Each an Outstanding Leader in the Market Served!

In the teeming steel and coal belt of the nation spearheaded by WHEELING—

**WWVA**
50,000 WATTS

In the booming No. 1 Florida market spearheaded by MIAMI—

**WFTL**
10,000 WATTS

In the record producing market of Northwestern Ohio and Southern Michigan spearheaded by TOLEDO—

**WSPD**
5,000 WATTS

In the great metropolitan market of the South, spearheaded by ATLANTA—

**WAGA**
5,000 WATTS

In the famous direct response market spearheaded by FAIRMONT, West Virginia—

**WMMN**
5,000 WATTS

In the thriving Ohio Industrial market spearheaded by LIMA—

**WLOK**
250 WATTS

In the rich Southeastern Ohio market spearheaded by ZANESVILLE—

**WHIZ**
250 WATTS

Skilled Individual Station Management and Pooling of Collective Experience Have Established Leadership of Fort Industry Stations!

If It's a Fort Industry Station You Can Bank on It!
AH-H! A HORSE OF A DIFFERENT FEATHER!

Who knows? Maybe the horse which Bing Crosby needs is lurking among the clouds around the tip of WKY's new 915-foot antenna. But shucks, with Pegasus in the Crosby stables, what would the writers do for jokes?

Flying horses around Oklahoma City these days, as a matter of fact, are harnessed to P-38's, B-29's, C-47's and sundry other military aircraft being built, flown and serviced at Oklahoma City's aircraft plant, Air Service Command depot, and various army and navy establishments.

WKY's new 915-foot tower, already a landmark easily visible from miles around, is just one of the distinctive features of a new transmitter installation nearing completion at a cost of nearly a quarter-million dollars. With these new facilities, WKY's daytime coverage, already greater than that of any other Oklahoma City station, will be materially increased and its nighttime coverage nearly doubled. The extraordinary height of the tower, one of the two highest in America, was designed especially for the coming of FM and Television for which WKY is preparing in earnest.

WKY's dominant position in Oklahoma today is the result of forward-looking planning yesterday. Its position tomorrow is being determined by its building and planning today.
Ils you want
In the Nashville Market
AT A LOW COST
Analyze This Hooper Rating

Months—February—March, 1944
Total Coincidental Calls—This Period 13,090

<table>
<thead>
<tr>
<th>Station</th>
<th>A</th>
<th>WSIX</th>
<th>B</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING INDEX</td>
<td>33.3</td>
<td>37.8</td>
<td>28.9</td>
<td>0.0</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00-12:00 A. M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFTERNOON INDEX</td>
<td>29.5</td>
<td>32.4</td>
<td>38.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00-6:00 P. M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING INDEX</td>
<td>30.0</td>
<td>19.7</td>
<td>50.2</td>
<td>0.1</td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00-10:00 P. M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WSIX has shown a steady listener increase for the past six consecutive months and is still gaining.

The Katz Agency, Inc., National Representatives

Blue Mutual

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
When You Think of NEW ORLEANS

... You Think of

Consolidated Vultee PBY Patrol Bombers

MADE IN NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
CPL. ROSCOE JACKSON was a fountain pen repair man before Pearl Harbor. It was in the Mediterranean theater where gun fire cut him down, and sent him to bed at Ashford General Hospital in White Sulphur Springs, W. Va., near Charleston.

Although Cpl. Jackson was bedridden, he resumed his former trade—repairing pens for the military detachment and other patients at Ashford General.

His story came over our UP wire, and mentioned that he was having a hard time trying to find pen parts to continue his work.

We carried the story on our Purity Maid Journal of the Air, and after reading it, our announcer casually mentioned that anyone having an old fountain pen could put it to good use by sending it to Cpl. Jackson.

Yes, Cpl. Jackson needed fountain pens—and got them through WCHS listeners.

Not only did they send worn-out pens, but many sent pens to be repaired (3542 within a few days). Cpl. Jackson is "head over heels" in the pen repair business now—with plenty of parts to do the job.

Here indeed is an example of the influence WCHS exerts upon its listeners—an influence that means sales for advertisers.
SHE’S WONDERFUL—
BUT WHAT’S HER NAME?

Pity the plight of the poor advertiser who woo the public with charm and ardor (not to mention good dollars)—but who sometimes finds that the public remembers everything except the name of the product being advertised!

When you use Sonovox in your radio commercials, your prospects know what you’re advertising. Sonovox puts the same attention-value into your plugs that entertainment puts into your shows. How do we know? Because sponsor identification ratings prove it.

If you haven’t seen the charts, you’ve missed one of the prettiest sights in radio! Because they show how Sonovox users actually have made very substantial increases in the dollars-and-cents value of radio advertising, at fractional increases in cost.

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

WRIGHT-SONOVOX, INC.
“Talking and Singing Sound”

FREE & PETERS, INC., Exclusive National Representatives

CHICAGO: 180 N. Michigan Franklin 6373
NEW YORK: 443 Madison Ave. Plaza 5-4130
SAN FRANCISCO: 141 Sutter Sutter 4353
HOLLYWOOD: 6231 Hollywood Hollywood 2151
ATLANTA: 322 Palmer Bldg. Main 5667

*Space no longer permits a complete list of Sonovox users.
Westinghouse Gets KEX; WNBC to O'Neil; KTBS-KTHS Swap

By SOL TAISHOFF

IN A record-breaking siege of statutory transfers involving approximately $1,725,000, were completed last week. The transactions, subject to FCC approval, were:


2. Sale of WNBC Hartford, by the Bulova interests to W. O'Neil, president of General Tire & Rubber Co. and of the Yankee Network, for $229,000.

3. Purchase of WHOM Jersey City, covering the New York area, by the Iowa Broadcasting Co., headed by Gardner Cowles Jr., for $350,000 net (overall price, including receivables, of $403,000) from Joseph Lang and Paul F. Harron and their wives.


5. Exchange of KTBS Shreveport, La., sister station of KWKR, by the John D. Ewing newspaper interests to a group headed by John C. McCormack, former general manager of both stations, for KTSH Hot Springs, Ark. No monetary consideration involved.


Duopoly Sales

Several of the transactions were prompted by the FCC's "duopoly" regulations. At least a half-dozen others are in the offing. A quick check of sales of standard stations consummated during the last few months, still awaiting FCC approval, shows total of a dozen transactions involving considerations totalling approximately $5,000,000. These include sale of WVXR New York to the New York Times for approximately $1,100,000; WJJD Chicago to Marshall Field, Chicago Sun publisher, for $750,000; WINX Washington to the Washington Post for $500,000; WIBC Indianapolis to the Indianapolis News for $440,000; KSD Des Moines by the Cowles interests to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000; WCOL Columbus to the Pixley family for $250,000; and KID Idaho Falls to a group of Idaho businessmen, for $101,000. Another dozen transfers, however, are pending, based on transactions which antedated the FCC's duopoly order barring dual ownership of stations in the same or overlapping areas.

The Cowles purchase of WHOM is seen as the forerunner of other station acquisitions by Gardner Cowles Jr. and his brother, John Cowles. T. A. M. Craven, member of the FCC who retires June 30, will become a vice-president of the Iowa Broadcasting Co. and presumably will supervise Eastern operations, including WHOM. Negotiations for the acquisition of other outlets by the Cowles group in the East are understood to be in progress.

Bulova Interests

With the sale of WPEN and WNBC, subject to Commission approval, Mr. Bulova, head of the watch company, is left with the unrestricted control of two stations—WNEW New York and WCOP Boston. He has already contracted for the sale of WOV New York to the Mester Bros., food merchants, for $300,000 (set for hearing by the FCC) and for the disposition of WELI New Haven to Col. Harry C. Wilder, operator of WSYR Syracuse, WTRY Troy, and WKNE Keene, N. H., for $229,000. It is understood that WNEW will be retained by Mr. Bulova and his associates, including Milton F. Blow, head of the advertising agency.

Mr. Bulova, under the WPEN-WELL-WOV-WNBC transactions, would realize approximately $1.35 million. It was announced that the combination would grow out of the FCC duopoly order, which covers management as well as ownership in the same areas.

Appointment of KEX was made jointly by Walter Evans, vice-president of Westinghouse, and Palmer Hoyt, publisher of the Oregonian. The transaction, after approval by the FCC, would become effective on Dec. 31.

Comdr. Craven to Join Cowles' Station

Takes Executive Post; Dr. Irvin Stewart Mentioned

UPON HIS retirement from the FCC on June 30, Commissioner T. A. M. Craven, will become vice-president of the Iowa Broadcasting Co., that Commissioner Craven had notified the President he did not seek reappointment, confirming the story published in Broadcasting May 8, Mr. Cowles stated that Comdr. Craven would hold a top executive post with his stations. He will supervise expanded IBC operations in radio, which already include acquisition of WHOM Jersey City, subject to FCC approval.

Other stations in the East also may be acquired and the organization contemplates a large scale television and FM development program, probably seeking the limit of six FM stations under a single ownership, as well as the maximum of five television stations permitted under the regulations. Comdr. Craven will have executive duties beyond those of a strictly engineering nature.

Dr. Stewart Mentioned

The only name heard mentioned for the Craven post was that of Dr. Irvin Stewart, former member of the FCC, and who was Commissioner Craven's predecessor. Dr. Stewart served on the FCC from 1934 until 1937, when he resigned to join the Carnegie-endowed Committee on Scientific Aid to Learning as director. Since 1940 he has been serving as executive secretary of the National Defense Research Committee, highly important scientific agency created to handle secret war developments.

A resident of Fort Worth, Dr. Stewart participated in the framing of the Communications Act of 1934 as aide to Speaker Sam Rayburn, then chairman of the House Interstate & Foreign Commerce Committee. He was former radio expert of the State Department and has attended a number of international radio conferences on allocations. During his tenure on the FCC, he was chairman of the Telegraph Division at the time the Commission was separated. He participated in consideration of broadcast matters, however, then considered by the FCC on its own.

A Democrat from the District of Columbia, Commissioner Craven will be succeeded by one of like political faith so there will be re- (Continued on Page 58)
Mystery Shrouds Bill; Meeting Tuesday?

AN AURA of mystery last week enveloped the Senate Interstate Commerce Committee over widely circulated reports that Chairman Wheeler (D-Mont.) proposed to include in the Wheeler-White Bill (S-814) a provision banning sponsoring of news and commentators as a matter of law. A Committee meeting, it was learned, has been called for Tuesday (May 23).

Wheeler Silent

Efforts to get from Chairman Wheeler any answer to the question brought the report that he would have a statement to make later. He would give no inkling of the scope of the bill or of Committee plans. All of the news associations—AP, UP and INS—were perturbed over the reports which for some time have been current in radio circles [BROADCASTING, May 15]. Efforts by these associations to ascertain whether the revised bill would contain such a far-reaching ban proved futile. Similarly, Sen. White (R-Me.), co-author of the bill, was non-committal, but along with Sen. Wheeler, predicted that the revised draft would be available soon.

It is generally felt that if the bill contains such a provision, it would never get out of Committee or win a floor vote. There are no questions the report that Sen. Wheeler, a persistent critic of the Winchell-Pearson type of commentary, would like to impose such a ban, it is felt that the provision would amount to restrictive legislation of the worst sort. Chairman Wheeler met all inquiries with the oblique that he would have something to say on "Monday" (today, May 22) about the bill. Aside from Sen. White, all other Committee members contacted appeared to be in the dark, except Sen. Moore (D-Okla.), who said Chairman Wheeler had advised him the Committee would be showing a revised draft of S-814 on Tuesday, May 23.

"I don't know why all the secrecy about legislation," he commented. "I understand there are those who called in the other quarter that he would have something to say when we held hearings on the bill. If such is the case I think the full Committee should conduct further hearings before writing any legislation. Certainly, I want to get the viewpoint of broadcasters and engineers, if I am asked to vote on legislation involving sponsored news and the clear channel stations."

Sen. Chan Gurney (R-S.D.), who a fortnight ago was re-nominated on the Republican ticket (virtually tantamount to re-election), said he had not been informed of any such. "I have been told what is in the revised measure but expressed the view that the "Committee is composed of almost 20 men and should have something to say". Sen. Gurney, former operator of WNAX Yankton, S. D., said he would withhold comment until after he sees the revised version, but remarked that he didn't think Congress could tell any particular business what commodities it could or could not sell. Sen. Reed (R-Kan.) said he knew nothing about radio and that whatever "Wallace White says is all right with me". He attended only a few hearings on the White-Wheeler Bill.

Little Hope of Passage

Although secrecy shrouds Chairman Wheeler's move to ban radio legislation and the Tuesday meeting were topics of Capitol Hill conversation. Considered significant was a lengthy visit last Thursday of Judge Samuel Rosen- man, confidante and advisor to President Roosevelt, with Chairman Wheeler. Judge Rosenman went to Sen. Wheeler's office for lunch and remained nearly three hours.

Although the Senator declined to discuss the visit, which followed a 45-minute conversation between the President and Sen. Wheeler a fortnight ago at the White House [BROADCASTING, May 15], speculation was that Chairman Wheeler and Judge Rosenman discussed pending radio legislation, the proposed international communications merger and the status of FCC Chairman James Lawrence Fly.

The NAB Legislative Committee, which met in Washington May 15, was given much the same factual information as to Sen. Wheeler's plans. The Committee, however, desires to see the Senate group consider the White-Wheeler bill, whatever its form, in the hope of procuring desired amendments or of catching things up in the House.

There appears to be little hope anyway of enactment of legislation this session, with Congress expected to recess within a few weeks for the political conventions and the campaigning ahead. Rep. Len (D-Cal.), chairman of the House Interstate and Foreign Commerce Committee, has said there was "little chance" that the House would consider any radio legislation through S-814 should pass the Senate.

The bill, aside from the controverted news sponsorship provision, is understood to provide for a six-man independent Mississippi Valley Commission to die with the chairman named by the President. It also is designed, it is reported, to spell out more clearly the functions of the FCC.

Some light on Sen. Wheeler's views came last month in a statement read for him to the Institute for Education by Radio in Columbus. He stated then that he thought radio should follow the example laid down by newspapers in "presenting unhampered, factual news" and condemned the practice of selling news broadcasts.

The bill is understood to contain a provision limiting the power of standard broadcast stations to 50,000 w—a move long fostered by Sen. Wheeler. Ed Craney, general manager of Z-Bar Network, who has acted as offficio Committee clerk and Wheeler advisor since the hearings last November and December, likewise has fostered restrictive provisions and has contended that commentators shouldn't be sponsored.

It also is reported that the clause limiting power to 50,000 w is supplemented by one in effect commanding the FCC to duplicate all clear channels. This provision, it is understood, would forbid the Commission from protecting any station from interference outside a radius of 750 miles from the transmitter. This provision likewise is attributed to Mr. Craney.

Film Industry Big Timebuyer; MGM Sends $1,000,000 in '44

Stations to Furnish As Exhibitors Turn

By DAVID GLICKMAN

FILM industry will contribute several million dollars to radio advertising during the coming 12 months according to agreements signed and others in the making. Since curtailment of newspaper advertising, film executives have learned "the effectiveness of paid radio plugs. As a result more studios show inclination to expand their radio time beyond the spot classification, if and when desirable regional and transcontinental network time is made available.

MGM-RKO Big Users

Universal is developing its radio department in an effort to fill the void created by the newspaper shortage and restriction on space permitted for films, according to John Joseph, advertising-publicity director. Studio doesn't plan its own program, but will use radio for direct advertising.

MGM and RKO are using the medium most extensively, as are

News Sponsoring Ban Reported in S-814

With the chairman named by the President. It also is designed, it is reported, to spell out more clearly the functions of the FCC. Some light on Sen. Wheeler's views came last month in a statement read for him to the Institute for Education by Radio in Columbus. He stated then that he thought radio should follow the example laid down by newspapers in "presenting unhampered, factual news" and condemned the practice of selling news broadcasts. The bill is understood to contain a provision limiting the power of standard broadcast stations to 50,000 w—a move long fostered by Sen. Wheeler. Ed Craney, general manager of Z-Bar Network, who has acted as offficio Committee clerk and Wheeler advisor since the hearings last November and December, likewise has fostered restrictive provisions and has contended that commentators shouldn't be sponsored. It also is reported that the clause limiting power to 50,000 w is supplemented by one in effect commanding the FCC to duplicate all clear channels. This provision, it is understood, would forbid the Commission from protecting any station from interference outside a radius of 750 miles from the transmitter. This provision likewise is attributed to Mr. Craney.

Film Industry Big Timebuyer; MGM Sends $1,000,000 in '44

Stations to Furnish As Exhibitors Turn

By DAVID GLICKMAN

FILM industry will contribute several million dollars to radio advertising during the coming 12 months according to agreements signed and others in the making. Since curtailment of newspaper advertising, film executives have learned "the effectiveness of paid radio plugs. As a result more studios show inclination to expand their radio time beyond the spot classification, if and when desirable regional and transcontinental network time is made available.

MGM-RKO Big Users

Universal is developing its radio department in an effort to fill the void created by the newspaper shortage and restriction on space permitted for films, according to John Joseph, advertising-publicity director. Studio doesn't plan its own program, but will use radio for direct advertising.

MGM and RKO are using the medium most extensively, as are

News Sponsoring Ban Reported in S-814

With the chairman named by the President. It also is designed, it is reported, to spell out more clearly the functions of the FCC. Some light on Sen. Wheeler's views came last month in a statement read for him to the Institute for Education by Radio in Columbus. He stated then that he thought radio should follow the example laid down by newspapers in "presenting unhampered, factual news" and condemned the practice of selling news broadcasts. The bill is understood to contain a provision limiting the power of standard broadcast stations to 50,000 w—a move long fostered by Sen. Wheeler. Ed Craney, general manager of Z-Bar Network, who has acted as offficio Committee clerk and Wheeler advisor since the hearings last November and December, likewise has fostered restrictive provisions and has contended that commentators shouldn't be sponsored. It also is reported that the clause limiting power to 50,000 w is supplemented by one in effect commanding the FCC to duplicate all clear channels. This provision, it is understood, would forbid the Commission from protecting any station from interference outside a radius of 750 miles from the transmitter. This provision likewise is attributed to Mr. Craney.

Film Industry Big Timebuyer; MGM Sends $1,000,000 in '44

Stations to Furnish As Exhibitors Turn

By DAVID GLICKMAN

FILM industry will contribute several million dollars to radio advertising during the coming 12 months according to agreements signed and others in the making. Since curtailment of newspaper advertising, film executives have learned "the effectiveness of paid radio plugs. As a result more studios show inclination to expand their radio time beyond the spot classification, if and when desirable regional and transcontinental network time is made available.

MGM-RKO Big Users

Universal is developing its radio department in an effort to fill the void created by the newspaper shortage and restriction on space permitted for films, according to John Joseph, advertising-publicity director. Studio doesn't plan its own program, but will use radio for direct advertising.

MGM and RKO are using the medium most extensively, as are

News Sponsoring Ban Reported in S-814

With the chairman named by the President. It also is designed, it is reported, to spell out more clearly the functions of the FCC. Some light on Sen. Wheeler's views came last month in a statement read for him to the Institute for Education by Radio in Columbus. He stated then that he thought radio should follow the example laid down by newspapers in "presenting unhampered, factual news" and condemned the practice of selling news broadcasts. The bill is understood to contain a provision limiting the power of standard broadcast stations to 50,000 w—a move long fostered by Sen. Wheeler. Ed Craney, general manager of Z-Bar Network, who has acted as offficio Committee clerk and Wheeler advisor since the hearings last November and December, likewise has fostered restrictive provisions and has contended that commentators shouldn't be sponsored. It also is reported that the clause limiting power to 50,000 w is supplemented by one in effect commanding the FCC to duplicate all clear channels. This provision, it is understood, would forbid the Commission from protecting any station from interference outside a radius of 750 miles from the transmitter. This provision likewise is attributed to Mr. Craney.
Broadcasting's Impact on the Listener

Sales Effectiveness in Relation to Conscious Impression Explained

By Dr. Matthew N. Chappell
Consultant to C. E. Hooper Inc.

New 'Radio Research' Volume Says Commercials Can Please

Stanton and Lazarsfeld Find Listeners Gratified With Serials Which Provide Emotional Release

Dr. CHAPPELL

The much misunderstanding of the effectiveness of radio programs exists in the industry. Many advertisers appear to believe that in order to have any sales effectiveness a program must create a "conscious impression" on the listener.

One of the important concerns is the use of homes of the listener. The brand is quite well-developed. The use of the product is found to be only a little less among non-identifiers than among identifiers. However, in the experience of the present writers there has been no case where the non-identifiers completely equaled the identifiers in use of the product. It is clear from these findings that a program's effectiveness in influencing the behavior of listeners is quite independent of any "conscious impression".

While it is true that listeners who identify the sponsor are influenced to a somewhat greater degree than those who do not, it does not follow that the one even contributes to the other. More probably both are the results of something else—the length of listening time. The longer a listener had listened to a given program the greater would be the probability that he would have learned the sponsor's name. By the same token, the greater would have been the program's opportunity to influence the listener's buying behavior. But the important point to be noted is that buying or other behavior may be influenced long before a "conscious impression" is established.

The following data is presented on page 58.

The problem of "Horse and Cart" which has dogged the footsteps of measures in the magazine field, is solved in large part by the present method of studying program effectiveness. This method has a further advantage in that the use of "verified" groups reveals product effectiveness for new programs before it can be discovered by most other methods of studying product use. The average sales effectiveness of the program is obtained by comparing the use of the product in total listening group (verified listeners plus non-verified listeners) with the verified non-listeners group. In these overall comparisons the listening and non-listening groups are weighed according to their distribution in the population sampled.

The studies of program effectiveness are based on a minimum sample of 1,000 previously recorded listening homes and 2,000 to 3,000 homes that have been recorded as non-listening. The size of the latter group depends upon the popularity of the program and is typically larger than the sample of listeners because of the excessive shrinkage in verification.

TABLE XIII

Sales Effectiveness of Programs in Relation to "Conscious Impression" (Percent of Sample Using Sponsor's Brand)

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>LISTENERS</th>
<th>NON-LISTENERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.5</td>
<td>4.3</td>
</tr>
<tr>
<td>B</td>
<td>23.9</td>
<td>19.6</td>
</tr>
<tr>
<td>C</td>
<td>63.4</td>
<td>77.8</td>
</tr>
</tbody>
</table>

May 22, 1944 • Page 9
No Stopping Television, Fly Tells REC

Chairman Lauds "Great Job" Of RTPB

By BRUCE ROBERTSON

There is going to be no stopping of television, FCC Chairman James Lawrence Fly declared last Thursday. Commercial television has been fully authorized by the FCC, he stated, and there is no question as to the continuance of "a green light." Mr. Fly was one of three speakers at the opening session of the television seminar of the Radio Executives Club, which will continue for a 16-week term of Thursday evening meetings in NBC studio 6-A, RCA Bldg., New York. Murray Grabhorn, manager of National Spot Sales for the Blue Network and chairman of the seminar, introduced the speakers. Richard Hubbell, television producer and writer, conducted the question and answer session that followed the addresses.

Niles Trammell, NBC president, who opened the seminar, declared that advertising and radio executives should not only be for television but ahead of television because, "if a radio or advertising executive chooses to remain ignorant about television, it will be in the near future where the maximum opportunities will be found." Television will present "actual, living events in the same instant that they are taking place miles away, will present them both to the eye and ear, in motion, exactly the way they look and sound," and will present them "primarily in the home, where the whole family can watch and listen with the utmost convenience, economy and relaxation," he stated.

For these reasons, Mr. Trammell said, "television is going to be the greatest thing in radio since broadcasting was invented and the greatest medium for advertising since the invention of the printing press." Opening his talk, delivered from penciled notes, Mr. Fly said that he would not follow Mr. Trammell's "gentlemanly excuse" of avoiding controversial issues. In a hard-hitting discussion of the status of television, he decried the statements of newspaper editorial writers and other "amateurs who will not admit they are amateurs" on such highly technical problems as the increase in "ghost images" in television pictures transmitted on higher frequencies. He declared that the FCC has been entirely too much talk on matters that can be settled only by research and urged that everyone concerned "stop talking and get back to the research laboratories and experimental stations". Lauding the Radio Technical Planning Board for a "great job", Chairman Fly said that the television panel of the board has two recommendations "in this evening". First is a somewhat improved system of 6-mc black-and-white picture transmission—and he said he saw no reason why the FCC should not incorporate the proposed changes in its television engineering standards. Second RTPB suggestion is that provision be made for 30 channels, each 50-mc wide, in the upper frequencies to be used for experimentation in the immediate future and subsequently for an improved commercial service.

Encouragement to Industry

Both proposals are "highly meritorious," he said, stating that it is important that "no one erect commercial, technical or legal barriers" to television progress. The Commission has given the industry "full authority by way to move forward", he stated, adding that as improvements are developed, the Commission will lift its engineering standards accordingly.

Pointing out that while much of the wartime scientific progress is cloaked in military secrecy, there is reason to believe that many developments have been made which can be applied to post-war television, Mr. Fly predicted that as the war progresses control of information may be reclassified and made available to video engineers. Lack of critical material has also halted any expansion of commercial television for the present, he continued, but he declared that materials are available for research and experimentation.

This "beneficent statement" of commercial television advantage will afford the industry an opportunity for scientific advancement which should be utilized to the utmost, Chairman Fly declared. "Why talk of five of the television standards at their present level of efficiency, or at any level below that achieved by the military and to be made known to industry?"

Companies Control Development

Pointing to the possibility that these military developments may enable post-war television to start with a broad sweep that will give better pictures, perhaps in full color, from the outset, Chairman Fly admitted that he could not say for a certainty that this will happen, but he challenged anyone to say that it will not.

He reiterated his statement that this question cannot be settled by propaganda, but that the best technical advice is needed. The speed and degree of development will be largely, if not wholly, up to the manufacturers themselves, he stated, with RCA possibly in the best position to set the pace and project the outcome. He is "a grave responsibility", he added.

The long range interest of the manufacturers must ultimately conform to that of the broadcasters, Mr. Fly averred, pointing out that if they make a false start to the detriment of the public, it will certainly boomerang. If, with only .00023 or .00024 wavelength, there is an editorial demand that standards be frozen, he said, there will never be any progress when the public investment runs into the millions.

No one should delay television and its service to the public, Mr. Fly concluded, expressing disbelieve that anyone, for a momentary advantage, would interfere with the ultimate progress of this new means of communications. "Television is too important for that," he said.

The "one man show" put rather "a cooperative effort" major complexity and magnitude, Dr. A. N. Goldsmith, consulting radio engineer and vice-chairman of the Radio Technical Planning Board, told the opening evening audience. Beginning with the pub\le, whose willingness to support this "amateur" idea, he applauded its improvements will supply incentive and encouragement to the operators of television, Dr. Goldsmith noted the broadcaster as playing a major role as program originators and distributors.

Then he listed the collaborative industries, such as motion-picture producers, "who may be called upon to provide transcribed program on film and perhaps even package shows utilizing live talent"; a "vas industrial group to manufacturer transmitters and receivers; the advertisers who will sponsor video programs and the agencies which will represent the advertisers, an unifying "centre" this, which will through its appropriate agency study the needs and practices of television, promulgate the governing regulations, and doubtless work deservingly to guide certain of the trends of television broadcasting operations."

Fears Dual Operation

In the question-and-answer period that concluded the meeting Chairman Fly was asked to comment on the proposal made several months ago by Dr. Goldsmith that while commercial television operation goes on at one level, research continues at a higher level and when a better system has been developed an interim period of dual operation be permitted, to avoid obsoleting receivers too rapidly. After a suitable commercial operation was to be allowed only on the improved standards. Mr. Fly expressed fear of dual operation, pointing out that if the industry had to develop and maintain a 20-mc system embodying color as well as a 6-mc system of black-and-white pictures, with different programming, it would be an almost impossible burden. In addition, he said, dual operation would require the allocation of more frequencies to television than would be needed otherwise.

Mr. Trammell, asked if in view of Chairman Fly's insistence on improved standards he had relaxed "the position that ideal of channel spacing of NBC", he stated. "The public should get television without any undue delay of two or three years. We have no public on the best possible standards as soon as possible after the war."

5 Video Outlets May Be Owned By One Company, FCC Rules

Supersedes Former Maximum of Three as FCC Acts

On NBC Request for Seven Television Stations

A SINGLE company or organization may own or control a maximum of five television broadcast stations in lieu of the three heretofore specified, under an amendment to the television regulations adopted last Tuesday by the FCC. The action came on a petition filed last February by NBC, which was granted in part and denied in part.

NBC, coincident with filing of applications for five television stations, supplementing the license it now holds in New York and a previously pending application in Washington, has also have the Commission amend its regulations to specify a maximum of seven commercial television stations to a licensee. The Commission, in granting the NBC application in part, modified its regulations to specify five such stations. Commissioner C. J. Durr dissented and Commissioner Norman S. Case was absent.

NBC last February filed applications for new television stations for Chicago, Cleveland, Denver, San Francisco, and Los Angeles. Simultaneously, NBC filed applications for five FM stations—in Washington, Cleveland, Denver, San Francisco and Los Angeles—but has pending two applications for new (Continued on page 62)
Many a time-buyer has been confused by conflicting coverage claims of reputable radio stations. Often, perhaps, because station-promotion copywriters haven’t consulted their own engineers.

Radio engineers generally accept the following definition by Jansky & Bailey: “The primary coverage area of a broadcast station is that area throughout which interference-free reception is possible practically all of the time. By interference in this definition is meant any disturbance to clear reception resulting from static, electrical interference from non-radio electrical devices and interference from other broadcasting stations which may be operating on the same or closely adjacent frequency assignments.”

“Primary daytime coverage as defined above cannot be determined by mere measurement of field intensity, nor can it be defined by computing the total population residing within the 0.5 millivolt or any other contour line.”

F.C.C. STANDARDS DEFINE “PRIMARY COVERAGE”

The FCC engineering department has set up minimum standards for determining “primary coverage”. They include:

(1) Minimum standards of signal strength required by the FCC engineering department, for primary coverage, are:
- Cities of 10,000 or more...10 millivolts
- Cities of 2,500 to 10,000...2 millivolts
- (Residential areas)
- Rural...0.5 millivolt

(2) Since “cross-talk” or side-band interference by stations on adjacent channels severely limits primary coverage, the FCC engineering standards require that field intensity at the point of reception from the station being surveyed should be at least twice as strong as for any station on an adjacent channel—a 2 to 1 ratio.

Thus, Omaha, Nebraska (for instance) lies within WHO’s 0.5 daytime millivolt contour line, but is not considered a part of WHO’s “primary daytime coverage area”.

WE REPEAT...

A reputable firm of consulting engineers has determined the true “primary coverage area” of WHO and other Iowa stations, by the above FCC standards. So again we say—

WHO has the largest daytime “primary coverage area” of any radio station in Iowa.
FCC Acts to Ease Rule on Recordings

Hourly Announcements Under Tentative Amendment

IN A MOVE to liberalize the requirements regarding announcement of recordings and transcription, consistent with pleas of broadcasters, the FCC last Tuesday unanimously adopted a tentative amendment to Section 3.407 of its rules and regulations, which would require identification announcements only at one-hour intervals, and still safeguard against misleading the public into the belief that the station is being used without regard to the law.

Existing regulations require announcements each 30 minutes, except when a continuous program would be interrupted.

Instead of establishing an effective date for the advanced regulation, the Commission, by resolution (Order No. 120), served notice that interested parties may file statements or briefs in opposition to the new regulation. It added that requests for oral arguments would be considered. Briefs or statements must be filed by June 15.

To Study Comments

The proposed rule, which will not become effective until the Commission reappraises it in the light of comments, is due by June 15, is designed to eliminate the constant repetition of the recording announcement. For example, in the case of transcribed spots, at station breaks or in participating programs, no announcements would have to be made except at the end of a one-hour period. Then, it is pointed out, the only announcement required would be a recapitulation such as:

“During the past hour you have heard recordings, except for two fifteen-minute news bulletins.”

Inherent in the language of the rule is the thought that the licensee must not indicate to the public that live talent is being used when it is not.

NAB Urged Modification

Requests for modification of the transcription order have been made intermittently over the years. The North Americas Association meeting at Asheville last month with FCC Chairman James Lawrence Fly, inquired into the possibility of a modification of the regulation to make it less stringent. The NAB Board of Directors, at its meeting in Washington May 8-10, adopted a resolution formally petitioning the Commission to modify the regulation to lessen the frequency of the identifying announcement, contending that they became “obnoxious and repetitious” to the listening public.

Transcription companies long have held that the electrical transcription requirement stigmatized recordings with the public.

The new regulation would be in two sections, as against four sections in the existing regulation. It would provide that no record program consisting of a speech, news, news commentator, or such programs where the element of time is of special significance, would be broadcast without an appropriate announcement being made at the beginning and end that it is recorded. The identifying announcement, it is stated, shall “accurately describe” the type of mechanical reproduction.

Any other program consisting of a mechanical record or a series need not be so announced, but the licensee must not create the impression that the program being broadcast consists of live talent. In such cases, the identifying announcement need be made only once each hour.

Text of Order

Following is the text of the FCC’s order (No. 120) on the proposed change in rule:

At a meeting of the Federal Communications Commission, held at its office in Washington, D.C., on the 16th day of May, 1944; WHEREAS the Commission is of the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations as read follows:

“Sec. 3.407 Mechanical Recordings.—(a) No recorded program consisting of a speech, news event, news commentator, or any recorded program in which the element of time is of special significance and a presentation of which would, whether intentionally or otherwise, the identification of the radio audience that the event or program being broadcast is in fact occurring simultaneously, shall be broadcast without an appropriate announcement being made at the beginning and end of the broadcast that it is a recorded program.

(Continued on page 60)

FCC Imposes Rigid Enforcement By Denying Duopoly Petitions

Dyer Contend WAIT, WGES Unaffected By Multiple Ownership; Others Ask Extension

INDICATIONS that the FCC plans to enforce with an iron hand, without regard to wartime conditions, its multiple ownership ban (Sec. 3.35 under Order 84-B) became apparent last week as petitions of two broadcasters, asking for additional time to dispose of their multiple holdings, were denied. Their request was given a 60 days’ grace, rather than the year requested.

Meeting en banc last Tuesday the Commission denied petitions and set for hearing license renewals of KFI and KECA Los Angeles, owned by Earle C. Anthony Inc. Petition of the Spartanburg Advertising Co., requesting a six-months extension to afford separation of WORD and WSPA and “ordinarily disposition of one of the stations was denied. Commissioners Craven and Wakefield dissented in the Spartanburg and Anthony decisions.

Westhouse Petitions

Petition of Westhouse Radio Stations Inc. for a year’s grace in which to dispose of WGL and the operation of a third station, WOWO (now on temporary until May 31) was granted as amended by the Commission. License of WOWO was extended, but beyond May 31 to permit Westhouse to “comply with Sec. 3.35.” Commissioner Durr dissented.

Only one petition was granted in connection with the duopoly rule. The Commission held that 3.35 is inapplicable to WMFR High Point, N. C., and WGBG Greensboro, N. C. Petition had set up the same arguments that WMFR was disposed of as follows: James E. Lambeth, 75 shares; Mrs. Helen M. Lambeth, his wife, 24 shares; James E. Lambeth, Jr., 100 shares. Division of WGBG stock was listed: James E. Lambeth 40 shares; Helen M. Lambeth 100 shares; Frank F. Lambeth, a son, 10 shares; Ralph M. Lambeth, son and president, 100 shares.

Other Petitions Filed

Meantime several other petitions have been filed under Order 84-B, adopted April 4 [Broadcasting, April 10]. Effective date of the multiple ownership ban was suspended and the Commission voted unanimously to pass each case on its individual merits. Broadcasters had one of three alternatives: (1) On or before May 31, 1944, file application effecting compliance with Sec. 3.35; (2) submit petition for extension of license for “such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation”; or (3) submit petition for a hearing to

(Continued on page 57)

Programs Adapted To Flashes Urged

Ad Men Hear White, Shiner Maj. Eliot at CBS Luncheon

SUGGESTION that commercial programs be written and produced, so far as possible, to permit the insertion of important news during the course of the program, was advanced by Paul White, CBS director of news broadcasts, at a pre-invasion luncheon given by CBS last Wednesday to advertising agencies. Maj. Thomas Eliot, the War Information director at the Waldorf-Astoria, New York.

He said that in most cases the news will be inserted at the beginning of the program, but warned that it may be necessary to break into the body of any program with a flash, presenting a greater problem for producers of dramatic programs than for comedy or musical shows.

Mr. White explained the “beep” system, by which CBS warns its member stations of an impending news bulletin or program—the beeps for a bulletin, five for a program—will open the next quarter-hour period. He also outlined the CBS plan of coverage of the invasion, assisted by Maj. George Fielding Eliot, who analyzed military problems, and William L. Shiner, who discussed enemy propaganda techniques.

William Gittering, CBS vice-president in charge of sales, introduced Mr. White to the audience, which included two other vice-presidents, Frank White and Paul Hollister, among the network delegation. Among agency officials were:


WHEN JRJ at Anzo broadcast the first program direct from the front line [Broadcasting, May 1] this type, SCR-299, Hallcraft transmitter was used. William R. Halligan, president of the company, and Irene Varek test the instrument at the Sangamo office. The new Anzo transmitter also sent the first eyewitness accounts of the beachhead invasion in Morse code.
Is Your Baltimore Radio Dollar Working Efficiently?

What are you getting for your money? Here's the 3-way test of your Baltimore radio dollar:

1. Coverage . . . find out how many radio homes you're getting in the Baltimore trading area.
2. Then check how many of those people are listening to the station you use at the time you use it.
3. Then divide the number of actual listeners by the cost of your program.

You'll know then how hard your dollar is producing. All the facts prove that there is one station that delivers more listeners-per-dollar-spent than any other.

That's W-I-T-H . . . and the facts are all down in black and white. Like to see them?

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
Fly Admits Contempt of Cox Inquiry

Blocking of Article for ‘Reader’s Digest’ Described

By BILL BAILEY

ANOTHER STORMY episode in the Congressional investigation of the FCC flared up last week as Commission Chairman James Lawrence Fly again hurled invective at Rep. E. E. Cox (D-Ga.), former chairman of the House Select Committee to Investigate the FCC, and its former general counsel, Eugene L. Garey.

Mr. Fly heard himself charged with successfully blocking a story by Gretta Palmer, New York writer, in Reader’s Digest after Mrs. Palmer had spent several weeks in Washington gathering material for the article. He didn’t back down when he told the Committee he refused to give its version to the writer; neither did he attempt to hide his “contempt” for the “Cox Committee”.

Widely Condemned

“I was certainly in contempt of the Cox Committee as it was handled by the former chairman and by the general counsel,” he said when Rep. Miller (R-Mo.), asked if he held the Committee “in contempt.” Mr. Fly hastened to say that he had no criticism of the “president chairman”, Rep. Lea (D-Cal.).

In his letter of last Dec. 29 to DeWitt Wallace, editor of Reader’s Digest, Chairman Fly wrote: “The procedures of the Cox organization and of its unscrupulous counsel have been condemned on a wider scale than in the case of any other Congressional committee within my knowledge. Despite all this the present counsel (Mr. Garey) although not the present chairman, is determined to do a destructive job upon me by any and all devices regardless of the low character these devices might assume.” (See this.

Reading from a memorandum she wrote Digest editors after the Fly letter was received, Mrs. Palmer said: “This article was suggested to me by Mr. Wendell Willkie, as Mr. Wallace knows, and not by anybody connected with the Select Committee.” In New York Mrs. Miller, assistant general counsel, suggested the article but said he did talk to Mrs. Palmer about it and referred her to William S. Paley, CBS president, and others in radio.

Mr. Garey, in Washington last week, declared he had not met Mrs. Palmer until “several weeks after she began working on her story”. Harry S. Barger, chief investigator and now assistant general counsel, said Mrs. Palmer came to him and asked to see copies of the Committee bearing records and that later he introduced her to Mr. Garey.

Other disclosures before the Committee last week included these:

The FCC assisted the Navy in a simulated attack on Pearl Harbor Nov. 23, 1941, just two weeks before the Japanese sneak attack.

No longer does the FCC perform military intelligence functions except on request of the armed forces. All such work will be discontinued in full by June 30. George E. Sterling, assistant chief engineer in charge of the Radio Intelligence Division, is the cause of the Congressional cut of $1,000,000 from the RJD 1945 fiscal year budget.

The Foreign Broadcast Intelligence Service, whose analyses and legility have been attacked in charges before the Committee, is performing a necessary wartime function and was “authorized by Acts of Congress”, Dr. Robert D. Leigh, its director, testified.

Rep. Hart (D-N.J.), adjourning Friday’s session, said future hearings will be held at the “call of the chair”. Chairman Lea is expected back this week from California, where he has been campaigning for renomination. Attending last week’s sessions were Reps. Hart, Miller and Wigglesworth (R-Mass.).

When Mrs. Palmer took the stand Wednesday Rep. Miller read into the record the letter Chairman Fly wrote Editor Wallace, protesting her article. She identified it as the one shown her by her editors and testified that she had written her story on the basis of the story but never completed a final draft.

Rep. Miller asked her to read a note she had given the Digest editors regarding the article. She said she had “talked to Paley (William S., CBS president) and Paul Hollister of CBS, Niles Trammell of NBC, Lou Weiss of the Don Lee Company, Neville Miller of NAB, Sol Taishoff of Broadcasting magazine, and Louis Caldwell, lawyer for the Mutual chain, before I ever approached Eugene Garey or any member of the Select Committee.”

Her memo told of attempts to see Mr. Fly, of his refusal to grant an interview, of her move through Mr. Garey, New York attorney, and White House “supportor of Fly”, and Commissioner C. J. Durst in an effort to see Chairman Fly After outlining her contacts and work, Mrs. Palmer read: “It’s a great unsolved puzzle . . . is how Mr. Fly has won a position it which he can win arguments, I the military field, against Knox and Stimson—and can even refuses to give out fingerprints to the FBI on request.

Even if he were the business hating, power-loving, table-thump ing radical his enemies say, “central question remains unsolved That question is: Is Fly really th- President of the inner circle—New Deal?”

Rep. Miller asked Mrs. Palmer to read the first draft of her article and the Committee itself was plunged into argument over the relevancy of such document. “I don’t see what value it has,” remarked Acting Chairman Harper. “It does seem important that some steps were taken to suppress this article,” Rep. Miller countered: “I think we ought to be concerned i Mr. Fly charges this Committee puts scandalous testimony in that record.” Chairman Fly interceded: “At the time of my letter th article hadn’t even been drafted. Rep. Hart ruled it out. Rep. Mille moved its admission. The vote was 2-0, Rep. Hart not voting and Mrs Palmer began reading her 21-page document.

Throughout the author read Rep. Miller’s interpretation (Continued on page 61)

Fly-Wallace Letter Exchange Distributed by FCC Chairman

JUMPING the gun on Rep. Louis E. Miller (R-Mo.), who last Wednesday read into the record the House Select Committee to Investigate the FCC, a letter written Dec. 29, 1943, by Commission Chairman James Lawrence Fly to DeWitt Wallace, editor of Reader’s Digest, Mr. Fly distributed mimeographed copies of the missive, together with Mr. Wallace’s reply, before Rep. Miller started reading the two letters follow:

Dear Mr. Wallace:

I have been more than shocked recently to receive word that one of your writers, Miss Gretta Palmer, has been assigned the task of “doing a job” on me. She has made it clear to me and to others that the writing which she is doing will be based upon “information” and documents furnished by the Cox Committee. This Committee has attained a nationwide reputation as being the most odious of all the so-called investigative committees that purport to do constructive work on behalf of the Congress. I am reluctant to be associated by treachery or by subject matter you would have the Reader’s Digest use your name in this capacity.

I want to advise you that although this disruptive effort to “get” me has been attempted many times, neither I nor the Commission have ever been permitted to put a witness on the stand to ask a single question of any witness. to correct the record so that the deflated por tor of me has been made impossible. In the past those of my charges have been consistent and the unanswerable “facts” have been forced upon you. In short, no word of ours has been permitted to be printed or placed before the reader. I have been called for the dirtiest lies. This is particularly true regarding challenges which have been made, with any respectable or responsible evidence of the charges. The Navy lawyer stated the slightest opportunity extended to me to prove them. When the Select Committee is the Select Committee to Investigate the FCC, the recent reply to the examples which conclusively prove that it is one and I alone that this Committee and its counsel set out to destroy.

The procedures of the Cox organization and of its unscrupulous counsel have been condemned on a wider scale than in the case of any other Congressional committee within my knowledge. Despite all this the present counsel (Mr. Garey) although not the present chairman, is determined to do a destructive job upon me by any and all devices regardless of the low character these devices might assume. One of the effective ways of accomplishing this is the practice of the wildest circulation like the Reader’s Digest to give the charges reprinted currency and that I am a seeming validity. I understand that counsel for the Committee has cooperated most graciously with your Miss Palmer, and that by treachery or subject matter you would have the Reader’s Digest use your name in this capacity.

I thought that Miss Palmer offered to talk to me about this matter. I feel that if you, Mr. Reader’s Digest must hear in mind that it is quite important for me to have the course of a few hours or even days to lay out before her the real importance of the documental documents, and the great bulk of evidence which eventually will be submitted in this case. I could prove every one of the serious and unfair statements in your letter to be false. The argument will be overwhelming. The Committee and the Committee counsel have spent this past year raking among the disgruntled and

(Continued on page 61)

HULDING WITH Charles R. Denny Jr., FCC general counsel, is Chairman James Lawrence Fly (r.), dubbed by Gretta Palmer, New York writer, the “Frank Sinatra of the inner circle New Deal”. Fly-Denny conference took place as Mrs. Palmer told the House Committee to investigate the FCC last week that she made every effort to see the FCC chairman, but he refused to be interviewed for a story based on the Congressional probe.

GRETTA PALMER, New York writer assigned by Reader’s Digest to do an article on the House Investigation of the Commission, testified last week that her story was shelved after FCC Chairman James Lawrence Fly wrote DeWitt Wallace, Digest editor, “warning” against publication of her article
A DOUBLE-HEADER
means PULLING POWER

COUPLED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day. In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating as high as 76% coverage of the 520,000 Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP
"Town Hall" Signed by Reader's Digest Program Trustees Retain Hold On Type of Material

AS ANTICIPATED, the board of trustees of Town Hall, New York, last Thursday authorized sponsorship by the Reader's Digest Assn., Chappaqua, N. Y., of America's "Town Meeting of the Air" on the Blue network. Approving a 399-week run on 170 stations at the present time, Thursday, 8:30-9:30 p.m., starting September 7. According to Mr. George V. Denny Jr., Town Hall's program director, who had surveyed Town Hall, recommended that the program find a sponsor, to insure its broadcast by a large number of stations, who are under no obligation to carry a sustaining feature. A number of other sponsors have sought the program, but their inquiries were not favorably regarded by the trustees, according to Town Hall. Mr. Denny described the Reader's Digest Assn, as the "ideal sponsor".

Each broadcast will announce the fact (by all stations) that the program subjects and the speakers remain in the hands of Town Hall, as provided in the contract. Town Hall's board of trustees is the policy consultant body for all Town Hall activities, including the radio forum division, which is under the direction of Marian Carter.

Three-Year Contract

Commercial sponsorship of network forums, and the danger of placing them under the aegis of a single radio advertiser, has been the subject of heated debates in Washington, in connection with FOB. The Blue Network has refused to let it local stations as a transcription, available for local sponsorship. The foundation felt that the program could maintain sufficient coverage as a network sustainer, and that a national single sponsor might be dangerous.

Town Hall has signed a contract with the Blue with the proviso that Town Hall will have the right to sell its own network shows for the program. The new contract will be subject to the approval of the trustees.

Outposts Brought In

LESS published work of servicemen stationed in Alaska, Panama, and other theatres removed from actual battle areas now will be included as a weekly feature of NBC Army News. The new policy went into effect with the May 21 broadcast, which was to originate from Alaska. The program was to include an explanation of the Army's press communication and public relations system, showing how news of every major campaign has been transmitted by radio and press back to this country with the least possible delay.

An estimated 75,000 people are expected to hear the program weekly.

BEHIND THEIR OWN lunch boxes in Chicago's Wrigley Bldg. are Hub Jackson and June Rollinson, timebuyers of Russel M. Seeds Co. who brought their corn because Don Ray, Jr., president of Kansas City, Mo., failed to feed them the last time he invited them to dinner. DeWitt Mower, WOR Newark sales manager (left) waits to be served.

Edwin King Cohan Joins World Wide as Advisor

EDWIN KING COHAN, who resigned last January as CBS director of engineering, has been appointed technical advisor of World Wide Broadcasting Corp., operator of international radio stations WURU, WRU, WRUW and WRUX, whose transmitters are located at Scituate, Mass. He will be concerned with transmission and programming expansion plans which World Wide hopes to put into effect at the end of the war. He will also work with Walter W. Lemanon, president of World Wide and executive of International Business Machines Corp. on other technical post-war problems. His headquarters are in the New York offices of World Wide, at 588 Madison Ave.

Westinghouse Planning To Re-enter Set Field, Including FM and Video

STANDARD and FM sets, phonograph combinations and home television equipment will be built by Westinghouse Electric & Mfg. Co., Pittsburgh, following the war according to Walter Evans, vice-president in charge of the radio division. The company discontinued home receiver production in 1928, Mr. Evans said, and is now manufacturing 51 times the radio equipment it produced before the war. With these expanded facilities at hand Westinghouse has decided to re-enter the radio set field because of the great demand for sets created by the deterioration of a large portion of some 50,000,000 sets in use at the start of the war. Prospects for high quality in post-war television transmission and reception are excellent, he said, because many of the basic principles of television are similar to those used in modern military devices and because of expanded research in radio and electronics.

Chicago Agency Becomes Roche, Williams & Cleary

ROCHE, WILLIAMS & CUNNINGHAM agency has been renamed Roche, Williams & Cleary effective June 1. James M. Cleary joined the advertising firm 11 years ago as vice-president. He was formerly general sales manager of Studabaker, and prior to that he was manager of promotion of WGN Chicago.

Cohen to Manage ABSIE for OW

American Station Broadcast To Germany, Low Countries

PHILIP H. COHEN, former chief of the OWI Domestic Radio Bureau, has been appointed director of the new OWI radio station ABSIE, in Great Britain and will leave soon to take over the post BROADCASTING learned last week.

Mr. Cohen, who resigned last month to take a more active part in radio work closely with William S. Paley, CBS president, who is on leave with OWI as liaison to Gen. Dwight D. Eisenhower Allied Commander in the European Theatre.

Reaches Low Countries

ABSIE (American Broadcasting Station in Europe) began operations three weeks ago, carrying the Voice of America to Germany, France, Scandinavia at the Low Countries by both medium and shortwave [BROADCASTING May 1]. Planned nearly two years ago by Robert E. Sherwood, OWI Overseas Division, the station uses 12 transmitters and is believed to be one of the most powerful in the world.

ABSIE is playing a leading role in OWI psychological warfare over invasion with its coming invasion, broadcasting various languages to reach enemy and occupied countries. In addition to the regular hours daily to American programs, the station is being used for BBC broadcasts to the continent.

Many well known figures American broadcasting will be associated with Mr. Cohen in this operation of ABSIE. These include: David Samuel, former assistant of CBS, CBS vice-president; Harold Gauler, former assistant to Director of Broadcasts, CBS; Charles Morgan, former CBS program director; E. C. Codel, former general manager, New York Broadcasters Co., former CBS program director; E. W. Rogers, former general manager, Los Angeles Station; Mr. Cohen, former CBS program director. He had been associated with the Office of Education when he produced many educational programs and was responsible for some of the most important data generated in the United States. He is 32 years of age.
This "chair"—the chair of Mayor in Los Angeles—is given time to speak over KFI each week. Thus, the people of Los Angeles have the opportunity to hear directly from the man in office concerning the conduct of their city government. This is democracy in action.

Such public service has been 50,000 Watt Station KFI's privilege, its obligation, and its opportunity to become an increasingly vital force in this community's welfare.

KFI's undisputed leadership in Los Angeles is the natural result of top-ranking NBC programs combined with purposeful local programming in the local public interest.

Mayor Fletcher Bowron Says: "KFI renders an invaluable service to the citizens of Los Angeles by allotting time to the office of Mayor for a weekly report on civic problems and governmental affairs. A greater unity of understanding between the people and their government has been the obvious result."

The Mayor's Weekly Report over KFI is informal and completely non-partisan. Problems occupying the attention and energies of city officials are discussed, and suggestions are made by which citizens of the community may help in solving these problems. Citizens are invited to submit questions and complaints which are answered on subsequent broadcasts.

This Public Service Program is now in its fifth year.

KFI...NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
Rubicam to Leave Agency on July 1
Continues as Director But
Retiring From Activity
RAYMOND RUBICAM will re-
sign as chairman of the board of
Young & Rubicam on July 1, ac-
posing of his holdings in the agen-
cy, of which he was a founder in
1923 and retiring from active busi-
ness in 1942. His title will be di-
rector of the company and a consultant
to the management.

No other changes in officers or
directors are anticipated, the agen-
cy statement said, president,
will be its chief executive of-
fer. Mr. Rubicam’s stock will be
made available to members of the
organization over a period of time.

Born in Brooklyn, June 16, 1892, Mr. Rubicam was a reporter and
salesman before entering advertis-
ing in 1916 as a copywriter for
F. W. Waage & Sons, Inc. Three
years later he moved to N. W.
Ayer & Sons and in 1923 he and
John Orr Young founded Young & Rubicam. Noted for his copy
and for many of his business-
known slogans as Steiniway’s “The
Instrument of the Immortals” and
Squibb’s “The Priceless Ingre-
dient,” he also pioneered in
search into the reading and lis-
tening habits of the American pub-
lic.

His retirement is motivated by
the wish to “devote some of the
good years of my life to work out-
side of advertising and business.”
Mr. Rubicam said. He has made
no specific immediate plans.

WMCA to Air Sedition
Trial as Public Service
IN KEEPING with its public ser-
service features since assuming
the presidency of WMCA New York,
Nathan Straus has made arrange-
ments to broadcast the trial in
Washington of the 29 persons
charged with conspiracy against
the United States. The broadcast
will be available to WMCA to
WMCA will be installed. Other
stations in the East are being con-
tacted to carry the supporting pro-
gram if they are interested.

Frank Kingdon, commentator, author and educator, will cover the
trial and broadcast two in-
quarters daily, Monday through
Thursday, beginning May 27. He
will be heard over WMCA at 1:15
and 5:45 p.m. and over WINX at
10 a.m. and 6:45 p.m. The cost will
be approximately $1,000 a week.

No Sets to Be Made
CONTRARY to reports in the press, WBB is not authorized to pro-
duce new receiving sets for
people there is no pros-
spect of such authorization this
time or in the future, the
Division said Friday. Production of sets for civilians has been pro-
hibited since March 27. 1942. The
military electronics equipment pro-
gram for 1944 is approximately 15
million dollars in production. The
Radio & Radar Division pointed out,
so that the resumption of civil
set production is remote.

Page 18 • May 22, 1944

Dellinger Allays Fear of Long-Distance
Interference in FM Portion of Spectrum

FEAR that frequencies now allo-
cated to FM are sometimes af-
fected by long-distance inter-
ference including “bursts” is not well
founded, Dr. J. H. Dellinger, Ra-
dio Chief, National Bureau of
Standards, has notified C. M. Jan-
sky Jr., of Jansky & Bailey, con-
sulting radio engineers, chairman
of Panel 5, VHF Broadcast (FM)
of the Radio Technical Planning
Board. At its April 11 meeting in
Chicago Panel 5 adopted a resolution
“subject to information to the con-
trary” that “it is the consensus of
the group that the present posi-
tion of FM broadcasting in the
spectrum should not be changed”.
The Committee agreed to submit
the long-distance interference pro-
blem to Dr. Dellinger and be guided
by his advice.

“The point in question is that
the broadcast frequencies are
sometimes affected by long-distance
interference,” Dr. Dellinger advised,
“contrary to an expectation that
was widely held at one time and
may be a fear that this interfer-
ence may be so great as to seri-
ously impair the usefulness of those
frequencies for broadcasting. I
believe I may be able to respond
to that request, and the
answer is that fear is not well
founded.”

Dr. Dellinger’s letter continued:
“During certain years of the sun-
spot cycle, F2-layer transmission
is provided over long distance for
short parts of the day, and sporadic-E transmission occurs at irregular
times in allweather. The interference
is short bursts of long distance in-
terference appears to be closely
associated with, and possibly mani-
station of, sporadic-E transmis-
sion. It may also be stated that
no radio frequencies are free from
transmission vagaries.”

Dr. Jansky referred Dr. Del-
inger’s letter to members of Panel
5 who together set up an FM
research committee.

New York Radio Club
Names Jennings Head
OFFICERS of the Radio Execu-
tive Club for 1944-45 were in-
stalled at the final luncheon meet-
ing of the club for the 1943-1944
season, held last Thursday at the
Shelton Hotel. New York.

Officers are: President, Warren
Jennings, of the New York office
of WLW Cincinnati; vice-presi-
dent, Linnea J. Walter
Thompson Co.; secretary, Claude
Price, Graham Broadcasting Divi-
tion; treasurer, Helen Thomas, Spot
Broadcasting.

Membership of the club last year
has increased from 184 regular and 26
associate members to 403 regu-
lar and 125 associate members.

Mr. M. Buhl, III, has notified
Mr. Freshwater, WCAU; John Carey,
WIND; William Malo and Walter
Hesse, WDRY; E. H. Swintz,
WSBT; B. B. Baylor, WMAL.

FCC Authorizes
Transfer of WCLE
Shifts Channel With WHKC;
Both Increase to 1,000 w
IN A THREE-Ply move grow-
ing out of the FCC’s “dupoly” or-
der, the FCC last Tuesday autho-
rized the conversion of WCLE Cleveland to Akron, along with a shift in
frequency assignments for that
station and for WHKC Columbus
and WKFY by the United Broad-
casting Co., Cleveland Plain Dealer
radio subsidiary. The third station
in the UBC group is WHK Clevel-
dan.

WCLE was granted a construc-
tion permit to change frequency
from 610 to 640 kc. (now used
limited time by WHKC) and increase
its power from 500 to 1,000 w,
change hours of operation from
daytime to limited time, and to
remove from Cleveland to Akron.

Dominant station on 640 kc. is KFI
Los Angeles, and it would operate
at Akron until three hours after
local sunset in that city.

WHKC was authorized to change
frequency from 1,240 kc. to 610 kc.,
increase its power from 500 to 1,000
w, and increase its hours of opera-
tion from limited time to fulltime,
with a directional antenna for
night use.

All three stations are Mutual
outlets. The shifts were devised
following the FCC’s multiple own-
ership order banning joint opera-
tions in the same or overlapping areas.

NAB Sales Group
Wants IRE Panel
NAB Sales Managers Execu-
tive Committee, meeting at the Hotel Roosevelt,
New York, May 15-17, following a dinner with New York News-
Promotion Managers Assem.
study of the operation of radio
advertising, voted to refer the survey to the NAB Research Dept.
and Recommender Panel.

The Committee attended the pre-
vious meeting on the subject
(see p. 20) and reviewed plans for
participation of the Sales Managers
Group at the IRE convention.

As a result of the recent meeting of the Institute for Education by
Radio at Ohio State U. [Broadcasting,
May 8, 15], the committee passed a
resolution requesting IAB presi-
ent, J. Harold Ryan, to arrange a panel
discussion by outstanding educators and
broaders on the American Sys-
tem of Broadcasting.

Fred Leimgruber, the committee
meeting, announced that a national
series on CBS for Penillen, a
dramatic program starting June 6.
Tony Pastor, the Cresta Blanc
Carnival, off for the World’s Fair.
Schenley Distillers Corp., under
an indubitably regular [nation-
tional on CBS for Penillen, a
dramatic program starting June 6.
Tony Pastor, the Cresta Blanc
Carnival, off for the World’s Fair.
Schenley Distillers Corp., under
an indubitably regular [nation-

Schenley Change
SCHENLEY DISTILLERS Corp.,
to be sold to such an establishment as
Schenley to broadcast a regular
channel in the Cresta Blanc and
Schenley to handle Cresta Blanc and
M. W. Weintraub & Co., Dubuque.

Broadcast Advertising

Three Video CF’s Sought
THREE new commercial television
stations were sought in applica-
tion filed with the FCC by WPTV
United Detroit Theatre Corp., De-
troit, which is 74.36% owned by
Pabst Brewing Co., for a Channel
4 outlet. Remaining inter-
rest is held by Balaban & Katz,
operators of WKBK. Mr. Balaban
has expressed his interest in a
commercial video station. Licensee
of WXYZ Detroit, King Trendle
Broadcasting Corp., has applied
for Channel 2 outlet and WOW
Omaha requests a Channel 1
station.

UNITED PRESS has established a
new bureau at Frankfurt, Ky., for
service to clients in that state. James
C. PETER, formerly night manager
in Pittsburgh, heads the new bureau,
with offices in the Capitol Blf.

WMIS, WSON Grants
WMIS Natchez, Miss., last week
was granted a construction permit
to change frequency from 1400 kc.
Hidden to 1350 kc. for a new
proposed shift of KALB Alexan-
dria, La., from 1240 kc to 580 kc.
WMIS Engineer, W. A. Davis,
signed its petition to reinstate and
grant application for modification
of its construction permit to in-
crease power from 50 to 500 w,
and to make changes in equip-
ment. Grant is subject to FCC
approval of an application for
change of rule relating to use of critical
materials.

WDAS Philadelphia is spiritually
prepare for its invasion news coverage
on D-Day. Every hour on the hour
from 10 a.m. to 10 p.m. a different Phil-
adelphia clergyman will render a short
prayer.
"Farmers, just as well as city folks, must keep up on world events. We've got an important food production job to do. We must find out just how we fit into the world food picture...for both now and after this war.

"That's the reason we like to talk to men like Wendell Willkie. Regardless of whether we're Democrats or Republicans, we want facts on world conditions. In that way we can get an idea of just how much of the world's food we Central States farmers must contribute.

"We are always trying to do a better farming job. That's why we depend so much on our friendly neighbor station, KFAB. For more than 20 years, KFAB has aided us with special weather forecasts, farm-service programs, market reports, as well as all kinds of entertainment. In fact, we look upon KFAB as one of the important parts of our lives."

"The BIG Farmer of the Central States"
PAA Meeting Stresses Commercials

Members See NAB Film; Dialogue Highlights Host-Guest Idea

THE RIGHT and wrong way to prepare radio commercials for medicinal products were vividly demonstrated last Tuesday in an NAB presentation before the 65th annual convention of the Proprietary Assn. of America, held Monday through Wednesday at the Biltmore Hotel, New York.

Radio presentation, including a showing of the sound motion picture "Why Radio Works" and a half-hour transcription devoted exclusively to the problems of proprietary advertisers, was part of an advertising clinic to which most of the Tuesday meeting was devoted. Presentations of newspapers, magazines and drug trade papers were also made at this meeting.

Hailed as Pioneers

Dietrich Dirks, KTRI Sioux City, chairman of the NAB Sales Managers Executive Committee, which supervised preparation of the radio presentation, opened this part of the program by hailing the proprietary advertisers not only as pioneers in the use of radio as an advertising medium, but also as continuing users of radio in such quantity as to make this group radio's number one client, leading all other classes of business in expenditures for national and regional network and for spot radio.

J. Harold Ryan, NAB president who handled the presentation, briefly reviewed the growth of broadcast advertising from the first commercial program 21 years ago—10 minutes on WEAF New York, costing $1,000 for 5,000 words of copy—to 1933, when radio's advertising revenue was $57,000,000, of which drug products accounted for $8,000,000, and to 1945, when some $30,000,000 of the industry's $307,000,000 gross came from drug advertisers.

Following the film, originally prepared by the proprietary division to sell promotion presentation last fall and subsequently edited for showing to any advertising group, a panel of five proprietary침scription as an appropriate radio technique for answering the questions of proprietary advertisers. Want It Clean

In the form of a dialogue between a broadcaster and a proprietary manufacturer, the presentation opened with a summary of the NAB rules against advertising "any product whose sale, or whose method of sale is against the law," against advertising "cure" in such a manner that claim to "cure," against "statements that the station knows are false or deceptive or exaggerated."

But the broadcaster continued, "doesn't want repellant dramatizations of disagreeable things that go on in the human body. Radio believes that there's a right place in radio for the doctor, and that is in a family or a doctor's office, or in the bathroom with the door closed. . . . And we believe that the air is no place for misleading statements about price or value—and no place for attacks on competitors, or other industries, or professions, or institutions."

Yet the manufacturer points out that "some radio people have rules so strict they won't even let some kinds of product on the air at all—even if the product is a perfectly good and effective one" and wonders "when that limitation may be tightened up some more," the broadcaster answers: "That's the rules for advertising. Advertising will be clamped down just as fast as the audience wants them clamped down. Radio has nothing to do with the manufacturer's and an advertiser or group of advertisers offends the radio audience, that audience will walk out. Radio doesn't dare let that happen—in the primary interest of the manufacturer himself, who is radio's customer."

No More Ballyhoo

Contrasting the ballyhoo of an old-time medicine man at a county fair with the radio medicinal commercials to illustrate the progress in taste and believability of proprietary advertising in the last 25 years, the presentation described listener reactions to inert commercials generally, contrasting them with the memorable commercial that Fred Astaire and Bill Goodwin did for Swan Soap on the Bennie & Allen show not long ago with Astaire tapping to Goodwin's rhythmic delivery of the sales talk. This was dubbed into the presentation.

Citing this as an example of the host-guest relationship between sponsor and listener which was termed "the whole basic premise of radio," the presentation continued: "When the sponsor is the host—the listener is the guest. The party is free. The entertainment, by and large, is the richest spread of laughs, music, education or instruction, or even inspiration that the American public ever got invited to. Most people are aware of the decency. They like being invited; they're good, good people and they're cheering glad to remember to thank their host.

But, ever and beyond the party each sponsor is putting on the air, the station is also the host. As host, every radio station has a public obligation to all its guests not to broadcast things that are pretty, sure to offend a lot of people. Things about the internal workings of the human body in some less than attractive moments. Things about decay and bad odors. Sour notes spoil a party.

"Sour notes spoil a party. You should not convey to the public an idea of sour notes in life, but the place to talk about them is not in front of the listening public, but in a doctor's office or pharmacy. Any sponsor who thinks he can short-circuit the doctors by going on the air with exaggerated claims may be running against the overwhelming mass formation of public taste. Radio is too powerful an instrument. The station and the sponsor, the right to scare the pants off the audience, or even make them feel sick.

Radio receives the instant and strong protest of the public against sour notes on the air, because radio is a breach of the contract by which the listener promises to listen to a message if he likes it, to pass it on if he likes it; which says to the listener, 'I'm not going to listen to your message unless I like it, and I'm going to pass it on if I like it.'"

"Radio receives the instant and strong protest of the public against sour notes on the air, because radio is a breach of the contract by which the listener promises to listen to a message if he likes it, to pass it on if he likes it; which says to the listener, 'I'm not going to listen to your message unless I like it, and I'm going to pass it on if I like it.'"

"Radio receives the instant and strong protest of the public against sour notes on the air, because radio is a breach of the contract by which the listener promises to listen to a message if he likes it, to pass it on if he likes it; which says to the listener, 'I'm not going to listen to your message unless I like it, and I'm going to pass it on if I like it.'"

"Radio receives the instant and strong protest of the public against sour notes on the air, because radio is a breach of the contract by which the listener promises to listen to a message if he likes it, to pass it on if he likes it; which says to the listener, 'I'm not going to listen to your message unless I like it, and I'm going to pass it on if I like it.'"

"Radio receives the instant and strong protest of the public against sour notes on the air, because radio is a breach of the contract by which the listener promises to listen to a message if he likes it, to pass it on if he likes it; which says to the listener, 'I'm not going to listen to your message unless I like it, and I'm going to pass it on if I like it.'"

"Radio receives the instant and strong protest of the public against sour notes on the air, because radio is a breach of the contract by which the listener promises to listen to a message if he likes it, to pass it on if he likes it; which says to the listener, 'I'm not going to listen to your message unless I like it, and I'm going to pass it on if I like it.'"
In 1850, plenty of voters in our 31 states thought the government had more than enough land on its hands, without taking over a vast territory from Texas. Fortunately, others had the foresight to favor continued expansion.

Today, advertisers with foresight for post-war expansion are strengthening their position in markets that will retain, through the post-war era, their high wartime buying power. Outstanding among such markets is the vast food-producing empire served by The Cowles Stations, including:

- 6 wholesale centers (pop. over 25,000)
- 80 retail centers (pop. 5,000 to 25,000)
- 601,543 farms, each an industry in itself, both now and in the post-war period
- 1,387,690 radio homes (daytime primary) with a population above 6,000,000.

To this entire region, The Cowles Stations beam your advertising at group rates as low as $72 for a daytime quarter-hour on three stations... truly the BIG BUY of 1944.

THE BIG BUY OF 1944

$72*

* A DAYTIME QUARTER-HOUR ON THREE STATIONS

The Cowles Group

GEARED FOR RESULTS

THE COWLES STATIONS

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

WMT KRN T KSO WNAX

CEDAR RAPIDS DES MOINES DES MOINES SIoux CITY YANKTON

REPRESENTED BY THE KATZ AGENCY
We Crack 'Em!

Easy ones! Tough ones! They're all in a day's work—and we refer to results for advertisers!

Sometimes they come so tough we sweat blood, but our supreme objective is always—CRACK 'EM!

That's what brings comments such as this from top agencies:

○ "Your station has done a fine job for this client and every other client we have put on WWVA."

A BLAIR MAN WILL TELL YOU MORE

BASIC BLUE NETWORK

WWVA
WHEELING, W. VA.

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

Creutz Takes McIntosh Place at WPB; Several Shifts in Division Personnel

JOHN CREUTZ, for the past year-and-a-half assistant to Frank H. McIntosh, who recently resigned as chief of the Domestic & Foreign Branch of the Radio & Radar Division of WPB to enter consulting practice [Broadcasting, May 18] has been appointed chief, effective June 1 succeeding Mr. McIntosh. As assistant to Mr. McIntosh, Mr. Creutz was chief of the Transmitter Section.

Prior to joining WPB on December 7, 1942, Mr. Creutz served as a radio engineer and consultant with the firm of Page & Davis, Washington. Before that Mr. Creutz was associated with the Badger Broadcasting Co., Madison, Wis. (WIBA) as chief engineer. A native of Beaver Dam, Wis., Mr. Creutz is a graduate of the University of Wisconsin.

Other Changes

Other personnel changes in the Radio & Radar Division include the resignation of Glenn C. Henry, chief of the Industrial & Radio Section, who may leave the first of June to join RCA Victor Division, Camden, N. J. as an engineer in the Industrial Sound Department.

Fred S. Boland, chief of the Program Branch has resigned to join the Federal Radio & Telephone Co., Newark. His successor, Lawrence A. Adams, was formerly with WPB's Research & Statistics Division.

Elmer Crane chief of the Radio & Radar Division’s Products & Facilities Branch, is leaving to become general manager of the Radio Division of Lear Avia, Grand Rapids, Mich. His successor is Louis J. Chatten, former chief of the End Products Division. Mr. Chatten's new title will be Assistant Director for Production.

With the dissolution of Army-Navy Electronics Production Agenecy (ANEPA) a number of that agency’s personnel transferred to the War Production Board, where they accepted positions in the Radio & Radar Division comparable to those they held at ANEPA.

In addition, James E. Wallen, consultant on vacuum tube production for the Division has returned to RCA, his former company, his place being taken by Leo Holleran who is "on loan" to WPB from RCA.

W. E. Wilson, with WPB in the Power Division, for nearly a year, and M. J. McNicholas are new to the Division.

AMP's New Pacts

ASSOCIATED MUSIC Publishers, New York, has signed new agreements with WRGA WUBB WPB, and has received extended contracts from DL WJY KRNR KORE KIT KICA KHSF KFEL EJDN.

RMA TO CONSIDER INDUSTRY'S FUTURE

WAR radio-radar program and future problems of the industry will be the main topics at the RMA War Production Conference June 6-7 at the Stevens Hotel, Chicago. Meeting will also mark the 20th anniversary of RMA. Approximately 500 industry executives are expected to attend the conference, presided over by President Paul V. Galvin. Chairman of the convention committee is A. S. Wells of Chicago.

Maj. Gen. William Henry Harrison, chief of the Army Signal Corps and Distribution Service will speak June 7 on "The War Program". Ray C. Ellis, director of the WPB Radio & Radar Division, just returned from the Soviet Union, will speak on "Radio in Russia" at the June 6 luncheon. Other government officials will take part.

RMA officers and directors will be elected at business sessions, including meetings of the set, tube, transmitter, parts and amplifier and sound equipment divisions. On June 6, a general engineering conference is planned under the direction of W. R. G. Baker, director of the association's engineering department.

HARRY RAUCH, Blue special features editor, is the author of a Magazine Digest article "Factory Parent" to be distributed throughout the world as an OWI reprint.

RMA Campaign

RADIO'S PART in wartime accomplishments will be told to the country when the Radio Manufacturers Assn. started its promotion project through Theodore R. Sills & Co., Chicago (public relations). Project is developed by the RMA advertising committee headed by chairman John S. Garceau of Fort Wayne, Ind. RMA member companies will be asked to contribute information to the industry project, as everything dealing with radio and its war contributions, within limits of official security, is to be listed.

Tubes Standardized

STANDARDIZATION of radio tubes used by the Army, Navy and Canadian armed forces has been announced by the Office of the Chief Signal Officer, War Dept. After the transition stage, all tubes purchased and stocked by the organizations will be interchangeable, expediting needed replacements in the field. The tubes are a result of the joint Army-Navy specification for tubes based on the use of RMA and commercial type numbers.

MAG BENNOIT, engineer of KHJ Los Angeles, who handles the Julia Sanderson program "Let's Be Charming for Mutual" has written a song, "By Blue Hawaiian Waters," which was introduced on the program last week and which will be recorded by Frankie Carrel's orchestra.
When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte — just halfway between Omaha and Denver, at the confluence of the Platte Rivers — the richest spot he could find! Today, on the site of Buffalo Bill's home ranch stands Station KODY, the new NBC outlet that serves 130,000 persons in West-Central Nebraska. Until five months ago, most listeners there could hear no daytime network radio. They heard evening network programs only irregularly as sky-wave signals from Denver, Lincoln, Omaha and other distant points permitted. Now they hear NBC programs day and night from their home station — KODY. And they like it. This situation already has attracted 102 advertisers to KODY. There are still choice availabilities.

**THE NORTH PLATTE MARKET**
Population: 131,115
Value of Livestock and Grain Sold in 1943: $93,700,000
Union Pacific's North Platte Payroll for 1943: $4,268,000
Retail Sales: $49,972,000

**KODY Showmanship.**
Two daily broadcasts from famous North Platte Canteen ... Associated Press ... United Press and Chicago Daily News Foreign Service ... Community Service and Special Events Programs Every Day.

**IN FIVE MONTHS**
124 NBC ADVERTISERS ... 12 National spot advertisers ... and 47 local advertisers.
CAP LAUDS SPOTS

Request on 17 Stations
Does Trick in 4 Days

SPOT CAMPAIGN on 17 New York stations for the Civil Air Patrol placed by Harry C. Levin, OWI regional station relations chief in New York, was so successful that CAP had to request their withdrawal after 4 days.

The spots, 30 seconds in length scheduled once a day, called for volunteer instructors in military drill, aircraft identification, etc.

The first day brought 60 qualified applicants to CAP headquarters and the next day 100 answered the call with additional phone calls, telegrams and letters. CAP officials said that virtually every applicant indicated on which station he heard the spot announcement and in requesting the stations to stop the appeals, the OWI conveyed personal congratulations to local broadcasters from a CAP officer for "a brilliant radio job."

Col. Kirby Overseas

COL. E. M. KIRBY, chief of the Radio Branch of the War Department's Bureau of Public Relations, recently returned from the European Theatre where he aided in arrangements for radio coverage of the invasion [BROADCASTING, May 8], has been reassigned to temporary duty in that theatre. Act- ing chief of the Radio Branch dur- ing Col. Kirby's absence is Lt. Col. Jack W. Harris, former director of news and special events at WSM Nashville.

OWI Will Prepare 20 - Second Spots

Poll of Stations Shows Need Of Shorter Messages

PREPARATION of 20-second transcribed chain break announce- ments for war messages, along with the present 50-second sponsorable spots, was decided upon by the OWI Domestic Radio Bureau during a two-way meeting last week with representatives of its 13 regional station relations offices.

No Spot Increase

John D. Hymes, deputy of the Bureau, explained that the chain breaks will be made available un- der Station Announcement alloca- tions whenever the campaign mes- sage can be handled within the 20-second limitation. Action was taken as a result of a poll taken by the regional offices of station preferences.

Mr. Hymes emphasized that the decision to include 20-second station breaks will not increase the number of spots assigned under the Station Announcement Allocation Plan. At present, OWI transcriptions contain nine 50-second announcements on each side which cover three different campaigns.

Under the new plan, he explained, OWI hopes that six of the messages will be 50 seconds and three will be 20 seconds.

Mr. Hymes disclosed that of more than 500 stations polled, 67 expressed preference for the 20-sec- ond spots, 226 prefer the 50-second announcements, 138 prefer the for- mer one-minute nonsponsorable messages, and 68 have no preference.

OWI regional chiefs reported that few of the stations polled have taken advantage of the sponsorship opportunities offered through the 50-second transcription plan, the consensus being that many of the subjects do not lend themselves to sponsorship and some of the stations exercising a strict policy against commercializing government messages.

It was revealed that only 23 sta- tions have been selling the spots regularly, seven have been finding sponsors for some of the messages, eight have been making efforts to sell the spots, and four have been selling the special Treasury War Bond transcriptions. Nineteen station stated their policy prohibits commercial sponsorship of the mes- sages.

Line Announcements

At a meeting Monday with Treasury Dept. officials to iron out plans for the Fifth War Loan, it was decided that all live an- nouncements on the campaign would henceforth be handled by OWI. The special transcriptions will be serviced by the Treasury, as in the past, upon request.

The regional officials met with OPA, Manpower, Army and Navy radio officials to discuss various aspects of the for- mation programs of these agen- cies. In the afternoon, a session was held on OWI policies at which George W. Healy Jr., OWI Dom- estic Director, addressed the group briefly.

The meeting brought together OWI regional station relation- officials for the first time since the appointment of George P. Ludlam [BROADCASTING, April 24] as chief of the Bureau.

Coca-Cola Interviews

Coca-Cola Co., Atlanta, has added interviews with American servicemen overseas to its nightly "Victory Parade of Spotlight Bands" broadcasts on the Blue network. Whenever possible, relatives and friends who wish to be inter- viewed will be notified in time to tune in the program. D'Arcy Adv. Co., New York, handles the pro- gram.
HOW TO CATCH
a woman's ear...

Program: "The Grenadiers."
Time: 12-1:00 Noon.
Format: Music, nonsense, and fun led by M. C. Bob Heiss, assisted by a 12-piece radio city band.
Audience: Women—women—women, and a surprising number of men.

Sponsors: Participating*.
Conclusion: By building audiences through such programs as The Grenadiers, WTMJ has become Wisconsin's most skillfully programmed, most listened to, most "selling" radio station.
Suggestion: Your radio plans for Wisconsin must include WTMJ.
*Restricted to a limited number of spots

THE MILWAUKEE JOURNAL STATION
Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.
Purley Programs

Youth Show
TALENT recruited from the junior high schools provides the format for Junior Music Hall, an all juvenile review which began on WFL, Philadelphia, May 18. Half-hour weekly series is produced and directed by Edmund Dawes, educational director of WFL. Highlight of the show will be a Junior Music Hall Chorus, composed of teen-aged girls. Program is designed to give undeveloped talent among school youngsters an opportunity to express itself. The programs will originate from the WFL Playhouse Studio.

Morale Aid
A YEAR LONG infantile paralysis program originating at a local sanitarium has started on WPAT, Paterson, New Jersey. The weekly half-hour program titled The Voice of Bergen Pines will feature stars of stage, screen, and radio who have overcome their paralysis handicap. Children in the sanitarium participate.

CBK Program
CBK Watrous, Sask., in early May started a new summertime weekly Prairie Homemakers' Program, including series of talks on reading, canning, swimming and hot weather. Children will participate from the CBK Playhouse Studio.

KXOK Forum
THROUGH COOPERATION of KXOK Studios and the Committee for Economic Development, a new forum-type program, Where Are We Headed?, is now presented Tuesdays, 10:15 p.m. Dr. William McClellan, former dean of the Wharton School, University of Pennsylvania, is chairman of the committee and serves in the same capacity during the broadcasts. Series deals with post-war planning as it affects the lives of average citizens. Listeners are invited to send in questions, which are discussed on the air by leading representatives of management and labor.

Soldier Show
WBIG Greensboro, N. C., is presenting a new all-soldier show, On the Beam, featuring an orchestra made up of musicians from America's leading dance orchestras as well as a number of concert artists. Lt. Harry R. Taylor, young arranger-composer and pianist, is conductor. On the Beam is heard Thursdays, 8:15 p.m. Dramatic relief is furnished by a series of radio plays, written and directed by Capt. Millard Lampbell, radio and screen writer.

KQW School of Air
IN COOPERATION with public schools of six northern California cities, KQW San Francisco has started a new series titled KQW School of the Air, covering local historic subjects as well as current and post-war problems. Roundtable discussions and dramatizations, with students participating in the programs, are featured in the series. Scripts are written and produced by teachers of drama, radio, history and journalism.

Negro Show
A VARIETY of musical entertainment — swing to spirituals — featuring top Negro talent from all parts of the country, will supply the format for Men O'War, a new WBBM Chicago musical program originating from Camp Robert Smalls, Negro camp of Great Lakes Naval Training Center. Directed by WBBM producer Larry Kuttz, Men O'War, 25-minute program, is heard Saturdays.

KOA Farm Features
ANOTHER FEATURE of service to farm listeners, Saturday Stock Show, will begin on KOA Denver, 12:30-1 p.m. on May 27, and will be sponsored by the Rocky Mountain Radio Council, which will supervise script and production. Supervision will later be assumed by Rex Brown, KOA farm news editor.

Heroes Honored
DRAMATIZATIONS of the deeds of Ohio service men and women are featured on a new series of programs heard weekly over WLW Cincinnati and titled Salute to Ohio Heroes. Quarter-hour Sunday morning program is sponsored by Standard Oil of Ohio.
The only single medium completely covering the inland empire

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by
LOUIS WASMER, INC.

National Representatives: Edward Petry & Co., Inc.

"The Fleet's In" every day. Here Naval Recruits line up for Colors at Farragut Naval Training Station—second largest in the service. Such installations keep the Inland Empire's buying power at peak level. Building Permits in Spokane alone increased 113% in 1943. You, too, can build increased sales in this rich area with KHQ's complete coverage. (Official U. S. Navy Photo).
Every possible musical need is at your fingertips when you subscribe to World Program Service, with a complete variety of music and widest choice of talent in any library service . . . 4420 different selections . . . with at least 50 new numbers every month. Music to meet any program requirement—from fanfares, mood music

**WBS = A Variety of Music for**

- **Musical Comedy**
- **Marches**
- **Concert**
- **Western-Cowboy**
- **Songs of Our Allies**
- **Orchestral Mood Music**
- **Special Holiday Music**
- **Harp and Piano Interludes**
- **Dramatic Background**
- **"Hot" Dance - Hillbilly**
- **College Songs**

**Over 4420 Selections Reproduced on Wide Range Vertical Cut Recordings**

*By Top Artists of Radio, Screen and Stage*
Every Program Requirement

and backgrounds—to complete productions that are turning sustaining time into sponsored sales. This variety of music and talent builds sales-proven programs. And every WBS selection is recorded to make audiences sit up and listen—to your station. World Program Service more than pays for itself—and we can prove it!

WALTZ

POPULAR DANCE

SALON MUSIC

HYMNS AND SACRED

BALLADS

GAY 90’S MUSIC

PATRIOTIC ANTHEMS
FANFARE AND INCIDENTAL
POPULAR WAR SONGS
OPERA · LIGHT CLASSICAL
VOCAL SOLOS · ORGAN
...and many others

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL
Crossley Reports On Winston-Salem

MORNING
(8 A.M. to 12 Noon)

WSJS .......... 48.4
Station “B” ........ 44.7
All Others .......... 6.9

AFTERNOON
(12 Noon to 6 P.M.)

WSJS .......... 53.4
Station “B” ........ 29.7
All Others .......... 16.9

EVENING
(6 P.M. to 10 P.M.)

WSJS .......... 60.7
Station “B” ........ 30.5
All Others .......... 8.8

Period of Survey:
February 23 Through March 12, 1944

Representatives: Headley-Reed Company

OWI PACKET, WEEK June 12

Check the list below to find the war message announcements you will broadcast during the week beginning June 12. All stations announcements are 15 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>STATION ANNOUNCEMENTS GROUP</th>
<th>GROUP KW</th>
<th>NAT. SPOT ANNOUNCEMENTS GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WORK</td>
<td>AE</td>
<td>Ind.</td>
<td>AE</td>
</tr>
<tr>
<td>Fifth War Loan</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Rubber Conservation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Prepare for Winter</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car Sharing</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 112 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fifth War Loan Dominates OWI Radio Bureau Allocations for Week of June 12

THE FIFTH War Loan commands major emphasis in the OWI war information schedule for the week beginning June 12, with Network, Station Announcement, Special Assignment, Special Events, and Special Transcription allocations giving the drive an auspicious opening.

Radio stations will have a wide choice of transcriptions for sponsorship of Fifth War Loan messages. In addition to the 50-second Station Announcement spots, there will be the special Treasury 5-minute Salute, the 15-minute Song for Today and the 30-minute Star-Parade.

Job for Radio

The Fifth War Loan campaign will seek to raise 16 billion dollars, with individuals asked to invest six billion. Carrying the visions of Americans will be directly solicited by a volunteer sales force, the Victory Volunteers, but the job cannot be done unless the people are convinced of the urgency of the Loan. OWI believes that radio can do the convincing as no other medium can.

Because of the preferred position given the War Loan drive, OWI has scheduled only three other campaigns during the week for major allocations. Rubber Conservation, assigned to Network and Station Announcement allocation, is continued from the previous week and carries messages to remind motorists that synthetic production is not yet sufficient to permit any laxity of conservation measures.

Prepare for Winter, assigned to Network allocation, cautions listeners that all fuel will be scarce next winter and urges action now to keep from going cold then. Purchasing of available fuel and installation of heat-saving devices such as weatherstripping and storm windows are advised.

Car Sharing messages, assigned to National Spot allocation, are designed to reduce waste of millions of gallons of gasoline caused by lack of compliance with car-sharing regulations.

Washington Engineers Seek Virginia Local

POTOMAC Broadcasting Corp., whose principal officers are CBS Washington engineers, last week filed application with the FCC for a construction permit for a standard broadcast station to be operated in Alexandria, Va., on 730 kc with 250 w power daytime. Application listed Howard B. Hayes, director and president, 84 shares (49.4%); Carl L. Lindberg, director and secretary-treasurer, 83 shares (50%); Inez M. Hayes, wife of Howard, director and first vice-president, 1 share (0.6%). Both Mr. Hayes and Mr. Lindberg are technicians at WTOP Washington, CBS-owned station. Mr. Hayes formerly was with WBBS Columbus, Ohio, and WRRC Cincinnati, joining CBS Washington in 1942. Mr. Lindberg, prior to his CBS affiliation in 1940, was with WKBW Youngstown, Ohio.

Two previous applications for a frequency in Alexandria had been dismissed. Peter Q. Nyce filed application for 740 kc and 1 kw power but his petition was dismissed Aug. 4, 1942 without prejudice at his request. Previously the application of Percy C. Klein, also for 740 kc and 1 kw power, was dismissed April 7, 1942, when he failed to submit required information, Commission records show.

Beau Brummell Adds "The Axis on the Air"

Beau Brummell (ties) has added the following stations as outlets in addition to those named in the May 15 Broadcasting for its weekly quarter-hour-transcribed program, Musical Showcase: KSTP and WCCO, Minneapolis; WBFM, Gary, Ind.; WJSY, Mobile, Ala.; KPSC, WDAF and WRC, Washing- ton D.C.; WGBS, Chicago; and others.

Harold L. Ettlinger

Harold L. Ettlinger, 34, assistant foreign news editor of the Chicago Daily News and author of the column "The Axis on the Air," died May 11, after an illness of four weeks. An expert on shortwave radio broadcasts, Mr. Ettlinger was also the author of a book The Axis on the Air.

Page 30 • May 22, 1944

Broadcast Advertising
LO, AN ECLIPSE-PROOF MOON!

Snugly beyond the orbits of the big-city stations in Chicago, Cincinnati, and Detroit, the moon of WOWO never sets, is never eclipsed.

This 200-mile-wide orb — representing the proved extent of the WOWO primary area — is as richly endowed with teeming, responsive humanity as the celestial moon is barren. A population of more than 2,000,000, occupationally diversified and uniformly prosperous, looks to Indiana’s most potent and persuasive voice for its entertainment and information.

Fort Wayne itself, where WOWO programs originate, has upwards of 132,000 people. Also in WOWO’s primary area are 62 counties, with 21 cities of 10,000 population and up. This great section is roughly divided 50-50 rural and urban.

Common sense rules out astronomical claims. But you’ll find that the gravitational sales-pull, uniformly exerted by WOWO over this strategically located trading area, is something to reckon with... and cash-in upon.

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - WBZ - WBZA - KYW - KDKA
represented nationally by NBC Spot Sales
Banks Expand Use of Radio
As Budgets for 1944 Go Up

FAA Survey Shows 44% of Institutions Devote
14% of Funds to Broadcast Advertising

WITH 1944 advertising budgets increased over those of 1943 by
the nation's banks, broadcast advertising is growing as a medium
for the financial institutions, a survey of 1943 advertising expenses
conducted by the Financial Advertiser's Association, Research Committee,
disclosed.

Of 184 banks returning questionnaires sent out by the Committee,
81 or 44% used radio in 1943, the May issue of the FA Bulletin,
containing the report, revealed. "To show the growing use of
radio, we found the 81 banks reporting its use, and found they had a total
advertising expense of $1,200,000," said the FAA report. "Of this
amount 42% or $526,716 was spent for newspaper and publication advertising,
while 14% or $179,474 went for radio advertising."

Agency Use Increases

Of 44 banks reporting the use of
newspaper, radio and billboards,
the proportion of their total
advertising expense was broken down as follows: Newspapers, 40%; ra-
dio, 11%; billboards, 8.5%.

Accompanying the report was a
table which disclosed that banks
of from 5-10 million dollars depos-
its were the heaviest spenders for
broadcast advertising. In that
group 13 banks spent 28.4 of their
budgets for radio, which 35 devoted
45.5% to newspapers. Next was the
non-commercial group, embracing
savings banks and some savings
and loan organizations. Of the 22
banks reporting, 12 spent 18% of their
budget for radio.

GROUPS DEPOSITS (Millions) REPLEYS NEWSPAPERS BROADCAST ADVERTISING

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1-3</td>
<td>29</td>
<td>37</td>
<td>77</td>
</tr>
<tr>
<td>II</td>
<td>5-10</td>
<td>36</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>III</td>
<td>10-30</td>
<td>18</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>IV</td>
<td>20-30</td>
<td>16</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>V</td>
<td>30-50</td>
<td>20</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>VI</td>
<td>50-100</td>
<td>18</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>VII</td>
<td>100-500</td>
<td>23</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>VIII</td>
<td>1-600</td>
<td>22</td>
<td>18</td>
<td>12</td>
</tr>
</tbody>
</table>

*VIII Non-commercial.

Kelray Placing

McRAE HEALTH PRODUCTS,
New York, is looking for availabilities for a national spot campaign
for Kelray, a reducing agent. Schedule has already started on
Philadelphia, New York and Boston
outlets, and will expand shortly to
Chicago and Baltimore and other
markets, using participations on
women's interest programs where-
ver available. Media include
newspapers and magazines. Agency
is William N. Scheer, Newark.

LUX Tops CAB

MOST popular full-hour evening
network program is Lux Radio
Theatre and most popular weekly
quarter-hour playing show is
Walter Winchell, according to CAB
ratings, with Kay Kyser and Bill
Stern rated second in each cate-
gory, not first as erroneously re-
ported in Broadcasting, May 15.

Lt. Hugh F. O'Neill

Lt. Hugh F. O'Neill, Navy
pilot and son of W. O'Neill, president of
General Tire & Rubber Co., and of
the Yankee Network, was drowned
off San Diego, Cal., May 12, when his
plane crashed in New York. Lt. O'Neill,
25, had not been identified with radio
prior to his Navy service. His brother,
Bill O'Neill, is owner and general man-
ger of WJW Cleveland.
WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

Baltimore
where civilians are starved, beaten and deported into forced labor camps or the firing squad for expressing their views. They face chains or the firing squad for expressing them where they have a tremendous effect in liberating the world from Nazi and Soviet tyranny. There, in Germany, in Austria, in the Baltic countries, in Poland, in Czechoslovakia, there is no one who now dares to tell the truth.

KXOK's coverage is not limited to the St. Louis area. KXOK broadcasts its daily programs not only to the many thousands of radio listening families in the Greater St. Louis area, East St. Louis and surrounding towns but also reaches far into the newly developed oil fields of southern Illinois, the rich agricultural cities of northwest Kentucky, southern Indiana and the central eastern section of Missouri.

Fact is, KXOK's primary area covers as many as 96 counties in this rich, Mid-Mississippi Valley area...
Hurling Stones & Curves

THE CHIPS are down, it now appears, in the sight of newspapers (or some of them) to block radio's competition in the field of retail advertising. A calculated and organized campaign to show radio's purported impotency as an advertising medium is under way.

But the proof of the pudding is in the consuming. All the surveys in the world won't deter advertisers from using a medium if they get results. And that's the story of radio.

In New York, which is anything but a typical market, the newspapers have subsidized a survey widely proclaimed as showing that newspaper advertising is eagerly gobbled up, while radio advertising is resented; that newspapers pull five-to-one against radio in the retail field, and that it's cheaper, more potent and whatnot.

The leading questions produced the desired result. The New York survey found that a strong majority of men and women preferred newspaper advertising and wanted omission of advertising over the radio. But the people weren't asked whether they preferred Radio by the American Plan (commercial) over Radio by the European Plan (Government-owned). They weren't told that the total time on the air devoted to advertising is about 8% and that it foists the radio programming bill. When the question was asked in another survey (Columbia U.) about the European vs. the American Plan, 75% wanted the American.

We could cite, chapter and verse, radio's effectiveness as an advertising medium. OWI can tell about a dozen war campaigns tried in the newspapers and which failed. Then radio did the job. And there was the 1942 survey of the Office of Facts & Figures, afterward suppressed [BROADCASTING, June 22, 1942], which showed that radio had supplanted the newspaper as the public's primary source of news.

The New York newspaper attack upon radio comes as no surprise. The American Newspaper Publishers Assn. convention was told that the big guns would be unmanned, particularly after the initial success of radio in launching its retail advertising campaign last year. In that campaign no effort was made to disparage newspaper advertising; an affirmative and effective job was done. But the results must have hurt.

That isn't all. The American Medical Assn., which believes self-medication a crime, also blantly attacks radio for accepting patent medicine business, and hails the newspapers for eliminating such advertising. To Dr. Morris Fishbein, the AMA Journal editor, we commend perusal of almost any of the metropolitan dailies. Many newspapers, to be sure, won't accept extreme stuff, particularly in these days of great personal sacrifice. A Naval Academy graduate, he has spent 30 years in Government as against five in business. He returns to private life with the thanks and gratitude of every man in radio.

lambasted radio commercials and wanted newspapers separated from radio station ownership. But we will cite the last Federal Trade Commission annual report. It showed that during the last fiscal year 340,000 printed advertisements were examined, as against some 1,000,000 radio continuously. Nearly 26,000 of the newspaper ads were noted as containing representations that appeared "false and misleading." Less than 23,000 radio scripts were held for further examination.

We'll leave to the research experts the task of blasting by fact and figure the New York newspaper survey. But we wonder why newspapers, (most of those in New York included) are so avidly seeking FM and television and even standard stations if radio is such an inferior medium.

Radio doesn't have to resort to rock-tossing to get business. The sales manuals are replete with success stories on radio selling. There are pages of them indexed in agate type in the BROADCASTING 1944 Yearbook [pages 241-248]. The biggest success story of all is radio's war job.

Newspapers can survey and survey; radio will produce and produce; retailers will buy and buy. And there'll still be enough business for both media.

Comdr. Courageous

AMERICAN radio suffers an irreparable loss with the decision of Commissioner T. A. M. Craven to retire from the FCC. On June 30, after nearly a decade as chief engineer and member; he returns to private business. It is gratifying that he will continue in radio, as engineering executive for the Cowles station group.

Tam Craven has been an outstanding public servant. In recent years his work on the FCC hasn't been too pleasant. The pressures have been great and the opposition strong. Often he has been a wagoneer in the battle. "Craven dissenting" became a sort of stock phrase. But within the Commission meetings he has been a rationalizing influence and more often than not, has kept the Commission from going off the deep end.

It has been Tam Craven's driving energy, intelligence, and—most of all—his courage and utter lack of fear that have won so many fundamental policy disputes on the Commission. The FCC minutes, since he assumed office in 1937, tell that eloquent story. There were the network regulations, allocations policies, the newspaper ownership fight and innumerable other controversies in which he figured. It has been his testimony before Congressional committees that has bucked the FCC majority on many occasions, because he felt it his duty to vote independently and according to his own conscience.

Tam Craven left a lucrative consulting engineering practice in 1935 at the behest of the President to become chief engineer. In 1957 he was elevated to the Commission. This service has been at great personal sacrifice. A Naval Academy graduate, he has spent 30 years in Government as against five in business. He returns to private life with the thanks and gratitude of every man in radio.

BROADCASTING, as an art and profession, has served as the stepping stone to many pursuits. But so far as the record books go, it has never led to a state Governorship.

That is where Maj. Louis Wasmer, pioneer broadcaster, is headed if the efforts of public-spirited citizens of his native State of Washington carry through. Maj. Wasmer, owner of KKF and KGA Spokane, and interested in other radio operations in the Pacific Northwest, has announced his candidacy for the Republican gubernatorial nomination at the insistence of citizens who urged him to run by petition, telegram and letter.

Now on active duty with the Army Air Forces, Maj. Wasmer is in the unique position of not being able to participate in his own campaign. That situation, however, may change, for he may find it expedient to go on inactive duty.

Aside from knowing radio, which is his business, the versatile Louis Wasmer is an aviator, photographer, Army Reserve officer and gentleman wheat farmer. His radio experience goes back to 1907, when radio was "wireless" and he was a "ham" operator.

As to his gubernatorial campaign, Candidate Wasmer says:

"If it is in the judgment of the majority that I could make a greater contribution as governor, I will feel honored and privileged to serve."

Should Maj. Wasmer become the Governor of Washington State, his term will doubtless be one of real progress. Never content merely to accept things as they are, Louis Wasmer has always gone out to meet the future, and in many fields has helped bring it into the present.

When radio was in its swaddling clothes, in 1907, the youthful Wasmer had his "ham" station in Seattle, with most of the equipment made by hand. In the same year, he and Dubillier and Hackett started their own broadcasting station in Seattle. Those were the days of arc transmission and their station operated on a 60 amp. arc, with two 420-foot lattice towers.

"As far as we know, we were the first broadcasting station in the United States," said Maj. Wasmer in a recent interview. They played records and piano music several hours each day. And "hams" all along the Coast tuned in.

In 1908, when he was but 17, Louis Wasmer was made president of the Seattle Wireless Club, and the next year took a position as operator with the United Wireless Co., Seattle. That firm supplied the wireless operators and (Continued on page 38)
THREE MEN AND A MICROPHONE:

When Portland's community leaders "start something," the mikes of Portland's community-leading station are in front of them spreading the good news...

When Henry Kaiser's 90,000 Portland-area workers slid their first Liberty ship off the ways...when they built the Joseph Teal in a record 10 days...when they built their first tanker and their first carrier...when Henry brought his first trainloads of workers from the East...KOIN was on the job telling the story as vividly as only radio can tell it. Three live KOIN lines tap the Kaiser yards for the amazing news they're making every week...

Earl Riley, Portland's competent and tireless mayor, is the mainspring of a Service Men's Center which does the best job in the U.S. for men in uniform. There KOIN puts on each Sunday night an original all-ship-yard-talent show...when Earl Riley was picked as the most typical U.S. mayor to visit England KOIN's mikes bade him good-bye, welcomed him home again, broadcast his reports...Mayor Riley, as the representative of the people of Portland, sponsors the KOIN park concerts...when he has an emergency proclamation to make, he plugs in the KOIN direct-line in his office and the whole Northwest hears what's up...KOIN's audience gets constant reports of how its community is being run...

When Edward C. Sammons, vice-president of Iron Fireman, and chairman of the War Finance Committee of Oregon, sets out on one more of his unceasing projects for the good of our community, KOIN goes alongside. We carried each of his speeches opening each War Bond drive, and released them to all other Oregon stations...carried his triumphant report each day as Portland climbed to its quota and way beyond...carried from the campus of Oregon State College the anniversary party of the State Board of Higher Education (of which he's a member)...We make Sammons work for our audience, too, on KOIN's own Post-War Committee because he's president of the Oregon War Industries and Chairman of the Northwest Committee on Economic Development.

Kaiser, Riley and Sammons are only three typical community leaders who are helping to build Portland. We're proud to print their pictures here because they typify not only the men and works who have their neighborhood at heart, but because they're typical of the mood and manner-of-work of the radio station which believes that the story of the welfare and progress of its community is the greatest radio program that can be broadcast.

KOIN
PORTLAND, OREGON
FREE & PETERS, INC.
National Representatives
Our Respects to
(Continued from page 86)
leased equipment to boats traveling all over the globe. The job opened up a new world to the eager young man.

It was not only the world of radio and its people that he came to know, but also the vast spaces out beyond the limits of his hometown, Seattle. With the United Wireless Co., he went to Alaska and floated down the Yukon from White Horse, stopping along the way to investigate abandoned experimental radio shacks that lined the river. From those shacks he salvaged equipment left by disillusioned or disgusted pioneers who had given up.

Famous Names
Because the West Coast was believed ideal for wireless experiment, names now famous in radio pioneering located in the area, and Louis Wasmer became acquainted with such people as Dr. Lee De Forest; Dubliger, who was to head the Cornell-Dubliger radio firm; and the great Nicola Teslal. He still has one of the original De Forest vacuum tubes of the six that exist today. His job with the Wireless Co. took him still further away—to the Orient and China as well as Japan and the South Pacific Islands. Along the route the engineer checked the shore installations set up by the company as a way of contact with the metropole.

For a while, Louis Wasmer was assigned the post of setting up the Seattle Wireless Co.'s stations along the coast. He was instructed to build the shacks close to a main highway near the coastline, then as soon as possible start the "spark" going in the window.

Flying, Too
Paralleling his early radio experience, Maj. Wasmer became tremendously interested in flying. And in 1911 he made by hand what was intended to be a glider. "But it wouldn't glide," he explained, "so we made it heavier and put in an engine. Then we had a plane. And it flew."

Since then he has always owned a plane, except for the period when the First World War and flying stopped as it did for this war.

Radio stopped, too, for five years. When operations were resumed in 1921, Louis Wasmer saw that the medium was coming into its own as a means of entertainment. The commercial value of radio was being explored, so he started manufacturing transmitting and receiving sets for retailers.

In 1922, Louis Wasmer opened KHQ Seattle. The station became so popular, that three years later a citizen's committee from Spokane went to Seattle to ask that the station be moved to Spokane. In 1933 he took operation of KGA Spokane from NBC. He owns stock in KOL Seattle and an interest in the Pacific Mutual Network.

About that time there was another young man greatly interested in the future of radio. He was on the Coast trying to sell the new medium to others who, frankly, were not interested. He was Niles Trammell, now NBC president and then a salesman for the Pacific States Electric Co. Often Louis Wasmer joined him in his rounds trying to get people interested in stockking and selling radio equipment. "You might say we peddled radio to the Coast," Maj. Wasmer laughingly told the story.

After Pearl Harbor when the CAP was organized, Louis Wasmer was commissioned a captain in communications and transportation. Thus he was able to make use of both his flying and radio experience when the country needed it. Later he was transferred to the Army Air Forces as an air communications officer and was promoted to major.

He was born in Grand Island, Neb., May 10, 1892, and moved to Seattle at an early age. After going through the usual preparatory school, he studied electrical engineering at the U. of Washington.

In 1938 he married Florence Waternhouse, a concert violinist at KIQ. They live in Spokane where the major has a large wheat farm and is a member of several civic organizations, Rotary Club, Chamber of Commerce, Shriners and others. Of course, he is also a longstanding member of the American Radio Relay League, the "ham" operators' organization. Besides his other career-hobbies, Maj. Wasmer keeps up his great interest in photography.

"I've got a darkroom and equipment to go in it that are my pride and joy," he beams.

He enjoys telling of one of his early experiences with radio and Teslal, the renowned inventor of the Teslal coil. Teslal was broke and was trying to get help with a new idea. The plan was to build a coil, duplicating the original made just a short while before.

They improvised with make-shift equipment until the coil was duplicated, then obtained billing at the Old Family Theatre in Seattle. When the audience was less than ten, Major told the audience, "We got $50 and return booking for another week," the Major said. "All I did was hand him eggs and pebbles and other odd objects, while he fried the eggs and made the pebbles jump around madly on the coil. It astonished the audience."

NEW POST AT KMBC
ASSIGNED BENNETT

SAM H. BENNETT, director of sales for KMBC Kansas City, since 1939 has been named vice-president in charge of sales activities for the Midland Broadcasting Co., according to Arthur B. Church, president, a d 1 principal owner of KBMC.

Promotions and increases in station's executive staff are aside from future expansion plans for increase in station power, television and FM stations [BROADCASTING, April 10] and include appointment of G. L. Taylor, president of the Midland Radio & Television schools, as vice-president of the broadcasting company in charge of schools division and technical development.

Sidney Walker, prominent Kansas City banking executive has been named new treasurer of KBMC.

With new plans for station expansion, studios and talent staff will be on the top floor of the Pickwick Hotel and executive and business offices will occupy space on the tenth floor.

Bennett Promotion Group
To Meet in New York

FIRST ANNUAL meeting of the promotion managers of NBC's owned and operated stations will be held in the network's New York office, May 24-26. Charles P. Hammond, NBC director of advertising and promotion, who will be chair-
mained, said the conference will estab-
lish "a common base for more ef-
fектив promotion planning between network and affiliates."

Planning to attend are: Frank Ford, western division, Hollywood; Helen Murray, KPO San Francisco; Emmons C. Carlson, NBC central division; Howard Barton, WTAM Cleveland; Mahlon Glasscock, WRC Washington; Charles Phillips, KDA Denver. Edward deSalisbury will represent WEAF New York.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

NBC Promotion Group
To Meet in New York

FIRST ANNUAL meeting of the promotion managers of NBC's owned and operated stations will be held in the network's New York office, May 24-26. Charles P. Hammond, NBC director of advertising and promotion, who will be chair-
mained, said the conference will estab-
lis "a common base for more ef-
fектив promotion planning between network and affiliates."

Planning to attend are: Frank Ford, western division, Hollywood; Helen Murray, KPO San Francisco; Emmons C. Carlson, NBC central division; Howard Barton, WTAM Cleveland; Mahlon Glasscock, WRC Washington; Charles Phillips, KDA Denver. Edward deSalisbury will represent WEAF New York.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.

KTTS Joins CBS

KTTS Springfield, Mo., on June 1 joins CBS as a special supplementary station, making a total of 145 CBS stations. Rate will be $75 per nighttime hour. KTTS is owned and operated by Independent Broadcasting Co. on 1400 kc with 250 w.
Two Facts Give One Answer...

1. There are nearly three-quarters of a million people in Utah—with radios in 930 homes out of every 1000, one of the highest per capita ratings in the nation as a radio-listening market.

2. KDYL has the highest audience rating in this area.

Answer—Add these two points together and you can't help but see the logic of including KDYL in your advertising and sales plans in the west.

KDYL
Utah's NBC Station
S. S. Fox, President and General Manager
John Blair & Co., National Representative
Posthumous Award
MAJ. JOSEPH A. BURCH, Signal Corps, who was shot down by Japs in action over Soearabia, Java [BROADCASTING, Jan. 28, 1943], has been awarded posthumously the Legion of Merit, which was presented to his widow, Mrs. Joseph A. Burch of Brooklyn, New York. Statement read in part: "In his capacity as Assistant Signal Officer in charge of radio communications for the Java Area, Maj. Burch manifested exceptional ability in the detailed organization, direction and operation of all radio communication facilities in that theater. His devotion to duty, integrated knowledge of that art coupled with superior technical ability made possible sustained employment of all aircraft in defense of that region."

LEGISLATORS VISIT RCA LABORATORIES
HEADED by Frank M. Russell, Jr., Washington vice-president, members of the House Interstate & Foreign Commerce Committee and Senate Interstate & Foreign Commerce Committee on May 13 visited RCA Laboratories in Princeton, N.J., to get a first-hand picture of developments in radio and electronics of post-war importance.

Law makers, who are charged with communications legislation, were shown RCA's electron microscopes, experimental models of television home receivers, television studio, a new type of FM receiver, FM police equipment, facsimile, electronic sewing machine, were given demonstrations in diathermies and shown advances made in radio and television tubes.

Sen. Hawkes (R-N.Y.) was the only member of the Upper House on the trip. Representing the House were Reps. Bulwinke (D-N.C.), acting chairman; Chapman (D-Ky.), Boren (D-Okla.), Beckworth (D-Tex.), Priest (D-Tenn.), Harris (D-Ohio), Donnelly (D-Iowa), Holmes (R-Mass.), Brown (R-Ohio), Howell (R-III.), Wolverton (R-N.J.), and Layton, Committee clerk. Representing RCA and NBC, in addition to Mr. Hawkins, were Carleton Smith, manager of WRC Washington; Oswald Schuette, Washington counsel of RCA; and Albert E. Dale, NBC director of information.

BEN B. SANDERS, WNOX Knoxville station executive, is the father of a baby.

P. L. PALMERTON, in a reorganization of the personnel of Western Electric Co.'s radio division, has been promoted from radio merchandise manager to assistant division manager, while D. C. Hickson, Washington manager, is transferred to New York headquarters as staff assistant, both reporting to F. R. Lack, vice-president in charge of the division. J. W. Sprague, division comptroller, and H. N. Willets, commercial contract service manager, will also report to Mr. Lack.

WALLY GRIFFO, former control room operator of CKX Brandon, has been named commercial manager of the station.

HARRIET V. ANDERSON, formerly with several utility companies and promotion and James A. Nolan, former vice-president and account executive of Criterion Adv., New York, have been added to NBO's national spot sales staff.

HAPPY OVER FORMATION of the new Mexican Blue Network, Emilio Azcarraga, owner of XEW Mexico City, and Clemente Berna Martinez, vice-president of Radio Programas de Mexico, board the Cia. Mexicana de Aviacion clipper for a trip to Tampico. The new network is a daily 16-station hookup of the stations affiliated to the Radio Programas de Mexico, just started "south of the border".

Maj. McCaw Gets New Communications Post
MAJ. J. ELROY McCAW, owner and general manager of KELA Centralia, Wash., last week was elevated from executive officer to special assistant to Brig. Gen. Harold M. McClelland, Air Communications Officer of the Army Air Forces, with headquarters in Washington. In his new post, Maj. McCaw will assume a number of the functions to which he was assigned as executive officer and will also be in charge of liaison with Allied governments on Army Air Forces communications.


CBS Promotion Award
CBS PROMOTION booklet, "Portrait of a Great American", based on the story of CBS' Kate Smith, has been awarded an award of distinctive merit by the Jury of awards of the 23rd annual exhibition of Advertising Art conducted by the Art Directors Club. Presentation was made May 15 at the Waldorf-Astoria Hotel in New York.
YOU MUST HAVE A
STRONG
SIGNAL*

That is, if you want your message to be heard clearly, distinctly, and dependably everywhere in your primary marketing area. Anyone in Baltimore will tell you that WFBR comes in remarkably clear and sharp. It's another WFBR advantage!

When you buy WFBR, you can be sure that your advertising message will be heard strong and clear (at least 5 millivolt strength) in the homes of over a million people in Baltimore and vicinity!

We call it WFBR's top coverage area!

But there are also hundreds of thousands of additional people in the rich Maryland trading area that can also clearly hear WFBR's signal (at least ½ millivolt strength in an area of 2,945 square miles).

Another reason why you can depend on WFBR's signal, is that the station's antenna towers are anchored in Baltimore's salt water harbor. This largely contributes to the dependability of WFBR's signal throughout the primary coverage area.

You cannot overlook this important signal factor in making your radio plans in Baltimore. When you buy WFBR, you can always depend on it's signal!

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

RADIO CENTRE, BALTIMORE-2, MARYLAND • NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
BEHIND the MIKE

JOHN FENSTER, discharged from the Army has joined the sales department of WOR New York, replacing C. N. Van Aukon, resigned to join the Aube Co., New York. He was formerly in newspaper advertising. Jack Irish, former announcer and newscaster of WHE Cleveland, has joined the WOR announcing staff.

EDWIN B. ENGLAND, former teacher, has joined the CBS research department as program study director. Fred Carr has been transferred from the program division of WABC, CBS New York key station, to CBS network operations as assistant director.

ARNOLD MICHAELIS is returning to CBS as script editor of WABC New York. With CBS in 1941, Mr. Michaelis resigned as first freelance scripter, later joining the Blue Network as a producer-director. Most recently he has been a senior director of the Blue network.

H. W. GILCHRIST, former head of New York's Maple Leaf, published by Canadian Forces in Italy.

MURRAY STOOPACK, formerly on the broadcast desk of the N. Y. Daily News, has joined the news department of WQXR New York, replacing Ed Patney, who has resigned to join the OWL as writer.

BOB LEDYARD, former freelance announcer, has joined WJW, Cleveland.

GEORGE A. MELLOR has joined WENY Elmira, N. Y., as assistant program director. He was formerly promotion director of the Elmira Star Gazette.

JIMMIE SIMPSON and Will Taylor are new additions to the announcing staff of WHBC, Salisbury, Md.

LARRY SCOTT, formerly in dramatic and quiz shows at the Paragon U. station, WHAA, has joined the announcing staff of WOWO-WGL Fort Wayne, Ind.

GIBSON JACKSON has joined the announcing staff of WSAV Savannah, Ga., following honorable discharge from the Army. Carleton Hildreth is also a new addition to the WSAV announcing staff.

ROGER S. (Dutch) UNDERHILL, former announcer and newscaster of WINS Milwaukee, is now a member of the announcing staff of WIND Chicago, working with Walt Lockman on play-by-play announcing of the Chicago White Sox baseball games.

CHARLES J. BARRINGTON, formerly with KMOX St. Louis, is a new member of the announcing staff of KDYL Salt Lake City. Ken Jernigan has been appointed chief announcer of KDYL.

WYLIE COOPER, head of the program department of WABC's program department, has resigned effective May 16.

PATRICK HENRY has joined KERN Bakersfield, Calif., as announcer-writer.

FRED McPHERSON, announcer of KFRC Sacramento, Calif., is the father of a girl.

JOHN FORSYTH, former announcer of KFWB Hollywood, has joined KFI-KCDA Los Angeles as announcer.

HEADING NEW department of the program department at WHAS Louisville is Ray Shannon (r), veteran broadcast executive and member of the NAB Program Managers' Executive Committee. A. W. Marlin (l), WHAS program director, greeted the new executive, who will coordinate production, music, engineering, sales promotion and management. Mr. Shannon entered radio as staff musician of WHK and WDAI Cleveland, where he was a member of the Cleveland Symphony Orchestra for seven years. Subsequently he served as assistant musical director of WTAM and WHK; program director-producer manager of KVQ Pittsburgh; program director of KQV Kansas City.

GWEN SPARRO has joined the continuity department of CKWX Vancouver.

JUAN NOLT, of the production staff of CBR Vancouver, is the father of a girl.

AUSTIN FENGER, producer and news writer of KSFO San Francisco, has taken up his duties as news editor.

B. B. PHILLIPS, formerly of KWWX Pasadena, Calif., and KIRO Seattle, has joined KGO San Francisco as announcer.

DOUGLAS ADAMSON, former announcer of KFAS Pasadena, Calif., is now with KOY Phoenix.

BILL CHARLES, announcer, has joined KPDA Amarillo, Tex.

HERB HALEY, announcer of KGO San Francisco, is the father of a girl.

CALVIN PEPPER, formerly of the public relations department of CKY Winnipeg, is now a fighter pilot in the European theatre with the Royal Canadian Air Force.

W. F. CARPENTER, for the past 30 months manager of public relations department of CKY Winnipeg, has been appointed supervisor of program production. He is succeeded by D. B. P. Coates, former public relations chief, who has rejoined CKY after two years in the Royal Canadian Air Force.

HOWARD MALCOLM, announcer, has joined WBBM Chicago.

PAT BURTON, WBBM Chicago news writer, was married to Mr. Nan Bill, Detroit, on May 9.

JANE COHAN, member of the WBBM Chicago continuity editing department, was married to William Walbaum of the Arthur Meyerhoff agency on May 13.

KEN CROSSLEY, formerly of CKGB Timmins, Ont., has transferred to CKKN Rouyn, Que., as English production director. His place at CKGB has been taken by Albert Aube of CKRN.
KANSAS CITY IS A KOZY MARKET...

And ... EXCLUSIVE in the Kansas City Area ... K-O-Z-Y MEANS FM ... the Voice of Tomorrow - Today!

FM Radio Station KOZY

PORTER BUILDING  *  KANSAS CITY, MISSOURI
WASHINGTON will have the first NBC television station to be constructed after the war.

McCray to NBC
THOMAS C. McCRAY, formerly with the broadcasting division of the New York Office of Censorship, has been appointed eastern program manager of NBC and program manager of WNEW, New York. Before joining the Office of Censorship, Mr. McCray was assistant general manager of WNEW, Hartford. He replaces Wynn Wright who recently was made national production manager of NBC.

Central Observance CENTENNARY of three organizations in BMC and the Y. P. H. Philharmonic Society, and its symphony, on CBS, the U. S. Rubber Co.—will be highlighted June 1 with the premier performance of a composition by Fairton Gould Lytton, Creata Blasco Carnival on CBS, Mr. Gould was commissioned by the YMCA to write the symphony.

TO PRESENT successful applicants for KFI-Hollywood Bowl Auditions, KFI Los Angeles has started a series of weekly broadcasts featuring non-professional singers selected by a preliminary jury. Limited to 24 contestants, winner or winners will receive a professional engagement with Los Angeles Philharmonic Orchestra on the Hollywood Bowl program at fee of $100.

ORIGINATING AT WOWO Fort Wayne, Ind., for the last year, HOOPER Hope for Blue Network May 6. Featuring rural rhythm and farm dance entertainment, the program has become so popular it was necessary to move from WOWO studios to larger quarters in the Fort Wayne Shrine Theatre in October 1948.

WRFR New York is putting out a news letter for station employees now in the service and their families. Title is Your High Fidelity Reporter.

CHILDRENS' television party for the sons and daughters of television station owners was held May 14 at WRGB Schenectady. Members of the staff who appear on the television screen were present to meet the children and their parents.

WRFF Washington, N. C., now publishes a monthly Air Force house organ dealing with non-news features of the station. Paper is edited by N. L. Royster, program manager.

READER'S DIGEST story, "Four Pillars of Income" was aired on WLAC Nashville using the central character of the story. The man is C. W. (Bill) Bailey, bank president whose income plan for farmers is the basis of the story. A transcription was flown to one of Mr. Bailey's sons stationed in North Africa.

NWN New York has proposed to the Radio Directors Guild, New York, a plan designed to enable young talent to get started in radio. Station seeks the cooperation of the Guild in furnishing volunteer program directors to direct young and talented members of AFRA in a series of weekly broadcasts making use of program material suggested by the Guild. Talent would receive regular AFRA fees.

THE 100,000th student in the Chicago area to participate in WGN Chicago's Citizens of Tomorrow broadcasts was 21 on the first 25 broadcast. Program began in 1940 to salute youth's scholastic achievements and war effort contributions.

WOOP Boston, in cooperation with Boston U. Radio Institute and the Institute for Economic Education, is presenting a weekly series titled, Don't Forget—One Nation Indivisible.
...And if the records could play they'd stick at: "Increasing..., Increasing..., Increasing..., Increasing..." for that is what Knoxville continues to do. According to Sales Management's "Retail Sales and Services Forecast for May 1944" with May 1943 as a base of 100%, Knoxville showed an increase to 160%... leading the national...
If the tire shortage is keeping your salesman from dipping into Tub and other little towns, don't wash your hands of Kentucky! The Louisville Trading Area is the biggest in this entire State—1,336,000 people with a State—$610,000,000 in buying power (57.5% of Kentucky's total)!... Not only does WAVE reach every radio home in this area—it does it for far less than any other medium!... Shall we build up some sales in Louisville for you?

ARTUR L. TERRY, former office and production manager of Brooks, Smith, French & Dorrance, Detroit, has joined the New York staff of Arthur Kennedy Inc., where he will manage the service department. William McDermott, formerly of J. Walter Thompson Co., has joined the same department.

B. E. HOWARD, former creative head of Campbell-Mithun, Minneapolis, has been appointed copy chief of BBDO's Los Angeles office. Renzo Cesana, one-time advertising manager of Rometz Wine Co., and more recently head of the Cesana agency in San Francisco, has also joined the executive staff of BBDO's Los Angeles office.

CHICK VINCENT, freelance producer, has established his own radio production firm at 909 Madison Ave., under the name Chick Vincent Co.

M. W. WOOD, associate director of radio advertising at McCann-Erickson, Chicago, William Shepard will continue as assistant director and producer.

HELEN LEE, former WQXR New York script writer, has joined the script writing staff of Newell-Emmett Co., New York.

FRANK COOPER, for six years manager of the radio department of General Amusement Corp., has set up his own office at 521 Fifth Ave., New York. His services include talent management and program development. Since leaving GMA, where he was preceded by Sturgis, Mr. Cooper has been free-lancing.

BOTSORD, Constantine & Gardner has moved Los Angeles offices to larger quarters at 609 S. Hill St. Telephone remains Michigan 1427.

JEAN McFARLAND, of J. Walter Thompson Co. Hollywood publicity staff, has joined N. W. Ayer & Son as publicity director.

RBYAM REEVES, formerly regional advertising consultant of the Dept. of Commerce, has rejoined J. Walter Thompson Co., New York.

W. DOUGLAS HUMPHRIES, formerly of McCann-Erickson, New York, and Robert Hodges, formerly of N. W. Ayer & Son, New York, have joined the staff of J. M. Mathes Inc., New York.

RALPH WILL, formerly advertising manager of Eastern Columbia, South Brewer, Me., writing paper for a factor, has joined the creative staff of Fuller & Smith & Ross, New York.

PENNY LEIGHTON, formerly associated with Director & Lane, New York, has been appointed publicity director of Rill Associates, New York advertising agency.

HENRY STAMPLER, formerly of the Warner & Schiller, New York, is now a member of the staff of Victor M. Ratner Co., New York.

M. L. MUHLMAN, active in the radio and electronic publishing field for 20 years, has joined the electronics division of Erwin, Wasey & Associates, New York.

ALVIN SHAFFNER, former field supervisor of Young & Rubicam, New York, has been appointed manager of the Latin American division of the agency. He replaces Ovid Riso who was transferred to London.

MALRO LEWIS, former radio director of Blaine-Thompson Co., New York, has been made a vice-president and a member of the board of directors. New radio director is Richard Ash, for the past year-and-a-half an account executive. Mr. Ash was formerly in the production department of WOR New York.

JULES MIREL, former assistant to the president of Morton Freeman Adv., New York, has established an agency of his own at 20 East 42nd St., New York.

C. FRANK GOODMAN, former radio director of Young & Rubicam, Toronto, has joined I.Arcy Adv., Toronto.

CEDRIC W. TARI, San Francisco country director of Buchanan & Co., has been appointed account executive and assigned to the office of Associated Oil Co., Pacific division.

MARIAN BAILEY, former assistant public relations director of Mark Hopkins Hotel, San Francisco, has joined Botsford, Constantine & Gardner, Los Angeles, as copywriter.

WILLIAM L. DAX has resigned as head of the creative staff and chairman of the plan board of Foose, Cone & Belding, New York.

FRED MASLEN, formerly with Buchanan & Co., and Marshak & Pratt Co., New York, has joined the creative staff of Fuller, & Smith & Ross, New York.

WYLIS COOPER, with NBC as director of the program development division since April, 1945, this May joins Compton Adv., New York, as a program supervisor.

THOMAS H. YOUNG, who last January assumed J. J. Griffin as media director of Calkins & Holden, New York, has been accorded the additional title of radio director.

VICTOR McCLEOD, Hollywood writer, has joined J. Walter Thompson Co., assigned to NBC Chase & Barnum Shows.

Fire Prevention Awards

MEDALS for outstanding public service in the field of fire prevention during 1943 will be awarded to stations May 25 by the National Board of Fire Underwriters, at 7th annual business meeting of the Board's 200 fire insurance company members at the Waldorf-Astoria, New York. Winner of the $500 gold medal is KMTR Hollywood for broadcast in cooperation with the Los Angeles Fire Department, local civilian defense agencies and promoting of national Fire Prevention Week. Other awards are to go to WENDR, WLS Chicago, WRUF Gainesville, Fla.

Arno B. Reincke

ARNO B. REINCKE, 64, president of Reincke-Ellis-Younggreen & Finn, Chicago agency, fell to his death from his office window on May 12. Mr. Reincke, who founded his agency in 1907, had suffered dizzy spells for several years. He is survived by two sons in the agency, Charles A., secretary and treasurer; Arthur L., service manager and now a corporal in the Army.

ROBERT T. COLWELL, vice-president and a radio director of J. Walter Thompson Co., New York, has been elected a member of the board of directors.

J. STANLEY CRAIG, formerly assistant timebuyer of Young Adv., New York, has joined the radio department of J. M. Mathes in a similar capacity. Edmund Wooding, copywriter, formerly with Wundell P. Colton Co., has been added to Mathes' copy staff.

ROBERT E. TUTTLE has been elected a vice-president of Geyer, Cornell & Newell. He will serve as account executive for Nash Motors in Detroit.

ROBERT N. BURDICK, former Don Lee producer, has joined the Hollywood radio department of Foote, Cone & Belding as assistant in charge of Pacific Coast regional programs.

LILIAN SCHWEN, former publicity director of Compton Adv., New York, has joined Kermit-Raymond Corp., New York, as assistant general manager. Her duties include script supervision and program writing.

"If I tell the WFDF Flint News Reporter how I got my decorations, will you tell him how you got yours?"
If you are a radio advertiser, the answer is...more listeners, naturally.

It's listeners that pay off at the cash register, not watts. That's why Don Lee is the best network buy on the Pacific Coast. Don Lee delivers lots more listeners... a Hooper survey (the largest ever made on the Pacific Coast) showed in many markets 60 to 100% of the listeners tuned to Don Lee... after all more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of Don Lee's 36 stations. * All four networks cover Los Angeles, San Francisco, Portland and Seattle, but only Don Lee completely covers in addition all the markets outside these cities as well, and 50% of the retail sales on the Pacific Coast are made outside the counties in which these cities are located. * Remember a show on Don Lee will deliver more listeners on the Pacific Coast than the same show on any other network (both in the Los Angeles, San Francisco, Portland and Seattle markets and outside).
MARTIN'S Inc., Chicago (restaurant), on May 14 began sponsorship of Songs of a Dreamer, a quarter-hour program heard Sunday mornings on WMAQ Chicago featuring Gene Beren, tenor, with piano and organ music. Contract is for 52 weeks. Account was placed through United Broadcasting Co., Chicago.


ANSLEY RADIO Corp., makers of radio-phone combinations, has announced to Island City, N. Y., that it has appointed Hirsion-Garfield, New York, to handle advertising. Plans are now under way for consumer campaign should be set in about a month.

AMERICAN LEAD PENCIL Co., New Rochelle, has appointed Associated Pen and Pencil Co., New York, to handle its advertising.

Gene, Station 6:00 P.M. MON. THRU Gene, Station 6:00 P.M. WATT 60,000 C.

PREDAVID 50,000 C.

PREDAVID 50,000 C.

Gene, Station 6:00 P.M. MON. THRU Gene, Station 6:00 P.M. WATT 60,000 C.

Radio Advertisers

HAMPTON-Beach Co., division of Scovill Mfg. Co., has appointed Erwin, Wasey & Co., Chicago, to handle advertising for its household appliances and motors.

IVEL Inc., New York furriers, has increased its yearly total of spotted announcements on WVOV New York from 312 to 3,120 under a 52-week contract through March 1945. The firm has also renewed its contract for a quarter-hour program for 52 weeks through April of next year. Agency is Leslie Adv., New York.

L. C. Kovan & Bros., Jersey City, (boiler equipment) which has been recruiting workers on WPAT Paterson, N. J., has added WNEX New York. Agency is Lanean Co., New York.

PETRI WINE Co., San Francisco, sponsor of Sherlock Holmes on Mutual, has acquired majority interest in Tulare Winery Co., Tulare, Calif. Angelo Petri, chairman of the board of Petri Wine Co., has been elected president of the new company, while J. W. Brown, who has purchased the remaining interest, will serve as vice-president.

STANDARD BRANDS (London division) Terre Haute, Ind., is introducing a new vitaminized tomato juice. Perk, now being tested in four territories, with national advertising a possibility if the product is successful. No radio in view at present. Weston Adv., Chicago, handles the account.

Radio Booster

SAILOR Tommy Patano, writing to Irv Kupcinet of the Chicago Tribune, gives the GI's estimation of a radio in the South Pacific: "Speaking of values, a radio is worth ten times its weight in beer—and that's gold out here. I wonder how much a radio does for an outfit stationed on the islands out here? Next to mail from home, it provides us with the closest touch to the States."

Vanguard Films, New York (motion pictures), has named Foote, Cone & Belding, New York, as agency. Plans are said to include radio.

H. L. Shaw & Sons, Boston (Soapless Suds), has placed its advertising account with L. H. Hartman Co., New York. Radio plans are said to be included. Total budget is reported to be approximately $50,000.

Nutritional Products Co., Des Moines (Super-Meal), has named Menonagh Adv., Des Moines, to handle advertising account. Radio is said to be included. Total budget is reported to be approximately $300,000.

Alliance Porcelain Products Co., Alliance, Ohio (Allianceware), has placed its advertising account with Meermans Inc., Cleveland. Radio is included. Total budget is $25,000.

Seeman Bros., New York, has started a three-weekly five-minute news period on the Nancy Craig program on WZJ New York for White Rose Ten. Contract for 52 weeks was placed through J. D. Tucher & Co., New York.

Darling Shop, Memphis, Tenn (clothing), has started using using: 3-hour, five-minute and five 5-minute periods weekly on WMP Memphis. Account was placed direct through L. G. Lytle & Co., Chicago (The Hub store), renewed sponsorship May 2 of its quarter-hour program "Kid Consumer's Report," for 52 weeks Saturdays, WWJD Chicago, featuring high school students, music and news. Program was signed for renewal sponsorship 3 years ago over WWJD Contract for 52 weeks was placed direct.

San Francisco Assn., for the Bombero (Armistead stoves, etc.), May 10 started sponsorship of David Gilmore, quarter-hour inspirational program Tuesday, 9-45 a.m. on KFRC. Contract is for 52 weeks, placed through Allied Adv. Agencies, San Francisco.

Radio operators say: "It's a 52-week oblivious income, with no prospect of losing any sound. You can't beat it as a medium."
Got a BIG JOB to do in Texas?

KRLD takes Your Message to more than 5,000,000 people

(Daytime Coverage)

KRLD
The Times Herald Station, Dallas
50 KW., 1080 KC. Represented by The Branham Company
Don C. Wirth Appointed Wisconsin Net Director

Don C. Wirth, for two years sales manager of WMAM Marion, Wis., has been named vice president and managing director of the Wisconsin Network, Wisconsin Rapids, effective June 1, William F. Huffman, network president, announced last week. In his new post Mr. Wirth will supervise operations of eight Wisconsin stations: WJRJ Racine, WCLG Janesville, WIBY Appleton, KFIZ Fond du Lac, WHBL Sheboygan, WIBU Poynette-Madison, WFHR Wisconsin Rapids, WSAU Wausau.

Entering radio eight years ago as part time announcer of WHBL, Mr. Wirth subsequently has been identified in sales and promotion posts at WIBU Madison, WTMJ-MW55 Milwaukee as well as WAMM. He attended the U. of Wisconsin, Madison, before joining WIBU and WIBA. Mr. Wirth plans to retire June 1 from active management of the network to divide his time between WFHR, the Wisconsin Rapids Daily Tribune and his cranberry marsh and reforestation projects. He remains as head of the network, however.

Canadian Rate Cards

STANDARDIZED rate cards are being distributed by the Canadian Assn. of Broadcasters to advertising agencies in Canada and the United States. The majority of Canadian stations have adopted the standardized rate structure established at the CAB convention last February, and are now printing the schedules, which will be issued in a folder. The rate sheets measure 9½x11 inches, with appropriate name of the city and call letters in upper right hand corner. The rate sheet shows the classes of time, and the hours to which these classes apply. The rate schedules go into effect July 1, 1944.

WE Changes

ORGANIZATION CHANGES in Western Electric's Radio Division have been announced by F. R. Laxton, who is in charge of the division. P. L. Palmerton, former radio merchandise manager, is now assistant manager of the radio division, D. C. Hickson, manager of the division's office in Washington, D. C., is transferred to head the sales office in New York as staff assistant. J. W. Sprague became division comptroller and H. N. Willets, commercial contract service manager will also report to Mr. Lack.

Canada May Ease Ban

POSSIBLE lifting of the wartime ban on foreign language broadcasts in Canada was intimated in the House of Commons at Ottawa May 12 by War Services Minister L. R. LaFlche.
for a magnificent record...

Only 42 seconds, out of 24,082,260 seconds (6,689 hours and 31 minutes) of broadcasting in 1943, was KOA's transmitter off the air because of technical difficulties.

Such expert engineering operations, plus *68.8% DEALER PREFERENCE, ++69% LISTENER LOYALTY, TOP NBC PROGRAMS, 50,000 WATTS POWER, and 7-STATE COVERAGE, produce Sales Results for KOA Advertisers!

*Ross Federal Survey    **NBC "Tale of 412 Cities"

Few Stations in the Nation Can Equal KOA's Dominance!
New Radio Research Volume
(Continued from page 9)
indicated that advertisers would do
better not to forewarn listeners
that a commercial is coming up.
The analyzer has also indicated
in individual tests the only likable
characteristic of a commercial is
its "convincingness"; that adverse
reaction to an opening spot can
change to a favorable attitude to-
wards a similar commercial at the
end, if the intervening material is
pleasing; that good commercials can
build up regular listeners to a
program.
Sees Listener Isolated
The program analyzer, according
to Radio Research, has revealed
the danger inherent in disruptions of
mood; the listeners' need for a
definite "frame of reference" for a
program; the importance of sound
effects as an integral but not dom-
inant part of the program; limita-
tions of the narrative and documen-
techniques. The chapter con-
cludes with a technical appraisal
of the program analyzer methods.
Ernest Dichter, CBS special re-
search assistant, in a preliminary
study of the psychology of commer-
cials, suggests that they tend to iso-
late the listener from the program,
the studio audience or the cast. One
solution he says would be to con-
struct a commercial which would
elicit a reaction from those near
the microphone, thus maintaining
the psychological "bridge" between
listener and program.
"Commercials should "take their
coats off" and create the same
friendly, informal atmosphere of
the home in which they are heard,
says Mr. Dichter. To counteract
the static, repetitious quality of the
commercial, he suggests injecting
a news element into the spot.
Interweaving data from four
separate studies, Herta Herzog, in
charge of program analyzer re-
search at McCann-Erickson Inc.,
rounds up current knowledge of
daytime listeners. She reports that,
contrary to belief, they are not
more isolated than non-listeners;
that they find in the serial three
major sources of gratification; an
emotional release, an opportunity
for wishful thinking and advice ap-
licable to their own problems.
The discovery that "a large pro-
portion of the listeners take these
programs seriously and seek to ap-
ply what they hear in them to their
own personal lives," points to the
great social responsibility of those
engaged in the writing of serials,
Dr. Herzog says. We are living in
a world where the ultimate cri-
terion is no longer what we like to
do but what our duty is, she states,
concluding: "If radio gets into the
habit of telling this to a large num-ber of listeners now, it will acquire
a tradition which will make it an
even more important social instru-
ment after the war."
KFJ1 Transfer
IN ACCORDANCE with the will of
his father, the late John A.
Kincaid, and a court order, George
Kincaid, president-treasurer-man-
ger of KFJ1 Klamath Falls, Ore.,
last week filed application with
the FCC to transfer control of the
licensee corporation from George
Kincaid as executor of his father's
estate, to himself as an individual.
Under the will and court order 64
shares (64%) of common stock go
to the son.

HEARST Corp., New York, promotes
its newspapers in a weekly series of
quarter-hour programs dealing with
advances of "Jungle Jim," comic-
strip character appearing in Hearst
papers throughout the country. Tran-
scriptions are distributed gratis to 383
local stations.

WANTED TO BUY FOR CASH
Steel tower from 350
to 450 feet in height.
Give full particulars.

ADDRESS
BOB ALBURY, MGR.
WHBQ
MEMPHIS, TENN.

SCRAMBLE TWO
from the WTAG
Market, please!

That could be a common order if people realized
how many eggs come from Worcester County, the
WTAG Market. You have only to look at the first
dozen counties of the nation's 3000. There you’ll
find Worcester in 12th place in total egg production.
Egg raising in an industrial market? Yes, and both
these major incomes are yours from the INSIDE
with WTAG.
A survey by the Worcester County Extension
Service is a case in point. From 55 different towns
came 263 mailed replies from farmers, of which
395 said they listened to the agricultural program
on WTAG at 6:45 a.m. When you buy time, buy
an audience.
It's easy to convince case-hardened New Yorkers when you let versatile WMCA do your selling. It's easy, for instance, with such features as Isabella Beach's "THROUGH A KITCHEN WINDOW" and Elton Britt's "SONGS OF THE WEST".

Presiding over our culinary department, Mrs. Beach chats easily with her early morning audience (9:15 to 9:30 daily), rambles from tongue-tempting recipes to eye-filling letters from her four sons in service. Long part of "you-can't-take-it-with-you" households (as eldest sister of seven and mother of eight), this lady has experienced all the vagaries of home planning. She's been on the air over a decade and has fulfilled long-term network contracts for such major advertisers as General Foods and La France.

Enthusiastic and motherly Isabella Beach is a large woman...indeed, so is her heart. It's large enough to win the confidence of listeners...to make them lasting friends.

Another artist who wins the ladies is Elton Britt, our cowboy troubadour. Former Oklahoma cow-puncher, Britt keeps alive the plaintive folklore of hills and plains from 4:03 to 4:30 p.m Monday through Saturday. This yodeler, guitarist, singer — recently returned to WMCA after a successful cross-country personal appearance tour — is Victor Records' white-haired boy. His recording of "There's a Star Spangled Banner Waving Somewhere" sold over a million pressings—equalled only once before by a Victor vocalist.

Britt's friendly, wholesome disposition is easily converted into his advertising messages. His listeners, too, believe in him...and in what he has to say.

These are two typical WMCA "network scale" programs that soften the toughest skins of metropolitan listeners. A few choice participating periods are still available on both of them. Call or write for further details.
Top Week in Station Transfers
(Continued From Page 7)

filiate of the Blue Network, operates on 1190 kc. and was purchased by the Oregonian from NBC 12 years ago. It has been on the air since 1926. The station now broadcasts with 5,000 w, but is a potential 50-kilowatt, being on a Class 1-B frequency.

Westinghouse, which operates WOWO and WGL in Fort Wayne, Indiana, is expected to dispose of WGL, a latter station under the duopoly order. Mr. Evans announced that sales negotiations are in progress. KDKA, under assumption of ownership of Westinghouse stations, is under the general direction of Lee B. Wailes, manager of Westinghouse Radio Stations Inc. Other stations in the Westinghouse group are KDKA Pittsburgh, KYW Philadelphia, and WEZ-WBZA Boston-Springfield.

WPEN Transaction
The WPEN transaction culminates negotiations in progress since early this year. Mr. O'Neill had been in negotiation for pur- chase of the Bulova stations for some time [BROADCASTING, Jan. 17] and as part of the proposed acquisition was to transfer WPEN to the Bulletin. Active in these negoti- ations have been Richard W. Slocum, general manager of the Bulletin, and H. W. Stodghill, business manager. The transfer would become effective 15 days following FCC approval, as would the WNBC transaction.

Mr. Lang, general manager of WHOM, told BROADCASTING last week it was his understanding that WHOM would continue to carry foreign language programs under the new ownership because of their importance in the war effort. It is presumed also that the staff, except for the new management, will remain intact. Mr. Cowles announced that both television and FM stations would be sought in New York to be operated with WHOM.

It is expected that Commissioner Craven, among other duties, will supervise the direction of WHOM. While in consulting prac- tice in the early 30's, Commis- sioner Craven owned a minority interest in the station, but sold it when asked by the President to become chief engineer of the Commission.

Messes. Harron and Lang also are identified with the ownership of WIBG Philadelphia. Mr. Lang notes he will remain on his immediate plans, and may consult with the Treasury on the Fifth War Loan Drive in connection with foreign language sales.

In the first out-and-out "swap" of stations stemming from the duopoly regulation, announcement was made last week of the exchange of KTBS Shreveport, sister station of KWKH for KTBS in Hot Springs. This action likewise is subject to FCC approval. KWKH, 50,000 w CBS outlet, and KTBS, 1,000 w on NBC, now are jointly owned and operated by the John D. Ewing interests, publisher of the Shreveport Times. The Times will take over KTBS, which operates on 1090 kc. with authorized output of 10,000 w local sunset and 5,000 w at night, but holds a special authorization for simultaneous operation at night with WBAL Baltimore, with 1,000 w.

KTBS will be owned by a part- nership headed by Mr. McCormack, long-time head of the Shreveport stations. Others in the four-way equal partnership to operate KTBS are Allen Mor- ris, George D. Wray, and P. E. Furlow. The trade will become effective on the first day of the month following FCC approval.

Mr. Ewing announced that Fred Ohi, program director of KWKH, will become manager of that station. Mr. McCormack, who had recently resigned from the Shreveport stations to manage KTHS, will join Mr. McCormack as assistant manager. The combined staffs of KWKH and KTBS will be split among the two stations. Offices will be separate, but studios will be used jointly until equipment permits new installations.

KTHS will continue under its present operating staff with Ken- neth K. Kellam, general manager, joining in the post. KTHS is a potential 50,000 w outlet and will increase its power when equip- ment is available.

Atlantic City Transfer
The WPFG transaction in Atlantic City involves transfer of all of the stock of Neptune Broad- casting Co. by 21 stockholders to a group identified with the ownership of General Manager, O., WKNY Kingston, N. Y., and WJPA Washington, D. C.

Georgia-Tennessee Firm
To Seek Nashville CP
TENNESSEE Broadcasters, a partnership composed of four Ten- nessee business and Georgia radio men, is to file an application with the FCC for a new standard sta- tion in Nashville, according to a report received last Friday from one of the partners. The proposed outlet, to be affiliated with Mutual, would operate on 1240 kc with 250 w full time.


changers include John J. Laux, general manager of WSTV; Richard Teitelbaum, president of WKNY; Alex Teitelbaum, Myer Wiesel- stam, N. Berkman, and Charles Swaringen.

Transferors, in addition to Congres- sman Wene, who holds approximately 20 shares of the 2794 shares issued, include John A. Mc- Cann and Louis St. John, presi- dent and vice-president respective- ly, who are included in a group of 16 stockholders. Mr. Wene, the Democratic senatorial nominee from New Jersey, is the major owner of WITM Trenton, and is identified with the ownership of WSNJ Bridgeton, N. J.

Understood to be in negotiation but not yet consummated is the projected sale of WJBK Detroit, 250 w station, to United Automo- Mobile Workers (CIO) for a sum re- ported to be approximately $700,000. The negotiations have been in progress several weeks [BROAD- CASTING, May 8].
MONEY TALKS... AND PEOPLE LISTEN

Chicago advertising agencies spend $2,308,800 on talent annually for NBC network shows carried by WMAQ!

Almost as much as the other three networks combined!

Talent is basic for a good show...NBC tops them all!

$4,799,600 is spent annually on talent for the 43 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend $2,308,800—half of the total amount.

Top shows are expensive. They require the best actors, the cleverest comedians, and the finest musicians to hold the interest, tickle the funnybone and please the ear of the radio listeners. NBC shows do just that—and that's why 42%* of the radio audience in the Chicago area listens most to WMAQ.

Enjoy the tremendous listening audience built by NBC's top shows. Make profitable sales in America's second largest market, Chicago. Astute advertisers are placing their local and spot campaigns on WMAQ where money talks... and people listen.

They all tune to the

WMAQ

CHICAGO

*A according to thousands of replies from our recent survey.

Mosher's Affiliation

WILLIAM MOSHER, recently elected treasurer of the National Assn. of Radio Farm Directors, is affiliated with KOMO-KJR Seattle, and not KOIN-KALE Portland, Ore., as listed in the May 15 BROADCASTING. The article was based on material supplied by the association.

New Business

42 PRODUCTS Inc., Los Angeles (hair oils), on June 3 for 51 weeks starts This Is My Story on 8 CBS Pacific stations, Sat., 6:30-7 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

GROVE LABS., St. Louis (vitamins, cold tablets), on June 5 for 51 weeks starts OK for Release on 7 NBC Pacific stations, Mon. thru Fri., 5-5:15 p.m. (PWT). Agency: Russell M. Seid Co., Chicago.


Renewal Accounts

SOUTHERN Pacific Railroad, San Francisco, on May 10 renewed for 11 weeks Main Line on 70 Don Lee Mutual stations, 8-8:30 p.m. Wednesday. Agency: Foote, Cone & Belding, San Francisco.


GOVT. OF CANADA DEPT. OF Finance, Ottawa (war savings stamps), on May 15 renewed They Tell Me on 70 Canadian stations. Mon. thru Fri. 1:40-2 p.m., and La Métal-Uranium on 14 French-language stations, Mon. thru Fri. 11:15-12:00 p.m. Agencies are J. Walter Thompson, Ltd., Toronto, for English program, Canadian Adv., Montreal, for French program.


GENERAL MILLS, Minneapolis (Kix, Cheerios), on June 10 renew Lone Ranger on 57 Blue stations, Mon., Wed., Fri., 7:30-8 p.m. Agency: Dancer-Fitzgerald & Sample, Chicago. On June 10 Jack Armstrong (Wheelcats), is renewed on 128 Blue stations, Mon., Wed., Fri., 7:30-8 p.m. for 13 weeks, and Mon. and Fri. for the succeeding 13 weeks. Agency: Knox Reeves Adv., Minneapolis.

CHRYSLER Corp., Detroit, Mich., on June 8 renewed for 52 weeks Major Boys' Master Hour on 120 CBS stations, Thurs., 7:45-8:30 p.m. Agency is Ruthrauff & Ryan, N. Y.

PARKER Pen Co., Janesville, Wis., on June 24 for 12 weeks renewed Ned Collier & the News on 121 CBS stations, 8:35-9 p.m. Agency is J. Walter Thompson Co., N. Y.

FRANK H. LEY Co., Danbury, Conn. (nuts), on May 29 for 13 weeks renewed Dale Carnegie on 50 MBS stations. Thurs., 10:15-10:30 p.m. Agency: Birmingham, Castleman & Pierce, N. Y.

*According to thousands of replies from our recent survey.
Film Industry Big Timebuyer
(Continued from page 8)

out the country to tie-in with opening of “Adventures of Mark Twain”.

MGM Expands

MGM which once shied away from radio advertising for fear of offending exhibitors has almost completely reversed its stand. Quick to hop on the aerial bandwagon when newspaper shortage came along, that film studio now rates as one of the most radio-minded in the business and will spend over $1,000,000 this year in the media. MGM took its first major plunge by sponsoring commentaries and newscasts. Now it is expanding and on June 12 starts for 13 weeks sponsoring a new talent search program over full basic Mutual Network, Monday through Friday, 9:15-9:30 p.m. (EWT). Titled MGM Screen test, program is to originate from Mutual Playhouse in New York and will feature actual screen tests over the air. Origination will be mobile to pick up talent around the country. MGM in a special seven-week exploitation campaign starting June 5 will also sponsor a thrice-weekly five-minute program on MBS stations, Monday, Wednesday, Friday, 8:55-9 p.m. (EWT). Film studio currently is also working out details for a new five-minute transcription announcement campaign scheduled for national release in June. Conceived by Frank Whisbeek, radio exploitation director, transcriptions will consist of two minutes and 40 seconds entertainment with open ends for announcements by local stations of neighborhood film fare. Transcriptions will be released to some 250 stations and feature studio's roster of musical and comedy talent. Exhibitors too have come to "see the light". They have greater respect and appreciation for radio advertising. Many who were "against" the media feared radio advertising, action, are now sold on radio. In addition to buying time on local stations to promote attendance, many theatre managers now make special tie-ins with radio. Such a deal was recently made between George Ross, manager of KGW Stockton, Cal. and Ray Duddy, manager of Fox-West Coast Theatres, that city, for the former to furnish theatre patrons with all invasion news beginning on "D" Day. Similar deals have been made throughout the country. Theatre managers feel that if patrons know they will get the news as it breaks, there will be less radio hugging at home. Thus audiences will continue to fill theatres.

* * *

Plan Annual Schedule

Metro-Goldwyn-Mayer, New York, in keeping with its expanding radio advertising program, last week began a national spot campaign, using 81 stations in 31 key cities throughout the country on a 50-week basis. Station breaks and one-minute spot announcements, both live and transcribed, five and fifteen-minute news, sports and variety shows are being used in choice evening periods.

MGM is planning to use additional stations and time in both this country and Canada. The field exploitation staff and Loew's Theatre organization in New York will direct and place all commercial copy any discs. A fixed annual schedule is planned.

As a supplement to this year's round advertising program, MGM will set up additional spot campaigns from time to time to promote special films. Agency is Donahue & Co., New York.

Stations in the MGM spot schedule are:

WAGA WGST WBAL WBZ WBEN
WBT WSUC WPGA WYAH WTMQ KDA KRO KBO WFB WJR WIT WHP WDRX
KPRC KYTV WFBM WDAF KEGC KFX KJX WLRB WTMQ KGSF WMSW
WWRI WSBM WWL WOR WJZ WKY
WWJ WWDW WIP WFM WSBM KIGN WPFL WGN WQCN WPON WPFR
WDCW WFBM WGBY WKOM WTVU WBFP WBSW

Mounting interest in radio advertising on the part of Broadway producers (Broadcasting May 15), is evident with Michael Todd Productions, New York, signing a 13 week contract for Norman Javis Open Letters to Personalities in the News on WMCA New York for "Pick fairy Tales" and "Mexican Hayride". Contract for the thrice-weekly program was placed through Keynton-Spiro Co. Inc., New York.

Film Spots

REPUBLIC Pictures Corp., New York, has been using spot announcements on KPO KGO KLR KLS KROW to promote the opening May 18 of "Man From Frisco" in San Francisco, Oakland and Richmond, Cal. Stations carrying spots for the Hollywood and Los Angeles showing, which opened the following day, are KFI KNX KJH KMPK. Pittsburgh run, starting May 27, is to be advertised on WCAE KDKA. St. Louis schedule includes KSDK KMOX. All campaigns call for billboard posting and supplementary space advertising in two or more newspapers. Agency is Donahue & Co., New York.

CORRECT PRONUNCIATION for good enunciation is the rule at WLW-WSAI Cincinnati, which lists geographical names each day on its newscast blackboard for the benefit of announcers and commentators. Gilbert Kingsbury, assistant editor, points to a tongue twister as Jeanne Koop, writer, studies it.

NAB Discs Available

TRANSCRIPTIONS of the presentation of the NAB Sales Managers Executive Committee at the Proprietary Ass'n. advertising clinic at the Hotel Biltmore, New York, May 16 (see page 20), will be available to all NAB member stations for $5-75. Restrictions are placed on their use. They are not to be broadcast under any circumstances and may be played only for NAB members, members of Proprietary Ass'n. and their advertising agents.

A GREAT NAME IN LOUISVILLE!

WINN

IT MEANS RESULTS!

Write, Wire or Call
Rigid Duopoly Enforcement Seen

(Continued from page 12)

determine applicability of the Rule.

Crosley Corp., Cincinnati, licensee of WLW and WSAL, last Wednesday filed through Dempsey & Koplitz, Washington counsel, petition asking that the WLW license, now on temporary until May 31, be extended to "not later than Aug. 1, 1944" to permit orderly disposition of WSAL. Several buyers are understood to be negotiating for the station.

In a petition pending before the FCC Gene T. Dyer, his wife, Evelyn M. Ringwald Dyer; Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and William F. Moss, are a partnership doing business as Radio Station WAIT, licensee of WAIT, through Dow, Lohnes & Alberson, Washington counsel, contend that the "duopoly" rule does not apply to WAIT and WGES because "no such common ownership, operation or control exists."

Extensions Asked

Buffalo Broadcasting Corp., licensee of WKBW and WGR, in a petition filed by Frank D. Scott, Washington counsel, asked that regular licenses be restored to both stations to permit "orderly disposition" of one under the multiple ownership rule. Petitioner alleged that both stations have been "under temporary licenses for more than a year last past" and that hearings on Dockets 6324-6325 have been completed but "no findings" have been issued by the Commission.

Fishier's Blend Stations, licensee of KOMO and KJJR Seattle, in a new petition under 84-B, filed by Ben S. Fisher, Washington counsel, requests an indefinite extension. A previous petition had been filed under 84-A, which fixed the multiple ownership rule effective date as May 31, 1944.

Declaring that a decision under Rule 3.35 must be founded on "fact" rather than "point of law," the Dyer petition points out that "where members of a family are involved in ownership of an enter-

prise, the fact that they are related does not establish common control." Petitioner contends that the Gene T. Dyer family owns 50% of WAIT and 49% of WGES, that WAIT is a 100% English language station while WGES, with separate operation, is "nearly 100% foreign language." Ownership of the two stations was listed as follows:

WAIT—Gene T. Dyer, 15%; Evelyn M. Hinzman, 30%; Adele Moulds, 10%; Vivian Christoph, 9%; William F. Moss, 1%.

WGES—Gene T. Dyer, 25%; Gene T. Dyer Jr., 24%; Vivian Christoph, 25%; Grace V. McNeill, 6%; Louis E. Moulds, 6%; Frank A. Ringwald, 10%; William F. Moss, 4%.

Petition sets out the "immediate family" of Gene T. Dyer consists of Mr. Dyer, his wife and son Gene T. Jr., Evelyn M. Hinzman is a sister of Mr. Dyer; Mr. Ringwald a brother of Mrs. Dyer; Adele Moulds is the wife of Louis E.; Mr. Moulds is the step-father of Grace V. McNeill. "No relationship exists between the Louis E. Moulds family and the Gene T. Dyer family, or with Frank A. Ringwald, brother of Evelyn M. Dyer," petition continues. Mr. Moss is related to no other partner in either partnership, petition adds.

Petition further sets out that Gene T. Dyer, Evelyn M. Dyer, Dr. John A. Dyer and Elizabeth Hinzman comprise the partnership licensee of WSBC Chicago, but that the station has been sold subject to FCC approval.

' Entirely Competitive'

WAIT and WGES are "entirely competitive," petition recites, with WAIT under the personal management of Gene T. Dyer and WGES managed by Dr. John A. Dyer, a brother who owns no interest in either partnership. Petition seeks a regular license for a normal term for WAIT, which is on temporary license until May 31.

Westinghouse sought restoration of a regular license for WWO "to permit orderly disposition of WGL," and WWO has been on temporary license until May 31 since its regular license expired April 11. WGL license expires Oct. 1, 1945.

Spartanburg Adv. Co. petition set forth that "steps are being taken to set up two separate corporations" and split operations of WORD and WSFA to permit an "orderly disposition" of one of the stations. Last week applications were filed for the customary assignment of the WSFA license to Piedmont Radio Inc., and of WORD to Palmetto State Broadcasting Co. The Commission's Tuesday action has no bearing on the separate corporation setup.

Fishier's Blend Stations, which have been granted authority to exchange call letters of KOMO and KJJR, seeks decision on its appli-

cation to reinstate petition to increase KJ JR power to 80 kw, thus qualifying it as a 1-B station. Petition recites that licensee cannot comply with Rule 3.35 until a separation of the two stations is effected. Therefore an indefinite extension is sought to: (1) effect a change of call letters as soon as possible; (2) acquire a new 80 kw transmitter, already ordered; (3) complete improvements at new transmission site; (4) increase KJR to 50 kw.

Buffalo Broadcasting Corp., in addition to its plea for regular licenses, sets out that both stations are operated with the same facilities and staffs and before an orderly sale of one can be effected a separation must take place.

Hudnut Sponsors Two

RICHARD HUDNUT Sales Co., New York, will make novel double use of talent in a campaign starting on WOR New York next week in behalf of its beauty preparations and DuBarry Success School. In addition to participating on Martha Deane's program, Hudnut will sponsor a full twice-weekly quarter-hour program of its own, co-featuring Miss Deane and Ann Delafeld, beauty specialist and director of the Success School. Success Stories, which starts May 23, will present the lives of successful women, as told by Miss Deane, and tips on personal appearance and well-being by Miss Delafeld. Agency is Kenyon & Eekhardt, New York.

Our Mr. Foithboinder is an amazing man. He lives in a hollow oak tree, and he reads minds. Sort of a poor man's Dunninger. We hired him here at WJW to commune with our audience's subconscious. He tells us whether Mrs. Gleek is bored with too much sports, or whether the Blotzes think we're too starchy with long-haired music. He keeps a finger on the hep-cat pulse, too. Everyday he turns in one of his reports we sort of give our schedule a once-over heavily and balance things up to Mr. Foithboinder's specifications. The Hooper people have been trying to steal him ever since they saw our latest rating. But he doesn't think he could stand being cooped up in a stuffy phone booth after all these years of working out in the open.
Craven to Join Cowles Stations

(Continued from page 7)

"We are delighted Commander Craven is joining our companies," Mr. Cowles declared. "We regard him as one of the top authorities in every phase of radio, FM, and television. Mr. Craven will continue to make his home in the East, but will devote his full time to the expansion of our companies in these new broadcasting developments.

"We have entered into a contract, subject to the approval of the FCC, to purchase all the stock of Radio Station WHOM Jersey City, which has studios in Jersey City and New York City. We hope to develop WHOM into one of the better stations of its area, and later on also to develop both an FM station and a television station in that area.

"On his retirement as member of the Commission next month, Comdr. Craven will be elected a vice-president of each of our radio companies."

In acknowledging receipt of Commissioner Craven's letter of April 26 requesting that he not be reappointed, President Roosevelt said he was left no alternative. Declaring he would comply with the request, the President paid tribute to Commissioner Craven and expressed the hope that his reentry in private business "will bring to you rewards that will more than recompense for the years of sacrifice and labor you have been your government."

Offered Many Jobs

Despite widely circulated reports in New Deal circles that Commissioner Craven took the easy way out because he knew he could not be reappointed, it can be stated that he had a better than even chance of being reappointed if he had wished it. His decision to leave the Commission was prompted by a long expressed desire to return to private business and recoup his personal fortunes. Commissioner Craven had been offered a number of executive positions in radio, looking toward post-war development. He also had been considered for an executive post with the NAB, and had been imported by many broadcasters to reestablish the consulting engineering practice in Washington which he left in 1935 at the behest of the President to become chief engineer of the FCC. He decided, however, to accept the Cowles assignment. It permits him to remain in Washington and maintain his residence in near-by Virginia.

Successor Sought

It was expected that, in view of important allocations and regulatory problems ahead, the Administration again would seek to make a "merit" appointment to the Commission, either through promotion or selection of a practical radio or communications expert. President Roosevelt had that in mind with the elevation last February of E. K. Jett from chief engineer to Commission member, succeeding George H. Payne, whose term had expired the preceding June 30. Few names were mentioned in connection with the Craven successorship last week.

Constantly recurring reports that Chairman James Lawrence Fly might leave the Commission, to assume another Government post—possibly that of coordinator of communications, to be created—were still about last week. But there was no confirmation in official quarters. It would not surprise some officials, however, to see Chairman Fly named to another post, although it is generally agreed this would not be done as a move to "kick him upstairs." He is still regarded as the President's closest confidante on radio and communications matters.

'Times' Comments

Tending to focus attention on the Fly status was an exhaustive appraisal of the Chairman by Arthur Krock, noted Washington commentator and chief of the New York Times bureau, published in the Times last Friday. The official activities of Mr. Fly, Mr. Krock said, "have long been a source of suspicion and perplexity to those in public life who believe that no other administration has played politics as ruthlessly as Mr. Roosevelt's and that Mr. Fly is one of the most effective players."

The suspicion, Mr. Krock continued, is based on the fact that though the FCC chairman is on a "secondary administrative level," his "influence at the White House seems to be greater than any member of the Cabinet."

Alluding to the "great political powers in the hands of the FCC Chairman," Mr. Krock said this is accentuated by Mr. Fly's domination of the Commission and by a law which is "cloudy enough to permit him to make and alter major policy virtually at will." He pointed out, moreover, that Mr. Fly "likes power, does not hesitate to use it, and never runs away from a battle."

After recounting personal dealings with Mr. Fly when he was counsel of TVA and a "modest ...

FULTON LEWIS, Jr. is always ON THE SPOT

covering the news where it happens...when it happens.

JANUARY...in Mexico, for further investigation of Hawaiian Pre-Pearl Harbor Defense Contracts.

FEBRUARY...in Washington, D. C., to reveal the fact that a Soldier Vote Bill has been in effect since September, 1942.

MARCH...Coast to Coast, reporting on pre-Convention political trends, and revealing excessive cost of subsidized Government Housing Projects.

APRIL...in Kansas, reporting on the newly organized drive against so-called OPA Kangaroo Courts.

Fulton Lewis, Jr., is available for sponsorship in a few remaining cities. Call, wire or write.

Wm. B. Dolph, WOL, Washington, D. C.
young lawyer”, Mr. Krock detected a notable change in the FCC chairman. “His side”, he commented, “is the side of the angels, however far down it may reach for weapons; the other side is commanded by Lucifer.

“The FCC chairman also has become dictatorial in his behavior toward those having business with the Commission, toward his war administrative associates and members of Congress, even asserting inaccessibility to question among his rights. Add all this to the type of politics he is suspected of playing, and the roots of his troubles are in plain view.”

Following is the text of President Roosevelt’s letter of May 15 to Commissioner Craven:

Dear Commissioner Craven:

I have received your letter of April twentieth in which you tell me that it is not your intention to seek reappointment to the Federal Communications Commission when your present term expires on June thirtieth and that you wish to be on that day to return to private business. The reasons you cite leave me no alternative. I shall, therefore, comply with the request you make and I sincerely hope that your return in the field of private business will bring to you rewards that will more than compensate for the years of sacrifice and labor you have given your Government.

My best wishes to you.

Very sincerely yours,

/s/ Franklin D. Roosevelt
Honorable T. A. Craven, Commissioner
Federal Communications Commission, Washington, D. C.

FRED HART WINNER IN COAST PRIMARY

FRED HART of Salinas, Cal., former owner of KWQ San Jose and at one time head of the Hawaiian Broadcasting System (operating KOMB and KHRC), won the Republican nomination in the 11th Congressional California district by a 4,000 plurality.

Biggest upset in California primary elections May 16 was the defeat of Rep. John M. Costello, Democratic incumbent of Los Angeles in the 15th District and a Dies Committee member. Hal Styles, Hollywood radio commentator, secured Democratic nomination, having successfully opposed Costello with a “Win the War and Secure the Peace” campaign slogan.

On the Democratic ticket Styles led with 29,996 votes against Costello’s 16,972. Although Costello led the Republican ticket by a big margin, he failed to receive his own party’s nomination, thus losing the right to run in the general election.

Election law, a Republican will be designated by the county central committee to run against Styles in November.

Rep. Clarence F. Lea, Democrat of Santa Rosa and chairman of the House Interstate & Foreign Commerce Committee and of the Select Committee to Investigate the FCC, for the 13th time won both the Democratic and Republican nominations in the First District, assuring his re-election.

Following his nomination, Styles stated that if elected to Congress in November, he would continue his radio commentaries. He currently conducts the weekly soldier rehabilitation program Last We Forgot, a juvenile delinquency series, Young America Speaks, and a philosophical broadcast, Let’s Face Facts, heard on KFWB Hollywood.

Await Better Television, Says Comdr. McDonald

SIDING WITH Paul Kesten, CBS executive vice-president and his stand on the post-war television controversy [Broadcasting, May 11, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., last week issued an analysis of his views in which he struck at the idea of bringing out pre-war television and “warming it over” for a video-hungry public.

Claiming that research and science are moving now at a faster rate than at any previous time and that new uses for materials along with new war methods resulting, adaptable to television, will render pre-war television obsolete Comdr. McDonald said, “Why dig up the bones of dead pre-war television for reincarnation, when there is a new baby on the way?” He feared television improvement would be delayed forever by a false start.

Every Broadcast Executive and Engineer Should Read:

In the May Issue

FURTHER LIGHT ON THE CBS TELEVISION REPORT

Television sets now in use (built before Pearl Harbor) do not give acceptably sharp images. But do we need more than the present 525 lines? Or are the transmitters and receivers at fault? In the latter case, should we go to new standards while present equipment is being modernized? See the illustrations in FM AND TELEVISION for May, and draw your own conclusions.

SIMULTANEOUS FM SOUND & FACSIMILE BROADCASTING

The wartime perfection of facsimile makes possible home reception of news, photos, comics, and advertisements with better quality than newspaper printing. Present FM broadcasting stations can transmit facsimile and sound programs simultaneously. Only simple equipment is needed. The first of a series of articles explaining the commercial possibilities of facsimile broadcasting appears in the May issue of FM AND TELEVISION. Don’t miss it!

PAY MAIL THIS COUPON WITHOUT DELAY

FM AND TELEVISION, 240 Madison Avenue, New York 16, N. Y.
Enclosed find 25c for my issue of FM AND TELEVISION.
Enter my subscription for 1 year starting with the May issue. I will remit $3.00 upon receipt of your invoice.

Name ___________________________ Street ___________________________
City ___________________________ State ___________ (Radio Station ___________)

May 22, 1944 • Page 59
FCC to Review Station Program Logs To Measure Merit of Network Rules

IN ITS FIRST move to appraise the effect of the highly controverted network monopoly regulations since they became effective last June, the FCC last week called upon all standard stations to supply it with their program logs for the week beginning Sunday, April 25, 1943, and the corresponding week of April 23, 1944.

The regulations, which the FCC majority held were designed to restore the independence of network affiliated stations, were invoked after a fight through the courts which terminated on May 10 last year, when the Supreme Court upheld the Commission's jurisdiction.

While no overall survey has been made by trade sources, it is expected the comparative weekly reports will show a slight development in network programs and business on affiliated stations. Network business overall has increased roughly from 15 per cent of the last year. Moreover, it was found that one of the immediate results of the regulations was to draw affiliates closer to their networks, lest competitive talents take network programs which they might reject and thereby divide the audience.

One of the anticipated results of the network regulations—development of new networks or "tailor made" networks—has not materialized because of the war-invoked freezes on equipment and the manpower shortage, according to industry sources.

Text of the FCC notice sent to all stations May 20 follows:

"In connection with the certification of the Chain Broadcasting Regulations (3.191-3.204), the Commission desires to compare the distribution of network and non-network programs for a representative week prior to the effective date of the Regulations, with a representative week a year later. Accordingly, please supply the Commission by June 5, 1944, with your station's complete thirty-minute broadcast log for the week ending Sunday, April 25, 1944, and for the week beginning Sunday, April 23, 1944."

Army Gets Skelton

RED SKELTON, star of NBC Red Skelton & Co., who will be 31 on July 18, has been ordered to report for Army induction at Fort MacArthur (Cal.) May 25. Although not confirmed, at press time it was understood that his current contract was considering a deferment for Skelton until June 6 so that he could complete his current contract. At the present time his last broadcast under sponsorship of Bureau of War Information, is a six-week booking in and at Raleigh, North Carolina (Raleigh Auditorium). The band with Pat McGeehan, announcer, will take over as summer replacement, thus giving sponsor and agency time to get together a new show for the fall season. Agency is Russell M. Seeds Co., Chicago.

Listening Drop

AVERAGE sets-in-use, available audience and program ratings for evenings in early May were not only lower than in April, an expected seasonal phenomenon, but also lower than a year ago, according to the May report of the newly formed Broadcast Research, Inc., an affiliate of The Literary Digest. The May report, which shows an average audience of 7.7, average sets-in-use of 27.4, and average annual household income of 378.2, was based on the survey of 8,900 households in 81 cities. The survey was conducted through May 10.

Record Ruling (Continued from page 12)

gram. The identifying announcement shall accurately describe the type of mechanical record.

(b) Any other program consisting of a mechanical record or series of mechanical records must not be broadcast unless as provided in subsection (a), but the licensee shall be afforded an opportunity to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file statements or briefs in the case, and that the above proposed should not be adopted, or why it should not be adopted in the form proposed by this order:

NOW, THEREFORE, IT IS HEREBY ORDERED, That any person desiring to do so may, on or before the 15th day of June, 1944, file statements or briefs as to why the above proposed amendment to Section 3.407 should not be adopted or why it should not be adopted in the form proposed for oral argument if made with briefs or statements, will be considered.

The existing rule 3.407, covering electrical transmissions, follows:

8.407 Mechanical Records—Each broadcast recording and a collection of a mechanical record or a series of mechanical record shall be identified in accordance with the purpose and manner to the extent set out below:

(a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 5-minute interval, and at the conclusion of the program: Provided, however, that the identifying announcement at each 5-minute interval is not required: (1) in case of mechanical record consisting of a single, continuous, uninterrupted speech play, religious service, symphony concert or operatic production of longer duration than 80 minutes.

(b) A mechanical record, or a series thereof, of a longer duration than 5 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) A single mechanical record of a duration not in excess of five minutes shall be identified by an appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for background music, sound effects, studio sound effects, in-dramatic identification (theme music of short duration), or iders, the identification must be in the nature of the program proper, an announcement of mechanical record is required.

(e) The identifying announcement shall accurately describe the type of mechanical record, or an electrical transmission if use is not permitted, or a "transcription," or an "electrical transmission," and where a phonograph record is used it shall be announced as "record."
Fly Admits Cox Probe Contempt

(Continued from page 14)

ask her authority. She cited NAB bulletins, the Committee's published record and trade journals. Frequently Mr. Burger was asked if the testimony was in the record. It was a photographer's field day, with cameramen and women from various publications and news services snapping pictures of Mrs. Palmer and Mr. Fly throughout the proceedings.

When Mrs. Palmer concluded, Rep. Hart asked if the testimony, on which she based her article, was "in the record at the time this was written?" Mr. Burger replied: "Most of it was." Mrs. Palmer said she had no testimony of the Committeehearings since completing the draft last January.

Chairman Fly took the stand to read Editor Wallace's reply, in which the Digest chief assured the FCC chairman that the Digest was not a "smear sheet" and that he (Mr. Fly) not be "unduly alarmed." Chairman Fly said that so many statements in Mrs. Palmer's written document follow the pattern laid down by Mr. Garey in the early days of these hearings. "My letter was more prophetic, more validly founded than any thing I could have stated."

"There is evidence here," he continued, "that Mrs. Palmer has been given access to the secret testimony of the Committee. She has written her information from a long line of opponents and critics of the... . I seriously doubt if the statement read here today was written for publication in Reader's Digest. It was written at a time of my letter. In view of the fact that she has access to her secret and confidential record, I am inclined to believe that this ob was done today for this rec rd."

article Written In Assignment

Rep. Miller asked Chairman Fly if Mrs. Palmer sought to get his version. He evaded a direct answer and pinned down, then said: "She offered to talk to me and I declined to talk to her on the grounds it was impossible to answer all the charges in any brief interview. I couldn't possibly sit down in one our and answer these charges." by Rep. Miller if the FCC ever detected "any transmissions by clandestine stations to the Japanese mainland," Mr. Sterling replied:

"No sir. We detected none. The commercial facilities were open to the Japanese. They could transmit all they wanted to without using clandestine stations." Mr. Sterling agreed that locating lost planes was not a normal peacetime function of the FCC and said he didn't know of any authority in the Communications Act for such work. He denied ever having seen any correspondence from "Admiral Hooper or Admiral Red man" branding the RID work as "useless." To the contrary, Mr. Sterling, his files contained "many letters of commendation from military authorities."

Military work done by the FCC is "now practically nothing," he testified, because of the cut of $1,000,000 by Congress in the RID budget for the 1945 fiscal year. He also testified that the Commission is reducing its personnel and that efforts are being made to place qualified technicians in the military services.

"We'd be tickled to death to have the military take it over," said Mr. Sterling when asked if the FCC still monitored enemy stations. "We will close 20 to 25 monitoring stations by June 30. The Army Air Forces have advised us that they will be in position to take over all military radio intelligence work in the U. S. and

Steel and Iron Works

POST-WAR AND POST-NOW

Steel and iron works are among the important industries which have helped make the rich Sabine area a substantial market of more than 250,000 people. Other industries which are humming now—and will continue to hum after the war—are oil refineries, synthetic rubber plants, shipyards, rice mills and canneries.

KFDM is the major network station which really gives you all the news from the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM serves a large and active audience such as no other station enjoys in this market. It will pay you to "hook-up" with KFDM. Ask for the facts.

Represented by Howard H. Wilson Company

May 22, 1944 • Page 61
territories by the end of the fiscal year." Mr. Sterling said that on Dec. 23, 1943, the Joint Chiefs of Staff advised the Commission it was ready to take over direction findings in Hawaii, a function performed by the RID since the outbreak of war.

Pressed by Mr. Barger as to his opinion of the Joint Chiefs of Staff recommendation of September 1943 that the President transfer radio intelligence work from the FCC to the armed forces, Mr. Sterling said so far as he knew the Joint Chiefs of Staff had not changed their position. He said both the Army and Navy had direction-finders but they were set up for purposes other than taking bearings on "illegal stations." He noted that monitoring for illegal stations was a normal peacetime function of the FCC.

Defending the Commission's activities in military intelligence work, Mr. Sterling said: "So far as I know it was September 1943 before the Signal Corps had a radio intelligence man in Hawaii. The War Department, up to March 27, asked us to continue our work and take bearings on Japanese military stations."

Supplementary statements on monitoring military and other circuits for security, personnel training and monitoring the international distress frequency were placed in the record.

Rebuttal by Dr. Leigh

Dr. Leigh on Friday began his rebuttal to charges about the FBIS. He outlined its history and functions of the section which he directs, told how it monitors enemy stations and provides information for other Government agencies. He told how effective propaganda by radio had been for the Axis and how, at one time, enemy stations outnumbered Allied outlets.

Answering charges in the Committee record that the FBIS was functioning without legal authority, Dr. Leigh said: "Congress has on seven separate occasions specifically ratified the FBIS by subsequent appropriation and it is settled law that where Congress in an appropriation act recognizes and appropriates for a function, it is thereby legalized even though no previous authorization existed."

"Are you speaking now as a legal authority?" asked Chairman Hart. "I'm quoting a legal opinion by our general counsel," replied Dr. Leigh, who also pointed out that the Communications Act of 1934, in his opinion, authorized the FBIS under Sec. 1 and Sec. 4(1).

5 Video Outlets (Continued from page 10)

FM stations in Chicago and New York. The regulations specify a maximum of six FM stations to the same company.

Following is the text of the FCC public notice on the amended regulations:

The Commission on May 16 amended Section 4.226 Multiple Ownership of television stations, so as to substitute "five" for "six" in the last proviso with respect to the number of stations constituting a concentration of control of television broadcast facilities in a manner inconsistent with public interest, convenience, or necessity. (Commissioner Durr dissented.)

The Commission concluded to issue the following statement:

In making grants of more than one television station license to one concern, the Commission will give consideration to the development of a nationwide television service, the geographic relations of the various proposed locations, and the public need for the proposed service at such locations.

Section 4.226 as amended reads as follows:

"Section 4.226 Multiple ownership—No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service other than that of television broadcast stations in a manner inconsistent with public interest convenience, or necessity; or (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest convenience, or necessity. PROVIDED, HOWEVER, that no person (including all persons under common control) shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: AND PROVIDED, FOR-

Schools Want Radio

RESULTS of a survey sent to secondary schools in New Jersey by the Education Committee of the Radio Council of New Jersey showed that principals are more optimistic about the future of radio and sound equipment in schools than present practice might indicate. It is realized, though, that with the best equipment made it is still necessary to make the teachers realize the value of radio in education and give them instruction in its use.

THER, that the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest convenience, or necessity."

The word "control," as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.
of the facts, set out to spread a series of grave libels against any person. I think, too, that you will readily appreciate the fallacious legal foundation for your prosecution of such libels. Even the "record" thus far, so obviously incomplete and one-sided and publicly recognized as unfair, cannot be used as a screen to hide behind by anyone as a privileged document giving you, pending word from you I choose to assume that you and the management of the Reader's Digest have not known what is afoot. I shall appreciate word from you at your earliest convenience.

Sincerely yours,

/JAMES LAWRENCE FLY/
Chairman

Dear Mr. Fly:

Mrs. Palmer, a successful freelance writer, has had a recent assignment from us to scout for articles ideas.

Your letter is the first indication I have had that she plans to suggest an article about you. Roughly, I should say that we consider a hundred proposed subjects for each one that is finally decided for use in the Digest. Hence I hesitate to assure you that you need not be unduly concerned.

The Reader's Digest is not a "snoop" sheet; I doubt whether any leading magazine has so consistently refrained from presenting individuals in an unfavorable light. As it happens, I'm not familiar with the report of the Cox Committee. If, by any chance, you should make an investigation into the subject, you will be certain that it will be exhaustive and fair.

As for Mrs. Palmer, I have in mind, I can't be more sure of how Mr. Fly will take this writing.

Thank you for your letter, which will be useful when we hear from Mrs. Palmer.

Sincerely yours,

/De Witt Wallace/

---

**Muzak Campaign**

MUZAK Corp., New York, has appointed J. Mathes Inc., New York, to handle its public relations and advertising with an intensive campaign in trade papers and through direct mail on the use of Muzak music for industry.

---

**SOMEDAY (When Tomorrow Comes Along)**

Music by Robert Stolz, words by Edmund Anderson

From the motion picture Is Happened Tomorrow

To be introduced coast-to-coast on CBS, May 24th

Great Moments In Music

with

Jean Tennyson
Jan Peerce
Igor Gorin
Robert Stolz (conductor)

Sponsored by Celanese Corporation of America

---

**ORDERING 104 MORE SHOWS**

By Fred Cannon—ALL-CANA RADIO LTD.

THE SHADOW

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

BROADCASTING • Broadcast Advertising

New York Chicago Hollywood

May 22, 1944 • Page 63
Decisions...

MAY 16

KMTR Los Angeles—Granted transfer control from Reed E. Callister (and Miss K. L. Benning) to Mrs. Gloria Dalson, through transfer 815,500 shares, 20 4th Radio Station. In compliance with Judgment of Superior Court, Cal.


KIUL Garden City, Kan.—Granted voluntary assignment license from Garden City Broadcasting Co. to Frank D. Conard 4th. Radio Station.

WCLC Cleveland—Granted CP change 610 kc to 640 kc, increase 500 w to 1 kw, change operation from D to Limited (facilities of WHEC), install DA and move transmitter and studio from Cleveland to Akron, Subject to Jan. 26 Polley and conditions.

WKRK Columbus, Ohio—Granted change, w/640 kc to 610 kc, increase 500 w to 1 kw, increase operation from L-KFFI to limited and install DA (facilities of WCLE). Subject to Jan. 26 Polley.

WONN Newton, Mass.—Granted CP change 1400 kc to 1240 kc (contingent on KALB changing to 550 kc).

WSQN Henderson, Ky.—Granted petition for renewal and grant application for mod. CP increase 260 w to 500 w, D make changes in equipment, subject to Jan. 26 Polley.

State University of Iowa, Iowa City—Granted CP new station, 42,700 kc, 1 kw, unlimited, special emission for FM.

WBUL Columbus, Ga.—Granted request for 30-day extension within which to submit terms of conditional grant of CP install synchronous amplifier in accordance with WPB clearance.

WMFR High Point, N. C.—Granted petition for renewal and grant finding that multiple ownership rule is inapplicable to WMFR and WGBG.

WGBG Greensboro, N. C.—Same.

KIUI Seattle, Wash., Los Angeles (KFI KKEA)—Denied petition for extension license under Order 1292 to Oct. 1, 1946; designated license renewal applications for hearing, and authorized extension of licenses pending determination of renewal applications.

Southern Broadcasting Advertising Co., Spartanburg, S. C. (WORD WSPA)—Denied petition for license to complete new arrangements and to erect limited (facility of Spartanburg Advertisers Co. to Piedmont Radio Co.).

WORD Spartanburg, S. C.—Voluntary assignment license from Spartanburg Advertising Co. to Palmetto State Broadcasting Co.

National Broadcasting Co., near Dixon, Cal.—CP new international station, 50 kw, A2 emission.

MAY 17


United Detroit Theatre Corp., Detroit—CP new commercial television station, Channel 4.

K5O Des Moines—Voluntary assignment license to Kingsley H. Murphy.

KSTB Santa Barbara, Cal.—Special service authorization to permit broadcasting to longshoremen at 10:30 a.m., 2:30 a.m. (EST) daily and Sunday, and as public service and without charge, in accordance with request of Pacific Coast Maritime Industry Board, for period ending 6-14-44.

MAY 18

Blue Network Co., New York—Authority to transmit programs through KFJZ Fort Worth, Tex., and the Texas State Network.


WOW Omaha—CP new commercial television station, Channel 1.

Tentative Calendar...

Calumet Broadcasting Corp., Hammond, Ind.—CP 1925 kc, 5 kw D, Set for May 18.

Godwin for Hastings

HASTINGS MFG. Co., Hastings, Mich., manufacturer of piston rings, will sponsor Earl Godwin, Washington commentator, on 170 Blue stations, Friday, 10-11:15 a.m., starting July 7. Contract for 52 weeks was placed through Keel-Ing & Co., Indianapolis.

Box 297, Broadcasting

WANTED TO BUY FOR CASH

One Kilowatt transmitter and all accessories. Give full details, description, price, etc.

WANTED... PROMOTION MANAGER

Basic NBC station in large midwest-ern city has an excellent opportunity for an experienced station promotion man. Must have successful record of experience in radio station promotion. In applying give full information regarding experience, salary earned, age and draft status.

WRITE BOX 283, BROADCASTING

WANTED TO BUY ALL TONS...
WANTED—TRANSMITTER ENGINEER HOLDING RADIO TELEPHONE FIRST LICENSE. 500 KW and 5000 KW stations. Five years experience, preferably in regional network or newspaper radio or adjacent fields of operation. Regional station, network affiliate between New York and Chicago. Position requires excellent working conditions. When applying give full information including references. United Broadcasting Co., 201 N. Wells St., Chicago.

ACCOUNTANT—to work as assistant auditor in mid-west regional station. Good opportunity. Apply immediately. Box 295, BROADCASTING.

ANNOUNCER WANTED

EXPERIENCED, versatile, general routine, news, deferred. 5 kw network affiliate, major midwestern market. The man we want must be worth $65 or more per week to start and must be looking for a permanent position and have the ability to advance to an executive position. Includes references, phone number, snap shot and other pertinent data in first letter. Replies confidential.

BOX 293, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation WANTED 10c per word. All others, 1 1/2c per word. Bold face caps 30c per word. Effective May 22 ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broad- casting Magazines, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted

Commercial Manager with 12 years high- ly responsible, managerial and sales record in Radio's most competitive market, New York, desires change of location. Willing substitute $18,000 annual income for piscatorial opportunity with progressive Southern Station. Willing to leave immediately. Have good national reputation as on- standing outlet for Sales. Sales, Programming, Public Service, etc. Will manage complete local responsibility completely over-writing or percentage arrangement. Box 194, BROADCASTING.

Commercial Manager or Commercial Manager age 38, married, dependable. 5 years' experience in all phases of sales, some experience with newspaper-radio combi- nation, experienced in sales of objectionable. New employed, quality of offer more im- portant than immediate salary. Have good solid proposition with better than average possibilities write Box 250, BROADCASTING.

Manager, General, available now. Ten years management successful station experience, major and secondary mar- kets. Versatile, experienced in management and regional network operation. Former managing director, later elected presi- dent (1941) of regional network, resign- ing to enlist. Network positions held simultaneously. J. W. broadcasting. Five years general manager present loca- tion, with excellent record, references and reason for verifiably voluntary resign- ing. Opportunity outstanding, management situation with per- manent, full responsibility, complete operation, stable ownership, compensa- tion, good working conditions. Have offers present area but prefer warmer, milder climate. Especially intei- ested southwest, southern California. Health good, married, 35, temperate. Dismissed from Navy, Re- gion held bringing Box 270, BROADCASTING.

Versatile, experienced producing-writing—announcing team desires permanent con- nection with Southern California station or agency. Box 275, BROADCASTING.

Newsmen, promotions, publicists —seven years newspaper and radio background in radio news writer; promotion ideas, ad copy and layout; prefer chain affiliate in Midwest; now at 5000 kw regional; col- umns; desk writer; available immediately; salary open. 25; 4-F, Box 288, BROADCASTING.

Situation Wanted

VERSATILE MAN—Announcer, News, Emcees, Art, M.G.M. Experience, Odd jobs, Entertai- nment, Originality, Newspaper, Theatre, Radio Background. Send full details first letter, please. Box 87, BROADCASTING.

FOR SALE

Equipment to Buy

Wanted—Broadcast Equipment for 250 Watt Station. (Need everything from transmitters to towers. If you have a 180 foot tower, transmitter, frequency moni- tor, Modulator, amplifier, turntable for immediate cash sale, address Box 258, BROADCASTING.

FOR SALE

Equipment to sell 1 KW radio modula- tion equipment: Modulation transformer Phoenix Class B 891-Rx-9000 ohms short load transformer, 1400 volts DC at 2.5安培, 3 phase 220 volts DC. Power supply box 258, BROADCASTING.

WANTED—6 KW Transmitter. Give detailed information. Box 287, BROADCASTING.

FOR SALE

Wanted: 5 KW Transmitter. Give detailed information. Box 287, BROADCASTING.

FOR SALE

1941-300 kw, 100 kw, 20 kw stations. Will pay cash for FCC approved 250 watt transmitter and complete equipment for 30 watt station. Box 291, BROADCASTING.

WANTED: P. C. C. approved frequency and modulation monitors Studio Console and associated equipment. F. O. Box 2954, Birmingham, Ala.


EQUIPMENT WANTED

Wanted


WANTED TO BUY

WANTED

One KW and 250 kw transmitters if condition can be made usable. Age no factor. Box 180, BROADCASTING.

WANTED

Broadcast station Transmitter Towers with or without lighting equipment. Box 182, BROADCASTING.

WANTED

To buy either 250, 500, or 1000 watt approved broadcast transmitter. Also approve modulation, and frequency moni- tors. Address Box 250, BROADCASTING.

WANTED

To buy 1 KW-Local Station in South- west, Pacific or Inters, N. W. No station for sale. Box 265, BROADCASTING.

WANTED

Complete equipment for 50 Watt Station or any part. Box 254, BROAD- CASTING.

WANTED

16 WE Type 241-A or similar patch plugs or 8 cords with 241-A plugs. Box 281, BROADCASTING.

FOR SALE

5 kw fulltime network affiliate on Pacific Coast. Very profitable operation. In your reply state details regarding yourself or whom you represent, and financial background indicating ability to finance purchase.

BOX 286 BROADCASTING.
IBEW Threatens Strikes at 25 Stations

Petrillo 'Pancake' Deal Aroused Resistance

By JACK LEVY

THREAT of strikes of technicians of the International Brotherhood of Electrical Workers (AFL) at some 25 stations in various parts of the country, beginning June 1, developed last week as the result of James C. Petrillo's move to take over jurisdiction of turntable operations in network-owned stations.

Indignant over the failure of their international office to official- ly notify them that their contracts have been changed or their jurisdiction affected, IBEW locals representing stations in San Francisco, Hollywood, Cincinnati, Duluth, Charlotte, N.C., and Washington, D.C., have filed formal protests with their organization and served notice that they will not permit the American Federation of Musicians to trespass on any of their functions.

Conciliator Named

In the meantime, the Conciliation Service of the Dept. of Labor and the National Labor Relations Board has instituted proceedings to prevent the National Assn. of Broadcast Engineers and Technicians (NABET) from carrying out their intentions of striking on June 10 at 12 NBC, Blue and Mutual stations if Mr. Petrillo's agreement with the networks giving the AFM jurisdiction over turntable turning, effective June 1, is carried out [BROADCASTING, May 8, 15].

The Dept. of Labor named James Fitzpatrick to act as conciliator and a special conference was held Wednesday in New York with NABET representatives. Another conference was set for this week, with the prospect that the case will be certified to the National War Labor Board.

NABET will ask that the NWLB take action to prevent any change in jurisdiction over the operation of turntables, pending settlement of the dispute. If their request is granted, an interim directive order is likely to be issued by the Board holding the case in status quo until the jurisdictional question is determined.

The NLRB also held conferences during the week with NABET, preparatory to taking a secret ballot to officially confirm the poll taken by the union showing membership support of its strike intentions. Results of the ballot will probably be known before the end of the week.

NLRB has also been conducting informal conferences separately with NABET and network heads in connection with the union's formal protest filed with the Board charging NBC with violating its contract with NABET technicians at WMAQ Chicago. NABET has contended that an exception it granted permitting temporary jurisdiction over turntables to AFM at this station expired and that in entering into an agreement continuing to give AFM this jurisdiction NBC has disregarded its contract with NABET.

NLRB originally intended to hold hearings on the dispute in Chicago, as it was considered a local problem. However, when it learned of the agreement between Mr. Petrillo and all four major networks giving the AFM jurisdiction over platter turning at all network-owned and operated stations, it shifted the case to New York, calling in network officials for detailed information on the agreement.

With the disclosure by Mr. Petrillo, in a recent letter to The International Musician, official AFM organ, that he plans to seek similar agreements throughout the country, members of IBEW as well as NABET are moving to protect their jurisdiction in jeopardy.

Their fears were increased when they learned that Mr. Petrillo and Ed. J. Brown, IBEW president, entered into an agreement affecting their jobs without consulting or advising them.

"Helluva Way to Find Out"

Many of the technicians, it developed, learned of the agreement only through BROADCASTING. As one official of an IBEW local remarked: "It's a helluva way for us to have to find out about it, but it's a good thing you told us."

Latest of a list of IBEW locals to take action against the Petrillo deal was local 40 in Hollywood, California, which on Thursday charged both CBS and the AFM with a conspiracy to deprive their technicians at KNX of their rightful employment opportunities under their existing agreement. The local served notice on NWLB, NLRB and the Secretary of Labor that a dispute exists and requested that an election be held under the provisions of the Smith-Connelly Act to determine their right to strike in the event of an encroachment by the AFM upon IBEW jurisdiction. The union agreement with CBS expires Sept. 30, 1946.

Advised that Mr. Petrillo intends to step in on several network stations on the West Coast on June 1, IBEW members in all West Coast stations have expressed their intention of striking "the moment musicians file at their stations."

It was reported from San Francisco that IBEW and NABET members are considering simultaneous action in opposition to the AFM.

Leadership Noncommittal

IBEW members at all five Cincinnati stations and at WBT Charlotte have also protested. The technicians at WBT recently signed a supplementary agreement acquiring new jurisdiction on turntables when AFRA relinquished this function. The station is owned by CBS. IBEW technicians at three Washington, D.C., stations had previously voted to resist Petrillo.

Despite the concern of IBEW locals, international headquarters is taking a minimalist approach to the situation, asserting that only a few "inquiries" have been received from the locals. Asked whether the union was considering calling off its deal with Mr. Petrillo, interna- tional representative in charge of radio, was noncommittal and indicated that the IBEW position on the matter might be announced fol- lowing a meeting scheduled for Fri- day in New York with Mr. Brown and New York IBEW locals.

In a statement entitled "Petrillo Grab of Turntables Exposed", All- an T. Powley, NABET president suggested that the networks entered into their agreement with AFM "in return for substantial easing of restriction placed on transmitted broadcasts by the musi- cians."

"In furtherance of this plan" Mr. Powley states, "Mr. Brown o IBEW and Mr. Petrillo of AFM made a deal: Mr. Petrillo was to force the networks into IBEW, for which Mr. Brown would turn over jurisdiction of all turn-table opera- tion, disregarding the three-year contract now existing between IBEW and CBS which gives this right to the radio men of IBEW."

"The radio men of IBEW were not given a chance to vote on the matter- in fact, they knew nothing about the Brown-Petrillo contrac- tion so vitally affects them. I now develops that had NABE joined IBEW, Petrillo would have strong pressure to embarrass and doubly cross NABET and the radio men of IBEW."

"The pressure was put on. Re- mors were rife to the effect that the NABET would jump IBEW any day."

In fact, an executive of one of the networks, while on a trip to the coast, approached members of NABET and offered to buy up the advantages of joining IBEW. His 'suggestions' were not only met with disfavor, but, a matter of facts, caused great un- palatability among their membership to repel and fight at affiliation with IBEW."
That Fragment of America down there
Is Foster. Some Folks, though, recall it best
As Foster's Crossing; how that name revives
Familiar scenes and sounds of years ago!

The Hoppe's Island outings every week,
With Basket lunches spread on shaded grass;
The inlet, arched with trees, where children splashed
In knee-deep water, while their elders dared
The current of the stream; the old iron bridge;
The mill; its droning falls; the summer camps;
The little boats adrift at calm of dawn

On quiet waters where the bass abound;
The white frame church, its steeple skyward aimed,
A pointing hand, directing men to God.

How small this fragment seems! What is its worth?
No thriving market here, where needs are few;
Yet, here folks live, and work, and play, and love,
And wed, and rear their young—for this is home.

No—FOSTER may not mean an awful lot
To anyone at all... except, of course,
To folks who call it home, and always will,
And folks they welcome in their homes—like us.
Super-FM Soundproofs the Air

• THUNDERSTORMS charge the atmosphere with static...man-made static may also cause interference on the standard broadcast waves...but listeners to FM (Frequency Modulation) hear each musical note or spoken word as clearly as though in a sound-proof auditorium. Using very high frequencies—tiny wavelengths—FM brings perfection into radio reception under all atmospheric conditions.

For many years, RCA Laboratories have had a constant interest in the technical development of FM. Research in this field continues, but most of it is related to the war effort and is of a military nature...Prior to the war RCA manufactured and sold FM broadcast transmitters. After the war RCA will manufacture and sell a complete line of FM transmitters as well as high-quality super-FM receivers, utilizing a new type of circuit.

When peace comes RCA will use its background of experience and engineering facilities in the broadcast transmitter and receiver fields, to build the type of apparatus broadcasters will need and receiving sets which will reproduce all broadcast programs with utmost realism and tonal quality.