.

It will aid to the limit of its ability efforts to make possible the induction and putting to work of any man liable for military service and able to work who does not find and keep a job which helps win this war."

Sarnoffs Meet

TWO SONS of David Sarnoff, RCA president, met unexpectedly in Guadalcanal and found they were working on the same project - setting up broadcasts and transmission of radio news copy to the United States. The brothers are Lt. Robert W. Sarnoff, 25, of the Navy, and Lt. Edward Sarnoff, 23, Army communications officers. Story of their accidental meeting at Army Airways Communications offices was told in a delayed dispatch written by Master Tech. Sgt. Maurice E. Moran, and distributed by the Associated Press.

GATHERED in CINCINNATI at the offices of the Crosley Corp., to discuss tentative plans for post-war radio advertising were the above members of the Radio Manufacturers Association's advertising committee (1 to r) James W. Douthat, RMA director of publications, Stanley Manson, Stromberg-Carlson Corp., Victor division; W. C. Mahan, Crosley Corporation's director of advertising and public relations who was host to the visiting radio executives, John S. Garceau, director of research, WMUR; WELI, WPEN; WPEN, and WPCH, Philadelphia, and WOC, Boston. Mr. Bulova also is principal owner of WNEW New York. Whether any of these properties will be disposed of, it is reported, is still under consideration.

The Philadelphia Bulletin has been reported as the likely purchaser of WPEN.

Circuit Policy

RINGLING Bros., and Barnum & Bailey Combined Shows, Sarasota, Fla., another of the many shows of the Circus, now on the road, will continue its policy of the last few seasons in favoring those stations which have cooperated promotionally in previous years. New York schedule [BROADCASTING, March 27] is much the same as in any previous season. Itinerary is still incomplete, and no specific radio schedule has been released. Changes in the road moves from New York to Boston May 23.

BROADCASTING • Broadcast Advertising

WELL to Wilder; $220,000 Is Price

Bulova and Lafayette Interests In Station Are Transferred

ACQUISITION of WELI, New Haven, from the Arde Bulova interests, by Col. Harry C. Wilder, owner of WSSY, Syracuse, WTRY Troy, and WJKN New York, N. Y., for $220,000, has been consummated subject to FCC approval, it was announced last week.

An application for voluntary assignment of interests made by the FCC revealed that Mr. Bulova, watch manufacturer and broadcaster, would dispose of his majority interest in the station, along with the minority interest held by Harold A. Lafount, general manager of the Bulova stations and former radio commissioner. Mr. Bulova owns 70% of the common stock, of which 6,000 shares are issued, and 86% of the preferred stock, totaling 500 shares. Mr. Lafount owns 20% of the common and 14% of the preferred.

Stock Transfers

Col. Wilder personally would acquire 22.8% of WELI's stock while his New York Broadcasting Corp., WSYR licensee, and Troy Broadcasting Corp., operating WTRY, each would purchase 35.5%. The total consideration is $185,000 for the stock of City Broadcasting Corp., licensee of WELI. The transaction also involves the sale of all of the stock of the Halco Realty Co., which owns the WELI transmitter site, for $35,000. Applications were filed on behalf of Col. Wilder by Dow, Lohnes & Alcorn, and for WELI by Fisher & Wayland, both Washington radio law firms.

Mr. Bulova had negotiated for the sale of four of his stations to W. O'Neil, president of General Tire & Rubber Co., owner of the Yankee Network, for a figure reported to have been in the neighborhood of $1,175,000 [BROADCASTING, Jan. 20]. The transactions are understood to have been involved in these negotiations, along with WNBC, Hartford, WPEN Philadelphia, and WOC, Boston. Mr. Bulova also is principal owner of WNEW New York. Whether any of these properties will be disposed of, it is reported, is still under consideration.

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Post-War Projects
To Cover Wide Range

PRE-VIEW of post-war television, including two-way networks of "master" and "satellite" video stations connected by ultra-high frequency radio relays made possible by a new electric tube, studios with turntable stages and dual audience seating areas, and receivers in the $200 price class, was given by General Electric Co. executives at a press luncheon held last Thursday at the Waldorf-Astoria, New York.

G-E also announced a "Television Equipment Reservation Plan" similar to the reservation plans for AM and FM broadcasting equipment inaugurated last fall (Broadcasting, Nov. 8, 1943). By depositing War Bonds in the required amount ($4,000) for a 12-channel television system and $12,500 for a 40-kw system, each complete with dual studio camera channels and dual motion picture channel base studio equipment, visual and oral transmitters and antennas, etc.), one may obtain priorities for the post-war delivery of G-E video equipment.

Can Be Withdrawn
Plan is one of reservation only, it was stated, with orders to be placed within 90 days after the date when production and sale of television equipment is authorized. Bond deposit can be withdrawn at any time, without penalty except loss of priority, G-E said.

Conducted by E. L. Robinson of the G-E electronics department, session opened with brief talks by W. R. G. Baker, vice-president in charge of electronics, who stressed the need of a "down-to-earth planning process" to put television over, and Robert S. Peare, manager of G-E broadcasting, who reviewed the company's telecasting experiences, pointing out that unlike all entertainment except radio, television is to be judged entirely by the criteria of the home, totally unlike the standards of other entertainment where "you pay your money and you take your choice."

Mr. McLean, commercial engineer in G-E's transmitter division, outlined the company's post-war television plans. Pointing out that one of the major economic problems of the television broadcasting industry is a means of making their expensive programs available to more possible audiences, increasing circulation and decreasing cost-per-listener, he cited as the first step the construction of "master" video stations in large cities.

Illustrating his remarks with pictures and a model of a "master" station, designed by Austin Co., he said that such stations should be equipped for programs as elaborate as a Broadway musical comedy. Design shown included a revolving stage 96 feet in diameter, permitting rapid scene changes, with audience seating areas arranged with drop partitions so that while one studio audience is witnessing a program a second audience can be assembling for the succeeding program.

Smaller cities, Mr. McLean said, will probably have stations similar to WRGB, G-E's present video station in Schenectady, with a main studio 40 by 80 feet, capable of originating many live talent shows on a more modest scale. With a number of artists' sketches, he described post-war video equipment: A self-controlled camera dolly on which the operator sits as he moves his camera into the desired position, a microphone boom which the operator can guide to any spot in the studio, water-cooled mercury-vapor ceiling mounted or standing from control room—all adapted to keep up with the constant movement of the program's action.

Second step in obtaining mass circulation for television is networking, Mr. McLean continued, stating that in 1939 G-E set up a relay station and point to point equipment that enabled WRGB to broadcast video programs originating in New York.

Four years' experience with this system, he declared, has proved the feasibility of such network operations. While future television networks may combine coaxial cable and radio relays, he said, "we believe that transmitting programs by point to point relay by ultra-high frequency radio beams has certain great advantages."

Relay Stations
Between cities, he said, would be relay stations, spaced within line-of-sight of one another across the country, the distances carrying and decreasing the cost-per-listener.

Report Shows Radio Is Top Ad Medium
For American Home Products in 1943

"DOLLAR-WISE, the largest single advertising medium used by the corporation in 1943 was radio", states the annual report to stockholders of the American Home Products Corp., one of the country's largest advertisers. Four pages of the report are devoted to the corporation's advertising.

Packaged Drugs
Describing the AHP central advisory unit which coordinates the activities of the packaged drugs division, the report continues: "Typical of the economies in this service is the handling of identical combs which buys all radio time and then apportions it to the member companies. The advantages of this method are manifold. For example, single unit pictures, which in other years would cost millions of dollars, can be run at a very modest cost."

"By far the largest user of radio was the Packaged Drug Division," the report continues. "In 1933 the

MAKING POSSIBLE radio relaying of television and FM programs for rapid post-war expansion of these new broadcast services, the little tube held by James D. McLean, General Electric commercial engineer, is one of the new disc-seal type developed by G-E and widely adapted to war applications by the electronics industry. The invention of this type of tube has made possible the development of a large new family of ultra-high frequency tubes which now operate in parts of the frequency spectrum impractical to use before the war, according to General Electric.

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AHP promoted its products on the Easy Aces program. Results were such that the program has been on the air continuously ever since. It, like all AHP network programs, was aired for the full 12 months last year. There was no summer lay-off."

Report also cites the "veteran Kellogs program," Mr. Keen, Trace of Lost Persons, as having "materially helped the sales upswing in tooth paste," and lists the new Anacin evening program, Friday on Broadway, as well as the daytime serials the corporation sponsors for Benefit, Hill's Cold Tablets and other products.

A full page is given to pictures of the stations of the corporation's seven network shows and, perhaps looking to a future means of advertising AHP products, the report also includes a large picture of a blood donation performed in front of the television cameras of WRGB Schenectady, in cooperation with Reichel Laboratories, an AHP subsidiary.

from perhaps 20 miles on flat ground to 60 miles or more between mountain peaks. Each station comprises "a simple functional lattice tower and on top of the tower a plastic dome encloses the relay equipment. The apparatus itself will be housed in a box mounted within the dome. The antennas are large parabolic reflectors which concentrate the available energy into very narrow beams. The relay station operates uninterrupted and is serviced at regular intervals by maintenance engineers who may possibly fly by one relay station to another in helicopters. The equipment is reversible by remote control so that pictures of ultra-high frequency transmitted in either direction."

He announced that although G-E does not propose to operate television facilities, the company does plan on installing an experimental two-way video relay network between New York and other large metropolitan areas where materials are available. System, he said, will involve four relay stations—one in New York, two along the Hudson River Valley and one at the G-E transmitter.

Radically New Tube
Mr. McLean displayed the tube which makes such relaying possible, calling it a "radically new vacuum tube employing the revolutionary disc-seal . . . and exclusive G-E development which removed this week from the confidential list by the Army and Navy, which opens up new parts of the ultra-high frequency spectrum impractical of use before the war."

In addition to the "master" video stations in major markets and the two relay stations, Mr. McLean said that television could be brought to smaller cities through "satellite" stations, programing which would cost out expensive local studies, which can be built for a fraction of the cost of master stations.

Local Program Service
He described a "satellite" station as "a simple building and mast tower with two antennas mounted on top. One is parabolic reflector which picks up the picture and sound signals from the nearest teleport, and the other is the broadcast antenna which transmits picture and sound signals to the surrounding area. Within the satellite station is a small transmitter operating at high radio frequencies, with sufficient power to cover a small area around the satellite station—for example, perhaps less than two miles. The area to be covered would determine the power rating of the transmitter. A receiver and monitor unit complete the equipment required."

If the operator of a satellite station wants to provide some local (Continued on page 51)
AFM Challenges WLB Power in Disc Case

RCA and Columbia Oppose 4-Firm Contract

COUNSEL for RCA and Columbia Recording Corp. last Friday called upon the National War Labor Board to lift immediately the American Federation of Musicians' ban on the making of recordings by their companies while deciding on the other recommendations contained in the WLB panel report on the dispute, handed down March 11 [BROADCASTING, March 13].

At a hearing before ten members of the board and two members of the panel to receive oral arguments from both parties in the dispute, attorneys for the intervenor companies vigorously opposed the proposals of the "four-company" contract entered into between the AFM and the transcription makers and maintained they should not be allowed to enter into any such agreement.

Board Power Challenged

Counsel for the AFM, on the other hand, challenged the Board's power to "conscript manpower," reiterating previous contentions that no strike exists. They asked that the Board consider the petition for intervention of the intervenors (RCA and CRC) on the ground that it prejudices the AFM position in the case.

The hearing, held in the conference room of the Dept. of Labor, was presided over by Chairman William H. Davis. Other members present were: Garrett R. Folsom, John J. Hasbrook, and Frank Morley, representing the public; George Batt, Reuben H. Horton and John McWilliams, representing industry; Matthew W. Fuller, counselor, and John Brophy, representing labor.

Arthur S. Meyer, chairman of the tripartite panel which held hearings on the dispute in New York, and Gilbert S. Fuller, industry member, were present.

Joseph A. Padway, AFM counsel, flanked by James C. Petrillo, AFM president, presented the case for the union, arguing that the unique character of the music industry justified unusual contracts to protect the members against technological developments. Both denied that their refusal to make recordings has interfered in any way with the war effort and offered to make whatever available at any time should the recording companies be asked to make records for the Government.

Robert F. Myers, attorney for RCA and Columbia, and P. F. Colín, counsel for CRC, argued that approval by the Board of the "employment fund" provisions of the "four-company" agreement would set a bad social precedent and that the alleged unemployment problem of the musicians is a problem to be born by society and not by the recording and transcription industry. They questioned the existence of an unemployment of musicians, declared that the AFM has been able to offer no proof that unemployment exists, and that the Board can decide on that issue alone.

Brief testimony was also given by A. Walter Socolow, counsel for the "four-company" group which entered into contracts with the AFM, and Milton Diamond, counsel for Decca.

Present for the transcription companies at the hearing were A. Walter Socolow, representing NBC, Associated Music Publishers Inc., Lang-Worth Feature Programs Inc., Standard Radio, and C. P. MacGregor; Robert F. Myers, RCA; Ralph F. Colin, Columbia Recording Corp.; C. Lloyd Egner, NBC vice-president; Jos. H. McConnell, RCA Victor Division of RCA; James D. Wise, RCA and NBC; Milton Diamond and Jerome H. Adler of Decca Records Inc.

Present for the AFM were James C. Petrillo, president; Leo Chuesmann, secretary; Robert A. Wilson, associate to Mr. Padway; Henry A. Friedman, attorney; Clair E. Meeder, assistant to the president; A. Rex Ricardi, another assistant; Harry J. Steeper, 1st assistant to the president; and Edward Canavan.

History of Dispute

Mr. Padway began his presentation by summarizing the history of the dispute between the AFM and the transcription industry. He emphasized that there was absolute severance of "relationship" by the union and that the case before the Board offers the "spectacle" of the employer coming to the WLB to re-establish that relationship.

He recalled the dispute had its origin in 1929 and 1929 when 18,000 musicians were displaced by the record and transcription industry. AFM saw that mechanized music was taking away the livelihood of musicians and spent 1 1/2 million dollars in advertising to obtain public support of live music. He traced the growth of a vast industry which made use of records and transcription, which included juke boxes, radio, Muzac, sound films and other devices.

In 1937, he pointed out, AFM reached an agreement with employers to use live music, indicating the awareness of the record industry to the problem of musicians. But this agreement provided only a small measure of relief and did not settle the problem.

In 1938-39, he declared, Thurmond Arnold of the Dept. of Justice was "encouraged" by the employers to investigate this agreement on the ground of anti-trust violation, and handed down a ruling "which many employers took to, like a duck to water" holding the agreement invalid. The problem of employment of musicians was thus revived, he said.

Validity of Contract

He pointed out that at AFM conventions in 1940, 1941 and 1942 the unemployment problem was given considerable discussion and that the employers were well aware of the difficulties caused by mechanized music. On June 21, 1942, he said, AFM gave notice that it would no longer make records.

Mr. Padway charged that the CRC and RCA were trying to defray the AFM, that they engaged paid experts to conduct organized propaganda campaigns, obtained investigations in Congress to discredit the union. He said that the NAB was "the Mephisto behind the scenes" in these activities. At this point Chairman Davis interrupted Mr. Padway to inquire "What are you asking us to do?" And Mr. Meaney, chairman of the Board intervened, "Why don't you give him a chance to tell us?"

Mr. Padway explained that he wanted the Board to consider the validity of the contract negotiated by AFM with interfering of the seven transcription companies who were original parties to the case, and to decide whether the contract violates the wage stabilization rules. He asked whether this matter could not have been disposed of at the time the contract was executed, which was during the wartime hearings. Mr. Padway answered that that could not have been done because panel proceedings could not be interrupted.

Mr. Padway said that the Board has placed the AFM in an "unfair position" by not passing upon the validity of the contract, pointing out that in the five months since the contract was drawn millions of dollars have been made by the seven transcription companies which will last the industry for a long time.

He defended the "employment fund" provision in the contract and called the InterAINER Division of the Revenue Bureau, which was consulted before the contract was executed, giving no objection to the provisions.

Referring to the panel report (Continued on Page 59)

WCOL COLUMBUS SOLD TO PIXLEYS

SALE OF WCOL Columbus by Harold Johnson, attorney, to Lloyd A. (Butch) Pixley and his wife, mother and father, for $250,000 was consummated last week subject to FCC approval. Mr. Pixley is general manager of Fort Industry Co., which owns stations in Ohio, West Virginia and Georgia, but advised the Commission he would sever that connection upon the return of Fort Industry officials to duty in the armed forces or in Federal service.

The younger Pixley and his wife will be "abanoned" by his father, Milton A. Pixley, and his mother, will purchase 49%. The Pixleys are proprietors of the Pixley Electric Supply Co., wholesale house in Columbus. They formerly operated one of the pioneer Columbus stations, WBAV, with the elder Pixley as president and the younger as an employe.

The application, filed through the law offices of Dow, Lohens & Albertson, set forth that Lloyd Pixley would remain with Fort Industry only for the duration, in view of the active naval service of Lt. Comdr. George B. Storer, and absence of J. Harold Ryan, Assistant Director of Censorship and president-elect of the NAB, who is vice-president and part owner of the company.

Mr. Johnston set forth in the application he desired to sell because of the "uncertainty of outlook" and the "impending extension of FM and television service" plus his desire to devote full time to his new practice. WCOL operates on 1280 kc w 250 w and is on the Blue.

Page 12 • April 10, 1944
BROADCASTING • Broadcast Advertising
Keep Your Eyes Open!

If you even suspect there's a spot open on W-I-T-H... quick check the facts. We're practically sold out 24 hours a day. And for only one reason: W-I-T-H produces and advertisers know 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
FCC Suspends Effective Date of ‘Duopoly’

CompromiseAction
Erases ‘ Forced
Sale’ Aspect

Yielding to the pleas of affected stations, the FCC last week by unanimous vote suspended indefinitely the effective date of its “duopoly” order, originally set for May 31. The Commission, however, invoked requirements that the two dozen affected owners acquiesce in the principle of eliminating multiple ownership in the same competitive areas by following specified procedures of compliance.

The action, which came following nearly two days of executive session discussion, was a compromise in that a proposal for indefinite postponement, with no strings attached, originally had been offered. The action, however, does eliminate any “forced sale” aspect. Moreover, it takes account of situations whereby dual-owned stations are operated from common transmitter houses or studios, as well as the equipment and manpower freezes.

Overlap Clarified

Protection also is afforded all stations on the mooted question of capital gains taxes, and the Commission announced it would issue appropriate certificating pursuant to the terms of the Revenue Act adopted at the last session of Congress, exempting stations from taxation.

In its all-inclusive action, the Commission also clarified the provisions of the original order (84-A) adopted Nov. 23 in connection with overlapping coverage. In determining where one overlapping area of signal strength will be construed as falling within the purview of Section 3.35, the Commission said it would consider the relation of centers of population, distribution of population, main studios, and other factors.

While the regulation was strongly worded, it nevertheless was construed as one which would take care of all reasonable contingencies and would not result in any forced disposition of properties. All told, it is estimated there are 50-odd stations in approximately two dozen markets directly affected by the regulation. The overlap situations are not so clear-cut, but since hearings will be provided in any cases where doubt exists and a “reasonable time” allowed for compliance, it was expected no onerous conditions would be invoked.

The overlap provision, ambiguous in the order as originally drafted, might have affected a substantial number of stations in the East and West and on the West Coast. The Commission recently exempted WJR Detroit, and WGAR Cleveland, owned by the George A. Richards Corporation, from overlap, in spite of WJR's substantial coverage in certain Cleveland areas. Similarly, it has granted renewals without relation to overlap in the case of WLYA Wheeling, W25,000-watt and WMNN Fairmont, W.Va., both owned by the Fort Industry Co., and where overlapping exists.

Action vs. Surprise

There are several situations in California, notably involving the McClatchy stations, which might have been affected but which, it is presumed, will be exempted, in view of the Commission's liberal interpretation of the overlap rule. On the other hand, it was pointed out, it is conceivable that ownership of a station in Jersey City and New York City by the same interests would be viewed as falling within the scope of the multiple ownership order.

Although it had been predicted that a motion to suspend the effective date of the “duopoly” order would carry, the unanimous vote was surprising. The Commission first met last Monday (April 3) in special session to consider a motion of Commissioner Craven, of San Francisco, PETITIONING, to postpone the effective date indefinitely. The preceding week, a similar motion had been made, but Chairman Fly's absence resulted in its being deferred. At the Tuesday session, Commissioners Jett and Wakefield are understood to have favored compromise proposals. In the ensuing discussion, the revised proposal providing for the indefinite suspension with the requirements for ultimate compliance was agreed upon.

The Commission, it was reported, was agreed that because of existing freezes on equipment and manpower and general wartime conditions, broadcasters should be given an opportunity to comply with the regulation within a “reasonable time” rather than upon a specified deadline. Under the revised order, the Commission believes it or believed to be affected by the “duopoly” order may file applications by May 31 notifying the Commission that the regulation has been complied with; submit a petition for extension of license for such time as may be necessary to complete negotiations for an “orderly disposition,” or submit a petition for hearing to determine the applicability of the rule.

Four applications pending before the Commission for relief from the May 31 deadline simultaneously were dismissed by the Commission without prejudice. The applicants are given opportunity either to refile the petitions or submit new ones. Petitions were filed by Earle C. Anthony Inc. (KIFI KECA Los Angeles); Fisher's Blend Stations Inc. (KOMO KJR Seattle); Oregonian Publishing Co. (KGW KEX KPR Portland); and Warner Inc. (KHQ KGA Spokane).

MULTIPLE OWNERSHIP ACTION

TEXT of the FCC's public notice Applicability on multiple ownership in standard broadcast stations follows:

In the consideration of individual applications for the issuance of a license to operate in a market covered by a standard broadcast station, the Commission will give special consideration to the establishment of centers of population, distribution of population, main studios, and other factors. While the regulation was strongly worded, it nevertheless was construed as one which would take care of all reasonable contingencies and would not result in any forced disposition of properties. All told, it is estimated there are 50-odd stations in approximately two dozen markets directly affected by the regulation. The overlap situations are not so clear-cut, but since hearings will be provided in any cases where doubt exists and a “reasonable time” allowed for compliance, it was expected no onerous conditions would be invoked.

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Discs for Rexall's Sale Placed on 350 Stations

ANTICIPATING one of the biggest sales events in its history, United Drug Co., Boston, will promote its semi-annual one-cent sale of Rexall products on 350 stations, a substantial increase over previous campaigns which have included from 200-250 outlets. A quarter-hour transcribed variety series will be broadcast on four days a week, one per week of May 9 through May 30.

Title Rexall Review the show features Charles Ruggles, actor, Dennis Day, Cass Daley, and Har- low Wilcox, announcer and m.c. We'd Be Wrong, New York, New York, is cut, the discs. Program will be promoted in newspapers by Rexall dealers. Business is placed by Spot Broadcasting Inc., New York, Street & Finney, New York, handles the account. N. W. Ayer & Son, New York, has just been appointed to handle a special survey for United Drug. Appointment does not concern United Drug's ra- dio activities.

Toothpowder Test

WEB DISTRIBUTING Co., New- ark, is conducting a test campaign on WGAR, Radio, 40-year-old prod- uct, which has heretofore been pro- moted via space advertising. Pyro- xide is distributed nationally. The spot buy is an attempt to stimu- late sales which have continued on a fairly steady basis. Account is Charles W. Hoyt Co., New York.
Good Neighbors?
Yours for the Asking When
You’re on the Spot!

One of the numerous canneries which dot the Inland Empire, supplying the nation—and the world—with fruits and vegetables. KHQ is a good neighbor to the Inland Empire. Nearly 600 cities and towns having Spokane as their logical trading center look to KHQ for a completely well-rounded service. KHQ is the only single medium completely covering the Inland Empire.
Policy Against Radio Time Chiseling Is Laid Down in Regulation by OWI

TO PROTECT stations against demands for free time for government messages from industries paying for advertising similar messages in other media, the OWI Domestic Radio Bureau last week laid down a new policy in connection with a coming campaign to recruit workers for food processing plants.

In a memorandum to OWI regional station relation offices, John D. Hymes, deputy chief of the Bureau, directed that stations be requested to give free time for the recruiting spots only when the food processor in the locality has no advertising appropriation available for any media.

Commenting on the new policy, Mr. Hymes said: "We want the radio stations to know that we are looking out for their interests as well as for the public's obligations to the war effort at all times."

In his memorandum on the food processing recruiting campaign, which was sent to OWI regional chiefs and consultants, Mr. Hymes pointed out that "The OWI Domestic Radio Bureau has no intention of being obstructionists in this effort and wishes to assist the food processors in any way possible on these campaigns, but I think it was about that same an educational job as this status of the radio industry was given."

NAB District Meeting Praises OWI Activities

At a One-Day meeting of broadcasters of the 16th NAB district (Northern California, Nevada, and Hawaii) held in San Francisco on March 29, general industry matters were discussed and activities of the regional OWI offices and the regional division were favorably commented. Charles A. Dostal, vice-president of Westinghouse, presented the motion picture, "On the Air.”

Those attending were: C. L. McCarthy, KQW San Jose; Glen Shaw, KBK Santa Rosa; William Morse, KSL Oakland; Jerry Ackers, KSAN San Francisco; Wilt Gunzenhauser, KFBK San Joaquin; Edward J. Jansen, KSFO San Francisco; George Ross, KWO Stockton; Keith Collins, KMJ Fresno.

"Jack Schacht, KFBB Sacramento; Howard Walters, KDQY Montrose; Paul Dietz, KFB Redlands; F. W. Hagan, KYA San Francisco; Ken Randolph, KDON Monterey; S. H. Patterson, KYO Klamath; Bob Stoddard, KHG Reno; Ralph Brunton, KQW San Jose; Paul Bartlett, KPFR Fresno; Ed Franklin, KFBF San Francisco; Bob Donelly, KFRC San Francisco; E. F. Dibrell, KDKA Oakland; William Dunn, Associated Broadcasters; and Arthur Westlund, KRE Berkeley.

WLO-BBC Tidet

EASTER SUNDAY marked the first anniversary of the establishment of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers 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executives of the BBC and the Cincinnati station in a broadcast during which the soldiers stationed in English
"Omnès Gallia est divisa in tres partes."

Likewise our

**METROPOLITAN MARKET!**

**MUTUAL NETWORK**

*"All Gaul is divided in three parts"—Caesar*

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**THE TRI-STATE AREA**


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**WLAP**

LEXINGTON, KY.

**KFDA**

AMARILLO, TEXAS

**WBIR**

KNOXVILLE, TENN.

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**HUNTINGTON STUDIOS**

RADIO CENTER

HUNTINGTON, W. VA.

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**HEADQUARTERS**

RADIO BLOCK

ASHLAND, KY.

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**YET IT IS UNITED BY THE VOICE OF THE RICH TRI-STATE AREA**

**WCMI**

"WHERE COAL MEETS IRON"

L. D. NEWMAN, Mgr.

**POPULATION**

Metropolitan 131,650

Rural 94,018

Total 225,668

Based on 1940 census (tendency to increase)

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**HERE'S A SUCCESS STORY:**

"Gallagher Drug Stores, in Ashland, Huntington and Ironton have just signed for sponsorship of Cedric Foster for the third consecutive year."

WCMi can sell for you, too. Try it and prove it. Requests for rates and availabilities will be promptly analyzed and answered.

"THE VOICE OF THE TRI-STATE"

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**April 10, 1944 • Page 17**
Winchell Charges Nets Would Control 'Free Speech' on Air

WHEELER'S DUES controversy was implicitly though never specifically mentioned in the prepared portion of last Thursday's Town Meeting of the Air on the Blue, as two Government officials and two network representatives discussed "freedom of speech on the air." Main disagreement centered the proper source of control or check of radio power.

Senator Burton K. Wheeler, D-Mont., co-author of the Wheeler-White Bill, declared that radio must be controlled by "the law of fairness and equality of treatment of all—with special privileges for none." The "listening public will regulate radio in an American way," he said, "by mechanical movement of turning off the dial" when displeased, according to Senator Chan Gurney, D-S.D., a member of the Interstate Commerce Committee.

Radio Takes Initiative

Gilbert Selde, CBS director of television, using his network's news policy as an example, showed how radio itself can take the initiative in assuring the public impartiality. CBS's News Commentator, H.V. Kaltenborn warned listeners against crippling by dogmatic law "the well-tried system of self-control which has made our free radio the fearless champion of liberty." Referring to the recent hearings before the Senate Interstate Commerce Committee, of which he is chairman, Sen. Wheeler charged that the broadcasting companies wanted free speech, but controlled by them and them alone. They would become dictators of opinion—of what is good and what is bad for the American system, he stated. Control by law and not government ownership is the answer, he said, since the latter would lead to favoring the administration in policy.

FCC review of the administration of wavelengths and frequency is in no way an abridgment of freedom of speech, he continued, but a protection against abuse of that freedom by the broadcaster, who is fully protected through his power to appeal to the courts. "Freedom is the reasonable negation of license," he declared, stating that when one side of a public controversy is aired, it's up to Congress to see that all sides are aired equally over identical facilities. In his opinion, "...radio commentators who use discussion of news to conduct personal agitation should be denied the air as news commentators."

In conclusion he affirmed his continued opposition as a member of the Senate to permitting stations to air one side of question and deny time to the other; to broadcast direct or indirect personal attacks without giving the victim a chance to reply. This practice, he said would be "the most un-American thing that could possibly happen. If you permit it then you could very easily draw this country into a Fascist dictatorship..."

Fairness Urged

Sen. Gurney declared there is not enough time in the air for each individual to express his own idea and he called upon the country to be practical. "Instead of talking about freedom of speech," he said, "let's talk about fairness, first by the actual operators of radio stations, fairness of the listening public and fairness of the business world that uses radio as a medium of advertising."

"It is my sincere judgment that radio, with very few exceptions, has handled programs in a mighty fair, clean way." He pointed out that in the final analysis the audience that determines whether radio is fair and if the listening public doesn't like a program, the people will "regulate radio in the American way" by "turning off the dial."

Sen. Gurney pointed out that radio dollars from newspapers in that voice infection plays an important role. He warned against the nation becoming alarmed "because we see some rabble-rouser gain temporary influence by the use of this new medium of communication." He explained that broadcasters themselves first enunciated the principle that "controversial public issues must be handled fairly" because they recognized their responsibility to the public.

Sen. Gurney contended that the American listeners want news as a means of information and should be permitted to draw their own conclusions. "By far the greatest number of stations and networks are now presenting the news with fairness and accuracy," he asserted, "determined that the news shall not be selected for the purpose of establishing an editorial position."

Sen. Gurney warned against legislation that would restrict freedom of speech or, as he put it, "fairness of speech," whether by law or "managerial edict." Problems which arise daily can be solved, he contended, by broadcasters and the listening public through voluntary action.

"We must place squarely on the whole industry—the broadcast ownership themselves—their responsibility for their own conduct, and I say what we must give broadcasting is freedom from fear, for I hate to see regulations issued or laws enacted, aimed at very small minority," said Sen. Gurney. "A little regulation of this sort is a dangerous thing, because it only invites further regulation in the future, leading to complete control and the elimination of freedom of speech in radio."

Ad Lib Replies

"We must be very careful in our decisions affecting this highly important industry, because a wrong decision now may mean that we will not long have American radio as we know it, which is, after all, the only fair and free radio now in existence in the world."

Ad lib discussion and question answering period following the prepared talks produced several heated exchanges between the proponents of differing viewpoints, but at the end of the broad cast each speaker was vehemently maintaining his original position without converting any of his opponents. Particularly at logger heads were Sen. Wheeler, who repeatedly declared that "when a commentator goes on the air and tells lies about a man, there ought to be a law to give that man a chance to answer," and Mr. Kaltenborn, who said that the "reason of law Sen. Wheeler is in mind would unduly restrict the vast majority of responsible broadcasters in order to stop the few who have overstepped themselves."

Sen. Gurney maintained that the broadcast ownership has done a good job of policing itself and that no new restrictive legislation is needed. Mr. Selden, in answer to questions about CBS policies of not selling time to labor and consumer cooperative groups, defended that network's rule against selling time for the propagation of ideas, maintaining equal opportunity to all parties and prevents the side with the most money from smothering its opposition.

Camel Ad Policy

CURRENT ADVERTISING of Camel cigarettes contains only the phrase, "easy on the throat," announced by the Federal Trade Commission, A. G. Clarke, of William Esty & Co., New York, agency for cigarette manufacturer, told BROADCASTING last Thursday at a hearing on alleged misleading advertising by Reynolds & Co. The hearing will be resumed May 2. "In spite of charges," Mr. Clarke said, "the Reynolds Tobacco Co. does not intend to modify in any manner their present broadcast advertising." Camel's world promotion includes selective network programs on NBC and CBS.

Fairbanks Resigns

WILLIAM F. FAIRBANKS, who resigned last week as chief of the allocations division, OWI Domestic Radio, announced in BROADCASTING, April 3) that he is joining the news buying staff of Compton Adv., New York, on April 10. Before going to OWI, Mr. Fairbanks, who was with the Hearst-ICF newspapers for nine years, was a member of NBC's sales promotion staff.

WHEELER TO SUW HOFFMAN, HE SAYS

THREATENING a $250,000 libel suit against Rep. Clare Hoffman (D-Ill), which he will file if Mr. Winchell last week charged the Michigan Congressman wrote the editor of the Mercurius (Mich.) News that the broadcaster held the Blue commentator "striped of his duties and stripped of his pay" as a Naval reserve officer—whom the vitriolic speeches against Mr. Winchell have punctuated House debates the last few weeks, denied writing such letters. He said no doubt the newspaper printed a statement appearing in the Congressional Record.

Meantime Announcer Ben Grauer speaking for the Andrew Jeram., on April 2, the free radio the fearless man, said the commentator would offer response. Mr. Winchell's Jerygus Journal, said the commentator would offer response, "...the House debates (D-Tex.), chairman of the House Committee on Un-American Activities, made followings of broadcast May 25, 26. "After that, the subject is closed, so far as this program is concerned," said Mr. Grauer.

Mr. Winchell gave a 12-point reply to the Texan's broadcast and comments by sending excerpts from a letter which Mr. Dyes wrote in 1940, complimenting the commentator, then added: "Oh, Senator, how fickle you are!"

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BROADCASTING • Broadcast Advertising
The climate of certain areas of Colorado is especially adapted to the raising of vegetables and fruits suitable for canning purposes. The state, therefore, ranks high in the canning of green and wax beans, beets, tomatoes, cherries, ketchup, and kraut.

One Colorado firm alone was recently awarded a contract by the army for 3,000,000 pounds of apricot jam, probably the largest single jam order ever given. The contract, involving $500,000.00, will use Colorado grown apricots and 1,000,000 pounds of Colorado beet sugar.

Colorado's canning industry, as well as its mining, manufacturing, agriculture, and livestock raising activities, were well established, substantial industries long before the war. Geared into the war production machine, they are employing more people, producing more products, and making the Denver region the best marketing area in its history.
30 More Headliners Join

KENNY BAKER
JOHNNY LONG
GLEN GRAY
DOROTHY KIRSTEN
JIMMY DORSEY

MITCH AYRES
THE ANDREWS SISTERS
DAVID ROSE'S
CHARLIE SPIVAK
LARRY ADLER
& His Orchestra
& His Orchestra
Orchestra
& His Orchestra
With John Kirby Orch.

HARRY HORLICK
JOSEF MARAIS
LAWRENCE WELK
RALPH GINSBURGH
LIONEL HAMPTON
& His Orchestra
& His Boys
& His Orchestra
& His Orchestra
& His Orchestra

AVAILABLE IN THE
WORLD PROGRAM SERVICE
ON WIDE RANGE VERTICAL CUT RECORDINGS
WBS World's Brightest Stars

THE COLLING BAND
Joe Colling, Director

WOODY HERMAN
& His Orchestra

DICK KUHN
& His Orchestra

DOROTHY LAMOUR
& His Afro-Cubans

DUKE ELLINGTON
His Famous Orchestra

SONG SPINNERS
Margaret Johnson, Director

DICK HAYMES
& His Orchestra

CHARLIE BARNET
& His Orchestra

PHIL HANNA

CARMEN CAVALLARO
Solo Solos with Rhythm Acc.

JERRY WALD
& His Orchestra

HARRY SOSNIK
& His Orchestra

RICHARD HUEY
& The Sundown Singers

JOHNNY MESSNER
& His Orchestra

Transcription Headquarters
WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK

CHICAGO  NEW YORK  HOLLYWOOD  SAN FRANCISCO  WASHINGTON
Higher Frequencies a Barrier To Video, Goldsmith Asserts

TELEVISION standards in the early post-war period will probably be much like the pre-war standards, but with channels provided for experimentation that may eventually produce stereoscopic full-color television pictures in the hands of Dr. Alfred N. Goldsmith, consulting radio engineer and vice-chairman of the Radio Technical Planning Board, told the Radio Executives Club of New York last Thursday.

In an address based largely on answers to questions submitted in advance by the club’s members, Dr. Goldsmith pointed out that the frequencies which the FCC has assigned to television lie in the general range between 50 and 200 mc. “It has been suggested,” he said, “that television might go to higher frequencies. But grave problems would then at once face this young and promising field of television broadcasting, and these problems might well take years to solve.”

Equipment Revised

“For example, transmitting tubes giving high power output in the new range of frequencies are not available and will require considerable time for their development. The circuits, antennas and operating methods will similarly need thought and time. Furthermore, these very high frequency waves bounce around among city buildings and produce what are termed multipath echoes. The effect on the sound portion of the program is to blur or distort it somewhat.

“The effect of such echoes on the picture part of the program is to show not only one picture but a number of side-by-side pictures—an obviously disagreeable or undesirable effect. The added ‘ghost’ pictures may be fixed or moveable, single or multiple, sharp or blurred, and so on. In any case, before using higher frequencies we prefer to wait until we know how to exercise these unwelcome television ghosts.

“But that will require considerable time for research work by the engineers and such research cannot be done on any considerable scale until after victory. Accordingly, if we go to these high frequencies for television, we may face locked factory doors and inactivity at the television broadcasting stations. This is utterly inacceptable, since America must offer the returning service men wide opportunities for employment such as can come by the rapid commercialization of new and existing fields.

“It is therefore probable that television standards in the early post-war period will closely resemble the pre-war standards. There will, however, likely be additional bands or channels for ‘blue-sky’ experimentation devoted to the improvement of the art and resulting gradual changes in commercial practice within the next decade.”

Advances Made

Stating that any major relaxation of governmental restrictions is unlikely until after the invasion of Europe is well advanced, with full-scale operation in the television manufacturing field not apt to come until six or 12 months after victory, Dr. Goldsmith pointed out that improved circuits and camera and picture tubes are being developed for war purposes and that many engineers and service men are getting training that will be of value to them in commercial television. All this, he said, should result in cost reductions in television equipment after the war.

Regarding network television, Dr. Goldsmith outlined the recently announced plans of AT&T for a national network of coaxial cable and radio relays that will be available for television program transmission and cited the present New York - Philadelphia - Schenectady hook-up as a “small-scale fore-shadowing of great nation-wide television networks of the future.”

Two types of equipment for projecting television pictures on wide-angle theatre-size screens have already been demonstrated, he said, with other types under study or development. He added that televised programs, particularly headline sports events, had been well received by theatre audiences.

Color Later

Asked about electronic color television, he replied that it was under development before the war and will “doubtless be effectively accomplished in the years following the war,” although the problems still to be solved are “numerous and substantial.” Citing the success of the movies with black-and-white pictures, Dr. Goldsmith said it seems probable that television will start on a similar available and economic basis, without either adopting mechanical color television or holding up all operations for the ultimate perfection of electronic color.

There is no real basis from the public viewpoint for any conflict between FM and television, Dr. Goldsmith declared. FM adds improved quality to the same radio programs which we have enjoyed for years, he said, but television is a new development, bringing sight to the present “blind” audience.
A significant "Amperextra" in the manufacture of our tubes is the specially-created life testing procedure. In this phase of operation, samples of production are regularly being tested to provide a precise check on tube quality and tube endurance. Examinations must prove that each tube is built with more than normal life expectancy, otherwise we will reject it. Thus, you are assured a bonus of many hours of additional service ... in all applications ... broadcasting, industrial, electro-medical and military.

Good to the last drop on the battlefield ....... donate a pint of blood to the Red Cross

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET  BROOKLYN 1, N. Y.
Where to make Sales at a Profit

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

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

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

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS
980 K C

WSIX, "The Voice of Nashville"
NASHVILLE, TENN.

Page 24 • April 10, 1944

Car Sharing, V-Mail, Women Recruiting Campaigns Listed on OWI Radio Packet

WAR INFORMATION campaigns to promote Car Sharing and use of V-Mail forms and to recruit Women War Workers are given renewed emphasis on the OWI Domestic Radio Bureau packet for the week beginning May 1. War Bond and Fight Waste messages are continued from the previous week.

Underlining importance of conserving gasoline and rubber, transcribed station announcements on Car Sharing will urge greater compliance with group riding regulations. Tremendous savings in fuel and rubber, vitally needed for military operations, are stressed in the appeal. It is pointed out that despite the spectacular progress in synthetic production we still face a critical shortage of tires for civilians and that strict conservation is essential.

The increasing number of troops now overseas necessitates public reminders that space requirements for ordinary mail is taxing needed cargo facilities and that V-Mail should be used wherever possible. The theme that "no V-Mail letter has ever been lost" is accentuated in the appeals.

Network messages on Women War Workers are designed to persuade millions of non-working women to take jobs in war production plants, essential civilian services, or in the women's branches of the armed services. Appeals will stress personal advantages as well as patriotic contribution to the war.

Sponsorship possibilities for Car Sharing spots include service stations, tire recapping shops, supermarkets and other enterprises promoting group shopping. Prospects for V-Mail announcements are stationery, drug and department stores.

Messages on the Hold Prices Down and Victory Garden campaigns, scheduled on the National Spot Allocation plan, complete the packet for the week.

Greyhound on Coast

PACIFIC Greyhound Bus Lines, San Francisco, on April 21 will sponsor a weekly five-minute program, Short Stories with Howard Culber, on 7 CBS Pacific stations (KQW KARM KROY KGDM KIRO KFPY KNX), Friday, 9:55-10:00 p.m. (PWT), with transcribed repeat on KQIN, 10:20-10:45 p.m. (PWT). Contract is for 52 weeks. Firm also sponsors the weekly quarter-hour Romance of the Highways on 36 Don Lee Pacific stations having started its ninth year on Feb. 21. Agency is Beaumont & Hohman Adv., San Francisco.

Reiner Returns

MANNY REINER of the Office of War Information's overseas branch has arrived in New York from Reykjavik, Iceland, where he was stationed for 14 months as director of Radio Reykjavik. He is now awaiting further assignment. Mr. Reiner was formerly advertising and publicity head for Paramount Picture's short subjects department in New York.
YOU MAY BE ABLE TO "GO" 75 ROUNDS*

BUT—YOU CAN'T K.O. WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 7 to 10 P.M., Sunday through Saturday:

<table>
<thead>
<tr>
<th>Time</th>
<th>WKZO</th>
<th>7 OTHERS</th>
<th>MISC.</th>
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<tbody>
<tr>
<td>7:00 P.M. to 8:00 P.M.</td>
<td>53.7%</td>
<td>44.9%</td>
<td>1.4%</td>
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<tr>
<td>8:00 P.M. to 9:00 P.M.</td>
<td>54.4%</td>
<td>44.3%</td>
<td>1.3%</td>
</tr>
<tr>
<td>9:00 P.M. to 10:00 P.M.</td>
<td>49.9%</td>
<td>48.4%</td>
<td>1.7%</td>
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</table>

Maybe you don't really need to reach Western Michigan—and certainly the coverage you do get from any good Chicago or Detroit station is amply worth the costs. But please don't kid yourself that you can cover the Western Michigan market with any outside station. If you seriously want to reach the big Western Michigan area, we'd like to send you the true, completely debunked facts about the situation. Incidentally, we believe you'll also be interested in the WKZO telephone-call service, and its proof of our very high coverage in Grand Rapids.

* John L. Sullivan "went" 75 rounds (bare knuckles!) with Jake Kilrane on July 8, 1889.

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Reserve your place **NOW** in the coming great new industry

...TELEVISION

USE THE G-E EQUIPMENT RESERVATION PLAN TO ESTABLISH YOUR POST-WAR PRIORITY

**TELEVISION** has become a fast-moving practical reality. In five major areas — Schenectady-Albany-Troy, New York City, Philadelphia, Chicago and Los Angeles — live talent and film programs are being telecast regularly by established television stations that have been in operation for a number of years.

Advertisers and agencies are now working with many types of programs, and testing commercial techniques and advertising methods that add "visual demonstration" to the present "audio salesmanship" of conventional broadcasting. These experiments are making television history! A successful television relay system already links Schenectady and New York; New York and Philadelphia — forecasting a practical nation-wide system of commercial television service.

At Schenectady, in the world's most powerful and best equipped television station, WRGB, General Electric has built the complete television system — from transmitter to receiver — antenna to television relay — right down to the air-conditioning and studio equipment . . . ready for your inspection, demonstration and study.

THE G-E TELEVISION EQUIPMENT RESERVATION PLAN

and the brochure, "Television Broadcasting Post-war"

We have mailed these two G-E publications to our list of prospective television broadcasters. The Equipment Reservation Plan will enable you to establish a post-war priority on television equipment. It will enable us to plan definitely for large-scale post-war production — thereby giving you the fastest possible post-war delivery.

If you are interested in entering television broadcasting and have not received these G-E publications, we shall be glad to send them to you. Address Electronics Department, General Electric, Schenectady, New York.

General Electric can supply the COMPLETE television broadcast system
COME TO SCHENECTADY... AND SEE THE WORLD'S MOST
POWERFUL AND BEST-EQUIPPED TELEVISION STATION

WRGB, General Electric's workshop television station in Schenectady, exists solely as a proving-ground for equipment and programs. Here, G.E. has gained vast experience in the perfection of the complete television system. Here, G.E. has established the technical standards for each specific equipment by actual performance. Here, G.E. has gathered a huge backlog of programming knowledge from over 500 shows telecast over WRGB.

All of this research, equipment, and "know how," covering over twenty years of television experience, is at the service of prospective television broadcasters.

We do not pretend to be able to solve all the problems of programming. That is a job which the entertainment business and the news business can do — and we are confident they will do it.

We do not pretend to know all about how to make television an effective, economical advertising medium. That is a job which advertisers and advertising agencies can do — and we are confident they will do it.

We do not pretend to know all the answers involved in the business of operating television stations, tying them together as networks, and making them pay. That is a job for those whose business is broadcasting — and we are sure that they can and will do that job.

The success of television will require the closest kind of teamwork between show business, the news business, the advertising business, the business of manufacturing television broadcast equipment and receivers, and the business of retail sales and service of receivers.

General Electric believes that the strongest contribution we can make to this teamwork is television research and engineering, and the manufacture of high-quality television transmitters and receivers to sell at the lowest possible prices.

G.E. also contributes the facilities of station WRGB as a proving-ground to all of these separate industries. We are now working with some of the most progressive elements in these businesses. The continuing co-operation of each one in this common effort will advance greatly the coming of national television, and enable it to grow rapidly into the great new industry that will give employment to hundreds of thousands and provide a new world of entertainment to millions.

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.

STATION AND STUDIO EQUIPMENT - TRANSMITTERS - ANTENNAS - ELECTRONIC TUBES - RECEIVERS

GENERAL ELECTRIC FM - TELEVISION - AM
See G.E. for all three!
Cooper Named to Assist Communications Study

LT. EDWARD COOPER, attached to the office of the Director of Naval Communications, on April 1 was ordered to temporary inactive duty at the request of the Senate Inter-Commerce Committee to assist it in its investigation of the proposed international communications merger. Mr. Cooper, before having been called to active duty in the Navy on Oct. 1, 1942, was identified with the committee as chief of its staff handling the domestic telegraph merger, which resulted in the consolidation of Western Union and Postal.

The assignment is for an indefinite period. The Senate recently passed a resolution providing for an investigation looking toward an international merger of common carriers in external communications and has appropriated an initial $5,000 to undertake the study.

DAYTON RETURNING TO EWT APRIL 30

THE OLD time-change bugaboo will slap Dayton's two stations, WHO and WING, right in the program schedule April 30 when Ohio city returns to Eastern War Time, after operating a year on Standard time.

Dayton City Commissioners decided a year ago, in putting the city back on Standard Time along with the State of Ohio, that from thence forward there'd be no more changes. Standard time was to be the universal clock for Dayton. Program schedules were juggled around and officials of both stations settled down to normal routine.

Now they face the previous semi-annual headaches because Dayton's city fathers have voted to go on War Time from April 30 to October and revert to Standard time in the fall.

Food for Victory!

The rapidly growing livestock industry down in KWHK-land is helping in the job of keeping our armies the best fed in the world...is playing an important part in the race to outproduce our enemies and speed Victory. This thriving industry will help you, too—in selling now...in building sales for the future.

Putnam Wire Recordings

CAPT. HENRY C. PUTNAM, former commercial manager of KGBM Honolulu, now attached to the Office of the Assistant Chief of Staff for Military Intelligence, is reported as the first to use the Army's wire recorder in the Central Pacific area. He recorded the first program from the soil of Japan's pre-war empire now in the hands of the Allies. KGMB fed 15 minutes of the broadcast to MBS and received a "4" rating by RCA for the transpacific transmission.
gee, lamp da boids and da flowers...

Once again Spring comes to romantic Brooklyn and "dem beautiful bums," the Dodgers, begin their perennial struggle against the umpirical demons of the National League.

For the third consecutive year Old Gold and WHN will bring Dodger fans the blow-by-blow (!) account of the games. The "Verce" of Brooklyn, Red Barber, will, of course, be at the mike.

Again, in 1944, New York's largest sports audience is at 1050.
T'WAS APRIL FOOL'S GAG, BUT OH!

APRIL FOOL, just 'ain't what it used to be,' says a lamented Norman MacKay, commercial manager of WQAM Miami. What started out as an April Fool's day gag bounced back as an expensive gesture, to say nothing of shattered hopes and headaches.

On April 1 Mr. MacKay sent the following letter to 150 clients and timebuyers:

"Here it is, winter almost over, and you haven't had a chance to get down to Miami. We know that time and transportation problems are hard to overcome, but we feel that you need a little of that Old Miami sunshine and we're going to do something about it.

"Under separate cover we are sending you a roundtrip ticket to Miami, with a compartment reservation and a two-weeks' due-bill on the Roney Plaza Hotel here. Will arrange for your Pullman space going home after you arrive. Be on the lookout for the above and we hope you absorb a lot of vitamins from the trip."

With the railroads dispatching antiquated coaches to Florida to rescue marooned vacationists and with hotel reservations at a premium, coupled with that date of April 1, Mr. MacKay and his cohorts chuckled. Suppose there is a war; radio folk haven't lost their sense of humor, reasoned the WQAM executives. Besides they were following up the gag letter with a crate of citrus fruit for each victim.

Came the dawn and with it acceptances from many quarters. One advertising manager telephoned his thanks. Another wired he was leaving immediately with his wife and daughter. Others prepared to take two weeks from business to enjoy those vitamins. What to do? The following MacKay telegram went out to the list receiving letters:

"Please check date of our letter. Look for vitamins but no tickets.

"We have received so many acceptances of our magnanimous invitation that we can't tell who's kidding whom," said Mr. MacKay. "We thought there was enough national publicity regarding train travel to Miami and hotel accommodations to plainly identify our April 1 letter as an April Fools gag preceding a gift of some sort.

"What has happened to the spirit of April Fool?"

WPIC Expansion

WPIC Sharon, Pa., broke ground last week for a new studio and office building. When completed, the quarters will quadruple the station's present floor space, allowing for increased capacity to carry on WPIC's regular activities and provide housing facilities for the station which WPIC has sought.

Studio Notes

WNAX, Yankton Saturday Matinee Club, two-hour recorded program, now has some 3,700 members, each of whom have received a membership card in the form of a phonograph record, bearing the member's name and number. Drawings are held the program to award records and photos of popular personalities.

WRX, Nashville, Tenn., has appointed the Katz Agency as national representatives.

PRODUCT by the Rocky Mountain Council, Music of the Rockies, a half-hour program, began April 2 on KFEL, Denver. The program features mixed choral groups, instrumentalists, string ensembles and symphonic bands from Oregon, Colorado, Idaho, Wyoming.

WMWF, Plattsburgh, N. Y., has appointed Thomas P. Clark Co., New York, as exclusive representative for George P. Hollinger Co., New York.

CHML Hamilton has appointed Stovin & Wright, Toronto, as exclusive representatives in Canada.

CJVI Victoria has been awarded a power increase from 500 to 1,000 w.

CKPC, Brantford, Ont., has been given authority to increase power from 100 w to 1 kw on 1380 kc.

CKMO Vancouver, was temporarily off the air on March 30 when a fire broke out in the recording room, which spread to studios in the building. Ross Whiteside, chief engineer, was badly burned about the face and hands.

FIRE BROKE out March 27 in a room adjacent to the 35th floor studio of WNYC, New York municipal station, as 40 school children waited to go on the air in a public safety program. Policeman in charge led the group to safety, while Morris Novik, station manager and studio staff put out the fire. Blaze originated in an air conditioning chamber. A few record albums stored there were damaged, but there was no further damage of note and operations continued.

Each member of WPEN Philadelphia is contributing ten cents a month to purchase cigarettes for former WPEN staff members now in the service.

THROUGH the New York Red Cross, WHN New York is making available, to other stations a 44-minute transcription of a Red Cross appeal made by William Bendix, movie star, for inclusion on WHN's This is Brooklyn program.

FIRST USE of an outside theatre for the presentation of visual broadcast has been arranged by WFIL Philadelphia. Station will utilize the Playhouse of the Plays and Players Club, a little theatre group in Philadelphia. The Playhouse will be renamed the WFIL Theatre Studio and regularly scheduled programs will go on the air direct from the theatre.

A STANLEY-WSNJ Junior Commandos corp has been organized by Jerry Alden, special events director of WSNJ Bridgeport, N. J., in cooperation with the Stanley Theatre in that city. Weekly meetings for Commandos activities are held at the Radio Center housing the station and twice a week the group presents its own radio programs. With almost 400 youngsters enrolled, the Junior Commandos have taken part in numerous civic projects.

STUDENTS of Stephens College, Columbia, Mo., who are anticipating making their careers in television, were guests at WGN Chicago the week of March 27, when they inspected the station's facilities, heard talks on video by George W. Lang, chief engineer at WGN, and took part in a telecast over WBKB, WGN's video station.
In the radio business 21 years is old. WOW celebrated its twenty-first birthday on April 2. For 21 years it has been the leading radio station in its territory. For 18 years it has been a basic NBC station. It has a practically ideal wave-length and adequate power.

It would be easy for WOW to rest on its laurels and coast, becoming merely a network relay station. But the management of WOW, old in the radio business, is young, vigorous and aggressive. Johnny Gillin and his executive staff—Harry Burke, Sales Manager; Lyle De Moss, Program Director; Bill Wiseman, Promotion Manager—are working harder than ever to maintain WOW's leadership in this territory, to keep it a station with a strong local identity, and to deliver to advertisers the biggest dollar's worth of advertising obtainable from any medium anywhere.
JUVENILE delinquency is being combated effectively by a group of Grand Rapids, Michigan, business men, who laid the groundwork for The Children's Bible Hour, broadcast for the first time on November 7, 1942, over WLAG Grand Rapids. Listener response necessitated expansion to WBZ Muskegon, stations of the Wolverine Network, and WJRD Chicago. After 17 months of broadcasting, the nonprofit corporation, The Children's Bible Hour, is carried by 100 affiliate stations of Associated Broadcasting Corp., coast-to-coast coverage, and short-wave internationally. A Saturday morning variety show, program features a children participating audience.  

Students on WBNX STUDENTS of local high schools in the Bronx participate in a series of six quarter-hour discussion programs on WBNX New York, on The World We Want to Live In.

WGA-RBOE Forum BUILT around discussion by local high school students, WGA Cleveland, in conjunction with WBOE, Board of Education station, has begun a new weekly Monday night series entitled Junior Town Meeting. Subjects are chosen from a list of timely questions prepared jointly by Dr. William Leveson, head of WBOE, and the Board's social studies department and sent to all high schools in the city. Each is given the opportunity to choose four students to debate the subject selected. Forty students from other schools make up the studio audience and participate in the discussions.

Library Tease IN AN EFFORT to match the popular appeal of "Children's Soap Operas" and "dramatized comic strips" on the networks, WNYC, New York's municipal station, last week joined forces with the New York Public Library System to begin a weekly half-hour children's program Storyhour Preview. Taking the latest children's books, WNYC presents dramatizations which build up to the climax of the story, but fail to show the ending. Child is supposed to go to his nearest library and read the book to find out how it turns out. Each book will be featured prominently on the children's shelves of the branch libraries the week following the broadcast.

YOUTH on WAAT WAAT NEWARK has started a series of six programs in which the station conducts a radio tour of young people's clubs in the Newark area. Titled Calling Newark Youth, the program is presented in cooperation with the Newark Youth Council. Boys and girls are interviewed at their various club quarters while engaged in recreational activities. Each new series Story Time program started by WAAT, children act out most of the play. Volunteer cast male roles are handled by the announcer and a woman acts as narrator.

Farm Help TO ENLIST the services of high school boys and girls, men and women for the holiday service brigades, the Canadian Broadcasting Corp. farm broadcasts department has started a weekly quarter-hour dramatization program in conjunction with the Ontario government's effort to obtain 100,000 volunteers to help harvest the crops. The programs will feature the slogan "We Can't Win if We Don't Eat—for Peace Jake, Pitch In," and tell non-farmers how they can help harvest the crops.

Children's Stories NEW SERIES of quarter-hour educational programs designed for children of elementary school age is being presented by WSIX Nashville each Wednesday with the cooperation of the Middle Tennessee Radio Council and the Junior League of Nashville. Given by pupils from Nashville city schools the series is based on incidents from a popular children's book. Local book stores are providing book marks with schedules of programs and stories.

WELI Series JUVENILE DELINQUENCY combatted in New Haven with public service program on WLI titled Forum turned on the local juvenile problems, dramatized and discussed by high school students who are in charge of the program. Official bulletins of the New Haven high schools publicize the weekly half-hour series inaugurated by Dewey H. Long, WELI manager.

Bulletin Board REQUESTS for suggestions on their new show U.S.O. Bulletin Board, Fri. 7:45-8, are being made by WINX Washington. Planned in conjunction with the United Services Organization and its cooperating agencies, Bulletin Board, will preview dances, parties, shows, religious activities, and keep service men and women posted as to what Washington is offering them in the way of weekend entertainment.

Local Forum LOCAL ISSUES have won over national issues in popularity and appeal on the Town Hall forum program now heard weekly over WMIB Peoria, Ill. Moderator Fred Leo chooses four conferences for each program. Special committee offers question suggestions to be debated.

On Personality PHYLLIS DEXTER, personal confidante for the past 20 years, has begun a new series on KMOX St. Louis titled Phyllis Dexter Discusses Your Personality.
FROM: All of us.
TO: The 25 boys and girls from WBIG serving in the armed forces.
SUBJECT: Annual report and forecast.

Dear Boys and Girls:

It's a pleasure to let you know that everything's booming back at WBIG with more big sponsored programs than ever before crowding the runsheet. We're all but sold out of time and the orders are still coming in.

No need to tell you that there's not enough money in the world to make us sacrifice the WBIG reputation for community service. We're still plugging all worthwhile local institutions. We're trying to do a good deal more than our bit to get those War Bonds sold, that blood in the Plasma Bank, and the war won as soon as possible.

We are not worrying about you for you've got the stuff it takes.

Of course, we don't know when the war will end and we can expect you home. But we do know that when the great day comes, your job will be waiting for you here. We may be broadcasting AM or FM, Fascimile or Television, or all of them and we'll need you. There may be new studios, new equipment, a new technique; fact is, everything may be new with one exception, we'll have your good familiar faces back at the good familiar places.......

God speed you, one and all.

The folks back home at WBIG in Greensboro, N. C.

P. S. Columbia is "tops" as when you left us. Great programs and all the news, and listeners just as loyal, and lots of new ones......
Since 1846 this KEY HIGHWAY BETHLEHEM YARD has repaired and reconditioned the world’s ships

In this yard Simon Lake built his first successful submarine. Here, during the present war, damaged ships from every allied or neutral country are being repaired and reconditioned in record time.

And here, in times of peaceful commerce, merchant ships that ply between Baltimore’s great port and the markets of the world, come in a steady stream for repairs and conditioning.
It's only natural for a great port to be a great shipyard center. The ship building and repairing industry in Baltimore is Big Business -- employing thousands of workers in normal, peace time operations.

Since the days of the world-renowned Baltimore Clipper ships, shipbuilding has been an important Baltimore industry. As the activity of the Port of Baltimore expands, this industry keeps pace.

But Baltimore isn't dependent on any one industry—or any 10 industries—for its prosperity. There are actually more than 100 different industrial classifications in Baltimore; and this amazing diversification of industry insures steady, uninterrupted progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, wage earners and payrolls has outstripped other Eastern seaboard industrial centers.

Advertising is an investment. Invest your advertising dollars in this growing market whose Number One advertising medium is WBAL.
Auld Lang Syne

LIKE a hundred million other American radio listeners, we hope funia is written to the Winc-
chell-Dies imbrogl. Mr. Wincell (with a capital "W") wasn't hired as a renowned au-
rthor of political pamphlets; he was given an assignment to report on the activities of the White House, the Treasury and industry in carrying a tremendous war burden without complaint. Radio knows there's a war on perhaps as starkly real as any art or pursuit, because radio is a young man's game. Approximately one-fourth of radio's manpower—upwards of 6,000 men—is in the armed forces or in Government service. Radio asks no favor or consideration beyond that which has been accorded it as a pursuit vital to the war effort. Free time for the war ef-
fort—valued at $103,000,000 in 1943—can't be programmed without program people. War conference and convention pickups can't be handled without technicians and newsmen.

The situation calls for prompt and precise handling. There must be a clear-cut statement of policy from qualified sources—whether WMC or Selective Service or both. If state boards, grabbing everywhere to fill quotas, refuse relief, then it is the duty of the station owner or executive to bring the condition forcibly to the attention of the proper Division of Selective Service in Washington.

Radio's war job is too important to allow any undermining of its service to go by de-
fault without resort to highest places.

It Happened—7-0

BY UNANIMOUS vote, the FCC has post-
poned indefinitely its so-called "duopoly" order, but with certain conditions requiring the 50-
odd dual owners to acquiesce in the intent of the rule banning multiple ownership in the same areas or in markets of obvious over-
lapping coverage.

The action warrants applause. It is gratify-
ing because the Commission was unanimous—
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In disposing of the newspaper ownership order, the FCC wisely decided to consider situations on an individual basis. The same formula could be applied to dual ownership. The circumstances are not dissimilar. The "duopoly" order was not demanded by the pub-
lic or in Congress. It just popped up without warning. The result is that every broadcaster affected feels he has a gun against his head.

Yes. We applaud the Commission's action.

Manpower Chaos

THE RADIO manpower situation again ap-
proaches chaos. Local draft boards in some areas have tossed balance and reasoning over-
board. Some stations report stripping of their staffs, from manager to engineer, irrespective of hardship or the ability of stations to main-
tain operating schedules even through over-
long of skeleton staffs.

All this stems from the confusion, bitter-
ness and rancor that appears to exist between the War Manpower Commission and Selective Service. The WMC "essential" list, despite assurances that it remains unchanged, seems to have lost its list or value. Managers, program directors, production directors, en-
geineers and news editors heretofore classified as essential. Yet local draft boards are cancelling 2-A deferments all down the line.

One Manpower official reported last week that it is "difficult to convince" local draft boards that managers or news editors "are deserving of any deferment whatsoever.

There is no effort to retain for radio the men in the 18 to 25 brackets; that is a for-
born hope anyway. But the draft boards are now throwing out replacement schedules for
men over 25, which, we are told at Selective Service headquarters, wasn't the intent at all.

Whether intended or not, we know of one sit-
uation where the station manager, his entire sales department, practically the entire pro-
gram staff, and more than half of the engineer-
ing department, have been called through sum-
mary withdrawal of replacement schedules. Corresponding situations are reported from widely separated areas.

Let's appraise radio's essential status. It is
tested to by practically every agency of Government. It has won the praise of the White House, the Military, the Treasury and of industry in carrying a tremendous war burden without complaint. Radio knows there's a war on perhaps as starkly real as any art or pursuit, because radio is a young man's game. Approximately one-fourth of radio's manpower—upwards of 6,000 men—is in the armed forces or in Government service. Radio asks no favor or consideration beyond that which has been accorded it as a pursuit vital to the war effort. Free time for the war ef-
fort—valued at $103,000,000 in 1943—can't be programmed without program people. War conference and convention pickups can't be handled without technicians and newsmen.

The situation calls for prompt and precise handling. There must be a clear-cut statement of policy from qualified sources—whether WMC or Selective Service or both. If state boards, grabbing everywhere to fill quotas, refuse relief, then it is the duty of the station owner or executive to bring the condition forcibly to the attention of the proper Division of Selective Service in Washington.

Radio's war job is too important to allow any undermining of its service to go by de-
fault without resort to highest places.

It Happened—7-0

BY UNANIMOUS vote, the FCC has post-
poned indefinitely its so-called "duopoly" order, but with certain conditions requiring the 50-
odd dual owners to acquiesce in the intent of the rule banning multiple ownership in the same areas or in markets of obvious over-
lapping coverage.

The action warrants applause. It is gratify-
ing because the Commission was unanimous—
7-0. While it isn't conceded that ownership of more than one station in a given area is iniquitous per se, it nevertheless is open to debate. Under the Commission's action, there will be no "polling" of stations at a time when only the public might be hurt. In those cases where dual operations involve housing of transmitters and studios in the same build-
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lic or in Congress. It just popped up without warning. The result is that every broadcaster affected feels he has a gun against his head.

Yes. We applaud the Commission's action.
WE DO IT—

WITHOUT THE AID
OF MIRRORS

NO! NO!
A THOUSAND TIMES NO!

NO MONEY MAN
NEEDED TO DRAW
MORE LISTENERS
TO WMPS!

GOOD
PROGRAMMING?
COULD BE!

ASK FOR ONE OF OUR
HANSONOMELY ENGRAVED(?)
WEEKLY PROGRAM
SCHEDULES

Again the new
Memphis show
at Low rates.
You pay no
who prefer
the leaders—

THIS IS THE
WMPS
WCPB, CL
PAPPA YOKUM, Gor-don, agriculture di-rector WWL New Orleans, dis-continued his bumper crop, grown on the station's grounds. "Th' turnips'll sold the WWL. "Pappy" but 'stead of termite's termites the to our own termite-patch lingo fer announce-rer radio folks."

OBERT, formerly of the WCCO Minneapolis

ZER, WCAE announcer-as been inducted into the

NEE GRASSY, traffic di-

ILVA Lynchburg, Va., on as married to Acting Chief r John Gleason.

TAYLOR, WLVA Lynch-

production manager and never, has been accepted with the Navy. He expects within a month. Harvey new member of the WLVA staff.

US, formerly with WCUL Ohio, and WCOP Cincinn-

ated the announcing staff Cincinnati.

ARD, formerly of KTTX Mo., Roy Osborne, form-

3C Abilene Tex., and Pat w to radio, have joined the staff of WSIX Nashville. r Ferguson, former WSIX has been inducted into Announcer Bill de Lute SIX to resume studies in

T., former announcer of ranch Lake, has been die-

g the Canadian Army and CKWS Kingston as an-

EY, formerly with Min-

sons, has joined the an-

of WOWO-WGL Fort .

OHNSON, for 12 years th various Ohio stations. Saunders, formerly with sungtown, are new mem-

ning announcing staff of WGAR.

SWIFT, announcer of enact and Elizabeth Richfield Springs, N. Y., d Easter Sunday.

ING, formerly NBC page is recently of WAGE Syn-

an announcer at WPAT. . J.

EMINGWAY has joined tywood as newscaster.

LMAN, announcer of it, is the father of a boy.

BROADCASTING • Broadcast Advertising
A highway connects Alaska with the states. Planes leave on schedule from Seattle daily. Steamship schedules leave several times weekly. A network of Alaska highways is under construction. Thousands of people have migrated to Alaska to take part in the war effort—thousands are staying permanently. Hundreds of soldiers have applied for homesteads. ★ Strategic metals are being mined in no small quantity to take their place beside Alaska's gold production in value. Alaska's farmers have had very profitable seasons and are pulling themselves out of the hole in spite of their handicaps. The thousands of acres of forested lands are beginning to be developed and have already contributed hundreds of square feet of spruce for America's airplane industries. ★ A vast network of airbases has been established and will be used in civilian aviation following the war. Alaska will then be on world air routes to the orient. ★ Alaska is engaged today in the building of a great state, one that will far surpass the most vivid imagination of most of us today. Its importance in world strategy, in commercial value has just begun to be realized. It is the fastest growing area on the American continent and one of the richest possessions of the United States. ★ Higher wages provide Alaskans with two to four times the buying power per capita as in the states. These people depend today upon their radio for their news, entertainment and contact with one another and with the world at large. Nowhere does the radio play such an important part in their daily lives as in the many Alaska communities. A test campaign will convince you of these facts. Costs are low for reaching this rich market. Write or wire for availabilities.

If you have any questions regarding Alaska, her present and expectations for the future, drop me a note and I'll send you all information that may be released. ★ I still have a few more copies of our Annual Pictorial Edition of Alaska Life left. Had a lot of requests already which we were glad to send to those requesting it. It really will give you and your clients a clear picture of the Territory today. And if your clients are progressive and interested in new business and more markets, you won't let them pass over Alaska.

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING
SEATTLE 4, WASHINGTON
WHAT 1,253,600 HOUSEWIVES CAN DO

In a Neighborly Mood
They can turn word-of-mouth advertising to your account by repeating the pleasant experiences they have had and the new uses they have found for your product. The up or down swing in the sales volume of any product sold in Northern Ohio is in their lap. They like what they know...and like to be reminded of it. Keep reminding them of your brand name over WTAM. The COST is only $.000073 per Housewife.

WTAM
Cleveland
Represented by NBC Spot Sales

Millions stay tuned to the National Broadcasting Company
It’s a National Habit

MICHAEL M. KARLAN, formerly media and production manager of Banton-O’Donnell Adv., New York, has joined Wortman, Barton & Goidl, New York, in a similar capacity.


WAREEN L. BASSETT, formerly executive editor of Advertising Age, has joined Maxon Inc., New York, as copy writer.

FRED ELDIEAN, formerly assistant public relations director of General Motors Corp., has opened his own public relations office at 620 Fifth Ave., New York. One of his first clients is the National Pharmacy Committee on Public Information. No specific radio plans are set as yet.

SHERMAN E. ELLIS, president of Sherman Ellis Co., New York, has been elected chairman of the New York Council of the American Assn. of Advertising Agencies. Robert E. Laski, vice president, Pedlar, Rya, & Laski Inc., has been elected vice-chairman and H. B. LeQuatte, of H. B. LeQuatte Inc., secretary-treasurer. The following were elected to the board of governors: Monroe D. Dreher of M. D. Dreher; Edward S. Dreyfuss of M. S. Dreyfuss; Albert M. Dreyer of M. A. Dreyer; H. B. LeQuatte; Fred M. LeQuatte of M. F. LeQuatte; Irwin E. Kaplan of M. E. Kaplan; and Irwin Vladinir, Irwin Vladinir Co.

HARRY (RED) FOSTER of Harry E. Foster Agencies, Toronto, is on a tour of western Canadian stations.

HAROLD F. STANFIELD Ltd., is the new name of the Montreal agency, Stanfield & Bleudie.


ALBERT FRANK - GUENTHER LAW Advertising Agency has moved its San Francisco office from the Stock Exchange Building to Room 426 of the Russ Building.

JERRY DONAHUE, honorably discharged from the Army, and former advertising manager of Richfield Oil Co., has joined Mays & Bennett Adv., Los Angeles, as time-buyer and account executive.

RICHARD C. BUSH, head of his own Waco Tex., advertising agency, has dissolved the firm to join Botsford, Constantine & Gardner as Los Angeles manager.

JACK D. HOOD, formerly of Dean L. Simmons Adv., Hollywood, has joined Pacific Advertising Service, Los Angeles, as time-buyer and account executive.

WILLIAM WELCH, formerly OWI regional radio director for the Denver area, has joined the production department of Allied Adv. Agencies, Los Angeles.

HARRY J. DUFFY, for 25 years associated with N. W. Ayer & Sons, Philadelphia, joined Geyer Cornell & Newell, New York, last week, replacing Mario J. White, who resigned as director of media and time-buying April 1. Mr. Duffy has been placed in charge of all media. Herschel Deutsch continues as supervisor of radio time-buying.

New Agency Formed

ALVIN H. KAPLAN, formerly vice-president and radio director of Rose-Martin Inc., New York, will serve as radio director of a new advertising agency opening at 424 Madison Ave., New York, under the name Kaplan, Cecil & Bruck. Telephone number is Plaza 3-8492. Further details of the new agency will be announced shortly. Among the accounts to be handled will be Newspaper Institute of America, New York, which has been using some radio. William baked, space buyer of Rose-Martin Inc., has been taken over Mr. Kaplan’s duties under the new title of media director of the agency, handling both space and time-buying.

PHIL LANSDALE, having been inducted into the armed service, Robert F. Dennis Inc., Los Angeles agency, has taken over the affairs of Lansdale Co. for the duration.

BERNARD H. PELZER Jr., formerly radio director of Abbott Kimball Co., New York, and previously with Benton & Bowles, New York, for four years, has been appointed head of the radio department of John H. Owen Inc., New York.

LINWOOD G. LESLIE, formerly in the sales promotion department of RCA’s tube plant in Lancaster, Pa., has joined Maxon Inc., Detroit, as assistant executive on the General Electric Co. account. For the present he will operate from Albany, N. Y.

R. P. CASTIELO BRANCO, associated with the Brazilian offices of N. W. Ayer & Son and McCann-Berrickson Inc., has been named copy chief of the Sao Paulo office of J. Walter Thompson Co., New York.

REACH THE Active SALT LAKE MARKET THROUGH
UTAH'S NBC STATION
JOHN BLAIR & Co., National Representative

Jack Pittuk Grins in anticipation of cutting into the big birthday cake presented to him by the staff of KTSA, San Antonio in celebration of the 25th anniversary of the Pitluck Advertising Co. in San Antonio last week.
What is a "hungry" speech? Or when is a speech hungry?

A stickler for NBC's Information Department, interpreting and answering this youngster's letter.

Did he mean a news broadcast about a famine in India or China—or was this "juvenile jive," meaning he considered some speech "strictly from hunger"?

Neither... "Information" searched the files and found he wanted a speech about conditions in wartime Hungary.

Whatever his reason may have been in asking, "Information" answered this letter as faithfully as it answers 100,000 other inquiries a year from college professors, housewives, students, technicians...

Yes, every person who writes to NBC gets an answer—whether his question is about broadcasting, Babe Ruth, Burmese or battleships.

And what has all this got to do with advertising on the radio? Precisely this. It builds good will—and good will for an advertising medium is good will for the products it advertises.

Not a rapid way of reaching masses of people, writing letters. But NBC painstakingly handles the "little things" in radio because they add up to making the "big things" more effective.

Faithful attention to details helps NBC retain its leadership, helps make NBC "the Network Most People Listen to Most."

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America
ANY AIR EXPRESS shipment that's packaged, labeled and ready to go...should go! Don't let it sit! Call AIR EXPRESS right away...instead of waiting for "routine" afternoon pick-ups. Your shipment thus avoids end-of-the-day congestion when Airline traffic is at its peak. That's the secret of getting fastest delivery! SHIP WHEN READY!

And to cut costs—AIR EXPRESS shipments should be packed compactly but securely, to obtain the best ratio of size to weight.

A Money-Saving, High-Speed Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have recently been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-4, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

ARThUR H. ASHLEY, has resigned as radio director of A & B Lyons Inc., New York. His future plans are not known.

WILLIAM TAYLOR, formerly on the copy staff of Foote, Cone & Belding, New York, has joined the copy department of Kenyon & Eckhardt, New York.

TED LONG, radio program producer of BBDO New York, has been named television director, replacing John Southwell, who has resigned to head the television department of Young & Rubicam, New York.

REGGIE MORGAN, copy chief of Ruthrauff & Ryan, New York, has taken on additional duties as head of the agency's television activities. Tom Hutchinson, former television head, has resigned. His future plans are not known.

STUART REYNOLDS, account executive of BBDO, Los Angeles, on April 10 joins Don Lee Broadcasting System, Hollywood. He replaces Ed Kemble, now with the airlines.

3 Subsidiaries Merge Under New Muzak Corp.

TO PROVIDE for a more closely coordinated and integrated operation, Associated Music Publishers have completed a merger of three subsidiary companies—Wired Radio Inc., Muzak Corp. and Muzak Transcriptions Inc.—into a single organization which will operate under the name of Muzak Corp. It has been announced by C. M. Flimey, president of AMP and also of Muzak Corp.

J. R. Smith, former president of Muzak Transcriptions, becomes vice-president and general manager of the transcription division of the combined organization. Bertha Allman, vice-president of the old Muzak Corp., is vice-president in charge of the new company's program services division.

John Andrus, who for a number of years headed the wired Radio laboratories, is vice-president in charge of research and development. John Andrus, who continues as treasurer of AMP, will also serve as treasurer of Muzak Corp.

Utility Sponsors Games

CINCINNATI GAS & Electric Co. and its affiliated companies in southwestern Ohio and northern Kentucky will sponsor play-by-play broadcasts of Cincinnati Reds games on WSAI this year for the second consecutive season, Walter A. Callahan, station general manager, announced last week. Commercialists will stress public services of the utility and the need to conserve gas and electricity as wartime fuels. Roger Baker and Dick Bray will handle the games. Sunday, night and midnight games will not be broadcast.

AAA to Hear Report

A. K. SPENCER, head of the radio department of J. Walter Thompson Co. and chairman of the Radio Committee of the American Assn. of Advertising Agencies, will report on the expanded CAB set-up, the new AFRA codes, APF rates and other radio developments at the AAAA annual meeting to be held April 11 at the Waldorf-Astoria, New York.

WLB Plans AFRA Study For Non-Network Fees

WAR LABOR Board will hold a hearing April 3 in Chicago on the commercial fee schedules for announcers employed at non-network stations, according to the American Federation of Radio Artists. Ray Jones, Chicago executive-secretary of AFRA, has prepared the union's case, AFRA reported.

In NEW YORK, AFRA has renewed its contract with WYVE for another year, effective April 1, calling for increases for staff announcers. In Charlotte the WLB has approved a contract with WBT, giving $2.50 weekly raises to AFRA members, retroactive to March 1, 1945. Leonard Lyons, national field representative of AFRA, has concluded a contract with WHK-WCLE Cleveland and a new contract was to have been submitted to KTW Philadelphia last week.

AFRA announced that committees are working on terms for new codes covering both live and transcribed performances, although the present contracts do not expire until Nov. 1. Negotiations for the new ones will not begin before September.

Mr. Wever has been named the AFRA national board as coordinating chairman for these committees.

New Cincinnati Agency

A NEW advertising agency has opened in Cincinnati with offices in the Union Trust Bldg., by Bert Johnston, author of the book, One Nuts for Sale.

Mr. Johnston served five years with Phillip Morris in Canada doing sales work, six with Sears, Roebuck & Co. and from 1931-1943 was with Roger Grocer & Baking Co. in Cincinnati, as director of advertising and display. After leaving for the new office he joined Ralph H. Jones Co. of Cincinnati and New York as vice-president.

Hubbell to Magazine

DICK HUBBELL, formerly television advisor for N. W. Ayer & Son, New York, is now editor of Television Review, a quarterly magazine. Associate editor is Tom Kennedy, formerly radio editor of the N. Y. Times.

Page 44 • April 10, 1944
NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST No. 1! Yes, sir, guys, the hundreds of letters received were so swell that double first prize winners had to be awarded each of the first four months and there were triple first prize winners the fifth and last month . . .

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your first hand experiences with all types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Your letter must be received by midnight, the last day of each month.) For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do.

Military regulations prohibit the publication of winners’ names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY MORE BONDS!

hallicrafters RADIO

THE HALICRAFTERS CO. MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
1 is BIGGER than 2
it's a fact!
The NORFOLK Metropolitan Market is BIGGER than...
Akor plus Altoona, Memphi plus Montgomery,
Richmond plus Reading, Denver plus Decatur,
Canton plus Chattanooga, Tampa plus Trenton...
There are more people, to buy more things, in Norfolk-Portsmouth-Newport News area than in 111 of the 137 leading U. S. Metropolitan Markets, more than double the buyers in 81 of them.
*According to the Census Bureau's estimate, Nov. 1, 1942.

POSTWAR?
"Class A-2 Area," Census Bureau's Asst. Dir., Dr. Philip M. Hauser, says, "Most rapid wartime growth plus excellent prospects of retention."

WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations COMBINED. 5,000 WATTS DAY AND NIGHT NBC NETWORK

Radio Advertisers

CARSON, PIRIE SCOTT & Co., Chicago (department store), on April 9 renewed sponsorship of its quarter-hour Sunday-Dimensionsed Carson House program on WGN Chicago. Contract for 15 weeks was placed through Smith, Benson & McClure, Chicago. Store also renewed sponsorship April 1 of its quarter-hour Monday through Thursday morning program, Marking Well, on WGN. Contract is for 15 weeks. Agency is Wadke Adv., Chicago.

NATIONAL PAPER PRODUCTS Co., a division of Crown-Zellerbach Corp., San Francisco, has appointed Wortman, Barton & Goold, New York, to handle its advertising. Products are diapers, toilet tissue and towels. A spot radio campaign is now in preparation.

ROBERT KEITZ, Kansas City home furnishing concern, has begun sponsorship of a Thursday evening half-hour program series on KMBC. The first of which, airing March, features the Kansas City Philharmonic Orchestra.

CIRCULEX CORP. of Canada, Toronto, (therapeutic health units) has started a quarter-hour program twice weekly on CKCL, Toronto. Account was placed by Ralph Adv., Co., Toronto.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J., has started transcribed quarter-hour program So the Day Goes on CFRB Toronto, CRY Winnipeg, CNB Montreal. Account was placed by Dancer-Fitzgerald-Sample, Chicago.

NATIONAL SUPPLY Co., Tonnance, Cal. (aircraft equipment), is sponsoring a five-week quarter-hour transcribed program on KFRC Hollywood. Contract is for 15 weeks, starting in mid-March. Charles N. Stahl Adv., Los Angeles, has the account.

BU-TAY PRODUCTS Ltd., Los Angeles (Raindrops, detergent), in addition to daily spot announcements on KOL KIDO KUTA KVOA, also is participating in programs on KXL, KFIC KIIT KTAI. In a revision, other stations may be added to the list in early May. Account is Gassinger-Galley & Co., Los Angeles.

SEARS ROEBUCK & Co., Los Angeles, has again appointed Radio & TV Services & Ryan Inc., Hollywood to handle its advertising. Firms is currently conducting a spot campaign in southern California, utilizing major stations.

THE FAIR STORE, Chicago, began sponsorship of a daily quarter-hour news broadcast, on WCFL Chicago. Mondays thru Saturdays, 10:10-10:15 p.m., (CWT), and starts Fridays thru Saturdays, 7:45 to 8 a.m., (CWF), on April 17. Contracts are for 25 weeks. Agency is Ivan Hill, Chicago.

STATE REPUBLICAN Committee of Illinois has purchased 13 quarter-hour programs on four Blue Network stations in the Midwest for the period preceding the Illinois primary election. Stations on which Illinois Republican speakers will be heard are: WENR Chicago, KMOX St. Louis, WROC Rockford and WCBS Springfield. Agency is McIninch Adv. Co., Chicago.

AYOSET Inc., San Francisco, "stabilized" dot to dot daily creative, has appointed Beaumont & Holman, San Francisco, as its advertising agency. Firm currently is using radio in Alaska and Hawaii.

MIAMI BEACH First City To Buy Network Time
CITY OF MIAMI Beach, Fla., will sponsor a weekly half-hour broadcast, Miami Beach Time, starting April 16, 3 p.m., on 30 MBS stations in the Midwest and East. It is believed this is the first time a municipality has purchased time on a network. Program is designed to build up the city as a permanent post-war setting place, rather than as a seasonal resort.

Highlighting Miami Beach as a rehabilitation center for service men, the broadcasts will be in the form of audience participation quiz programs with men and women of the armed forces who have served overseas taking part. Del Crosby, former Hollywood and New Orleans radio producer, will be m.c. Contract is for 13 weeks. Agency is Cecil & Presbrey, New York.

Blakeslee Appointed
M. F. BLAKESLEE has been appointed eastern regional manager for the sale of all RCA Victor products, it was announced last week by Frank R. Polson, vice-president in charge of the RCA Victor Division. With headquarters in New York, Mr. Blakeslee will be in charge of the Eastern Seaboard territory extending from Maine to Virginia, and from New York to Florida. Joining RCA in 1933 as a member of a special sales group, Mr. Blakeslee later became special Texas representative for RCA packaged goods products, and was then promoted successively to regional sales manager of the Atlanta, Chicago, and New York territories.

HARLE PUBLICATIONS, New York, publishers of horoscope and crossword puzzle books, has appointed Ralph H. Jones Co., New York, as advertising agency. Agency has also been named to handle Comic Corp. of America, New York, publisher of Band Leaders, a monthly publication, and other entertainment field magazines. Radio is being considered for both accounts.

KELITE PRODUCTS Inc., Los Angeles, manufacturer of industrial chemicals, has created a separate division, the Kenu Products Co., for manufacturing and marketing of its packaged product, Kenu cleanser. Augmenting its current advertising schedule, Kenu in a Southern California campaign on April 3 started for 13 weeks using daily transcribed chain break and one-minute announcements.
Sealed in this box and deposited in the vaults of the Bell Telephone Laboratories is a special device that helped win a great battle. It is being preserved for its historical significance.

Such things do not just happen. New instruments of war may appear suddenly on the battle-fronts. But behind them are long years of patient preparation.

Our scientists were organized to have this device ready for battle—just as our fighting forces were organized to be ready for that battle.

Developing secret military devices is a big job but big forces are busy on it, day and night.

Concentrating on this job are more than 7000 people in the Bell Telephone Laboratories. Its scientists and engineers and their skilled associates form a highly organized team, experienced in working things out.

Today’s work for war had its beginning many years ago when these laboratories were founded as part of the Bell System’s service to the public.

BELL TELEPHONE SYSTEM
For Memorial

RAYMOND GRAM SWING,
Blue commentator, who recently received the $1,000 Alfred L. du Pont Radio Commentator Awards, has turned over the money to the Raymond Clapper Memorial Fund, set up in honor of the late Mutual commentator and Scripps-Howard columnist.

PLANTERS NUT & CHOCOLATE
Co., Wilkes-Barre, Pa., started sponsorships, April 3, of a quarter-hour program, Robert Horleigh and the News, Saturdays, WBBM Chicago. Contract is for 42 weeks. Agency is Goodkind, Joyce & Morgan, Chicago.

No, Silas, there are too many people around here. . . .

Yep—Fargo's a boom town!

The 1940 Census shows that 42,895 people live in the Fargo "metropolitan area" (a three-mile radius).

. . . The actual retail territory of Fargo has 269,032 souls—nearly half of North Dakota's total population—and all from the super-duper Red River Valley! . . .

Let us send you the facts—or ask Free & Peters.

WDAY
FARGO, N.D. . . . 3000 WATTS . . . N.B.C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

WEBER'S CHOCOLATE
Rexroad, Chicago, has named Paul A. Portnoy district sales manager, with the firm since 1933; James H. Wolfe, manager; Edward K. Nelson, advertising manager; and Robert C. Haffner, sales manager.

ACCESS (Ky.)
AINT OPEN TO US?

Noo, WAVE probably doesn't have a friend in Access (Ky.)—except we miss a couple doreen people that way!

But one thing we don't miss in the Louisville Trading Area is the 1,336,000 people and $2,077,277 radio homes! We don't lookin' the other way when these people go to buy, their 57.5% of all the local merchandise, either. We help 'em! Like to get in here yourself—with no extra charge for Access?

LOUISVILLE'S
WAVE
3000 WATTS . . . N.B.C. . . . N.B.C.
FREE & PETERS, INC.,
National Representatives

"She got the idea from a blow-by-blow description over WFDF Flint."

WAC FIRST AID CLASS

Page 48 • April 10, 1944

BROADCASTING • Broadcast Advertising

Here is a program every station manager will want to hear immediately. Here is a program that has audience appeal . . . a terrific merchandising hook that has built amazing audiences for 108 sponsors on 108 stations.

SAM ADAMS is a quarter-hour transcribed program built around a typical folksy American grocer at a time when shortages and rationing has skyrocketed public interest in groceries. It's a natural!

What Happened

SAM ADAMS went on the air last fall. The show with its humorous human interest appeal was an instantaneous success.

Telephone surveys made recently in ten key markets showed average audience of 50% of sets tuned in! After six months on the air, almost 100% of the sponsors renewed for another six months!

Why

SAM ADAMS holds its audience!

Write, or Wire today for Availability in your City
Agencies Expand Use of Television

J. Walter Thompson Names Two Creative Executives

TELEVISION activities of advertising agencies appeared to be gaining momentum last week, according to a check which shows several firms with new plans for experimental telecasts, under the direction of men especially assigned to television.

At J. Walter Thompson Co., plans were being made for a regular weekly telecast for several named products on W2XWV, the NBC network's Du Mont laboratory experimental station, or on WRGB Schenectady, commercial outlet operated by General Electric Co. Station and starting date are still to be determined.

Agency's newly-organized television set-up is headed by two "creative executives" from the radio department, Tom Fee and John Kuhle. WRGB is switching from WRGB-CO, the experimental station, or on WRGB Schenectady, commercial outlet operated by General Electric Co.

Newell-Emmett Co. has already produced two telecasts on W2XWV, one for the K립ian Division, Colgate-Palmolive-Peet, the other for Liggett & Myers (Chesterfield). Third program last Tuesday for the Newell-Emmett Co. is based on views of household electrical products, and other programs are to follow for this account.

Agency has not secured a regular network contract, but intends to use television on a sporadic basis. Ed Franklin supervises television.

Under the direction of John F. Barrett, head of its newly-organized television picture division, Young & Rubicam will start a regular series on W2XWV in May.

CIO Would Air Congress

A resolution adopted by the San Francisco Branch, National Municipal League (NML), urging that "Congress broadcast" of "important proceedings of Congress," introduced in the House by Rep. Holter (R-Cal.), has been referred to the Rules Committee with little likelihood that any action will be taken. The resolution declared: "It is well known that if the people of this nation could hear the voices of Congressmen who shout 'white supremacy' in the various accounts of Hitler, could hear the arguments of Congressmen who tried to suppress the right of millions of soldiers to vote, and could hear the debates on how to hamstring the Administration's war program by defeating an adequate tax law, they would defeat those Congressmen at the polls."

FTC Complaint

REX DIATHERMY Corp., Brooklyn, was charged by the Federal Trade Commission last week with misrepresenting in radio and other advertising in the Italian language the curative properties of its diathermy machine. The Commission said with failing to reveal that use of the machines by unskilled persons may result in injury to health.
GE Offers New Electronic Tube

(Continued from page 11)

program service, Mr. McLean suggested that with a 16 MM silent motion picture camera and a magnetic wire recorder he can make inexpensive commercial and news films instantly. As the local audience expands, the local operator may wish to add a portable pick-up unit, which Mr. McLean described as being "a small truck with portable sight and sound transmitters and a portable camera unit. The camera could be installed on a truck with a parabolic antenna reflector which would beam the picture and sound back to the main transmitter. The addition of this unit would provide on-the-spot programs for the local audience."

Mr. McLean reported that G-E estimates indicate a growth of television broadcasting from the nine stations now operating and the 40 more for which applications have been filed and which presumably will be ready to start within 18 months to two years after the end of the war, with 67,000,000 people, over half the population of the country, within their service areas.

At the end of his address, Mr. McLean reported that the New York Daily News had placed an order with G-E for post-war delivery of complete equipment for a 40-inch television station to be located in the Daily News Building, duplicating an order placed earlier with G-E by the Chicago Tribune.

A. A. Brandt, general sales manager of the electronics department, reported that G-E is planning to produce home receivers of the direct-viewing type at "popular prices," defining that term as around $200, based on pre-war levels. These sets will have 12-inch viewing tubes, he said, to insure good picture contrast and definition. Higher-priced receivers, he stated, will probably be designed with projection tubes, providing good pictures up to 18 by 24 inches. G-E will make receivers available to markets where television broadcast stations now exist as soon as the government authorized them to do so, he stated, adding that this market is large enough to provide an adequate "jump-off point for a good start in the full and orderly development of the industry."

Religious Discs

GOSPEL TABERNACLE, New York, now sponsors The Word of Life Hour, a half-hour series on a total of 25 stations, including 20 domestic outlets. Three Panama City stations, KTOH, KFQD, Alaska. Program is short-waved as a transcription from HCHR, Quito, Ecuador. Program started on the former Brooklyn station WBBB four years ago, and has originated from WBN New York for three years. It is also heard live on WSNY, Schenectady; WMBC, Boston and WPEN, Philadelphia, and elsewhere as a transcription. Stations carrying the program include: WBZ, WNBC, WGMT, WQCB, WRAL, WLAG, WCI, KWBK, KXEL, WRAL, WDEV, WSBK, HOA HPS, Agency is M. C. Austin, New York.

SUIT DISMISSED

THE NEW YORK Supreme Court on March 28 dismissed on merits the complaint brought against Hearst Radio Inc., by Lewis King advertising agent for Armstrong Racing Publications, Mr. King sought unpaid commissions in excess of $40,000 from Armstrong's racing program on the Hearst station WINS New York, claiming that the station stopped payment on the commission after the first six months, although an oral agreement had been made for uninterrupted payment. Decision will probably be appealed.

Mr. Hooper TELLS YOUR STORY!

AUGUSTA, GA. LISTENING INDEX

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30 minute breakdown shows WGAC with more listeners than all other stations combined ... 25 of 26 half-hours. 8 A.M.-10 A.M.

Blue and Mutual Networks

J. B. FQUA, Vice President & Gen. Mgr.
HEADLEY-REED CO., National Representatives

CONVENTIONS

INDEX AND GROUP MEETINGS

American Ass'n of Advertising Agencies—April 11, Waldorf-Astoria, New York (members only).
National Conference of Business Paper Editors—April 14, Cleveland Hotel, Cleveland.
Ass'n of National Advertisers (closed session)—May 1-3, President's House, Club, Rye, N.Y.
Proprietary Ass'n of America—May 15-17, Biltmore Hotel, New York.
American Federation of American War Advertising Conference—June 4-7, Hotel Astor, Chicago.
National Industrial Advertisers Ass'n, Eastern Regional Conference—June 5-6, Hotel Clarendon, Atlantic City.
Public Utilities Advertising Ass'n—June 6-8, Palmer House, Chicago.

Mathers Joins BMI

DON MATHERS, former announcer-producer at WSPD, Toledo, has been appointed BMI field representative for the Midwest, rounding out the "service" phase of BMI, established about a year ago by Roy Harlow, in charge of its overall operation as well as handling the East Coast territory. Ralph Wentworth has charge of the South and South Central districts and Glenn Dobber is responsible for the Pacific Coast.

In addition to their calls on station managers, program makers and musical directors to help them get the most out of the various BMI services, the field men have begun holding roundtable lunches in larger cities. Two such meetings were held recently in Boston and Philadelphia and others are scheduled for the latter part of April in Chicago and St. Louis.

Columbia Baking on 30

COLUMBIA BAKING Co., Atlanta, has signed for a second season of 76 recordings of Music Master, a feature of NBC Radio Recording Division adapted from a magazine of the same title. New World will run thrice weekly for 13 weeks on 30 stations in five southeastern States, starting April 17. Program will be resumed in the fall after a summer hiatus. Columbia Baking has also contracted with NBC Radio Recording for accompanying dramatic announcements in script form, based on interviews with a typical American family.

Annual Dinner May 20

ANNUAL dinner of the Radio Correspondents' Ass'n., has been set for May 20 at the Statler Hotel, Washington, Earl Godwin, president, announced last week. At a meeting of the Association's executive committee last Thursday, Claude Mahoney, WMAL Washington commentator, was named chairman of arrangements. He will collaborate with D. Harold McGrath, superintendent of the Senate Radio Gallery, in providing entertainment. A heavily crowded dinner [Saturday, March 13], will be formally installed at the dinner.

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Broadcast Advertising

April 10, 1944 • Page 51
New Duane Mise News Bureau broadcasts. something in place of these Washington nearby hope you about
Dear Vera:

WCHS

Regards

Last It's Kansas' A.M. and And here's 110,000, week

A.M. and get to more goes of stuff Watts Day

Ray Bureau's chief. I

I sponsor, may broadcast. for the transcription

I would like to be de-

unemployment fund as inadequate. Mr. Myers questioned the Board's power to order the intervener com-

its position to the claim that mu-

panies into such a contract as that

niecians as a class are entitled

STANDING BEFORE AN EXHIBIT of sponsor's products are (1 to r) Horace Stovin, Ken Soble, owner-manager, CHML Canada, and Bill Wright, the occasion being the announcement that Stovin & Wright, Toronto station representatives, would represent CHML, a new dominion station. The display consisted of exhibits of more than 100 nationally advertised products sponsored on the station, and was presented to radio advertising agency executives and network officials, by Stovin & Wright. A cocktail party and dinner followed with some 220 agency executives present, and station's departmental heads were introduced.

Wichita KFH

BOOM TOWN BABY

Baby Bolin in the arms of Tommy Riggs. She's the daughter of proud papa Hal, Cessna Aircraft employee. Cessna Photo

Here's Baby Bolin who "doubles" for Betty Lou with Tommy Riggs. And here's KFH with plenty of stuff to do a double selling job for you! Yes, everything goes double in Boom Town; population is up from 110,000 in '30 to more than 250,000 in '44 ... per capita buying power is up more than double ... $16,000,000 in retail sales monthly ... making Wichita the Number One "must" market in the great Southwest. If you want to get set where it's solid, call in the Sales Manager, the A.M. and the Account Exec. and get set on that selling station in Kansas' Richest Market.

CBS 500 Watts • Day or Nite
Call Any Party Office

Page 52 • April 10, 1944
Fly on Television

JAMES LAWRENCE FLY, FCC chairman, will be seen and heard by the audiences of WNBT New York, WRGB Schenectady and WTZX Philadelphia, video stations of NBC, General Electric and Philco, at 6 p.m. April 10, when he introduces a film "Pilotless the Ether," which depicts the work of the FCC's mobile units in locating and eliminating unlicensed broadcasting stations. Movie shorts, one of the M-G-M "Crime Does Not Pay" series, will also be telecast the same evening by WTZR, Zenith station in Chicago, and KTSL, Don Lee station in Hollywood. Mr. Fly's talk will be relayed.

Conscription?

Opening the rebuttal, Mr. Padway dwelt at some length on the question of what constitutes a strike. He pointed out that when the AFM stopped making records the union made no demands and that for 10 months the transcription companies made no issue of the case.

"How long does a strike exist?" he asked.

When Mr. Padway asserted that if the Board were to follow the panel recommendations it would be asked to conscript "manpower" Chairman Davis commented that "We also conscript manpower when we order people back to work."

Mr. Padway pointed out that if the Board were to follow the request of the RCA and CRC, exempting them from the provisions of the "four-company" contract, all 67 companies party to that contract would be affected. He denied that the dispute in any way interferes with the war and said the companies are pressing as many records as they ever made.

"Is the war effort being impeded if Pistol Packing Mama or Mailray Doats is made only by Decca?" he asked.

Considerable discussion ensued regarding the distinction between quitting work and calling a strike. Mr. Batt, industry member, asked whether the action of a union in "simply quitting" doesn't set a "bad social precedent."

Mr. Garrison pointed out that the Board has never specifically ordered men to work but has ordered strikes ended. He wondered what effect the Board's action in this case would have upon other types of strikes.

Petrillo's Analogy

At this point Mr. Petrillo entered the discussion by posing an analogous situation to explain the peculiarity of the transcription problem: "I'm a violin player. I'm asked to make a record. Then I'm through. But the record is played over and over. Where does that leave me? The case is different in the steel industry."

"It's been our difficulty to tell the Senate and the Panel and now this Board the difference between

Joe Lowe Jingles

A TOTAL of 1,800 15-second jingles weekly will be used by Joe Lowe Corp., New York, in a campaign for Creamicle, Popsicle and Popsicle starting the latter part of April. Drive will start on 50 stations in the south. More than 76 outlets will be added in the north, east and western areas after May 15. Agency is Abbott Kimball Co., New York.

Diaperwhite Inc. New York, a new firm, expects to start spot radio in six months for its powdered soap and deodorant. Diener & Dorskind, New York, is agency.
Multiple Ownership

(Continued from page 14)

Act of 1943 ruling to gain from sale or exchange of property necessary or appropriate to effectuate the policies of the Commission, with respect to the ownership and control of radio broadcasting stations.

The provisions of the Revenue Act of 1943 referred to are as follows:

Revenue Act of 1943

SEC. 123. GAIN FROM SALE OR EXCHANGE OF PROPERTY PURSUANT TO ORDERS OF FEDERAL COMMUNICATIONS COMMISSION.

(a) In General.—Section 122 is amended by adding at the end thereof a new subsection as follows:

"(m) Gain from Sale or Exchange to Effectuate Policies of Federal Communications Commission.—If the sale or exchange of property (including stock in a corporation) is certified by the Federal Communications Commission to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations, such sale or exchange shall, if the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of subsection (1) of this section. For the purposes of subsection (f) of this section as made applicable by the provisions of this subsection, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property so converted. The part of the gain, if any, upon such sale or exchange to which subsection (f) of this section is not applicable shall nevertheless not be recognized if the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property of a character subject to the allowance for depreciation under section 23 (1), remaining in the hands of the taxpayer immediately after the sale or exchange, as acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the Secretary. Any election made by the taxpayer under this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place or, with respect to taxable years beginning before January 1, 1944, by a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the Secretary and such election shall be binding for the taxable year and all subsequent taxable years."

(b) Taxable Years to Which Applicable.—The amendments made by this section shall be applicable with respect to taxable years beginning after Dec. 31, 1942.

FUTURE FIGHTING MAN. Jim Shelby (seated left), director of radio for McCann-Erickson, Chicago, who leaves for service in the Marine Corps this week, explains plans for the new WBBM Chicago program, "Fighting Man...U.S.A.," to Walter Preston, WBBM program director (seated center), Stanley Levey (standing), WBBM salesman, and Carl Deyensroth, executive director of the Milk Foundation, Chicago, sponsor of the program. The quarter-hour show is heard Saturdays over WBBM, effective April 1. Contract is for 18 weeks. Negotiations were handled by Stanley Levey thru McCann-Erickson's Chicago office.

KGLO Press Divorcement

TO EFFECT complete separation from newspaper interests, the Mason-City Globe Gazette Co., licensee of KGLO Mason City, Ia., last week filed with the FCC an application for modification of license to change its corporate name to Lee Radio Inc.

Until January 1 the KGLO licensee also owned the Mason City Globe Gazette, at which time separation with the paper was effected through the formation of a new corporation, the Globe Gazette Publishing Co., capitalized at $300,000. The Globe Gazette and all of its associated properties were sold by the KGLO licensee to the new corporation in exchange for all of the capital stock. Mason City Globe Gazette Co. then called in all of its outstanding stock and issued in exchange for each four shares received, three shares in the new corporation and one share of its own. Record of this procedure was filed with the FCC law department on January 25.

WINN

WINN LOUISVILLE

with WINN Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

James M. LeGate
General Manager

National Representatives:
GEORGE P. HILLINGERY CO.
SEATTLE

Southeast Representative:
HARRY E. CUMMINGS

5,000 WATTS - 610 KC - NBC

Page 54 • April 10, 1944

BROADCASTING • Broadcast Advertising

BLUE NETWORK SHOWS + NEWS + GOOD LOCAL SHOWS = AUDIENCE

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Hooper Endorses Expansion of Surveys As Substitute for Present Duplication

EDITOR, BROADCASTING:

Here is how one organization reacts to the “Webber Plan” [BROADCASTING, March 27] for effecting expansion as a substitute for duplication in radio measurements. We endorse it heartily.

On the “quantitative” job to which we, at Hoopers, have applied ourselves, we have made a good beginning as far as “ratings” are concerned, but the comparatively heavier assignment of furnishing uniform station “coverage” information is but getting under way. The two can keep us plenty busy.

The CAB has already had 14 years of experience with “qualitative” radio measurements (“recall” and “conscious impression” measurements) so it is as logical for them to “expand” in that direction as it is illogical for them to step into a field where they can contribute nothing but chaos. And I’m thinking of the individual listeners over whose telephone numbers both CAB and Hooper interviewers are going to be stumbling.

LISTENERS ANNOYED

Already in one important American city (one of the 32 four-network-service cities in which we have been accumulating network ratings for 10 years) the City Council passed an ordinance to prohibit telephone surveys, this upon petition by the homeowners. Fortunately, the city attorney ruled it to be “without the jurisdiction of the Council”. We got it straightened out before it went to the State legislature.

What was the cause? A station in that city was itself conducting a volume of coincidental interviews comparable with our volume but without reference to the telephone numbers we had just called.

CAB was also working that same city at that time but its volume of calls was so small as to contribute little to the confusion. But now CAB proposes to call over 5,000 homes per city per month. That means CAB will create that identical problem in 44 American cities.

It is our policy to control our contacts with the listeners in such a manner that a home is called a second time only after every other home in the directory has been dialed. Obviously, only one organization can administer such a policy in a city.

We want to preserve the cooperative spirit in which the listener now answers our questions. Why? Because there is no known method of radio audience measurement which is not completely dependent upon 100% cooperation on the part of the respondent.

Certainly radio needs continuous qualitative measurements. The methods are known and the best of them is available for national application right now. It is the logical next step and if CAB doesn’t take it and do a good job, we promise you we will.

April 4, 1944.

C. E. Hooper
C. E. Hooper Inc.
22 E. 40th St.
New York.

A TOTAL of 685 pianos were offered to men in the armed forces last week after Martin Block requested listeners to donate their pianos on four of his Make Believe Room programs on WNBW New York.

Paint Co. Renews
SHERWIN - WILLIAMS Co., Cleveland, sponsor of Metropolitan Auditions of the Air on the Blue Network, for the past nine opera seasons, will retain the Sunday 4:30-5 p.m. period in the summer and fall, instead of discontinuing its music program at the conclusion of the season as in previous years, the paint firm has renewed the half-hour for another 32 weeks, effective April 16. Successor will be titled World of Song and will feature each week two singers who have become members of the opera company through the Auditions program. Solists will be supported by a 50-piece orchestra conducted by Wilfred Pelletier. The Auditions series was concluded with the April 9 broadcast announcing the winners. Agency is Warwick & Legler, New York.

Grocery Spots
HELPER BROS. Co., New York, wholesale fruit, produce and packaging concern, is preparing to introduce its products under its own brand names, and is planning an advertising campaign. Spot radio is being considered along with newspapers and magazines. A. M. Sneider & Co., New York, has been named advertising agency.

Video Writers
WRITING for television is far different from radio writing, requiring a picture sense as well as a feeling for words, Richard Hubbell, television writer-director, told the Radio Writers Guild in an open meeting held last Tuesday in New York.

WPAT presents BOB BRIGHT
The Jingle King

in a new feature
BOB BRIGHT’S BANDSTAND
A fast moving hour and a half of music to thrill to... and dance to...
3 to 4:30 P.M. Mon. thru Sat.

ONE MORE REASON FOR SELLING YOUR CLIENTS WPAT... The Fastest Growing Station in the Metropolitan Area.

WPAT presents BOB BRIGHT

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3 to 4:30 P.M. Mon. thru Sat.

ONE MORE REASON FOR SELLING YOUR CLIENTS WPAT... The Fastest Growing Station in the Metropolitan Area.

PAUL H. RAYMER

Sales Representative:

PLANTS... PAY ROLLS... PEOPLE... Savannah ranks third among all major markets in percent of retail sales increase during past year.

WASV SAVANNAH
National Representatives: GEORGE P. HOLLINGBERRY CO.

BROADCASTING - Broadcast Advertising

April 10, 1944 - Page 55
Atlantic Refining
Ready for Season
Oil Company Completes Plans
For Eastern Baseball

COMMENTING on final plans of Atlantic Refining Co. sponsorship of 1944 major and minor league baseball games, [Broadcasting March 6] Joseph R. Rollins, advertising manager, said the consensus is that continuation of professional baseball for another wartime season is desirable. "That opinion has been expressed not only by those of us who have remained at home, but also by many in the armed forces here and abroad," he said.

"Our experience in 1943," Mr. Rollins continued, "was that by putting these games on the air we were aiding baseball to reach many thousands who were unable to attend the ball parks and thus helping its effect on public morale, and also that these broadcasts gave us an excellent opportunity to furnish Government information and important messages to the people without interrupting the description of the contests.

"Therefore, we consider it desirable that such a program be resumed this year."

With professional baseball teams in full training for their second season under wartime conditions, the Atlantic Refining Co. announced last week completion of final arrangements to sponsor broadcasts over a network of stations in Pennsylvania and along the Eastern Seaboard.

Doug Arthur has been added to the announcers handling the game narrative in Philadelphia.

Games of the Boston Braves and Red Sox will be carried over the following stations of the Yankee Network: WRDO Augusta; WLBZ Bangor; WELM Fitchburg; WHAI Greenfield; WHTT Hartford; WHYN Holyoke; WLNH Laconia; WCUI Lewiston; WLLH Lowell; WFEA Manchester, N. H.; WNBH New Bedford; WNLC New London; WRK Pittsburgh; WHIB Portsmouth; WEAN Providence; WSYB Rutland; WATR Waterbury; and WAAB Worcester.

There will be no night games in Boston.

WITH Baltimore will broadcast all home day and night games of the Baltimore Orioles of the International League, plus Sunday resumes for all at-home and away-from-home contests.
WITHCOMB HEADS NEW BLUE DIVISION

DONALD WITHCOMB, veteran broadcaster who for the last three years has headed the Brazilian Section of the Office of the Coordinator of Inter-American Affairs, has been appointed manager of the international division of the Blue network. Creation of the new division and appointment of Mr. Withccomb were announced in letters from Edgar Kobak, Blue executive vice president.

Mr. Withccomb

The Blue maintains no shortwave broadcasting stations and is not planning to enter this field, but will utilize point-to-point circuits to transmit programs to foreign countries for broadcasting over local stations and networks or programs from abroad to the Blue. International Division will have charge of coordinating all foreign broadcasting activities of the Blue, especially concerning the exchange of programs with foreign companies.

"This new department will work in close cooperation with established departments," he said. "As soon as current surveys and negotiations are completed, a detailed analysis of the Blue's foreign operations and long-range planning will be announced."

Mr. Withccomb, a well-known figure in the earlier days of network broadcasting, began as executive assistant to M. H. Aylesworth, first president of the Blue, in the late 20's. Later he was station relations manager of the network. He became general manager of WFIL, Philadelphia in 1935, and served in that post until 1939. Shortly thereafter he became identified with CAA. Mr. Withccomb will report to Mr. Kobak in his new post.

Cosmetic Sponsor

ARTRA COSMETICS Inc., Bloomfield, N. J., which is lining up a spring and summer campaign for Sutra Sunfilter Cream, has signed for participation in "First Love," which airs with the Fitzgeralds on WOR New York, for 18 weeks, starting May 2. The $250,000 campaign, which is the largest in the affair, is expected to get under way May 22 or 29. Agency is Murray Breese Assoc., New York.

HANDS ARE SHAKEN as KOB Albuquerque is selected as a test market for an introductory radio market by Colorado Milling & Elevator Co., which is introducing a new product, Pike's Peak Four-Purpose Flour. The program includes 254 announcements, daily 15 minute newscast, three 15 minute remote control programs and a 30 minute nighttime variety show with orchestra. Handshakers are Rush Harris (left), sales manager of the milling company, and Frank Quinn, manager of KOB. Middle-man is Ed M. Hunter, of the Denver agency bearing his name.

Norton Honored

ROCKEFELLER Foundation at its regular meeting in New York on April 6, elected Ed Norton, of Birmingham, chairman of the board of WAPI, CBS affiliate in Birmingham, to membership on the general education board of the Rockefeller Foundation. The board is charged with the administration of the funds donated by the Rockefeller Foundation for educational purposes and makes grants for scholarships, buildings and other educational activities. Mr. Norton is the only Southern business man on the board.

Don't Let Their Rigs Mislead You; These Folks Sell

Their costumes may look like a pain in the odd family album... but our air-rating is a constant delight to their sponsors.

"They" are Pa and Ma Smithers — radio creation of Dan Homsy, and their history includes a two-year run on WLS, Chicago. Currently they are aired, live, five times weekly over KRNT, Des Moines, where their performance has: 1. Won plaudits from Billboard as "network timber". 2. Earned recommendation in the Guide to Balanced Listening. 3. Proved a steady mail-puller. (Sold 1,209 token purses in three weeks)

After winding up a winter series for a cold remedy, they're ready to tackle a new assignment—for the summer, or for 52 weeks.

Yes, to more than a million listeners in Des Moines and Central Iowa, Pa and Ma Smithers have become familiar and welcome personalities — two among the many reasons why the audience rating and sales-rating of KRNT keeps going up.
Al last a RETAIL RADIO HANDBOOK that you can rely on. 24 PAGES PACKED WITH SUCCESSFUL RADIO IDEAS CLEARLY WRITTEN BY THE ORIGINATOR OF SAN FRANCISCO'S UNPRECEDENTED RETAIL RADIO BUREAU. It contains Mr. Wright's "FOOLPROOF FORMULA" for making radio work at retail. Many case-histories and quotes. Sold Advertising Age's Editor, E. E. Bernstein: "One of the most effective explanations of radio's place in the retail picture I have seen thus far." Says its Author: "A condensation of all I have learned in 15 years of retail radio." A limited edition of 500 copies will be sold for only $1.00 each. Postage Prepaid.

FRANK WRIGHT

Mail $1.00 bill, check or M.O. to: FRANK WRIGHT

WILEY Co. on WLS

GEORGE WILEY Co., Clay Center, Kan. (Wiley's Pup-ple Calculator), started sponsorship April 4 of a quarter hour program, Praitie Ramblers, Tuesdays, Thursdays and Saturdays on WLS Chicago. Contract is indefinite. Agency is First United Broadcasters, Chicago.

WHAM

ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the NATIONAL BROADCASTING COMPANY

National Sales Representative: GEORGE P. HOLLINGBERRY Co.

SHRINE PROMOTION OVERSELLS SUPPLY
WITH A BACKLOG of 10,000 orders, Capitol Converters, Fall River, Mass., has temporarily dis-
continued space and time promotion of its home altar shrines until supplies can be replenished. Re-
response to a three-to-five week campaign on five foreign language outlets was far beyond expectation. Firm used a series of live announcemen
ts following religious programs on WOV, WIBX, WWL, WSBB WCOP. At first the spots were placed after programs of all denominations, but it was soon dis-
covered that virtually all response came from Catholic broadcasts and the schedule was revamped accordingly.

Capitol Converters which has bought out the license for the home shrine and is now manufacturing its own, expects to be back on the air around May 1. Original station line-up will be expanded to include WJBR Detroit and a Chicago for-

gien language station. Space advertise-
ning has included 28 Catholic publications and other newspapers. Colonial Adv., New York, handles the account.

Mr. Siling Capt. Webster Guard, was elected vice-chairman, and will become chairman next year. Philip P. Siling, assistant chief engineer of the FCC in charge of broadcasting, was elected chair-
man of IRAC's technical subcom-
mittee. Captain Webster is on leave from his post as assistant chief en-
geine of the FCC in charge of safety of life services.

Comdr. Miles is regarded as one of the foremost experts on frequency allocations in the country, and assumes his new post when alloca-
tions are of prime importance to both industry and government. A native of Illinois, he graduated from the Naval Academy in 1927 with distinction. He resigned from the Navy in 1929 but retained a naval reserve status, and joined Mackay Radio & Telegraph Co., becoming head of its central fre-

frequency bureau. After seven years with Mackay, he became superin-
tendent of communications of the Western Division of Hearst Radio Inc.

In 1939 Comdr. Miles became a civilian radio engineer in the Radio Liaison Division, of the Office of Naval Communications. In June 1941, he was ordered to active duty and in 1942 he was transferred to the Office of Naval Communications handling frequency procurement and assignment activities, becoming head of the section. He has been the Navy member of IRAC since November, 1942, and its vice chair-
man for the past year. He is also the Navy observer on the Radio Technical Planning Board, and serves on various other committees on radio communications.

DOMINION NEWS

SEN. W. A. BUCHARAN, Leth-
bridge, Alta., was elected president of Press News Ltd., radio sub-

sidiary of Canadian Press, at the re-
cent annual meeting held at To-

Press; Emile Jean, CHLN and Three Rivers La Nouvelle; Sena-
tor W. Rupert Davies, CKWS and

Kingston Whig-Standard; F. J.
Ker, Hamilton Spectator; H. M. Hueston, Sarnia Canadian Ob-
server; W. E. Preston, Brantford

Expositor; W. McCurdy, Winnipeg

Tribune.

WBNS FILLS THE BILL

BROADCASTING • Broadcast Advertising
KMBC Applies for 50,000 w on 540 kc.
As Part of Post-War Expansion Plans

KMBC KANSAS CITY, pioneer CBS outlet, will apply for a 50,000 w station to operate on 540 kc., as part of its post-war building project, which would give the station one of the largest rural coverage in the country, according to an announcement last week by Arthur B. Church, president and principal owner. FM and television also are part of the station's post-war plans.

KMBC now operates on 980 kc. With 5,000 w. KMBC formerly had applied for 50,000 w on two other frequencies, in an effort to expand the station's coverage in the midwestern area. Mr. Church, a pioneer broadcaster who has specialized in program production, pointed out that his station for many years has sought to cater to the rural audience and has maintained a staff of farm experts and talent.

Equipment Scarce
He pointed out that Kansas City is the largest city in the central area farm belt and the most important trading center of that region. Yet, he said, it is no high-power broadcasting stations and in many parts of the area livestock raisers, grain growers and farmers generally depend upon Kansas City stations for information vital to them. KMBC had previously applied for 50,000 w on 650 kc., a Canadian I-A, and on 770 kc., clear channel frequency M-3. He noted, however, proved futile, the last having been stymied by wartime restrictions on equipment and construction.

The proposed 50,000 w station on 540 kc. Mr. Church said, would be located on the KMBC service farm 16 miles southwest of Kansas City. It would employ a tower higher than any now in use in America, subject to approval of the Civil Aeronautics Authority. He estimated that over one million rural area listeners would be the beneficiaries of the high-powered transmitter, many of them not now receiving adequate service.

The 540 kc channel now is used by CBR at Watrous, Saskatchewan, with authorized power of 50,000 w. The KMBC application, Mr. Church said, is for a non-directional antenna, but if conditions necessitate a directional pattern, alterations presumably could be made. Engineering tests indicate that both KMBC and the Canadian station could satisfactorily operate on 540 kc using directional antennas.

Post-War Changes
While the military services have been using frequencies close to 540 kc., Mr. Church predicted that this service will be discontinued after the war when shifts in allocations are alluded to consideration given to widening of the AM broadcast band above and below the present 550-1600 kc. limits.

Pointing out that the present North American broadcasting agreement expires in March, 1946, Mr. Church said that post-war changes can be expected. He added his belief that it would be helpful to the Government and the FCC if broadcasters interested in using possible new frequencies and other clear channels make known their desires as soon as possible through filing of applications.

Plans FM Station
As to FM, Mr. Church said that he plans a 50 kw station to be located some distance from Kansas City with satellite transmitters to the principal cities in the area. FM, he said, probably will develop much slower in the Great Plains areas than in cities or in mountainous areas where ideal FM antenna locations are provided for substantial coverage.

Mr. Church, in addition to KMBC, operates Midland Radio & Television Schools, engaged in training of enlisted men and women as operators and technicians. KMBC's television laboratories and studio are located in the school division, along with a 1500 w FM station for which is pending application for modification of license from developmental to commercial.

KMBC ISSUES BOOK
ON WAR ACTIVITIES

KMBC Kansas City has just issued its second annual "War Broadcasting Activities" booklet dedicated "in behalf of American broadcasting to the home and the community." The report summarizes typical KMBC war projects undertaken in 1943 under the supervision of Gene W. Dennis, coordinator of war activities for the station.

Patterning its war activities during 1943 on the principle "to be of greatest service to the nation at war by supporting all deserving home front projects," KMBC has broadcast war messages on such varied subjects as "The War and the Farm," "Overseas Morale," "Red Cross Blood Bank," and others. A summary tabulation gives the number of local announcements given to governmental and civic organizations as 4,763 and the amount of time as 184 hours.

The booklet closes with the KMBC pledge for 1944: "The broadcasting industry stands ready to serve, taking on increasingly important responsibilities in the establishment of a better world. KMBC pledges its constant attention to these principles."

Baltimore's
Blue Network Outlet
John Elmer
President
Geo. H. Roeder
Manager
FREE & PETERS
Exclusive National Rep.

TRADE MARK

SALES FLY HIGH WHEN YOU BUY

YOUR 1943 "SHOWMANAGEMENT AWARD"
TO THIS STATION IS APPRECIATED

In acknowledging receipt of this meritorious trophy for "Fostering Racial Goodwill and Understanding" we pay tribute to our operating staff and artists who have, through their untiring efforts, further exemplified the dual purpose which has made CKLW known throughout America's Third Market, as "The Good Neighbor Station".

J. E. Campeau
MANAGING DIRECTOR
Union Guardian Bldg., Detroit

J. H. McGilvra, Inc.
Representative

5,000 WATTS
DAY and NIGHT
800 KC.

MUTUAL BROADCASTING SYSTEM

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NAB Projects Coverage Plan

(Continued from page 8)

Posen, publicity director of Hochschuld, Kohn & Co., Baltimore, and co-chairman of the radio panel, hurled the challenge at radio when he said: "Research is one of the weaknesses of radio that must be overcome. We retailers are depending on you radio people to solve that problem. We must know what kind of coverage you can give us.

One of the chief aims of the coverage study is to provide the smaller stations in small urban communities with a means of going after local retail business, according to Mr. Felts.

On the preceding day, the NAB sales managers executive committee, in separate session, had recommended establishment of standards for audience measurement.

The committee, meeting in Cincinnati coincident with the promotion clinic of the National Retail Dry Goods Assn., adopted a resolution recommending that the board of directors appoint such a special committee, to include at least one board member, to study audience measurement techniques and explore the central body plan. Other members of the committee would be made up of broadcasters serving on the research, program managers executing and sales managers executive committees.

The committee recognized the desirability of the "early adoption of a standard method of computing coverage that can be agreed upon by advertisers, advertising agencies and radio stations." It expressed confidence in the procedure of the research committee and accepted its invitation to hear the report of its technical subcommitte on methods to be submitted as soon as possible.

Following a discussion of participation of the NAB in the Proprietary Assn. advertising clinic to be held in New York May 16, Chairman Dietrich Dirks, KTRI Sioux City, appointed a subcommittee to develop the presentation. Members are Arthur Hull Hayes, WABC New York, Walter Johnson, WTIC Hartford; James V. McConnell, manager stations, and George Feltis, radio station manager.

Wilson Coast Sponsor
GILBERT C. WILSON Labs., Den- ton, Tex. (Vita-Yams, dehydrated sweet potato), new to radio, in a Pacific Coast campaign on March 30 started for 30 days using an average of five transcribed one-minute announcements weekly on stations in three major markets. List includes KPI KJY KPO KGO KEX. Schedule is on a month-to-month basis to key in with quantity of product available for civilian consumption. Agency is Little & Co., Los Angeles.
RUPPERT INCREASES 1944 AIR BUDGET

JACOB RUPPERT BREWERY, New York, is sponsoring the ten-minute period preceding baseball game broadcasts on WINW New York, and has also taken the quarter-hour following the games. Contract covers the periods before and after WINW coverage of 10 pre-season exhibition games, April 3 to April 17, and of the "at home" games of the Yankees and the Giants, which start April 18. Lefty Gomez, former Yankee pitcher, and Ethan Allen, former outfielder for the Cincinnati Reds and New York Giants, handle both features. Gillette Safety Razor Co. sponsors actual coverage of the games. Jacob Ruppert, which has increased its overall budget for 1944 by 10%, on March 27, started a series of transcribed musical jingles on WNEW WMCA and WHN New York. Spots will be aired at irregular intervals throughout the year on an average of 20 per week. Agency is Rutkauft & Ryan, New York. WHN New York, which is covering the pre-season and regular games of the Brooklyn Dodgers on an exclusive basis for P. Lorillard & Sons, has sold participations in the pre-broadcast period to Ex-Lax Inc., New York: Piel Bros., for beer, and Consolidated Royal Chemical Corp. for Krat's Shave Cream. The latter will also use the period for advertising Sports Shows, along with Century Circuits, theatre chain. Towne Kera Co., New York, handles Ex-Lax, Sherman R. Ellis Co., the Piel account, and Arthur Meyerhoff & Co., Chicago, handle the Krat account.

Williams Expands

R. C. WILLIAMS Co., New York, which serves as distributor for OD-30, air deodorant, has expanded its campaign of short spot announcements to a total of 10 stations in New York State. New contract with WNEW New York carries for six spots weekly for eight weeks. Agency is Alley & Richard Co., New York.

JUDY DUPUY to Video

JUDY DUPUY, writer, engineer, newscaster and radio news editor, has joined General Electric's television station WRGB, Schenectady, who is learning the industry. After earning her B.S. degree at Indiana University, Dupuy became traffic engineer in the dial service department of the Cincinnati telephone Co., and successively joined WBNX and WNDW New York stations, where she handled news, special programs, and publicity. Last year she became radio editor of the New York tabloid newspaper, "FM ADVERTISING"

Every Station Executive as well as Every Radio Advertiser

Should read these two special articles in the current issue of FM and TELEVISION:

THE IMPACT OF FM ON RADIO ADVERTISING

By MILLER McCLINTOCK

The president of the Mutual Network examines FM from the cold and calculating point of view of those who must make time on the air pay dividends in sales quotas.

Says Miller McClintock: "The dislocations of the war period have resulted in a much more critical attitude on the part of dealers toward national companies and distributors." In postwar efforts to rehabilitate distribution, he explains, FM "opens two unprecedented opportunities to do two of those things in advertising which are basic to all successful advertising effort." His article is a veritable What-Every-Advertising-Manager-and-Account-Executives-Should-Know about FM, told in the language of their business.

THE HISTORY OF FREQUENCY MODULATION

TESTIMONY by MAJOR E. H. ARMSTRONG

Major Armstrong tells of things about FM that many haven't found out, others have forgotten, and every radio advertiser and broadcast station executive should know.

The text is Major Armstrong's testimony before the Interstate Commerce Committee, to whom he explained the background of FM development, the problems which he met and overcame, and the matter of frequency allocation for future expansion.

Told, as Senator Burton K. Wheeler requested, "in simple terms so that the public can understand it," Major Armstrong's testimony is extremely interesting and highly informative reading for everyone associated with radio.

WE CAN SEND YOU A COPY OF THIS ISSUE IF YOU MAIL THIS COUPON PROMPTLY

FM AND TELEVISION
240 MADISON AVE., NEW YORK 16, N. Y.

25c in stamps for a copy of FM and TELEVISION containing the feature articles by Miller McClintock and Major E. H. Armstrong.

Send me the above and enter my subscription to FM and TELEVISION for one year. I shall remit $3.00 upon receipt of your bill for this amount.

NAME ___________________________________________

STREET _________________________________________

CITY __________________________ STATE ___

April 10, 1944 • Page 61
Stone's 19th

A VETERAN of 19 years of continuous service, C. W. (Spuddy) Stone, celebrated his anniversary at WANC Boston key station for the Yankee network, where he is an engineer in charge of controls. A native of Bittleton, Mass., Stone learned the fundamentals of radio at the Eastern Radio Institute and went directly from there to the original WANC studios under John Shepard 3d. He collaborated on the construction of the new Yankee network studios and the control systems built over a year ago.

Communication Hookup

Set Up by Blue Network

BLUE NETWORK, which has leased communications facilities from NBC since its separation in January 1942, will set up its own communications department to transmit and receive all messages for the network, effective April 15, Keith Higgins, vice-president in charge of station relations, announced last week, explaining that the facilities leased from NBC are inadequate in view of the Blue’s increase in business.

New department will be supervised by Thomas J. Dolan, traffic manager, with Richard Hamilton in charge of the telegraph room. Teletype machines will be located in New York, Chicago and Hollywood with private teletype wires between New York, Washington and Chicago and between Chicago and Hollywood.

Clark Adds

CLARK BROS. Chewing Gum Co., Pittsburgh, has ordered 39 additional stations for its MBS program, “Goodwill Hour,” Sunday, 10:15-11 p.m., making a total of 101 Mutual stations. Agency is Walker & Downing, Pittsburgh.

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

McClatchy Broadcasting Company
Sacramento, California

Broadcasting • Broadcast Advertising

Census Bureau Analyzes Migration of Population

THAT THE people of the U.S. have been “on the move” for a long time and didn’t wait until a shift to war jobs caused them to change residence, is revealed in a report issued by the Bureau of the Census last week. Between 1935-40 over 12% of the population migrated at least from one county to another within the United States, the report says.

California proved to have the largest net migration of white population with a net gain of 644,918, while Georgia showed the largest net loss for any state, with 80,801 leaving the state.

Biscuit Series

NATIONAL BISCUIT Co., New York, has signed a 52-week contract for a four-times weekly newcast by Tro Harper on WOR New York, effective April 11. Product is Premium Crackers, Program is merchandised through the distribution of station coverage maps to 300 National Biscuit salesmen in the WOR area. Firm will take over the WOR Theatre Sunday April 16 to introduce the show to company representatives and their families. Agency is McCann-Erickson, New York.
Radio Challenged by NRDGA
(Continued from page 9)

ing that radio, by virtue of its in-
crease in retail business, has a very
definite job ahead in sustaining that
business.

"I would rather not feel the op-
opportunity was being thrown at us
because of the lack of newspaper
space," said Mr. Johnson. "That
situation has always existed in ra-
dio. When the hour is gone, it's
gone."

"We are willing to admit we
know less about radio than any
other medium," Mr. Posen said. "I
tell you gentlemen of radio it's
up to you to educate us."

Mr. McCarthy, who outlined the
Adam company's five-year experi-
ences in broadcast advertising, dis-
counted the contention there is a
problem. "We're here on business
today," he said. "Your job and our
job is selling. We ought to get to-
gether without too much difficulty.
I can say incidentally radio sta-
tions are doing a 'helluva' good
selling job."

Don't Expect Miracles

He urged fellow retailers who
were buying time for the first time
not to expect miracles. A brief test
is no test at all, he declared, add-
ing that no retail store should at-
tempt any radio advertising under a
52-week basis.

"After five years in radio we
really like it," Mr. McCarthy de-
cleared. "Our dollars are good. If
radio can do a job, our dollars are
waiting for you."

Mr. McCarthy suggested that
the larger stations and networks
which have merchandising and pro-
gram specialists could assist small-
er stations by sending their "brains"
 in the field to help the local outlets
formulate better programs for local
consumption.

John W. Outler Jr., manager of
WSB Atlanta, told the retailers they
did radio advertising a con-
siderable favor when they "de-
flated our ego and let us know in
practical terms that your rev-
ue came the hard way and de-
parted in the same fashion."

Referring to the present lush era
in radio advertising, Mr. Outer
said: "It seems the most elemental
common sense that we get together
to consider and discuss the prac-
tical uses and usages of a keen
and supple advertising tool, to
plant some signposts and direction
markers on a highway that you
folks are likely to travel many
times in days to come.

"I can tell you from personal ex-
perience that we haven't had easy
sailing with some of our own peo-
ple in this amalgamation of inter-
ests. We've got some rugged indi-
vidualists of our own. Quite a
percentage of our difficulties can
be attributed to the fact that some
broadcasters have grown fat and
prosperous entirely despite them-
-selves and are quite unashamed in
their admission that their present
condition of prosperity has been
obtained by careful planning and
assute thinking... For all I know
there may be some retailers of the
same attitude.

"In our studies into the psychol-
ogy of this thing—why radio hasn't
done an all-out job of cultivating
retail advertising—and why many
retailers regard radio advertising
as a play toy and a vehicle for per-
sonal aggrandizement—we've come
to conclusions ranging from zero
to 100% of satisfaction. Whether
you nor the broadcasters can con-
tinue to regard each other as inci-
dental if we are to attain that
mutual prosperity we seek."

A Place for Both

E. Davis McCutcheon, sales pro-
motion manager of D. H. Holmes
Co., New Orleans, called on radio
and newspapers to eliminate their
correspondency over who was to
get the business. "There is definitely
a place for radio in promotional ad-
vertising and there is definitely a
place for the newspaper," said Mr.
McCutcheon. "I would like to see
the newspaper-radio controversy
eliminated. You should present a
united front in advertising. News-
papers 20 years ago tried to stop
radio. Carriage manufacturers
tried to stop automobiles. Today
we accept these things as necessary
in business. We are all sold on
radio. There is a place for radio in
the promotional budget."

Thomas D. Connolly, CBS man-
ger of station promotion and mer-
chandising, told the retailers that
radio does not want "programs on
false pretenses". He cited the ne-
necessity of properly choosing a
program for specific audiences and
merchandise, "When you buy a pro-
gram you do not buy a group of
listeners," he said. ("You buy the
opportunity to appeal to them."
"He, too, warned against short-term con-
tracts, declaring that "radio is not
a one-shot thing". He urged noth-
ing less than a 62-week trial be-
cause programs must be built.
He said that 36% of what he
termed "your worthy competition"
is using news programs success-
fully; 18% music; 18% women's pro-
grams and 10% announcements. He
added that 55% of the stores using
broadcast advertising use at least
one program daily and 19% use two
or more programs daily.

Also on the panel were Richard
G. Meybom, publicity director of
J. W. Robinson Co., Los Angeles.

At a noon luncheon Thomas F.
Joyce, manager of the radio, phono-
ograph & television department
of RCA-Victor, repeated a talk on
television he gave March 14 in New
York [Broadcasting, March 20],
adding that the Franklin Square
Bank of Long Island had opened
721 post-war purchasing accounts
in which individuals begin making
payments on merchandise to be de-
ivered after the war. Of that num-
ber 91 persons were using the post-
war budget plan for television re-
ceivers, based on an estimated price
of $400 each, he said.
DAVID CARTER
THE KOIN
PORTLAND, OREGON
CBS Affiliate

FREE & PETERS - National Representatives
available through PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.

DAVID CARTER
WCKY STAR
50,000 WATTS C B S

THE K W C L S I O N STATION

Yea! Dis Is Butch!
Lawbreaks, hightows, inbetweens!
They're here, with money to burn!
Winston-Salem is an outstanding
market—served by an outstanding
radio station. If you want more
sales and good will, you want—

WAIR
Winston - Salem, North Carolina

No. 1 Station in a No. 1 Market

K O I N
PORTLAND, OREGON
CBS Affiliate

Yea! Dis Is Butch!
Lawbreaks, hightows, inbetweens!
They're here, with money to burn!
Winston-Salem is an outstanding
market—served by an outstanding
radio station. If you want more
sales and good will, you want—

WAIR
Winston - Salem, North Carolina

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 1 TO APRIL 7 INCLUSIVE

Decisions . . .
APRIL 4
WMAZ Macon, Ga.—Granted application
for by George F. Rankin, Jr., through
sale of 256 shares (41%) capital stock by
E. K. Carrig to licensee corporation for
$120,000. Stock to be held as treasury stock.

WMUW Superior, Wis.—Dissolved
relinquishment control by Victoria B. Conroy
in James A. Conroy through sale of 46
shares (39.4%) from Victoria B. Conroy
to Ronald C. Bush for $12,000.
WBPA Spartanburg, S. C.—Granted CP
make changes in DIA, increase 1 kw to
9 kw at NO conditions.

KOMO-KJR Seattle—Dissolved without
prejudice to petitioner's proceeding in
conformity with provisions of Order 84-A,
petition filed relating to Order 84-A.

WMCE Los Angeles—Same.

KQW-XX Portland—Same.

APRIL 5
FM Development Foundation, Olney, Md.—
Placed in pending file application for
CP new FM station.

Hamden-Hampshire Corp., Holyoke,
Mass.—Same.

Illinois Broadcasting Corp., Quincy, Ill.—
Same.

Montgomery Broadcasting Co., Mont-
gomery, Ala.—Same.

Onondaga Radio Broadcasting Corp.,
Syracuse, N. Y.—Same.

WMFJ Broadcasting Co., Youngstown,
Ohio—Same.

Sharon Herald Broadcasting Co., Sharon,
Pa.—Same.

Havas & Martin Inc., Richmond, Va.—
Placed in pending file application for
CP new commercial television station.

Westminster House Stations Inc., Bos-
ton, Philadelphia, Pittsburgh—Same.

WGK Inc., Chicago—Same.

APRIL 7
WNZ Saranac Lake, N. Y.—License re-
newal hearing set for April 12 continued
to May 12.

Applications . . .
APRIL 4
KGLO Mason City, la.—Mod. License
change corporate name from Mason City
Global-Gazette Co. to Lee Radio Inc.

KWMX Los Angeles—Reinquishment
control by Reed E. Callister through trans-
ferral 37½% shares to Gloria Dallas (Cove)
order also includes transfer of 160½
shares by R. L. Benning.

WTHC Hartford—CP commercial video
station, Channel T, Incomplete.

APRIL 6
Peninsula Broadcasting Co., Salisbury,
Md.—CP new FM station, 68,000 kw.

WEJ New Haven, Conn.—Transfer
shares from Aris B. Benning of A. A.
Le-Font, Herman Struts and F. V. Goldstein
to Harry C. Wilder (22.8%), Central New
York Broadcasting Corp. (38.4%), and
Troy Broadcasting Co. (38.8%).

WRAL Raleigh, N. C.—Special-service
authorization operate on 850 kc. 250 w.
unlimited.

WRX Clarkdale, Miss.—Mod. CP for
changes transmitting equipment and ap-
proval transmitter and studio locations.

PO Associations Inc., Baton
Rouge, La.—CP new standard station,
1400 kc, 250 w, unlimited, amended re-
change type transmitter.

KFRG St. Joseph, Mo.—CP new FM
station, 46,900 kc.

Tentative Calendar . . .
WNZ Saranac Lake, N. Y.—Renewal
of license.

“OUR FIFTH YEAR”
for Kohler’s Dry Cleaners, WMFJ

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D1. 1205
Washington, D. C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D1. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

Raymond M. Wilmotte
Consulting Radio Engineer
From FCC Application to Complete
Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

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

W O O D W A R D & K E E L
Consulting Radio Engineers
Earle Bldg. • National 6513
Washington 4, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7737

Frequency Measuring Equipment
EXACT MEASUREMENTS
ANY HOUR — ANY DAY
Radio Engineers
R. C. Asd. Communications, Inc.
66 Broad St., New York 4, N. Y.

R E V E R E N T . M. W i l m o t t e
CONSULTING RADIO ENGINEER
From FCC Application to Complete
Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

Raymond M. Wilmotte
Consulting Radio Engineer
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Help Wanted

Texas kilowatt Mutual desires competent announcer. Send all, Box 125, BROADCASTING.

Texas Mutual needs commercial man who produces. Good future. Box 126, BROADCASTING.

Chief Engineer, First Class License, $50 Watt Midwest Local Station, Conditional work. Give draft status and minimum salary. Box 117, BROADCASTING.

RADIO TALENT SALESMAN. Draft exempt. Chicago office. One of country's leading talent agencies. Box 123, BROADCASTING.


OPERATOR—First class license for new 5 KW transmitter in Hopkinsville. Openout for chief if qualified. Permanent position. Must be willing to work for the salary offered from Seattle. Address Vincent L. Kraft, 788 American Bldg., Seattle.

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

ENGINEER—Capable of developing assemblings fully financed 250 watt transmitter and taking complete responsibility for establishing station. Immediate salary, substantial interest. Box 127, WJS, Pittsburg, Texas.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW mid-west station. $45.00 week and eight or more hours overtime. Supply outline or experiences, education, draft status, and enclose a snapshot. Address Box 91, BROADCASTING.

Wanted—male or female control operator for CBS affiliate. If you have a first, second or third class ticket and want to settle down in Kentucky, wire or call F. E. Whitehead, WORP, Hopkinsville, Ky. We can get together on salary and living quarters.

Experienced transmitter operator for 10 KW western electric. Pay $350 per month on 48 hour basis. Write KPAS, Pasadena, California.

Wanted—First or second class operator, 1 KW Elmo-Beckley Station, Excellent working conditions. State salary expected. Draft status. Radio Station WJS, Jackson, Tennessee.

Salesman Wanted—Substantial position available for experienced time salesman with one of the largest New York national station representatives. State age, experience and salary expected. Box 116, BROADCASTING.

Southern California station will enter applications from experienced transmitter engineers. Specify class of license, draft status, and salary expected. Box 115, BROADCASTING.

FLORIDA—NEED GOOD COMBINATION Announcer, Engineer, Draftsman, Draftsman, Draftsman, Reliable Man or Woman, Studio Facilities, Qualifications, Salary Desired, and Enclose Snapshot. Box 98, BROADCASTING.

The capable plant engineer for 1000 watt daytime, No novices or habitual job-changers. $50.00 for 48 hour week, Prefer Southerner. Wayne Nelson WEGO, Concord, N. C.

SALESMAN WANTED for 250 watt station. Permanent spot. Salary and bonus plan. Chance to get good future. Automobile necessary as market covers several towns. Write KGGB, Harlingen, Texas.

Help Wanted (Cont'd)

ANNOUNCER-COMBINATION PERSONAL- ANNOUNCER/ENGINEER. A BAND BLOOM- DO TWO BANG-UPS SHOWS DAILY, 45 minutes. 15 years' radio experience, or 6 years' experience and 2 years' management experience. Complete broadcast setup. Write for wages and complete broadcast setup. Write to Box 159, BROADCASTING.

ANNOUNCER—For basic major network station in New England. Experience, salary and conditions on request. Box 165, BROADCASTING.

First Class Announcer able to handle news. Wanted for major network station. Box 146, BROADCASTING.

Newman capable of rewrite and good delivery. Experienced working conditions. Box 149, BROADCASTING.

Situations Wanted

CHIEF ENGINEER—Capable taking complete charge. Experienced in operation, installation, maintenance, recording, and all phases of broadcast engineering. Also high frequency and F. M. Sixteen years experience. Apply for new B-License, age 33, married, one child, draft deferred. With financial aid in permanent possession. Prefer Texas or adjoining states. Box 116, BROADCASTING.

ANNOUNCER — ACTOR—Experience in radio, stage and screen. Age 45. Excellent record. Fully exempt. State all qualifications and salary expected. Box 120, BROADCASTING.

STATION MANAGER, experienced in all phases of radio, contemplates change. Draft exempt. Full details will be sent upon request. Box 120, BROADCASTING.

Writer—Director. Pioneer station, New York or Chicago connection. Excellent prestige, salary, record. 4 F. Box 121, BROADCASTING.

Salesman—draft exempt, family, 5 years Experience. Box 122, BROADCASTING.

Announcer—draft exempt, family, 1 year experience. Box 124, BROADCASTING.

Commercial Manager—Age 28—5 years experience, able and dependable—services available September 1846—present income $4400.00. Box 128, BROADCASTING.

Program Director or Network Writer-Producer. 10 years radio, 5 years agency experience. Excellent idea man. 4 F. Box 130, BROADCASTING.

Chief Engineer 250 Watt station wanted position, $500 per week or Chief Engineer 250 watt, Experienced installing RCA. Western Electric Transmitter. South. Must be permanent. Some announce and management. Draft 4 F. Box 129, BROADCASTING.

EXPERIENCED ANNOUNCER—Available immediately—Permanent position. Write Western Pa. or Ohio preferred. Box 134, BROADCASTING.

RESEARCHER—Broad experience and acceptance will consider establishing general survey and promotional service in good market, to serve station managers and agencies with on the spot current indices and program ratings; pass the sales ammunition; improve distribution and cooperation. Information regarding need for such service in your area will be gladly considered. Box 122, BROADCASTING.

Tastyeast Moves

TASTY EAST Inc., Bloomfield, N. J., has shifted its account from C. L. Miller Co., New York, to Communications Ad. New York. A two-week test spot campaign on six Florida stations was completed April 1, but the candy firm is not expected to embark on regular use of radio at present. Advertising will be spasmodic and limited in view of restricted sugar supplies and the allocation of the major production to the military.

WANTED

CHIEF ENGINEER

1 KW, CBS regional affiliate and key station stole network. Need experienced dependable man with executive ability. Prefer draft exempt or reasonably certain deferred status. Located progressive growing southwestern city. Compensation includes partly furnished house. Position open May First or sooner; salary or wire—P. O. Box 2761 Phoenix, Arizona.

SCRIPT WRITER

Poultry and livestock background. Writing, contacting feed and remedy accounts of this 36 year old Advertising Agency. Write fully in confidence, accounts worked, draft status, samples, photo and salary range to Radio Director, SIMMONDS & SIMMONDS, INC. 201 North Wells - Chicago 6, Ill.

MODULATION MONITOR WANTED

ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT—WRITE:

Box 131, BROADCASTING
House FCC Hearings to Resume Soon; Sirica Plans an 'Objective' Investigation

HEARINGS by the House Select Committee to Investigate the FCC will be resumed immediately after April 12, when Congress returns from the Easter holidays, John J. Sirica, newly appointed Committee general counsel, said last week. Harry S. Barger, chief investigator and acting general counsel since the resignation of Eugene L. Garey last February, will resume cross-examination of Charles R. Denny Jr., Commission general counsel, Mr. Sirica added.

"It will take me at least two or three months to familiarize myself with the record," said the 40-year-old Washington attorney whose appointment was announced March 31 following a Committee executive session [BROADCASTING, April 3]. "I have the highest regard for Mr. Barger's ability as an investigator and lawyer," he continued. "Until I get my feet on the ground and can digest the 3,000 pages of printed record, Mr. Barger will carry on."

Sirica Given Authority

Mr. Sirica will be given full authority to conduct the investigation, according to Chairman Lea (D-Cal.). Staff appointments will be made by the general counsel with approval of the Committee, he added. Mr. Sirica said that until he becomes more familiar with the job he will not appoint any assistants. He paid tribute to the work of both Mr. Barger and Harvey Walker, assistant investigator who left last week for service in the Navy as an Ensign.

Robert B. Barker, former investigator who resigned last Nov. 1, returned to the Committee last Monday following his appointment April 1 by Chairman Lea. Mr. Barker also has done investigative work for the Dies Committee on Un-American Activities. Mr. Sirica emphasized that his sole aim in the investigation is to do an "objective job" divorced entirely from any political or personal ambitions. He has been a District resident all his adult life and has never voted, although his former Government affiliation as assistant U.S. attorney for the District of Columbia, was through a Republican appointment during the Hoover administration.

Entitled to Facts

"I believe the Congress and the American people are entitled to all the facts and my job, as I see it, is to present those facts, good or bad, to the Committee," said the new general counsel. "I don't know anyone connected with the FCC. Certainly I've never practiced before the Commission. If this investigation can help Congress to write good communications legislation, based upon the facts as we find them, I will feel that our job has been accomplished."

Mr. Sirica said the nearest he ever got to direct contact with radio was a year ago when he was retained by Coudert Bros., New York law firm and attorneys for the Andrew Jergens Co., as Washington counsel and trial lawyer when Eleanor Patterson of the Washington Times-Herald sued Walter Winchell for alleged libel. Also named as defendants were the Jergens Co., Mr. Winchell's sponsors, and the Blue Network Co. The suit was withdrawn the day of trial.

Mr. Sirica, a bachelor, plans to continue his private practice, although he will devote the major portion of his time, he said, to the Committee investigation.

As he took over the legal and investigating staff the Committee had a balance of more than $35,000 of a total fund of $110,000. The initial appropriation, at the outset of the probe more than a year ago, was $60,000. Late last year the Committee on Accounts approved another $50,000 appropriation for the investigation.

Subsidy Bill Faces Fight

CONTROVERSY over the Cannon newspaper subsidy bill (HR-3663) to authorize the Treasury to spend up to $15 million dollars annually for War Bond advertising in newspapers in cities of 25,000 population or less and in weeklies in the larger communities, is expected to arise if the Rules Committee reports the bill out for floor consideration. Rep. Cannon (D-Mo.), sponsor of the measure, a companion to the Bankhead Senate-passed bill, said last Wednesday he had been assured by the Rules Committee his bill would be approved shortly. Several members of the Committee, however, are known to oppose the bill as discriminatory and a subsidy.

Hooper Report Shows Hope Leads in Evening

BOB HOPE leads the list of "First Fifteen" program in the March 30 Evening Network Hoopertunities, followed by Fibber McGee & Molly, second, and Jack Benny, third. The list continues as follows: Charlie McCarthy, Walter Winchell, Radio Theatre, Red Skelton (rating "computed" in Eastern Time Zone), Joan Davis with Jack Haley, Take it or Leave it, Mr. District Attorney, Abbott and Costello, Fred Allen, Screen Guild Players, Alfred Family and Bing Crosby (substitute).

Average evening program rating of 10.4 is down 1.0 from a year ago, and down 0.1 from the last report. Average sets-in/use of 31.8 is up 0.9 from a year ago, and down 0.2 from the previous report. Average available audience registered no change from the last report, and showed a drop of 0.4 from last year.

Snow Trouble

UP WESTCHESTER way the 14 inch snowfall one day last week gave Frank A. Seitz, managing director of WFAS White Plains, N. Y., a chance to show his versatility. Arriving at 7:30 a.m. Mr. Seitz found himself the only passenger at air-time.

For the next 90 minutes he performed the duties of transmitter engineer, studio operator, announcer, news editor, platter turner and traffic supervisor. By nine o'clock other staffers who found their selves stalled by suspended transportation facilities began to trickle in, allowing Mr. Seitz to resume his managerial duties. Note to FCC: Don't worry—Mr. Seitz holds a first class radio telephone operator's license and is chief engineer of WFAS anyway.

MUTUAL-DON LEE GETS STANDARD OIL

STANDARD OIL CO. of California, which works from Mutual to Don Lee for its five weekly news commentary by Lowell Thomas, effective May 15. Reason for the shift, it was explained, was the sponsor's desire to secure earlier time which was not available before, because of the inability of certain stations in the Pacific Northwest to clear the program.

Contract, which was signed in the office of Dan J. Donnelly, manager of KFRC San Francisco, is for 22 weeks. Agency is BBO, Roy Rhodes, sales manager of KFRC, is account executive. New time of 7:15-7:30 p.m. (PWT), Monday through Friday, to the entire Don Lee Network of 38 stations in Idaho, Washington, Oregon and California, with probable expansion to the Inter-Mountain Network, Arizona and Honolulu. Under terms is a plan to bring the representatives of the 38 stations involved in the deal to San Francisco for a meeting with the Standard Oil officials to discuss details for a western promotional campaign for Thomas.

Analysts Elect

JOHN W. VANDERCOOK, NBC-Blue, commentator, who expects to leave shortly to join NBC's London invasion team, has been elected president of the Assn. of Radio News Analysts, succeeding Maj. George Fielding Elliot, CBS. Others elected were: Maj. Elliot and Raymond Gram Swing, Blue, vice-president; Cesar Searchinger, NBC secretary; and Quincy Howe, WQXR, treasurer. H. V. Kaltenborn, NBC, was elected chairman of the executive board.

Heinz Summer Show

SUMMER replacement for H. J. Heinz Co.'s Information Please on NBC's Saturday, 8:30-10 p.m., will include Willard P. Pelletier, orchestra conductor. Agency is Mason Inc., New York.
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station
This is an enlarged view of the surface of a Zirconium-coated anode in an RCA Transmitting Tube. Two characteristics that are important to broadcasters:

1. Its irregular surface dissipates more heat than does a smooth surface of equal area. This lets the tube run cooler.

2. Because of its chemical activity, it combines with stray gases. Thus the high vacuum in the tube is maintained during tube life.

Not all RCA Transmitting Tubes need Zirconium-coated anodes. But where used, these particular anodes, which were first used in this country by RCA, insure station operators and engineers longer tube life.

This is only one of many examples of RCA's continuing tube research, "know how," and engineering achievement that have made RCA Transmitting Tubes the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA.

BUY MORE WAR BONDS