5,629 LETTERS COME IN

"School Time", favorite visitor in 25,000 Midwest American classrooms (with over 870,000 pupils) gets results just as WLS commercial programs do.

We have told you this before, but here is fresh evidence: on a recent Tuesday, when "School Time" went to Brookfield Zoo to bring its 5,000 schools first-hand facts about the animal life there, we offered a color map of this zoo to all who would write for it. Just once, mind you. One announcement.

And 5,629 listeners wrote for this map! One mention—5,629 responses. Interesting? Yes indeed, although "School Time" (now in its ninth year) is not for sale. It is added proof, one more in a long list of factual stories to prove that:

At any time of day, on any WLS-built program, WLS GETS RESULTS!

REPRESENTED BY JOHN BLAIR & COMPANY

890 KILOCYCLES • 50,000 WATTS • BLUE NETWORK

AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL-DOUGLAS
WKY Television Demonstration Caravan Playing 19 Towns in WKY Service Area

On November 11, WKY opened its television show in Ponca City, Oklahoma, which by December 3 will have played in 19 towns of the state. To these people out in the state, WKY will bring their first glimpse of television through a demonstration unit which will do everything except actually transmit and receive over the air. The tour is being conducted as WKY's contribution toward the promotion of the 6th War Loan.

Almost five years ago to the day, WKY sponsored a great television show in Oklahoma City which still remains as the outstanding event of its kind in the country. Fifty thousand persons attended this show in a six-day period.

Oklahoma is accustomed to WKY initiating innovations in the radio field. WKY was the first station in the state; in fact the first station west of the Mississippi. WKY brought Oklahoma its first network programs and has kept out in front ever since both in facilities and programming. All these things have built a reputation and prestige for WKY in Oklahoma surpassed by no other station. Today, as for the past 24 years, WKY is Oklahoma's dominant station.
Time For Selling:
Time For Sale:

- Are all the good radio stations sold out for the duration?

Can a new radio advertiser go on the air today only by using so-called "one-lung" stations?

What are the yardsticks of value in the radio station field, anyway?

Telephone surveys? Audience ratings? Coverage maps?

Or can we, the radio industry, demonstrate our real worth to our advertisers and our real service to our communities by proving that we can sell goods today and more goods tomorrow?

... We think it is time for the radio industry as a whole to recognize its own strength.

Instead of acting as though radio were a flash in the pan, here today and gone tomorrow, let us instead work for the long pull.

Let us sell not only our own stations and our own time, but radio itself.

Our own policy works for the long pull pretty well. We perform well beyond the promise.

We do our best — our level best — to give a square deal to any advertiser trying to build a postwar franchise for his product in our markets today.

How? By selling a little less time to others, so we will always have some left over for him. Rationing in a mild form: easy to take.

A few large advertisers — a very few — have not taken kindly to this policy. But most of them understand. As a result, many new advertisers wanting to build a franchise over our stations, have been able to start doing so, and are doing so now. More every day.

Instead of selling Time alone — as though the bottom were going to drop out of the industry tomorrow — let us sell the fact that in 20 short years, radio has grown up into long pants as one of the most important and powerful selling media known to advertising.

Let us impress upon advertising men, advertisers, and the public at large, that radio is not only an advertising medium but a service.

— That it is here to stay: long after this war is but a memory.

— And that an advertiser who makes a serious effort to build himself a postwar franchise in any radio market, is in that market for keeps if he lets us do the job the way it ought to be done for him—a selling job which, when the chips are down, is the only kind of a job that counts.

WSYR Syracuse, WTRY Troy-Albany-Schenectady, WKNE Keene (Vermont-N. H.), WELI New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.
We're *not* in the
turkey business...

MINNESOTA is one of the largest turkey-raising areas in the world—but WCCO, we’re happy to say, hatches no programs that turn turkey.

Instead, we produce shows so popular with the people of the Northwest (who raise turkeys) that they hatch bumper flocks of prize Hooper ratings for us.

Take our Red River Valley Gang—locally created for local tastes—which has a 10.1 Hooper* representing 36% of all Twin City listeners every Saturday night. (“Outside” the Twin Cities, its share of audience is even greater. The last CBS Listener Diary credits it with 39% of all listening families, urban and rural, in our entire nighttime primary area of 130 counties.)

Figures like that prove how qualified WCCO’s program department is to build specific shows to accomplish specific tasks for sponsors. Red River Valley Gang was created 31 months ago for Cargill, Inc., who sell feed to retail dealers and poultry raisers, including turkey farmers. Cargill, Inc., has sponsored it steadily ever since.

Our non-turkey record includes a lot of other outstanding local shows. Quiz of the Twin Cities brings its sponsoring soap-maker a 34% share of audience. Newsman Cedric Adams, for another soap-and-shortening manufacturer, draws 62% of the listeners at 12:30 P.M., Monday-through-Friday, with a higher Hooper than that of any program on any other Twin City station, whether day or night, local or network.*

Our business is radio and good programs. Whatever yours is, if you want a show that will command large audiences in the Northwest, WCCO’s program department is most ready to meet the challenge. Command it through us or Radio Sales.

*So says Hooper's report for July-September, 1944

“Good Neighbor to the Northwest”
Today—

When You Think of

NEW ORLEANS

...You Think of

The Gateway to Latin American Markets

...AND

WWL—NEW ORLEANS

The Greatest Selling Power In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
POWER to COVER the FIELD

5,000 WATTS

* 980 Kilocycles

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Yes, with 5,000 Watts on 980 Kilocycles, WSIX gives a thorough coverage of the rich Middle Tennessee section. The survey by Ring and Clark, Consulting Engineers, shows on the map above that in addition to Middle Tennessee, 16 counties in Southern Kentucky are also included in WSIX's 0.1 MV/M signal.

Nashville is the heart of this huge market, and in the Metropolitan area, WSIX commands such a large share of the listening audience that you are assured not only of "power to cover the field"—but of covering it most economically as well.

There is a great postwar future for this area, too, for the back-log of the Tennessee Valley in agriculture and peacetime manufacturing interests, fed by a huge supply of cheap TVA power, providing essential resources of lasting value.

Yes, here is an important field, covered economically by WSIX.

For full information, coverage map and availabilities, write or wire WSIX or

THE KATZ AGENCY, INC.

National Representatives

THE KATZ AGENCY, INC.

BROADCASTING • Broadcast Advertising

November 20, 1944 • Page 7
Great events in the History of Communications

The Telephone Talk: "Mr. Watson, come here, I want you!"—this sentence uttered by Alexander Graham Bell on the evening of March 10, 1876, was the first ever transmitted by telephone. This great event soon led to the beginnings of the Bell Telephone System—for which Western Electric has been the manufacturer ever since 1882.
The Telephone Spans the Continent! On January 25, 1915, Alexander Graham Bell talked once more to Thomas A. Watson on a momentous occasion—the first time a telephone message crossed America. This great advance was made possible by the use of Western Electric vacuum tube repeaters—the first of many millions we have produced for the Bell System.

Radio Telephone Spans the Atlantic! Just before dawn on October 21, 1915, the first spoken words spanned the Atlantic—transmitted from Arlington, Va., and received in Paris by radio telephone apparatus designed and made by Western Electric. Out of this pioneering came world-wide telephony—broadcasting—aviation, marine and mobile radio.

Even before the first of these events Western Electric—founded on November 18, 1869—was making electrical communications equipment. Bell Telephone maker since '82—pioneer in radio since its beginning—the Company today is the nation's largest producer of electronic and communications apparatus for war. In the peace that's coming, count on Western Electric—with its unique 75-year experience—for continuing leadership.

During the 6th War Loan Drive, buy more Bonds than ever!
At Deadline . . .

SECOND network forum to go on the air as a commercial, Let's Face the Issue will be carried starting Jan. 26 on over 200 MBS stations. Speakers will be cross-examined by members of the American Bar Assn. in whose behalf the Chesapeake & Ohio Railway Co. is sponsoring the program, using only a credit announcement. Manager is Sherman H. Dryer, radio director, Chicago U. and moderator is Leland Rex Robinson.

HENRY HOUGHTON, vice-president, Brown Co., New York, management consultant, has been named to analyze the organization, plans and policies of the Blue Network. Study will take several months.

ELECTRIC Companies advertising program appeared Friday as most likely taker for the Sunday 4:30-5 p.m. CBS spot. Final decision on shifting of Nelson Eddy from Wednesday 10:30-11 p.m. is to be made today (Monday). Agency is N. W. Ayer & Son, New York.

PILLSBURY MILLS, Minneapolis, will expand its CBS Saturday half-hour show, Grand Central Station, to 119 stations, adding 34 outlets. Agency is McCann-Erickson, Minneapolis.

NEW MUSICAL variety replacement for Chesterfield Music Shop (Liggett & Myers) on NBC was expected late last Friday. Andy Russell, Mary Ashworth and Ted Steele's orchestra are considered. Agency for the Chesterfield account is Newell-Emmett, New York.

Sellars of Sales

NOT for me, said Ralph Cushing when his father suggested he enter the advertising field. But father persisted and took him down to meet A. L. Thomas of Lord & Thomas, Chicago. Ralph has been in advertising ever since. He is timebuyer and account executive of Presba, Fellers & Presba, Chicago, a big step up from that first clerking job with Lord & Thomas in 1936, just after his graduation from Bowdoin College, Me.

From clerk he went to the head of the order department and from there to space buyer. The next step—partner and space buyer with Vanderhoof & Co., Chicago—was an introduction to radio.

At Vanderhoof's he bought time for Bunte Brothers Candies on WMAQ Chicago. "We had a half-hour evening musical show . . . with a 16 piece orchestra. The cost was $400 for time and talent. That advertising venture in 1927 convinced me that radio was an advertising medium that could pay if used properly."

So Ralph stuck to radio advertising. In fact he also stuck to the Bunte account, handling it for the F. A. Robbins Co., Chicago, from 1932 on through eight years. Then he joined Presba, Fellers & Presba, Chicago, as account executive, resuming time buying for Bunte Bros. there after the death of Ed Fellers, whom he describes as "the daddy of radio advertising". He later included accounts for Olson Rug Co., Mantle Lamp Co. and Flex-O-Glass.

Having been both, Ralph can compare the job of space buyer with radio time buyer. They are much the same, he says, only a space buyer does research on magazines and newspapers while a time buyer does his research with stations.

And Ralph Cushing believes in radio advertising with real conviction. "As more information becomes available on radio stations and programs," he says, "advertisers will be able to use radio advertising in an even more intelligent manner than heretofore."
Almost 5 million spindles whirling, winding miles of thread . . . singing songs of Victory! The 4,955,144 spindles in the 16-county WSPA Primary Area are daily producing cotton cloth to wrap around the world. A staple of America, delivered by America, and produced from “picker to bolt” by this 16-county textile paradise.

But WSPA-Piedmont’s wealth isn’t vested in textiles alone. Timber, plastics and versatile agriculture provide the income for the quarter-billion dollar retail sales a year!

Small wonder this Piedmont rolling-land is called “one of the best-balanced sections in the entire country.”

And WSPA swings the balance your way.
"Data books tell you who could listen, Thistlewaite
--F&P can tell you who does listen!"

- Try as you may, it's pretty tough to sit in an office on Park or Michigan or Meridian Avenue and figure out station values from data books.

It takes more intimate knowledge than that. F&P has the knowledge from an average of seven years' contact with each of "our" stations—from dozens of trips to the scene—from personal study of each station's market, management, methods and personality.

In other words, we believe we can give you that clearer picture which seems so essential to the keenest time-buying.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Porter Slated to Take FCC Post Dec. 15

Jett Nominated as Interim Chairman; Close FCC-White House Liaison

CONTINUANCE of a close liaison between the White House and the FCC was presaged with the naming last Thursday by President Roosevelt of Paul A. Porter, 40-year-old former radio attorney, wartime Government official and director of publicity of the Democratic National Committee in the successful Fourth Term campaign, as the successor to James Lawrence Fly.

Nomination of Mr. Porter to fill Mr. Fly's (until June 30, 1949) coming unexpired seven-year term of the unexpired seven-year term of Mr. Fly's resignation and appointment was Washington, D.C., November 20, 1944.

the unexpired seven-year term of Mr. Fly's resignation and appointment was chairman of the board and general counsel of Associated Music Publishers and its subsidiary, Muzak, and Mr. Porter's nomination. All these had been speculated upon in past issues of BROADCASTING for the last several months.

FDR Letter to Jett

Announcement of Mr. Fly's appointment as chairman of the AMP board, a new post, also was made last Thursday by William B. Benton, president and owner of the AMP common stock (North American Co. owns the preferred), who said that the arrangement would give Muzak and AMP the benefit of Mr. Fly's advice on business policies as well as on legal problems. Joseph L. Weiner will continue as counsel representing Mr. Benton's interests and Muzak's interests in "subscription radio", a non-commercial FM radio project designed to compete with conventional radio supported by advertiser sponsorship. A new company—Subscription Radio Inc.—is being formed.

The Porter nomination as sent to the Senate was for Commissioner, rather than Chairman. This conformed with customary procedure, since the President selects the

Porter Well Qualified for FCC Job

Former Publicity Head Of Democrats Fills Out Fly's Term

THE NOMINATION of Paul Aldemont Porter to the FCC was enroute to the Senate for confirmation a few minutes after the former publicity director of the Democratic National Committee had talked with the President at the White House.

While the nomination did not specify Mr. Porter's appointment to the chairmanship, a position filled directly by the President from the Commission membership without Senatorial confirmation, it was for the unexpired seven-year term of James Lawrence Fly, dating from July 1, 1942.

Actually Mr. Porter himself did not comprehend with what swiftness the White House would act in moving his nomination to Capitol Hill. As he left the White House after a half-hour conference with Mr. Roosevelt, reporters asked him if he would be named to succeed Mr. Fly.

"I think my name will go up sometime today or tomorrow, or at least this week," Mr. Porter replied. Actually the messenger carrying his nomination must have been on his way before the nominee reached a comma in his sentence. Beyond this brief statement, he had nothing further to report, except to state he and the President devoted most of their discussion to "the electoral college".

Mr. Porter's 11-year Washington career has been a busy one. He served three months with the Agricultural Adjustment Administration in 1938, succeeding then to the directorship of the press section, Department of Agriculture. In 1937 he joined CBS as Washington attorney and assistant to Capt. Harry C. Butcher, then CBS vice-president and now Naval aide to General Eisenhowen. He took leave in 1940 to assist Chester Davis in the National Defense Council. He returned to CBS in 1942, subsequently to resign on March 15, 1942 and become deputy administrator, Office of Price Administration; Associate War Food Administrator under Marvin Jones; and assistant director of Economic Stabilization under Judge Vinson. Throughout these experiences, (Continued on page 60)
NAB Audience Bureau Given $75,000

Plan Expected to Be Under Way About First of Year

By FLORENCE SMALL

FORMATION of the Broadcast Measurement Bureau was assured when the NAB Board of Directors, meeting in Chicago last week, appropriated $75,000 to get the new research organization under way Jan. 1.

At its meeting Tuesday and Wednesday in the Stevens Hotel the NAB Board approved creation of the Bureau, which already had been passed by the boards of the American Assn. of Advertising Agencies and the National Advertisers. A joint committee of the three groups, meeting in New York Nov. 11, reviewed proposed charter of the Bureau, to be incorporated under the laws, [BROADCASTING, Nov. 13]. As soon as the drafts are completed copies will be given the NAB Board and boards of the AAAA and ANA for final approval.

Board of 15

Under the proposed setup five members of each of the three participating organizations will serve on the board of the bureau. Terms will be for three years each, first appointments to be staggered. On important matters a majority vote of each of the participating agencies is necessary but on routine affairs a majority vote of a quorum which is at 9, will pass any issue.

In appropriating the $75,000, which was added to the bureau’s initial outlay for the first year’s operation, the NAB Board pointed out that it is lending the money to the Bureau, so that if it is turned over and the bureau becomes operative and self-sustaining.

BMB will be supported by subscriptions from stations, advertisers and agencies, and it is wished to subscribe to the service. The NAB will contact every station in the country, including nonmembers as well as members, according to Hugh Feltis of KPAB Lincoln, NAB director and chairman of the Board’s subcommittee to study the measurement plan.

A director of information for the BMB, yet to be appointed, will attend all NAB district meetings held for January and February to explain the measurement bureau. Managers of all stations will be invited to attend the district meetings so they may get up-to-date information about the bureau.

Also attending the district meetings will be a member of the NAB Research Committee, a representative of the network station relations group, from the AAAA Timebuyers Committee and a member of the NAB Sales Managers Executive Committee.

Overall cost of the BMB survey has been estimated at $1 per ballot or an aggregate of $1,000,000 per study every other year. Cost to individual stations will depend on the number of mentions a station receives on ballots returned.

The NAB has retained Dr. Raymond Franzen, New York Research Consultant; Dr. George Gallup, president of the Institute of Public Opinion and Dr. Paul F. Lazarsfeld, Bureau of Applied Research, Columbia U., to study sample requirements for the survey. A final report is expected shortly.

Representing the NAB in preliminary organization will be the following: J. Harold Ryan, president; Dr. Frank Stanton, vice-president, CBS New York; Frank M. Russell, NBC Washington vice-president; Mr. Feltis, president; Mr. Stanton, managing director of the NAB Research Committee; Mr. Feltis. At the next NAB membership meeting it is planned to elect the five NAB directors of BMB.

During the board meeting in Chicago Mr. Feltis addressed the Chicago Radio Management Corp. on the proposed BMB. Also attending the meeting was Paul P. Peter, NAB Research Director, who has been guiding light in the broadcast measurement plan, and members of the NAB board.

A joint meeting of the NAB, AAAA and ANA representatives to the BMB will be held in the near future to approve articles of incorporation and bylaws and to select headquarters in New York. That group also is expected to employ a managing director of the bureau, a director of research, a director of information and office personnel.

Creation of a broadcast measurement plan of the sort outlined by the Research Committee and the board’s subcommittee was unanimously adopted by the members at the NAB Executives War Conference in Chicago last August [BROADCASTING, Sept. 4].

Joint Audience Bureau Plan

Given Good ANA Reception

Early Agreement on Final Details Is Sought;

Study of Increased ARFA Scale Projected

PLANS for immediate establishment of a broadcasting measurement bureau, following the sponsorship of three sponsoring organizations, NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies, were announced in New York on Nov. 11 and as approved by the NAB Board of Directors in its meeting in Chicago Nov. 14-15, were presented at the meeting of the ANA, held Nov. 15-17 at the Biltmore Hotel, New York.

D. B. Stetler, advertising manager, Standard Brands, and chairman of the ANA Radio Committee, presented a recommendation to several hundred ANA members a wire from Hugh Feltis, manager, KPAB Lincoln, reporting that the NAB board had unanimously approved a $75,000 budget to underwrite the first year’s maintenance of the bureau’s headquarters in New York, which the NAB hopes can begin operations with a full staff the first of the year.

Committee Named

Mr. Feltis, reporting by telegram as the extended NAB board meeting prevented his scheduled personal appearance before the ANA convention, said a five-man committee would be appointed "with power to act and to negotiate with ANA and AAAA and incorporate the bureau. This same committee will be representatives of the NAB Research Committee and the bureau." Members are J. Harold Ryan, NAB president; Frank Stanton, CBS vice-president; Frank Russell, NBC vice-president; Roger Clipp, manager, WFLI Philadelphia, and Mr. Feltis. Since the group would like to meet as quickly as possible with similar committees of the AAAA and ANA to work out a plan of incorporation and to select the bureau personnel, Mr. Feltis said the NAB board had approved plans for a two-month series of district meetings across the country to get under way early in January, with all broadcasters in the country invited to attend and be solicited for subscriptions to the bureau.

This report was well received by the ANA members, to whom Mr. Stetler also outlined briefly the proposed plan of the bureau, which he said has been endorsed by the ANA and the AAAA. Plan was also discussed briefly at a radio roundtable at the AI, at which Committee delegate reported on the successful operation of a similar plan already in operation in that country.

At the meeting held the recently concluded ARFA commercial appeal call for a 10% increase in talent fees subject to War Labor Board approval, and said the ARFA Radio Committee plans to make a thorough study of the entire field of the employment of radio artists before the expiration of this new contract two years hence.

Recent expansion of the CAB reports on radio listening to increased the number of American cities without the former 33 was discussed at the round (Continued on page 68)

Engineer Attacks New FM Service

Pulse Modulation Explained At RMA-IRE Meeting

CHARGING that the "claims of FM radio are far from being practical value" and that FM is being pushed as a new service to permit manufacturers to make more sets, John B. Holub, consulting engineer, threw an uproot the annual fall meeting of the Radio Manufacturers’ Assn. electromagnetic at RMA, held last Monday in Rochester.

He read a paper on FM, claimi ng that the new service "allows the FCC to grant more station licenses and thereby increases its ability to relieve political pressure from influential people who want to get into this broadcasting business." His paper was titled "Unpublished Facts About FM". He asserted that FM for general broadcasting is not economical and contended AM is far superior in that respect. Mr. Tarzian told the RMA and IRE that a standard receiver costing $16.95 would equal the performance of a low-priced $60 FM set.

Armstrong Replied

Taking issue with Mr. Tarzian were several engineers and manufacturers, including Maj. Edwin A. Armstrong, inventor of FM, who, in a letter receiving an advance copy of the talk, and Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Co.

Elmer W. Engstrom, research director of RCA Labs, speaking at the opening session Monday morning, predicted that television would go into early postwar production and provide employment, if allowed leeway by the Government for production and distribution.

Speaking at the closing session Tuesday afternoon, E. Labin of the

AN A OFFICIALS

ASSN. of National Advertisers annual election meeting reelected Paul B. West, president for the twelfth consecutive term as director of public relations and advertising manager; Aluminum Co. of America, chairman of the board; J. P. Miller, vice-president, Pet Milk Sales Corp., and Paul S. Ellison, advertising director, Sylvania Electric Products, were reelected and elected respectively as vice-chairmen.

New officers chosen were: Robert B. Brown, Bristol-Morgan Co.; Ralph Winslow, Libby-Owens-Ford Glass Co.; William Connolly, S. C. Johnson & Son, Inc.; John Tod, General Motors Corp.; W. B. Potter, Eastman Kodak Co. Hugh Hitchcock, Rexall Co., and D. B. Stallard, Standard Brands, were reelected as directors.

BROADCASTING • Broadcast Advertising
Petrillo Victory Seen Affecting Stations

RCA-CBC Agreement on Fees Leaves Only Platter-Turning Issue Unsolved

By BRUCE ROBERTSON

WITH THE American Federation of Musicians riding high following the weekend capitulation of Columbia Recording Corp., RCA Victor Division of RCA and NBC Radio Recording Division to the royalty demands of President James C. Petrillo, the entertainment world last week wondered where the AFM lightning would strike next.

Acceptance of the Petrillo demands under virtual duress came after the companies, which had held out for more than a year while their competitors kept recording equipment humming, had despaired of promised Government intervention. Many Victor and Columbia top artists had sought to or did terminate their recording contracts with those companies upon the “strike” and the alternative was to sign or go out of business.

Another Conquest

In radio circles, the “agreement” was interpreted as another Petrillo conquest, giving him control of block transcription library service to “unfair” stations, just as he has stopped network service to recalcitrant affiliates which have not retained staff musicians for the recording of AFM unionization service, and the 500 of AFM to unionize all platter-turners at stations, it is felt, would give to the AFM president all the authority necessary promptly to control performance of all music—live or recorded—over the air.

Musical recording was resumed by the companies promptly upon signing of the agreements, containing even more onerous clauses than those accepted by some 110 recording companies last week, the large and small. It brought to an end the Petrillo-invoked strike in force since Aug. 1, 1942, and kept in force in the face of entreaties from President Roosevelt from the National War Labor Board, high government officials identified with the war effort, and members of Congress.

Hailed by Mr. Petrillo, AFM president, as the “greatest victory for a labor organization in the history of the labor movement,” the inclusion of these companies among the payees will provide some $4,000,000 extra revenue for the union, he estimated. Fees on phonograph records range from a quarter of a cent on records retailing at 35 cents to 2½% of the retail price of records priced at $2 or more. On library transcription, the fee is set at 5% of the gross revenue from “sale, lease, license or other disposition.” Spot announcement transcription also carry a 3½% fee to the AFM, but commercial transcriptions, used only once, are not taxed at all.

Based on the contract signed Sept. 20, 1943, with Decca Records, first acceptance of the direct pay-ment principle, the contracts of RCA, CRC and NBC include extra clauses which practically put them at the mercy of the AFM by making all individual contracts with musicians dependent upon the continuance of the basic contracts with the union. If the AFM should strike against them, or if for any other reason the musicians are prevented from working for RCA, CRC or NBC, the musicians “shall be free to accept and engage in other employment”.

This clause was added, Mr. Petrillo stated, because musicians under exclusive contract to RCA and CRC had been unable to make recordings since the union inaugurated its strike Aug. 1, 1942. He declared that this shall not happen again and that in the event of a strike the artists’ individual contracts will automatically expire.

That another strike is not unlikely was made plain by the union leaders’ statements, which glossingly praises the AFM as “the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings.”

Denouncing the companies for displaying in their dealings with the AFM “bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil War days,” Mr. Petrillo declared that the AFM “expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with these companies and leave them to die by their own nefarious schemes.”

This language would seem to be broad enough to cover almost any event displeasing to the union, including that of refusing to allow musicians to work for a transcription company serving a station considered “unfair” by the AFM. At one stage of negotiations between the recording companies and the union, Mr. Petrillo offered to withdraw his ban if the transcription firms would include such a provision in their contracts with stations, the offer being rejected when the companies’ attorneys declared it an illegal as well as a bad business practice.

With network affiliates, Mr. Pet-trillo has the power to withdraw all musicians from the entire network as a means of forcing a settlement of a local dispute between a station and the local union, but he has heretofore lacked such a weapon against the stations not affiliated with network.

Five-Hour Session

Contracts were signed on Nov. 11 at AFM headquarters in New York, following a five-hour session which Mr. Petrillo said had been devoted almost entirely to arguments by the attorneys over the language of the contracts. Meeting had been called, he said, when he had received a long distance phone call from Niles Trammell, NBC president, informing him that the companies were ready to accept the union’s terms. Contracts were signed by Edward Wallerstein, president, CRC; James W. Murray, general manager of RCA Victor; record activity, and C. Lloyd Egner, NBC vice-president in charge of radio recording. All recording contracts, including the new ones, expire Dec. 31, 1947.

History of the attempts of the companies to secure Government cooperation in settling the musicians’ strike is recited in a bitter telegram sent by Mr. Wallerstein to Judge Fred M. Vinson, to whom the President referred the matter when he refused his request to call off the strike.

“The economic pressures on us are such that we can wait no longer and must now either sign or go out of business,” Mr. Wallerstein said, blaming “the Government’s unwillingness or incapacity to enforce its orders” for the companies’ acceptance of a principle they had resisted for more than 27 months.

Mr. Murray similarly stated: “In view of Mr. Petrillo’s decision not to accept the order of the War Labor Board and the request of the President to obey the Board’s order, we had no alternative but to meet the demands of Mr. Pet-trillo that we make direct payments to the union’s treasury or to abandon our record business, which would have resulted in losses to the public, our employees and agents, our dealers and stockholders.”

Big Fund

Stating that the AFM in the last year has collected $11,500,000 in fees, Petrillo pointed out that the more than 110 companies who have signed up during that time, Mr. Petrillo said that the union will wait until it has about $2,000,000 before they use these payments segregated, then the AFM national convention will determine how the money can be best spent in the employment of musicians “put out of work by the records we are making” and to promote musical culture. He suggested that a possible decision might be to establish orchestras in cities without them and to give work to elderly and other unemployed musicians.

Mr. Petrillo estimated that before the union first invoked its ban on recordings, the annual production of phonograph records had been 300 million but that the present boom in records might boost that total to as high as 800,000,000 a year. He stated that some months ago he had been approached by David Sarnoff, AFM president, and William S. Faley, CBS president, and offered a flat sum of $200,000 a year in place of the sliding scale, but that he had flatly rejected the offer.

One industry executive observed last week that in making it impossible for RCA and CRC to record for the union and still keep their artists under contract, Mr. Petrillo had almost automatically provided for a united industry front against any future AFM demands, but that the present boom in records might boost that total to as high as 800,000,000 a year. He stated that some months ago he had been approached by David Sarnoff, AFM president, and William S. Faley, CBS president, and offered a flat sum of $200,000 a year in place of the sliding scale, but that he had flatly rejected the offer.

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(Continued on page 56)
NAB-FCC Lawyers Agree On Redraft of Sponsor Rule

Proposed Regulation Eliminates "Paid For" Clause; Filing Date Moved to Nov. 21

A REVISED draft of a proposed FCC regulation requiring full sponsor identity under Sec. 317 of the Communications Act will be submitted to the FCC by its Law Dept., the NAB disclosed last week.

Meanwhile the FCC, for the second time in a fortnight, granted a request of the NAB to extend the date for filing oral argument to Nov. 21. Although argument is set for Nov. 27, as BROADCASTING went to press no requests for appearances were on record, except that of N. L. Royster, manager of WOLS, Niles, Conn., who probably will withdraw the request, according to NAB officials.

Objections Should Be Filed

Robert T. Bartley, NAB Director of Government Relations, said this week the NAB will send out copies of the proposed regulation (see text this page), together with an explanation of its purpose and an invitation that the draft was agreed upon following conferences between the FCC Law Dept. and NAB representatives.

Harry Fioklkin, FCC Assistant, said the last meeting of the Litigation Section, led discussions for the Commission staff, and Philip G. Loucks, Washington attorney for New York, was selected by the NAB, headed the broadcasters.

Should there by any part of the proposed regulation not agreeable to broadcasters, the NAB urged them to request oral argument or to file briefs. Suggestions for the proposed regulation were received from 96 broadcasters. Although half or more indicated a need for a regulation interpreting Sec. 317, the majority opposed a provision of the section whereby commercial programs paid for or furnished to stations by organizations furnishing transcribed programs, would be required to carry the announcement that the program in question was "paid for" by the sponsoring individual, organization or corporation.

Subsection (e) of the revised draft, it was felt, meets the objections by requiring that "in the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient" and only "one such announcement need be made within the course of the program."

Mr. Loucks pointed out that the new provision eliminates the question as to whether chain-break announcements required the additional sponsor identity the original draft appeared to specify. Although all suggestions submitted by NAB members did not or could not be embodied in the regulation, it was felt that the revised version would be a better regulation than that proposed originally by the Commission and still would serve as a protection to broadcasters against organizations desiring to get free time without identity.

One of the most ticklish problems was the section relating to political broadcasts. The new subsection (b) requires that all material used in connection with a political broadcast or a program involving controversial issues shall be properly identified as to source. For example, when the NAM, CIO or any other organization furnishes transcribed programs, in which the views of the particular organization are expressed on controversial questions, the name of the party furnishing the transmissions must be made known even though the program is broadcast as a sustaining.

"This regulation is broad in its application," said Mr. Loucks, "but it aims to prevent political parties or organizations, especially when using a particular idea or philosophy from cloaking its propaganda with the prestige of the particular station making the broadcast, and from leading the public to believe that such idea or philosophy is that of the station rather than of the particular party or organization which supplied the program material."

The NAB pointed out that the revised regulation still must be considered and adopted by the Commission before it becomes operative. Its application may reveal the necessity for some changes.

College Award Plan

SCHOOL of Business & Civic Administration, College of the City of New York, is organizing a committee to establish awards for excellence in business, advertising, news and Radio. The results will be announced at a conference on Radio and Business to be held early in 1946. Dr. John G. Peatman, Chairman of the Office of Research, Radio Division, CCNY, will serve as chairman of the committee, which will set up the categories and select winners.

In such cases the NAB "will not hesitate to seek such changes by proper methods," said Mr. Bartley.

No further appearance is contemplated by the NAB, although it was stressed that any member not satisfied with the revised regulation should file his objections known to the Commission before the close of business Nov. 21.

Following is text of the proposed revised FCC regulation governing sponsor identity:

ANNOUNCEMENT OF SPOKESMAN:

(a) In the case of any program for the broadcasting of which money, services, or other valuable consideration is offered directly or indirectly paid for, or otherwise furnished, or charged or received by, any radio broadcast station, the station of such program shall make, or cause to be made, an announcement identifying the program as being sponsored by any such organization, the name of which shall be a part of the program, "in the course of the program, or as may be agreed upon by the parties involved."

(b) In the case of any political program or program involved in any controversy, or program of public controversial issues in which any record, recording, or transcription taken or prepared by any such organization for any other organization furnishing transcribed programs is broadcast on a station as an inducement to the broadcasting of such program, an announcement shall be made as to the source of such record, recording, or transcription, and the conclusion of such program on which such material or services are used that such records, transcriptions, talent scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made either at the beginning or the conclusion of any such program or on one occasion, duration or less.

(c) The announcement required by this Section shall include only the true identity of the person or persons with or in whose behalf such payment, or services, are made, that is, the true identity of the person or persons with or in whose behalf such services or other valuable consideration is offered directly or indirectly paid for, or otherwise furnished, or charged or received by, such station.

(d) The announcement required by this Section shall be made, or cause to be made, by every agent or party representing any such organization, or the material or services referred to in subsection (b) hereof, and such announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such organization.

(d) In the case of any program, other than a program advertising commercial products or services, which is paid for or furnished, either in whole or in part, by any organization, which material or service, is referred to in subsection (b) hereof, by a committee, association or any other organization, any such arrangement required by this Section, shall disclose the name of such such committee, association or any other organization, or any unincorporated group and in each such case the station shall be required to make an announcement of the existence of any such committee, association or any other incorporated or unincorporated group. In each such case the station shall require that such committee, association or any other incorporated or unincorporated group shall be made available for public identification at the time of the program or in any other manner carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name, or the name of the sponsor's product, shall be deemed sufficient.

ADMITTING EMBLEM of the deceased Marine Sgt. Bruce D. Boswell formally approved last week by the NAB Board of Directors (see story on page 14), are Frank M. Russell of NBC Washington, NAB president; and Hugh M. Feltis, KFAB Lincoln, chairman of the Board subcommittee which worked on the issue. Mr. Russell and the AAAA and ANA, Messrs. Russell and Feltis were elected to represent the NAB on the BMB board along with J. Harold Ryan, NAB president; Roger W. Clipp, WFIL New York; and Dr. Frank Stanton, CBS vice president. The emblem was designed on a tablecloth by Frederic R. Gamble, managing director of the Pacific College Award Committee, and was later ratified by one of America's top commentators.

Mr. Carter was sponsored on CBS from Jan. 1932 to Feb. 18, 1938 by Philco. In August 1940, after a cross-country lecture tour, Mr. Carter began his daily broadcasts from WOR New York on Mutual, first sustaining late afternoon. In addition to local sponsors-there are 95 for the current Monday through Friday 12 noon to 12:15 p.m. spot—Mr. Carter was sponsored by Carey Salt Co., from Jan. 29, 1940 and at other times by Chef-Boy-Ar-Dee Quality Foods Inc., from May 1943 to July 1944.

Last Friday's broadcast was handled by WOR's Mike Kilroy, a brother of the Carter's sister, Sheelah, formerly heard regularly on Mutual. All commercials were to be omitted.

Surviving in addition to his second wife, Mrs. Helen Carter, and a married daughter, Gwladys Sheelah Wallace, 20.
For AGENCIES and ADVERTISERS Who Want FACTS—

This Free Book Tells Everything about Iowa Radio Listening Habits and Preferences

Earlier this year, a staff of specialists, headed by Dr. Forest L. Whan, conducted a modern survey among Iowa families, asking 18 multiple-choice questions scientifically designed to check and cross-check their radio listening habits, preferences and criticisms.

The result is compiled into the 1944 Iowa Radio Audience Survey—the most up-to-date, authentic and enlightening radio study for this area available to the merchandising and advertising industry.

With this Study, any fact-minded person can quickly secure a more accurate picture of Iowa radio than could be gained by any amount of personal research, observation, or intuition.

A copy is yours for the asking—free. The edition is limited. Use the coupon—or ask Free & Peters.

THE 1944 IOWA RADIO AUDIENCE SURVEY COVERS ALL THESE SUBJECTS:

1. Stations Named As “Listened-to-Most”—By all Families
2. Stations Listened-to-Most—By Urban, Village, Farm Families
3. Stations Named as “Heard Regularly”—By All Families
4. Stations Heard Regularly—By Urban, Village, Farm Families
5. Ratio of Listenership Between Stations Named as “Listened-to-Most” and as “Heard Regularly”
7. 5-Year Trend in Favorite Station Preference
8. Breakdowns Showing Why Iowa People Prefer Various Iowa Stations
10. Weekday Listening—Average Audience Per Hour, and Per Half-Hour, 5:00 a.m. through 1 a.m.—By Urban, Village, Farm
11. Effect of Sex on Composition of Audience, Weekdays, 5:00 a.m. through 1:00 a.m.—By Urban, Village, Farm
12. Number of Separate Times Adults Use Radio During Day
13. Total Time Spent With Radio, Weekdays, By Men, Women—By Urban, Village, Farm
14. Branches of Radio Criticized by Iowa Adults
15. Percentage of Adults Who Want Programs Not Now Available—Urban, Village, Farm
16. Hours at Which Presently Unavailable Programs Are Wanted—Men and Women—Urban, Village, Farm
17. Newspapers vs. Radio as Source of News
18. Best-liked Specific Programs
19. Effect of Age, Education, Place of Residence on Program Selection
20. 5-Year Trends in Best-liked Program Materials

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, President J. O. Maland, Manager

FREE & PETERS, Inc. National Representatives

BROADCASTING • Broadcast Advertising
A Magic Carpet to Thrilling Experiences
In Far Places Among Strange People

STAND BY FOR ADVENTURE

A cast of distinguished actors re-creates the art of good story telling... spinning tales of exciting happenings experienced by four friends—a South American scientist, a retired Army officer, a newspaperman, and a merchant skipper. 78 quarter-hours for broadcast once or twice weekly. Scripts by a “panel” of expert writers... superbly produced.

Stand By for Adventure is a program with great family appeal—ideally suited for sponsorship in a wide variety of business fields. Send today for new audition records.

* TYPICAL TITLES *

As told by Dr. Ayillo:
The Flame Spirit.... The Secret of the Sea.... The Missing Factor.... The Face and the Rose.
As told by MAJOR GORDON:
The Man Who Didn’t Sleep.... The Hunter and the Beast.... The Man Who Hated Birthdays.... Even in Death.
As told by Richard Moore:
The Lipstick Case.... Doll Death.... Death is My Cell Mate.... Dancers Adventure.... The Capricious Man.
As told by Capt. Quigley:
The Saga of Josephine Home from the War.... The Mermaid and the Bookworm.... The Cultured Man.

A Service of radio
Corporation of America


NEVER A DULL MOMENT on

WHDH

BOSTON'S BLUE NETWORK PLUS STATION

BOSTON'S Banner RADIO BUY!

National Sales Representatives: SPOT SALES, INC., New York • Chicago • San Francisco

All Television Interests, Public Invited To View Art at First TBA Conference

HAILED as the first nationwide television assembly to be held, the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, will cover all phases of video, with talks by industry leaders in engineering, programming and advertising.

Representatives of newspapers, agencies, motion picture companies, equipment manufacturers, radio talents and the general public have been invited to attend, to obtain an all-around view of the problems and promises of telecasting. Jack R. Popele, chief engineer of WOR New York, will be conference chairman.

Baker Opens Conference

Dr. W. R. G. Baker, vice-president in charge of electronics of General Electric Co., and chairman of the Radio Technical Planning Board, and E. W. Enstrom, research director of RCA Labs., Princeton, open the general session at 10 a.m. Monday, with talks on "New Horizons in Television." Programming will be covered by John F. Royal, NBC vice-president in charge of television; Robert L. Gibson, TBA director, and assistant to the vice-president in charge of advertising and publicity, General Electric Co., and Thomas H. Hutchinson, in charge of production, RKO Television Corp. Harold S. Osborn, chief engineer, AT&T, will speak on television networks at the same session.

Luncheon will be followed by panel meetings conducted by representatives of various industries—manufacturers, C. A. Priest, GE; broadcasters, Samuel H. Cuff, Allen B. DuMont Labs; program producers, Mr. Hutchinson; agencies, William H. Weintraub, president of the agency bearing his name; newspapers, Clifford Denten, N. Y. Daily News; theatres and motion pictures, Paul Larsen, Society of Motion Picture Engineers; Talent, William Morris, head of the Morris talent agency.

Following a cocktail party given by NBC, Philco Corp. and GE, operators of the first television network, will be a banquet at which those who have contributed to television will receive awards of merit from a committee headed by Paul Raibourn, TBA director and president of Television Production Inc., a subsidiary of Paramount Pictures. Several receiver will be installed so guests may view special programs telecast by New York’s three stations.

Dr. Alfred N. Goldsmith, consulting engineer and RTPB vice-chairman, on Tuesday morning will lead a roundtable discussion by technical experts, including O. B. Hanson, NBC; Allen B. DuMont, TBA president and head of DuMont Labs; Dr. C. B. Jolliffe, chief engineer, RCA Victor Division; F. J. Bingley, Philco, J. E. Keister, GE; Harry Lubke, Don Lee Network; Mr. Poppele; A. H. Brolly, Balaban & Katz; Klaus Landsberg, Television Productions Inc.

Open only to members, the annual meeting of the association will be held Tuesday afternoon, the rest of the day to be spent in visiting local television stations. Conferences are invited to stop at WRGB, GE's station in Schenevus, en route home.

CAB EXTENDS DATA ON LOCAL TRENDS

NEW SERIES of bi-monthly reports covering local listening in 81 cities of the United States by radio stations has been announced by the Cooperative Analysis of Broadcasting. Each report will be based on 1,000,000 interviews and will give a comparison of the total volume of listening in each city with the other 80 and with a national average, as well as a breakdown of listening by stations.

When reports are a year old they will include a seasonal comparison for each city and a seasonal trend of listening to each station. Reports are made possible by expansion to 81 cities of the CAB organization, which increased the CAB calls to 6,000,000 a year. These bi-monthly reports, reflecting listening trends by three-hour periods for a cross-section of the country's city dwellers, should be of particular interest to national and spot advertisers and agency timebuyers, the CAB said.

Whitehall Starting

WHITEHALL PHARMACAL CO., New York, division of American Home Products Corp., early in January starts Ellery Queen for Anacin on over 50 CBS stations, Wed., 7:30-8 p.m. (rebroadcast 12:30-1 a.m.) replacing Easy Aces for the same product. Mystery Show, now sponsored on NBC Saturday, 7:30-8 p.m. by Emerson Drug Co. for Bromo Seltzer, will be replaced on that network by another mystery, The Saint, Jan. 6. Agency is Ruthrauff & Ryan, appointed by Whitehall to handle only the Ellery Queen show. Through Dancer-Fitzgerald-Sample, New York, agency handling other radio, Whitehall last week started Fleetwood Lawton on 7 NBC West Coast stations, Mon., Tues., Wed. and Thurs., 8-8:15 p.m. (PWT) also for Anacin.

KEEW Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of license of KEKW Brownsville, Tex., from Eagle Broadcasting Co. to Radio Station KEKW Ltd., a newly formed limited partnership, T. Frank Smith, manager of KXYZ Houston and KRIS Corpus Christi, joins the present operators of KEKW, Jack Wilson and Ernest E. Wilson, in the new partnership. Mr. Smith acquires 60% interest as general partner and Smith, Wilson and Wilmot are special partners, each holding 20% interest. Provision for adequate financing for future expansion was given in application as reason for shift.
How MYCALEX Solved a Tough Insulating Problem for HAZELTINE ELECTRONICS and the NAVY...

HAZELTINE ELECTRONICS CORPORATION

September 15, 1944

Mycalex Corporation of America
30 Rockefeller Plaza
New York, N. Y.

Attention: Mr. Jerome Taishoff, President

Gentlemen:

In the development of special apparatus, to be supplied on a Navy contract by Hazel- time Electronics Corporation, it was found necessary to utilize a material with a dielectric constant of 12-15. We put our problem in the hands of your company.

The cooperation which we received from your organization is to be very highly commended. The special material, which was developed after much experimentation and research on your part, has maintained a constant dielectric all through production.

We have delivered a quantity of these units to the Navy, and we wish to again thank you for the large part you played in making the delivery of these vital equipments possible.

Very truly yours,

J. E. Gray
Co-ordinating Eng.

MYCALEX CORPORATION
OF AMERICA

"OWNERS OF 'MYCALEX' PATENTS"

CLIFTON, Executive Offices: 30 ROCKEFELLER PLAZA
NEW JERSEY NEW YORK 20, N. Y.

Note one more success story concerning MYCALEX and an outstanding builder of electronic apparatus. MYCALEX—the “last word” in low-loss insulation—may be the right answer to your problem, too. Write for detailed specifications and samples.
TEXT OF AFM CONTRACT WITH RECORDERS

The right spot, by implication, of course, means 630 . . . the KKOK spot on the dial where thousands of listeners keep tuned daily . . . the spot that appeals to advertisers, too, because results prove that KKOK is an economical and effective selling force not only in St. Louis and surrounding territory, but also throughout KKOK's primary area, extending from Eastern Missouri into Southern Illinois, Southwestern Indiana and Northwestern Kentucky.

F or its November outdoor boards, radio station KKOK (St. Louis, Mo.), appropriately posts this turkey illustration . . . admonishing all who see it and its 99 counterparts now showing in high traffic areas throughout the City of St. Louis to "Be Sure To Hit The Right Spot."

The right spot, by implication, of course, means 630 . . . the KKOK spot on the dial where thousands of listeners keep tuned daily . . . the spot that appeals to advertisers, too, because results prove that KKOK is an economical and effective selling force not only in St. Louis and surrounding territory, but also throughout KKOK's primary area, extending from Eastern Missouri into Southern Illinois, Southwestern Indiana and Northwestern Kentucky.

TEXT OF THE CONTRACTS SIGNED NOV.
11 BY RCA, NBC AND COLUMBIA
RECOR TAX CORP. WITH THE AMERICAN FEDERATION OF MUSICIANS:

This is to advise you that during the term of this contract, you may employ members of the AFM upon the following terms and conditions:

1. You shall use only members in good standing of the AFM for the performance of all instrumental music in record- phonograph records and electrical transcriptions, (hereinafter sometimes referred to as "Recordings",), and when employing persons who are eligible for membership in the AFM you shall employ only such persons as shall be members thereof in good standing.

2. We shall exercise full authority in the selection of any local or members of the Federation engaged in recording or pertaining to such recording activities shall do nothing in derogation of the terms and intent of this agreement.

9. Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information to connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Connecticut.

Other Data Required

6. Upon the execution of this agreement you shall promptly furnish to the Federation a copy of your current catalogue of recordings, and thereafter from time to time thereafter, you shall promptly supply a copy of all supplements thereto.

4. You shall not retain, request, induce, or in any manner attempt to influence any member of the Federation to perform for recordings, or render services pertaining thereto, except as permitted by this agreement.

5. You shall not dub, re-record, or re-transcribe any recordings except upon previous written notice of such intention to be given to the member by whose performances the recordings were originally employed, as well as to the Federation; and upon payment to the said member of the full scale for all performers applicable to such new use.

7. You shall not require members of the Federation to make phonograph records containing commercial advertisements or any recordings to be used by or for actors as accompaniment for or in connection with their performances.

8. No changes in our Constitution and By-Laws shall be made during the term of this agreement which shall contravene any provisions hereof.

9. All laws, rules and regulations of the AFM (a copy of which is herewith submitted) are made part of this agreement.

10. You shall pay our members for the services rendered by them in the making of recordings such as you may agree upon with them, but which in no event shall be less than scale.

Required Provisions

11. All contracts for recordings between you and members of the Federation shall contain the following provisions:

(a) "As the musicians engaged under the stipulations of this contract are members of the AFM, nothing in this contract shall ever be construed to interfere with or by any obligation which they owe to the AFM as members thereof."

(b) "Any member or members who are parties to or affected by this contract, whose services theretoe or covered there- by, are prevented, suspended or stopped by reason of any strike, ban, unfair labor order or any other cause beyond their control, shall be free to accept and engage in other em- ploy that is of the same or similar character or otherwise, for other employers or per- son whose services rendered by them, shall be made in the same manner as if there were no such prohibition; and all such obligations or liabilities whatever, any other provision of this contract to the contrary notwithstanding. This contract shall not become effective unless and until it shall be approved by the International Executive Board of the AFM."

12. In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the AFM the following:

(a) By phonograph records manufactured or produced by you or others, in whole or in part, from masters hereafter record- ed by you, containing performances by members of the Federation, and when phonograph records are sold by you or the licensee of your masters to others, payment equal to the following: 4-cent for each record, the manufacturer's suggested retail price of which does not exceed $5.00; 10-cent for each record, the manufacturer's suggested retail price of which is more than $5.00 but does not exceed $6.00, and 20-cent for each record, the manufacturer's suggested retail price of which is more than $6.00, but does not exceed $7.00.

(b) For electrical transcriptions, manufactured from masters hereafter recorded by you, containing performances by members of the Federation, and which are inten- ded for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to the following: for each record, the manufacturer's suggested retail price of which is more than $7.00 but does not exceed $10.00; 12-cent for each record, the manufacturer's suggested retail price of which is more than $10.00 but does not exceed $15.00; 20-cent for each record, the manufacturer's suggested retail price of which is more than $15.00 but does not exceed $20.00.

(c) You shall promptly furnish to the Federation a copy of all supplements heretofore or hereafter added to this agreement which shall be made pursuant hereto.

(d) You shall provide the Federation with a copy of any agreement with any phonograph record company upon whom any such recording may be retained, and the Federation shall have the right at any time to cause such agreement to be controlled by them.

(e) Any contract or any part of any contract entered into by you with the Federation shall be read in the state in which the contract was entered into, whether it be in any state of this Union or not, and any changes therein shall be made in the same manner as if the contract was entered into by you in the State of New York.

(f) You shall keep a proper record of all payments required to be made pursuant hereto.

Gingle Clause

For spot announcement transcriptions, commonly known as "Gingles", a like payment of 5% of the gross revenues shall be made.

Commercial electrical transcriptions manufactured for commercial broadcast- ing, intended for a single use and only so used, shall be no payment pursuant to the terms of this paragraph.

(c) All payments stipulated in this paragraph, shall be made within 15 days following each calendar half-year and shall be accompanied by a state- ment certifying all payments required to be made pursuant hereto.

The Federation at its option shall have the right to examine any accounts of your books and records relating to the subject of this agreement.

9. It is understood that your obligation to make the payments pursuant to this Paragraph shall continue after the expiration of the term or other term thereof.

10. The rights granted to you under this contract are hereby declared to be per- sonal to you and you agree not to transfer, assign or attempt to transfer or assign, this entire contract or any part thereof, or any contract or any part of any contract entered into by you with any member of the Federation, or any other person, to anyone else, without the written consent of the Federation, which consent shall not be unreasonably withheld.

Future Agreements

11. During this time period, we will not enter into any agreement with any phonograph record company upon whom any such recording may be retained, and the Federation shall have the right at any time to cause such agreement to be controlled by them.

12. We shall not make, or permit the use of your facilities for making, or other- wise offer to make any record or trans- cription which shall utilize instrumental music in the possession of any member engaged in the phonograph re- cord or transcription business produced by you, by your agents, lessees or licensees.

Jingle Clause

For spot announcement transcriptions, commonly known as "Gingles", a like payment of 5% of the gross revenues shall be made.

Commercial electrical transcriptions manufactured for commercial broadcast- ing, intended for a single use and only so used, shall be no payment pursuant to the terms of this paragraph.

(c) All payments stipulated in this paragraph, shall be made within 15 days following each calendar half-year and shall be accompanied by a state- ment certifying all payments required to be made pursuant hereto.

The Federation at its option shall have the right to examine any accounts of your books and records relating to the subject of this agreement.

9. It is understood that your obligation to make the payments pursuant to this Paragraph shall continue after the expiration of the term or other term thereof.

10. The rights granted to you under this contract are hereby declared to be per- sonal to you and you agree not to transfer, assign or attempt to transfer or assign, this entire contract or any part thereof, or any contract or any part of any contract entered into by you with any member of the Federation, or any other person, to anyone else, without the written consent of the Federation, which consent shall not be unreasonably withheld.

Renewal Provision

11. It is further agreed that any con- tract in existence at the termination of this contract, whether or not termination is caused by expiration, breach, or otherwise, made and entered into by you with any union, members of the Federation, licen- ced booking agents, personal managers, recording companies, symphony associ- ations or others, for the employment and renditon of services by members of the Federation, shall not impose any obliga- tion on the part of members of the Fed- eration to render further musical services for you under this contract in renewal, or any new one entered into permitting the same; in the event this contract is not renewed or any new one entered into, such members may, at their option, render services to any other without obligation or liability to you.

12. This agreement shall commence on the date hereof and terminate Dec. 31, 1947.

Your signature in the space provided below indicates your agreement to the above binding agreement between you, and ourselves.

"... more than his belly can!"

That old limerick is red hot news... now. You remember how it goes... "Oh, a strange bird is the pelican... his bill holds more than his belly can!"

That, to us, is the radio business today. Time for sale is a rarity. Orders come in over the transom. Every one is holding more than his belly can.

But there's going to come a time when we'll all go back to the days when advertisers will again ask... "How much for what?"

We'll welcome those kind of questions again. For W-I-T-H was started during the times a station had to sell goods.

Knowing our coverage, our popularity, and the cost of doing business, we have no fear of what the smart buyers of time will do.

The big buy in Baltimore has been W-I-T-H, the successful independent, for a long time. You'll find it true tomorrow as you found it today and yesterday.

**WITH**

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

Broadcasting • Broadcast Advertising

November 20, 1944 • Page 21
It is silly to think that the farmer leaves his field work to come in for cocktails at 2:00 or tea at 4:00, isn't it? But that apparently is the idea behind the one solitary “farm program” some stations out here now condescending to broadcast daily. If you'd hear their nightclub gags and their jive records you'd say, “Who would believe farmers would like that stuff?” The point is—they don't!

On Farm Programs, farmers want market reports because they need them as indices of when to buy and sell their grain and livestock. And they want these reports given—not blandly read—by a guy who knows what he's doing. They depend upon farm news and new requirements interpreted by a farm editor who knows and studies his farmers. They prefer live-talent shows enceed by a friendly chap who can personalize entertainment.

Those are the ingredients of KMA farm programs. Those are the reasons why KMA is the No. 1 Farm Station in this No. 1 Farm Market. And instead of one half-hour, we spend hours daily at this sort of thing. This area is 80% rural. It's only good business for us—and you, too—to make the No. 1 farmer our specialty! That's why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. Set your availabilities now—before it's too late!

**Cocktails— at 2:00?**

**COLUMBIA WIRE TO VINSON**

TEXT of the letter sent Nov. 15 to Judge Fred M. Vinson, Director of the Office of Economic Stabilization, by Edward Wallerstein, president of Columbia Recording Corp., follows:

It is now more than 16 months since July 5, 1943, when the United States Conciliation Service referred to the War Labor Board the dispute between Mr. Petrillo and the record companies. We have waited those 16 months for action by one or more branches of the Government.

We have waited 16 months since the first hearing before the War Labor Board on July 5, ten months since the end of the protracted hearings before the Panel appointed by the War Labor Board; eight months since the filing of the Opinion by the Panel recommending that the War Labor Board “exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1943, be restored;” seven months since the argument before the War Labor Board on the confirmation of its Panel's Report; almost five months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to lift his ban on recordings; three months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to show cause why its previous order had not been complied with and almost three months since the hearing on Aug. 17 on the return of that order to show cause. We have waited more than three months since the War Labor Board, apparently unable in any other way to enforce its order, certified the question to the President of the United States through your office and we have waited almost another six weeks since Oct. 4, when, as a result of your recommendations, the President, by request of Mr. Petrillo by telegram to end the strike. It is over a month since Mr. Petrillo replied to the President and refused to comply with his request. Despite that action by Mr. Petrillo which apparently disposed of Government action, we have waited another month since our telegram of Oct. 15 to the President pointing out that the statement in his telegram to Mr. Petrillo that the strike did not affect the war effort was inconsistent with the repeated findings of the War Labor Board and its Panel as a result of which, on the following day, Oct. 16, the President at his press conference publicly stated that he would study the laws to determine what could be done to enforce the War Labor Board's Order.

We have waited over three weeks since the Report on Oct. 18 that the President had referred the matter back to you to investigate the laws and since our telegram to you of Oct. 20 referring to the report that the matter was back in your hands and ending with the statement that unless you act quickly we will be compelled to accept Mr. Petrillo's terms. The economic pressures, on us are such that we can wait no longer and must now either sign or go out of business.

Since no action has been taken by the Government, we are today entered into a contract with Mr. Petrillo's union which will include provisions for payments by us directly to the Union, the principle which we have resisted for more than 26 months, which we contested before Government bureaus for 16 months and which, though successful in our contests, we are finally awarding the agreement of the Government's unwillingness or incapacity to enforce its orders.

**RCA STATEMENT**

RCA's announcement on the AFM contract, issued Nov. 11, follows:

RCA's Board has decided to resume recording immediately, and the President today entered into a contract with James C. Petrillo, president of the AFM, and the General Manager of RCA Victor Record activities.

This action ends the strike of 27 months. Speaking for RCA Victor, Mr. Murray said:

"In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the order. We had no alternative but to meet the demands of Petrillo who would accept no agreement to the Union's Treasury or to abandon our record business which would have resulted in losses to the public, our employees and members, our dealers and stockholders." Mr. Murray wired the RCA Victor to the above statement.

In another message to Victor Record distributors and dealers throughout the country, he said: "Record ban ended and new recording operations will start immediately. The first of a series of exciting new recordings will soon be on the way to you. Prepare for some of the most outstanding recordings of popular hits and musical masterpieces in Victor's history."

"There is a great deal of excellent music waiting to be recorded by the world's great artists. The show business throughout the world will relish that they may again enjoy music they want when they want it."
THESE BIG CITY FOLKS LIKE THEIR HILL BILLY TUNES

AMONG New York's millions of metropolitan and suburban radio listeners, you will find a great and growing group with whom "The Hill Country Jamboree" is a made-to-order program. To this specialized audience of loyal listeners, and the mail count backs the statement, 6:30 to 7:00 p.m. every weekday is "must" listening time for WOV. A few participating periods on "The Hill Country Jamboree" are still open for sponsorship. Wire or phone for details.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLYRA, Nat'l Rep.
CIAA SERIAL GIVES FEDERAL VIEWPOINT

A BATTERY of 12 shortwave transmitters is directing to all listeners in South and Central America a serial program in which the Office of the Coordinator of Inter-American Affairs for the first time comes out and states the position of the U.S. Government in regard to the present pro-Fascist regime in the Argentine.

Such responses as have been received by early last week, after the first two broadcasts, were said to be favorable, but some unfavorable reactions are expected directly or indirectly from groups close to the Nazi interests in L. A. Argentina was reported to have already taken steps to counteract the CIAA program via its own radio facilities. Program goes out in Portuguese on three transmitters at 6:30 p.m. Thursday and in Spanish on nine stations at 8:30 p.m. Titled *El Destino de America*, it was introduced at the suggestion of the

Goodyear Success

*GOODYEAR TIRE & RUBBER Co., Akron, found its spot campaign for Neolite, a new shoe product, so successful with transcribed 30-second chain breaks on some 80 stations in 61 markets, that other stations are being added to the list, according to Compton Adv., New York, agency for shoe production. Campaign started five weeks ago. Young & Rubicam, New York, handles institutional advertising for Goodyear and a network program for soles and heels which starts Nov. 21 on MBS, featuring Roy Rodgers, cowboy actor.*

State Dept., which checks scripts to conform with State policies, for the first cycle of a new series on Inter-American cooperation. Program is tentatively scheduled to continue for 13 weeks, subject to revision since its run will be governed by progress in the realignment of the Argentinian government to Allied sympathies.

FACTOR!

A longtime basic industry of the tri-state area of Louisiana, Texas and Arkansas is the lumber industry. Within this area are to be found more than fourteen million acres of pine and hardwood, and today, hundreds of mills are running at peak production, turning out vast quantities of pulp wood and timber to meet the demands of war. This increased production creates new expendable income for the workers in this industry. It also assures advertisers of an active market....a market which only powerful, 50,000-watt KWKH covers effectively and completely.

AFM DISC ANNOUNCEMENT

The AFM issued the following statement Nov. 11 announcing that contracts had been signed with RCA, NBC transcription division and Columbia Recording:

The RCA-Victor Division of the Radio Corp. of America, the Transcription Division of the National Broadcasting Co. and Columbia Recording Co. have entered into agreements with the American Federation of Musicians for the employment of musicians in the making of recordings and transcriptions.

This is the greatest victory for a labor organization in the history of the labor movement. The AFM is the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings.

By their past conduct, these companies have shown that they are not amicably disposed to do business with the AFM. Instead of showing friendliness, they have displayed bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil War days. In their attitude toward the AFM and its members, they have acted as though the musicians they wished to employ were their vassals and slaves.

Instead of meeting the officers of the AFM to negotiate fair terms and conditions of employment, they refused for many months to engage in negotiation and, on the contrary, resorted to a vile, indecent, malicious and filthy vilification of the AFM and its officers. They substituted for the ordinary, usual and fair processes of collective bargaining, charges of sound slinging, dirt throwing and false propaganda.

Fair Dealing

It is inconceivable that in this day and age these large corporations should hire agents to slander and inflame the public against the AFM by false and malicious representations of what is an ordinary controversy pertaining to labor relations. They have substituted in this controversy employer activities of the kind and type indulged in over half a century ago in the steel industry, when the employers stopped at nothing to defeat the just demands of their employees.

Let it be remembered that the AFM in this entire controversy asked for nothing more than the adoption of a principle of fair dealing with its members, who were being thrown out of employment by the use and operation of mechanical devices made and manufactured by the members of the AFM. Never was a more just proposal submitted to an employer on behalf of workers than the proposal submitted by the AFM to these employers. That is established by the fact that over 110 companies have submitted the proposal submitted by the AFM as the solution to a problem of employment created by the industry in which these employees are engaged.

This is not only a victory for the AFM but a victory for all organized labor, in that sentimental employers, seeking to thwart and throttle the rights and just demands of their employees, have been defeated in their efforts. Honesty and fairness have triumphed over falsity and fraud. It may be well for these companies to understand that the AFM and its members will not tolerate a contiguity of such past activities and conduct. The AFM expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with these companies and leave them to die by their own nefarious schemes.

Harvest Series

MASEY-HARRIS Co., Racine, Wis., will sponsor a series of 13 quarter-hour broadcasts highlighting the events of the self-propelled Harvest Brigade. The transcribed dramatizations will be aired over 22 stations in the wheat belt. They tell the story of the tremendous harvest results when special Masey-Harris harvesting machines, released by the government, and volunteer workers got together to bring in the crops.

KRLD, Dallas, Texas...

...You have perfected AP to an all-time, high in radio news services.

Clyde Rembert
Managing Director

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

YOU CAN'T Afford To Miss This Action

The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

KWKH
CBS • 50,000 WATTS

BROADCASTING • Broadcast Advertising
Long before you could walk or talk... long before a book was put into your young hands... you heard the words and phrases you would later use. Music, too, entered your consciousness (as it does today) through the auditory nerve.

Modern language-study begins with hearing foreign words, phrases, idioms... to be augmented later by reading the niceties of grammar and syntax. Does any of this hint at the power of radio, which is, obviously, a medium of sound as well as a sound medium?

In the primary areas of Westinghouse, 18,000,000 Americans are in a position to learn by ear... the news of the moment, the music of the ages. While they are being entertained, this vast group can also learn by ear what the sagacious advertisers of America offer for their well-being and profit.

These sales-messages have an added advantage: The warmth of the human voice to underscore their friendly tone, their conviction. Tap this power in your own sales-territory, through NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - KYW - KDKA - WBZ - WBZA
EVER WONDER WHAT GOES DAILY "TO AND FRO" ACROSS THE EAST RIVER?

New York subways, bridges, trolleys, busses, carry the greater portion of Brooklynites daily to and from Manhattan. Another Brooklynite that reaches out to all the other Boroughs every day is WBYN, Brooklyn’s own full time radio station . . . incorporates the added coverage of all New York!

WBYN is the major coverage solution for the major section of New York, the surest way to reach a 3 million population city . . . DIRECT! The story of WBYN’s unique “minute programming” is told to millions in daily ads. Exclusive Racing Results, Continuous Music, Minute News . . . all day.

For a pleasant surprise in coverage per dollar write for our latest brochure.

KQW Is Squeezed In Labor Squabble
NABET Files Charges After IBEW Lifts Member Card

AN UNFAIR labor practice charge was filed last week against KQW San Jose, Cal., by the National Assn. of Broadcast Engineers & Technicians, as an outgrowth of the efforts of the station’s technicians to switch their union affiliations from the International Brotherhood of Electrical Workers to NABET.

The action was filed with San Francisco regional office of the National Labor Relations Board after Carl B. Reimers, an engineer, was discharged by the station, allegedly as the result of pressure applied by the IBEW which had revoked Mr. Reimers’ union membership. The engineer was charged with disloyalty to IBEW, advocating or attempting to bring about a withdrawal of KQW technicians from IBEW, creating dissatisfaction among the members of IBEW, etc.

Coercion Claimed
A substantial majority of the station’s engineers had already signed representation cards with NABET which had filed a petition of certification with the NLRB. As the result of IBEW’s action in cancelling Mr. Reimers’ union card and demanding his discharge, NABET contends, the technicians have been coerced into abandoning their intentions of transferring to NABET.

NABET is charging KQW with discrimination in favor of IBEW and claims that the union action against Mr. Reimers was arbitrary and in violation of his constitutional rights. It is relying on a decision by the Board in the Rutland Court Owners Inc. case (No. C-1639) in which it was held that members of a union were within their rights in joining another union and pointed out that a union could maintain perpetuity simply by expelling a member.

The attempted switch of KQW technicians was the result of dissatisfaction with IBEW following revelation of the Petrillo-Brown agreement to award platter turning functions of the IBEW technicians to the musicians [BROADCASTING, May 8 et seq].

School Expands Time
AMERICAN SCHOOL, Chicago (correspondence school), Oct. 29 started Samuel R. Zack’s hour-long labor arbitration program on WMCA New York, and has also started participations on WJZ New York. Business placed through Equity Adv., New York, agency for eastern advertising. A spot radio advertiser for the past several years, the school may start a network program the first of the year. Reinecke-Ellyounggreen & Finn, Chicago, places advertising in the West and Midwest.
You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) NBC ortho

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

Buy Bonds. Keep on Buying.
Keep 'Em Flying.
H. E. Stephenson
Elected by ACA
30th Annual Meeting Hears Measurement Bureau Data

By JAMES MONTAGNE
THE 30TH ANNUAL MEETING of the Association of Canadian Advertisers (ACA) held at Toronto Nov. 8-10, elected as president Harold E. Stephenson, advertising manager of Canada Starch Co., Montreal; presented a silver medal for greatest contribution to Canadian advertising in the radio medium to Harry Sedgwick, CFRB Toronto, and heard reports on the Bureau of Broadcast Measurement.

Sessions of the afternoon of the opening day were devoted to a study of the recently formed Bureau of Broadcast Measurement (BBM), on the board of which are members of the ACA, advertising agencies and Canadian broadcasters. The first audit bureau of radio listenership, its operations and methods of obtaining data were described in detail by Walter E. Elliott, of Elliott-Haynes, Toronto, researchers for BBM. The discussion on BBM followed a luncheon address on consumer panels by Sam G. Barton of Industrial Surveys, New York.

E. G. Lewis, publisher of Canadian Broadcaster was luncheon speaker on Nov. 10, under the title "Radio Is a Guiney Pig".

Harry Sedgwick, managing director of CFRB Toronto, and chairman of the board of the Canadian Assn. of Broadcasters, who for several years has been director of the

FOR HIS CONTRIBUTION to Canadian advertising during the year, Harry Sedgwick (†), managing director of CFRB Toronto, is presented with the silver medal of the Assn. of Canadian Advertisers by R. L. Sperber, retiring president.

New York office of the Canadian government's Wartime Information Board, was presented with the ACA silver medal for his contribution to Canadian advertising. ACA's gold medal for distinguished contribution to Canadian advertising during the year went to B. W. Keightley, Canadian Industries, Montreal, and silver medals to Hector Fontaine, Canadian Adv. Agency, Montreal, and C. R. Vint, Colgate-Palmolive-Peet Co., Toronto. Speakers included:

Hedleigh Venning, Shillit's Ltd., Toronto, and S. R. Skelton, Goodyear Tire & Rubber Co. of Canada, Toronto, who spoke on sales promotion; G. Walter Brown, Bristol-Myers Co. of Canada, Montreal, who spoke on management and advertising agency; Elmer Wheeler, whose topic was "Word Magic"; P. K. Abrahamson, Borden Co., New York, who discussed the planning of future campaigns. Annual dinner speaker was R. K. Scudder, member of the board of governors. Canadian Broadcast Center, and editor of Toronto Saturday Night.

Officers elected were in addition to president Harold E. Stephenson, vice-presidents E. L. Pearsen, Canadian Celulon Products Co., Toronto; H. J. G. Jackson, Chrysler Corp., of Canada, Windsor, Ont.; N. R. Powter, Howard Smith Paper Mills, Montreal; George S. Bertram, Swift Canadian Co. Toronto; J. F. Lyons, Manufacturers Life Insurance Co., Toronto, who was reappointed treasurer. Elected to the ACA board of directors were Athol McQuarrie, managing director and general manager of ACA, Toronto; E. R. Bankert, Northern Electric Co., Montreal; R. Chamberlin, Shell Oil Co. of Canada, Toronto; B. Harold Smith, Dominion Rubber Co., Montreal; B. L. Sperber, Sterling Products, Windsor; George Blinback, Bauer & Black, Toronto; Lee Trenholm, Underwood Elliot Fisher, Toronto; A. Usher, RCA Victor Co., Montreal; T. H. Venning, Shillit's Ltd. Toronto; and Murin Whitlock, Courtaulds (Canada) Ltd., Montreal.

BLUE NETWORK

W Y O U N G S T O W N O H I O

28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco
The Story of
The Innocent Bystander
[WHO DIDN'T GET HURT!]

WHAT a head-on collision that turned out to be! It was like this: Kate Smith starts in the Sunday at 7 spot on September 17th with a rating of 11.8. On October 1st Jack Benny returns to his old stand and gets a Hooper of 18.5. Miss Smith drops to a 4.7. On October 15th Hooper gives Benny a 16.6, Kate goes to 6.5.

The Innocent Bystander

So both Smith and Benny have thousands of dollars of promotion behind them, and the best supporting talent money can buy. So CBS and NBC are determined to make it the struggle of the century, and they are in there pitching. And what happens?

Over on the Blue is an innocent bystander, doing his own job about as usual. And he is doing fine, thank you.

The Blue's innocent bystander, Drew Pearson, is also in the slot on Sunday at 7. The Blue and Pearson buck two giants and come up with these Hooper figures:*

<table>
<thead>
<tr>
<th>Date</th>
<th>Hooper Rating</th>
</tr>
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<tbody>
<tr>
<td>September 17</td>
<td>8.3</td>
</tr>
<tr>
<td>October 1</td>
<td>9.9</td>
</tr>
<tr>
<td>October 15</td>
<td>11.2</td>
</tr>
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Add it up for yourself. The Blue and Pearson are 4.7 points ahead of Smith, and only 3.4 behind Benny—and without abnormal promotion.

All right. Now along comes Walter (national institution) Winchell at 9 P.M., and he and the Blue promptly get a higher rating than all the other networks put together. And then the Blue keeps going for the rest of that hour, and winds up with a total of 56 Hooper points, against a total of 44.2 for the nearest competing network.

All right again. Now take a look at the Blue any weekday morning. Here you will see the youngest of the networks consistently attracting a larger audience than any of the other networks.

MORAL: These Blue ratings are not accidents. The Blue consistently delivers with Pearson. It delivers with the Winchell-Hollywood Mystery Time-Fidler combination. It delivers every weekday morning. A lot of other times, too. GOOD SHOWS ON THE BLUE CAN DELIVER THE RATINGS.

*The figures represent the 27 Hooper cities in which Pearson broadcast from 7 to 7:15 P.M.

"THIS IS THE Blue NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.
Reaction of Press to RCA, Columbia Disc Contracts . . .

WITHOUT EXCEPTION, newspaper editorials received up to last Friday on the capitalization of the recording companies sharply criticized Mr. Petrillo and blamed the Government for being unable to prevent the APM leader from exercising dictatorial powers. Most editors saw in Petrillo's "victory" a dangerous precedent in employer-employee relations and in social policy, likening the payment of fees to the imposition of a private tax collected by a union. Legislation by Congress to curb the powers of unions was called for by a number of leading newspapers.

Excerpts from the editorials follow:

New York Times

... A crucial precedent has been established that other unions may be expected to follow. If one union can force the American people to pay a private sales tax on the product that it helps to make, why can't other unions? If one union can force employers to supply the funds for a private relief scheme, why can't other unions? If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, most inevitably spread. Congress and the Supreme Court between them have put into effect sweeping immunities which make it perfectly legal for union officials to commit anti-social acts which would be illegal if committed by anyone else. As long as this situation lasts, the Petrillo move will move from victory to victory.

New York Herald Tribune

If one union can levy a tax on an industrial product, why not other, ad infinitum, with the public inevitably paying the piper? It epitomizes the egregious favoritism with which the Roosevelt administration from the very beginning has treated labor, in the laws it has jammed through and in their enforcement. The present Supreme Court has added to its own contribution to a situation in which, as Petrillo has dramatically demonstrated, the country is helpless against the arrogant behavior and demands of a labor czar. Pretty, isn't it?

Wall Street Journal

It is true that in this particular conflict Mr. Petrillo could not actually compel the companies to continue the recording industry. The law, of course, could not do this, and the companies had at least the option of going out of business. But that

"option" is no option in any system of law. It helps to bring us back to the ultimate fact in the whole matter of employee-employer relations, which is that, practically alone among social relations, they are still outside the sphere of law which includes the others that are conceived in terms of law. Unless that fact is kept in mind, the treatment of the labor-capital problem will be confused and unfruitful. Roosevelt on either side or both rely on force as the last resort the problem will be handled, just as under the principles which govern all our other relations to the individual.

Washington Post

We are glad that Mr. Petrillo had the effrontery to defy outraged public opinion and the law in his last flare-up. It is good that he has exposed the lack of legal machinery for dealing with unions. Anti-social union demands of the kind put forward in this instance. The sinister significance of the Petrillo triumph does not lie in his ignoring of union laws, but rather in its implications for the future. If one union can compel the employers of an industry is a condition of permitting its members to work for them, there is nothing to prevent other unions from enriching their treasuries of similar means. Nor, in view of the inadequate supervision exercised over the employment of union funds, is there any way of preventing the dissipation of the out-and-out squandering of such accumulations by union officials.

Since there appears to be no way to thwart the activities of Mr. Petrillo under existing law, the duty of Congress is plain. It should act promptly to suppress anti-social reveils that can not be worked with impunity, provided they do not interfere with the conduct of war.

Washington Star

The remedy, if there is to be a remedy, lies within public opinion and the Congress. The present Supreme Court has conferred a virtually total grant of immunity on unions in matters of this kind, and it is not in the least surprising that the President found nothing in the law books that would be useful against Mr. Petrillo. The court, in effect, has abandoned the laws which formerly might have been invoked in a situation of this kind, and this means that nothing can or will be done unless and until an aroused public demands of Congress enact legislation to forbid or regulate union practices which are inimical to the public interest but which, nevertheless, are steadily expanding.

Washington News

What Mr. Petrillo has done officials of other unions can do, and many doubtless will. The result may well be that hundreds of millions of dollars a year will be taken from the public, in higher prices for goods, and paid into union treasuries. So, possibly, the public may be interested to know why it was possible for Mr. Petrillo to win this famous victory.

A month ago, President Roosevelt said he believed to the law that might be invoked against Mr. Petrillo. It must be assumed that the law failed, if one was made. It could not succeed because Mr. Roosevelt's opponents in the U.S. Supreme Court have held labor unions immune to private law for almost any conceivable form of trade-union activity. And because Mr. Roosevelt has helped union officials to block all efforts of Congress to correct the effect of the Supreme Court decisions.

Ice Cream Plan

BLUE RIBBON ICE CREAM Co., New York, with distribution in the East, has appointed Lester Harrision Assoc., New York, as agency. Spot radio will be used in conjunction with outdoor advertising.

If we used a thousand words, we'd never be able to do a better job of explaining why WIBW is such a tremendous influence throughout Kansas and well into adjoining states.

WIBW IN "The Voice of Kansas" TOPEKA

MARCH

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Represented Nationally by HEADLEY-REED CO

Page 30 • November 20, 1944
Beverly Loyd, Miss Oregon of 1940, and Carol Worth, 1942 winners, have both found fame and fortune in Hollywood. Now, Thomas Mitchell appears with the first two contestants for the Sixth War Bond drive Miss Oregon title, Doreen Foelker and Bernice Layton, on KGW’s “620 Time”, authored and produced by KGW staff from the stage of the Broadway Theater.

C. T. HAAS...
CHAIRMAN OF MISS OREGON COMMITTEE
SAYS... The selection of a lovely girl to be Miss Oregon, as a symbol for outstanding public occasions is an honored Portland tradition. Many former winners have become Hollywood and radio stars. For the Sixth War Loan drive, KGW is cooperating with the war finance committee in presenting Miss Oregon candidates on “620 Time”, KGW’s sparkling weekly bond show at the Broadway Theatre, with famous guest stars. Lovely girls and KGW showmanship make a combination hard to beat. KGW’s public service programs are topnotch entertainment.
U. S. Shows Favored

NOVEMBER national evening popularity ratings for Canada released by Elliott-Haynes Ltd., Toronto, places Charlie McCarthy as top program with a rating of 36.5, and 78% of the 49.9 (sets in use) rating. Radio Theatre was second with a rating of 35.6, followed by Fibber McGee & Molly, Album of Famous Music, NHL Hockey Games (Canadian program), Bob Hope, Waltz Time, Treasure Trail (Canadian quiz show), Frank Morgan, Aldrich Family, L. F. for Lankie (Canadian program), Reader's Digest, Adventures of the Thin Man, John & Judy (Canadian program), and Share the Wealth (Canadian quiz show). First place in the November French-language national program rating goes to Ceze qu’en Aime with a rating of 33.3, followed by Metropolis, Les Secrets du Dr. Morhanges, Course au Trésor, and Café Concert.

GALVIN MFG. Corp., Chicago (Motorola Radio) announced the appointment of Mueller & Sohly, Omaka, as distributor in the Nebraska territory.

Carlin Quits Blue; Silent on Future
Declines Comment on Report He Will Join Kobak at MBS

PHILLIPS CARLIN last week resigned as vice-president in charge of program operations of the Blue Network, announcing no future plans except for a vacation of three or four weeks with Mrs. Carlin in Miami. Declining to discuss reports that he might follow Edgar Kobak, former Blue executive vice-president who today (Monday) assumes the presidency of Mutual, to an executive post at that network, Mr. Carlin said merely that he had no plans to announce at this time. MBS executives likewise refused to comment on the possibility beyond admitting what was already well known, that they are looking for someone to head the overall news, special events and program operations. Fact was stressed that this would be a new position and that the appointee will not replace the current heads of those individual operations, who are expected to continue in their present posts.

Pioneer Announcer

Starting in radio in 1922 as an announce on WEAF New York, Mr. Carlin subsequently became manager of the station. When NBC was formed he was named assistant eastern program director of the network, progressing to eastern program director, manager of sustaining programs and assistant to the vice-president in charge of programs.

When the Blue was separated from NBC, Mr. Carlin went to the Blue as vice-president in charge of programs, becoming vice-president in charge of program operations earlier this fall, when

New CKTB Ownership

CKTB St. Catherines, Ont., has sold by the estate of the late E. T. Sandell to the Niagara District Broadcasting Co., whose president is Capt. W. B. G. Burgoyne, now overseas with the Royal Canadian Artillery. For the present CKTB will be under the management of H. B. Burgoyne, father of Capt. Burgoyne, and managing editor of the St. Catherines Standard. It is understood that the new owner has no connection with the newspaper. There has been no announcement of changing of staff or operations of the station, sale of which has been sanctioned by the Canadian Broadcasting Corp., and C. D. Howe, Minister of Munitions & Supply, Ottawa. CKTB now operates with 1,000 w on 1560 kc, and has been given permission to increase power to 5,000 w under Havana Treaty limits.

Hubbell Robinson Jr. joined the network as vice-president in charge of programming and production [Broadcasting, Oct. 2]. This was the first change in Blue executive personnel following the appointment of Chester J. LaRoche as vice-chairman and operating head of the Blue a week before. Mr. Robinson went to the Blue from Young & Rubicam, of which Mr. LaRoche had formerly been chairman of the board.

In an exchange of letters between Mr. Carlin and Mark Woods, Blue president, expressing mutual regret at the termination of a long association, Mr. Woods wrote: “We had hoped you would continue in your present position as a member of what we believe will be an outstanding network program and production department, or accept the role of chief officer in charge of television, facsimile and frequency modulation. Your decision not to accept either of these important positions is indeed a disappointment to all of us.”

Mr. Kobak was in charge of FM, television and facsimile and also of construction for the Blue during his last month with the network.

KSUB Joins CBS

KSUB Cedar City, Utah, joined CBS Nov. 1. Station operates with 100 w on 1540 kc.

COVER THE ROME AREA CONSISTENTLY DAY AND NIGHT BY INCLUDING WRCA IN YOUR NEXT SCHEDULE

Twice as many GRAND RAPIDS listeners as any other station anywhere

... and GRAND RAPIDS is Michigan's greatest market outside Detroit
Another chapter in the WIZE Success Story

Mr. Adna Karns,
Radio Station WILE,
Springfield, Ohio.

Dear Mr. Karns:

Three years ago when the Burger Brewery signed their initial contract with WIZE, we, of course, expected results.

Now, after 36 months on WIZE we are pleased to report that results far outstrip our earlier expectations.

As you know, the past two years have been looked upon more or less as an obstacle course by members of the Brewing Industry. And in view of the hardships we have encountered (and are encountering) I thought it expedient to express our appreciation of the job WIZE has done for Burger Beer.

Best wishes for the future,

J. F. Koone
Vice-President

A letter such as this one is indicative of an increase in a station's stature and prestige... WIZE does get amazing results, and if you have anything to sell to the Springfield, Ohio market, you too can reach new heights with WIZE.

National Representatives, WEED & CO.
BEFORE SUCH THINGS AS "MONEY-MEN"

UNITED Nations Institute for Postwar Security met in Cincin- nati November 17-18 under the auspices of the Cincinnati Chapter of the Foreign Policy Assn., in cooperation with the Cincinnati Enquirer and WLW Cincinnati to consider problems of the victory and of postwar security. General chairman of the insti- tute is James D. Slous, vice-presi- dent of the Crosley Corp. Scheduled to be present at the sessions were Sen. Joseph H. Ball (R-Minn.), Har- old Butler, with the British Embassy, Washington; Dr. C. M. Chen, former member of the Chinese Cabinet, now with the Chinese Embassy, Washing- ton; Paul Guerin, head of the French office for postwar studies in the U. S.; Vladimir Kazakevich, Russian econ- omist; Dr. Leo Pasvolsky, special as- sistant to the Secretary, U. S. Dept. of State; Francisco Castillo Najera, Mexican ambassador to the U. S.; Clark Eichelberger, director of the League of Nations Assn. and of the Commission to Study the Organiza- tion of Peace.

**Homes for Vets**

HOUSING problems of returning ser- vice men will be aired on Of Apart- ment Clinic, scheduled to start some- time in December on WHN New York. The weekly quarter-hour program will be sponsored in cooperation with the Civilian Defen se Volunteer Office vac- any listing bureau. Designed to assist discharged veterans in locating living quarters in New York, the program may have as its former New York Mayor Jimmy Walker. It is also planned to have house-owners furnish the station with lists of available apartments.

**Music Masterpieces**

BORROWING the title from David Ewen's book Music For The Millions, WHN New York has presented a weekly half-hour program of classical music, featuring each week a number selected by his well-known person- ality who believes serious music should have a wider following. To listeners writing the letter on their reac- tion to the disc will be sent copies of Mr. Ewen's book, an encyclopedia of musical masterpieces.

**Swap Program**

PROGRAM for "those days of short- ages" has been devised by CJAT Trail, B. C., in Swap Shop, audience partici- pating half-hour weekly afternoon program to which participants must bring some article to exchange. Each participant called to the microphone exhibits the article to be swapped and a trade arranged with some other member of the audience.

**Garden Tips**

WINTER GARDENING series has been started by CGB Vancouver with advice on what to read, what to do in winter for the summer garden. Weekly series includes talks on de- signing and altering the garden, win- dow gardening, Christmas flowers, early sowings in greenhouses, and similar topics.

**'Yank' on NBC**

THE Army Weekly, Yank, circulated only among the armed forces, will be- come familiar to civilians through a half-hour program based on its news and editorial column, to be heard on NBC, Saturday 1-1:30 p.m., begin- ning Nov. 25. Yank will present dramatizations of GI letters, battle stories written by Yank correspond- ents; and "fox-hole" discussions. Ra- dio personnel of Yank will produce the show under supervision of NBA.

**Vet Case Histories**

SO THAT Canadians may know what is being planned and accomplished for returned war veterans, the Canadian Broadcasting Corp. in cooperation with the Dept. of Veteran Affairs is weekly dramatizing on its networks the case histories of men discharged from the services. In Honorable Dis- charge the man or woman whose case is dramatized is present in the studios for an interview after the dramatization.

**Swindle**

Represented by THE BRANHAM CO.

By any yardstick in those years
By any yardstick NOW

WCPO is Cincinnati’s best buy!

WCPO CINCINNATI'S NEWS STATION

Page 34 • November 20, 1944
Several years ago an unexpected frost in Southern California wiped out more than half of the citrus crop... cost orchard owners more than fifty million dollars! Today, California citrus growers make it their business to stay one jump ahead of Jack Frost.

For five years now, it has been part of KFI's business to help citrus growers do just that.

Nightly at 8 P.M. during the frost season KFI broadcasts detailed frost warnings by remote lines from the Fruit-Frost Station of the U.S. Weather Bureau. By regulating orchard heating operation according to this service, orchard owners now beat Jack Frost to the punch.

Here again is evidence of KFI's policy of adding purposeful local service to its top-ranking program structure. Hence, KFI's undisputed leadership in the rural as well as urban areas of Southern California.

Valuable Weather Chart
Developed by KFI

This unique weather chart, printed in four contrasting colors for quick reference and study, outlines all the temperature and climatic zones of Southern California, as well as frost warning districts. Developed by the Agriculture Department of KFI in collaboration with the United States Weather Bureau and farm industry leaders, this new chart offers valuable factual data never before compiled. The United States Weather Bureau recently adopted it as the official definition of Southern California temperature and climatic zones. Offered at the cost of 10¢ to cover mailing and handling, KFI's Weather Chart has already been requested by thousands of agriculturists throughout California.

KFI... NBC for Los Angeles
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES
Barle C. Centuony, Inc.

Edward Petry and Company, Inc., National Representatives
63,000 FOOTBALL FANS SEE NAVY VS NAVY GAMES are broadcast exclusively.

NAVY FOOTBALL GAMES

Play by play: Bill Slater
Color: Bailey Goss
Sponsored by Atlantic Refining Co.

NATIONALLY REPRESENTED
NOTRE DAME IN BALTIMORE STADIUM

NATIONAL SPORTS PARADE

with Bailey Goss -- 6.05 P.M.
and 11.05 P.M. Daily
Sponsored by National Brewing Co.

EDWARD PETRY & CO., Inc.
Jimmy’s ‘Spike Fence’

JAMES CAESAR PETRILLO has done it again. He is now the most powerful labor leader in the country, dollar-wise. The capitalization of RCA-NBC and CBS to Jimmy’s private WPA on recordings, in Jimmy’s own words, “is the greatest victory for a labor organization in the history of the labor movement.” He has set a precedent by which all labor unions, using a variation of the same private tax system, can saddle on the public extortive imposts, un molested by Uncle Sam.

RCA Victor, NBC Recording and Columbia Recording can’t be criticized for their surrender. It ordering businesses. Jimmy was that powerful. He was strong enough to tell all and sundry, Congress, the courts, the NLWB and the President himself that war efforts to the contrary, his musicians wouldn’t record unless the companies submitted to his private WPA.

Jimmy estimates his union will realize about $40,000,000 in the third quarter of his system. He discloses he won’t decide what will be done with the money until he gets a couple of million in bank. He is responsible to no one as to how he uses that money. Evidently he can perpetrate himself in office and is no longer wholly dependent upon AFM membership. He even forced RCA-NBC and CBS to agree to onerous provisions which allow Jimmy to terminate the recording agreements at his will. If they say things he doesn’t happen to like, Jimmy opines, he will break off relations “and leave them to die by their own nefarious schemes”.

That’s bitter medicine in a democracy. But Jimmy gets away with it because an impotent or unwilling Government permits him to and because the law leaves him scot-free. It isn’t a case of having slipped one over either; Petrillo’s thundering stampede has evoked a heavy and consistent barrage of editorial criticism.

Certainly other labor leaders will emulate Jimmy. He has established a vast power which permits labor unions to extort a private tax on every item of commerce produced by union workers. The return from such taxation would be many-fold that gathered in by unions in membership dues. In one quarter Jimmy was quoted as having said that he intended to build up the AFM treasury to 100 million dollars.

In past labor negotiations, the networks invariably have been the first to come to grips with the labor unions, setting the pace. There have been frequent accusations that the networks have “sold the stations down the river”. Certainly in this instance there is no such attitude. The network companies (the networks themselves were not involved) exhausted every conceivable avenue in attempting to stave off establishment of the repugnant principle of direct payment to a labor union on a “make-work” base. It was a courageous stand, but a crushing defeat.

As far as recording the recording agreements, has completed another segment of his “spike-fence” encirclement of radio. First he evolved his “Schedule A” agreement with networks and affiliated stations. If an affiliate does not hire a fixed quota of musicians as Jimmy dictates, he declares that station “unfair” and he can prevent network service to it, under threat of pulling the plug on the networks insofar as music is concerned.

He now has complete control over transcriptions too, blocking another important program source. Segment 3 is the platter-turner issue. If successful, the encirclement will be complete, for then not even phonograph records could be performed, since AFM members would be the only ones authorized to engage in the arduous and highly-skilled function of placing a playable disc arm on a record and of turning the platter.

In view of Jimmy’s rebuffs, the Administration’s face must be red. Certainly the NLWB has been humiliated. Congress has been humbled. The courts find themselves powerless. Perhaps Congress, which makes the laws, will see the light.

Shades of Cameron

FOR YEARS Henry Ford intermittently has been a radio problem child. He wants to use the medium, but evidently insists upon dictating how, presumably as he does at his plants, which are remarkable for their production output and capital investment. But radio isn’t susceptible to the same kind of control.

There was the situation, of unpleasant memory, involving William J. Cameron on the Ford Sunday Evening Hour. The program was dropped by CBS when Mr. Cameron’s talks brought complaint. Mr. Cameron was an official of Ford—not a commentator or newsmen. He talked about issues, not products or production.

Mr. Ford was inveighed back into radio with his Watch the World Go By on the Blue several years ago. Earl Godwin, an accredited newsman, made quite a job of it for quite a spell. He left the program for reasons still somewhat hazy. Then came Elmer Peterson, likewise an able correspondent, and after a relatively brief tenure he was succeeded by the competent Ray Henle. After a few weeks, Mr. Henle was off.

Mr. Henle’s successor was Clifford Prevost, former Detroit Free Press Washington correspondent and ex-president of the National Press Club. He was a capable and far-flung flight journalist until he turned in his press credentials earlier this year to join the Ford company as its Washington representative.

The question of integrity or responsibility doesn’t enter here. Cliff Prevost is a respected and highly popular former newspaperman. But he had been quoted as saying that he was a correspondent on the Blue Network as a radio commentator and Washington correspondent. Even with the most objective handling, there are bound to be complaints—from labor if perchance he slants a particular situation; from a political party if he emphasizes one development only.

Now we learn that Mr. Prevost has been detached and, after a while, no longer will be heard as a news voice representing Mr. Ford’s interests. There is apparent here the suggestion that what a commentator says must have “front office” approval, whether the commentator is legitimately a news man or ostensibly so. Pure journalistic principle augurs against what a company wants. When a commentator is an executive or a hired man, radio can’t condone such a trend.

News is a commodity but it is a commodity of newsmen, not sponsors.

(Continued on page 40)

Our Respect To –

ARTHUR CAMPBELL STRINGER

"I ALWAYS keep four or five balls in the air at the same time," says Art Stringer, as he describes his NAB activities. "They call me Director of Promotion. But, hell, I don't direct, I promote."

And throughout his career he has run the gamut of promotions—cheesecake, food, mosquitoes, newspapers, radio, war.

Now that he is promoting for the NAB, the bulk of the war work of that organization falls to his lot. "There or from orbit" is the usual statement. While he circulates around his office in Washington—blue with cigar and pipe smoke—you can almost see the balls he juggles reflected in the pictures, posters, signs, all over the walls. Behind his desk hangs a large framed parchment signed by the Chief Signal Corps Officer, Maj. Gen. Harry C. Ingles.

The Chief Signal Officer, the citation reads, extends his appreciation to Arthur Stringer "for loyal and patriotic services rendered the Signal Corps of the Army of the United States during a period of national emergency... Your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

This tribute was paid Mr. Stringer for conceiving, organizing and completing the technical training program for the Signal Corps in cooperation with 900 stations. The campaign resulted in the training of some 50,000 men. He received the award at the August NAB Executives War Conference in Chicago.

Art Stringer’s war activities began in 1940 when a Civil Service representative approached him to recruit immediately 100,000 skilled workers for arsenals and shipyards. "We've tried every means we know of," the official said, "now we are asking radio's help." Art contacted innumerable stations, and they all pitched in with a spot announcement campaign that drummed the cry for help into listeners’ ears from morning to night.

Not only were the 100,000 recruited, but within the next 18 months radio recruited 1,500,000 workers as the need grew.

After that success, recruiting officers from the Navy, Army, Marine Corps, Coast Guard, Merchant Marine all beat a path to Art Stringer’s door. This was before the OWI allocation plan started. The stations did such a job of recruiting by air that "at no time did there fail to be a backlog of volunteers, until volunteering was stopped by some of the services." Helping, of course, were the scheduled programs of the radio departments of the armed services, but most of the recruits are believed to have been procured by the spot
Four years of FM pioneering has resulted in “tested” programs, now available to do an outstanding job for you on WMFM.

These programs range from carefully planned news broadcasts to transcribed musical shows, to production programs featuring full orchestras and outstanding soloists.

Whatever your product, whatever your need, WMFM's staff of FM pioneers stands ready to work with you.

WMFM can and will build prestige and stimulate sales for you in the fertile Wisconsin market. That ability will be attested to by an impressive list of national and local advertisers.
Our Respects to
(Continued from page 38)
campaigns. Mr. Stringer, with the NAB, brought together station representatives at the start of the war and in one day had them work out their equipment needs for the year. The full report was handed Donald Nelson the next morning after the conference—complete on three sheets of paper. The industry got its requirements.

Similarly, through Art Stringer's efforts, the industry came to an understanding with the WFB for necessary materials to maintain a minimum of one radio set per family for the duration. "We followed through on it to make the understanding stick," he says.

He has also promoted the employment of women in radio.

Art's promotional activities began in his college days when he covered the U. of Chicago campus for the Chicago Journal and American.

His day started at 6:00; six days a week with the city desk calling to give him as many assignments as he could do before his first class at 8:20. "I got paid double for exclusives and could always get cheesecakes of the coeds in the papers," he recalls. "That was the only time in my life when I was making all the money I wanted to spend."

Art was graduated from Chicago U. along about 1919, with a Bachelor of Philosophy degree. He worked for seven years in advertising with the Chicago Tribune, stayed two and a half years with the Gorgas Memorial Institute as associate director, and of course, promoter. The institute was devoted to medical research in Panama.

At various times he has been with WMAQ Chicago, WLYW-WSAI Cincinnati, business manager of the Chicago Broadcasters Assn., organizer of Radio Editors Assn., which was responsible for start of better press relations with stations, and director of public relations of the Radio Manufacturers Show Assn.

Radio Fair
The RMSA had a "Radio World's Fair" twice yearly—one in New York, one in Chicago. It was the joint promotion of manufacturers, jobbers and broadcasters. There was nothing sold at the exhibition, but "sales really skyrocketed during and for a period after the shows," Mr. Stringer says. For one of the radio programs from the fair, Ford, Firestone and Edison were all on the air together, largely through Art Stringer's efforts.

He joined the NAB in 1939 and has been promoting with the broadcasters ever since.

Art was born in Battle Creek, Mich., March 2, 1897. He married the former Frances Sugg of Tennessee. They have a boy, Arthur Jr., 16, and a girl, Lewis Tipton, 14. He belongs to the Shrine and is a member of Kenwood Country Club near his home in Washington. Sigma Nu is his fraternity.

At present he is deep in production plans for a world-encircling series of recorded programs, requested by Gen. Eisenhower, for troops in every war theatre. Stations all over the country are making the discs, which are designed to bring the home town to the battlefront.

This is the main iron in the Stringer fire now, though there are still reams of papers and letters and endless calls in connection with other projects. "But I like activity," says Art, "promoting things, juggling four or five balls in the air at the same time."

Mr. Evans
Speaking of television developments Mr. Evans said, "It is our considered belief that all of the technical answers are on hand for a useful and acceptable television system. This includes the probability of a reasonably priced receiver and a practical means of getting shows across the country by means of radio links or one of the more recently developed types of magnetic carriers.

No difficulties are envisioned because of insufficient productive capacity. Mr. Evans pointed out that in the case of Westinghouse Radio Division, with headquarters in Baltimore, the output of radio and allied electronic apparatus "has been stepped up 51 times since a state of emergency was first declared."

---

THIRTY is the dollar spent on WHBQ. We stretch small budgets over this large market with greater elasticity than any other Memphis Station.

A 50,000 watt audience at a 250 watt rate
C. E. HOOPER July - August, 1944

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M. A 17.9 25.4 35.1 21.3 12:00 - 6:00 P.M. A 27.3 22.0 13.8 3:00 - 10:00 P.M. A 33.7 17.9 35.5 11.6

THE FIGURES TELL OUR STORY...a real radio buy

WORC
Louisville's Trading Area = 47% of Kentucky's Population = 57% of its Buying Power

BURNSMITH • National Representatives

Page 40 • November 20, 1944
Giants of Power—from the Inland Empire—for the Inland Empire. They build 'em big in Inland Empire shops—to better transport the big loads that swelled Department Store sales for August to an increase of 12% over the previous year. KHQ, too, is a Giant of Power. With its Complete Coverage, it captures this rich market at the cost of just one medium.
M. L. (Spice) TYLER of the M. L. Tyler Co., Boston, has been appointed representative in Massachusetts, Rhode Island, Vermont, New Hampshire and Maine for WOR New York.

WILLIAM J. SCRIPPS, former general manager of WWJ Detroit, founder of the station, and a director of the Evening News Ass'n, has been promoted to a major in the Army Air Force Communications Branch. Mr. Scripps has been on active duty for nearly three years and served a six-month tour in North Africa.

LT. Col. JOHN H. MITCHELL, formerly of the sales service department of Mutual New York, is now stationed in Norfolk where he is Coast Guard Civil Benfuca-ent officer of that area. He took part in the invasions of Salerno, Tarawa, the Marini-annas and Okinawa.

LEONARD C. TRUESDELL, former sales manager of Croley Corp.'s radio and ap-pliance division, has been named general manager of Bendix Aviation's radio division in Baltimore.

NELSON ROSS, formerly of WBA Miami, Wis., is head of the newly reorganized sales staff at WBG Austin, Tex.

PAUL MYERS, former WWVW Wheeling, W. Va., sales representative, is now tour-ner, 9d. class aboard an LST in the South Pacific. He is also ship's photographer.

KING MITCHELL, account executive of KIRO Seattle, has resigned to join KTHI Tacoma.

**Behind the MIKE**

Daniel Promoted

R. CLIFTON DANIEL has been promoted from program manager to station manager of WCAE Pittsburgh. Mr. Daniel joined WCAE in 1936 as an an-ouncer and was given the post of program director in 1937 after hav-ing handled production, scripts, and the job of chief announcer. Announcement of the promotion was made by Leonard Kapner, general manager of both Hearst Radio Inc. and WCAE.

G. S. (Peter) WASSER, manager of KVY Pittsburgh, under the former Brennan ownership, is now vice-president and gen-eral manager of the station under its new ownership, transfer to which was approved by the FCC Nov. 9 [BROADCASTING, Nov. 15].

**Personal Notes**

HUGH FELTIS, general manager of KFAB Lincoln, Neb., on Nov. 18 addressed the Chicago Radio Management Club on the new Broadcast Advertising Bureau approved by the NAB board.

PAUL GOULD, manager of WLIB New York, and ADELE LEVINE, were mar-ried Nov. 6.

EDGAR KOBAK, newly appointed presi-dent of Mutual, is to address the fourth annual American Nobel Anniversary din-ner to be held Dec. 10 at the Astor Hotel in New York. Other speakers include KENT COOPER, AP executive director, and JOHN W. STUDEBAKER, U. S. Com-missioner of Education. New Nobel Prize winners and Nobel Laureate residing in this country will be presented at the din-ner, arranged by the American Nobel An-niversary Committee, New York.

JOHN M. RIVERS, president of WCSC Charleston, S. C., has been appointed chairman of the Charleston County com-mittee for the Sixth War Loan Drive.

**NEW YORK**

**CHICAGO**

**HOLLYWOOD**
YOUR TEAM MIGHT WIN A COMPLETE BASE-BALL GAME IN ONLY 51 MINUTES—

BUT—you'll never win Western Michigan from Detroit or Chicago!

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

Here are the figures for 9:00 A.M. to 12 Noon, Monday through Friday:

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>45.8%</td>
</tr>
<tr>
<td>STATION B</td>
<td>13.9%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>35.4%</td>
</tr>
<tr>
<td>MISC.</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

If you are "rooting" for your radio programs to cover Western Michigan from such distant cities as Chicago or Detroit—well, honestly, Mister—you're kidding yourself.

The center of the really big and self-contained Western Michigan market is 150 or more miles from either of those cities. Too many miles—even if we didn't have a really tough fading condition in these parts.

Western Michigan gets its CBS entertainment from WKZO—the nearest, clearest and most listenable CBS outlet. Would you tune to a station 150 miles away, if you had an excellent 5000-watter practically in your backyard?

* The N. Y. Giants beat the Phillies 6 to 1, in 1919, in exactly 51 minutes!

WKZO 
5,000 Watts
590 KC
CBS

KALAMAZOO

strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Zurhorst Named

CHARLES ZURHORST, director of public and press relations for WOL Washington, has resigned to join Theodore Granik, originator and moderator of American Forum of the Air, as his assistant and press representative for the program. He will continue to act as press representative for Fulton Lewis jr. and sportscaster Russ Hodges. A special citation was awarded to Mr. Zurhorst last week by Wilmer J. Waller, chairman of the District of Columbia War Finance Committee for his past and current work in connection with War Bond Drives in Washington.

White on WRC

JAMES DODGE WHITE, former Associated Press Far Eastern correspondent, is doing a series of news commentaries on WRC Washington Sundays at 11:00 p.m. on which he will review the effect of the week’s news on the Chinese situation and will discuss the mobilization of Chinese resources.

CLIPPING from Broadcasting announces to Maj. Joseph L. Smith (r) of WJLS Beckley, W. Va. and Maj. James T. Quirk of WFIL Philadelphia that they are now neighbors on the 500 kc frequency, following FCC action. Both are with the 12th Army in France.

RADIO ADVERTISING CO., New York and Chicago, has been named to represent WRAT Miami Beach.

Clive Appointed

As War Loan Aid

WITH further developments on network activities and plans for the $14,000,000,000 Sixth War Loan Drive started today (Nov. 20), Robert J. Smith, chief, radio section, Treasury War Finance Division, announced appointment of William R. Cline, assistant to Glenn Z. Snyder, general manager of WLS Chicago, as special liaison for Treasury between OWI and the networks in the staging of special broadcasts for the Sixth Loan. Mr. Cline was formerly sales manager of WLS and with the station most of the time since 1931. His services have been loaned to War Finance by Burridge D. Butler, president of WLS.

All of the four major nets presented special separate programs during consecutive half-hours on the eve of the Drive (Nov. 19) and also combined facilities for a message from the President, opening the Campaign. In addition CBS was to present live Lynn Murray’s Liberation Cantata, using original talent except for substitution of Martin Gabel for Frederic March. Program was originally recorded for Treasury.

Special Programs

George Burns and Gracie Allen are taking their CBS program on a four week tour of major cities in behalf of the Sixth Loan, with first broadcast made Nov. 14 from Boston. Nov. 21 show will originate from New York while following Tuesday night programs will be aired from Philadelphia and Cleveland. Jose Iturbi is slated to guest star on the Philadelphia broadcast which has been designated as Philadelphia’s official War Bond Rally. The Cleveland broadcast on Dec. 6 will be part of the Cleveland Press Christmas Show.

Sec. of Treasury Morgenthau and Adm. Ernest J. King were to speak on the Nov. 18 Blue Meet Your Navy show, originating from Navy Pier, Chicago, officially opening the Navy’s “Pacific Theatre” sixth Loan exhibit. Mutual Nov. 20 9-9:15 p.m. plans to present Sec. Morgenthau who will speak from the dinner at the Waldorf-Astoria of the New York State War Finance Committee. From 10:15-10:45 p.m. same evening MBS also plans to air special Unity Show, featuring high-ranking representatives of labor and management.

Typical of individual station promotion, WOR New York in addition to its Mutual activities has planned War Bond rallies in neighboring communities as well as a “Treasury Hunt” contest during the last week of Drive.
PEOPLE

ARE NEEDED WITHIN THE COVERAGE AREA OF A RADIO STATION!

WHN—with its 50,000 watts...covers more than 11.6% of all the people in the entire United States....

Actually 15,398,401 in guaranteed coverage area!

WHN—the station that specializes in SPORTS—MUSIC—NEWS also offers such outstanding features as CLEM MCCARTHY RACING RESULTS, EXCLUSIVE N. Y. GIANTS FOOTBALL, REUTERS BRITISH NEWS DISPATCHES, DICK GILBERT-singing disk-jockey-GLOOMDODGERS-daily variety show plus many other top shows!

(Sold out?...not quite!)

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU

November 20, 1944 • Page 45
**Radio Advertisers**

WHITEHALL PHARMACAL Co., New York, a division of American Home Products Corp., has named Joseph Jacobs Jewish Market Organization, special merchandising and advertising counsel in the Jewish field, for Anacin, Freezezon, Hill's Cold Tablets, BilcoDol, Koymony tooth powder and tooth past and New Hair Groom. Radio will be used.

SEARS, Roebuck & Co., Los Angeles, in a pre-Christmas, Southern California campaign, on Nov. 18, started for six weeks, using a weekly total of 240 transcribed announcements on 12 stations. List includes KFTH KEOS KGMC KRKD WPHL RFVD KFOS KPAC KFIA KFJR KGFI. Agency is The Mayer Co., Los Angeles.

NEWELL-GUBBRAD Co., San Francisco (Stryker's soup), on Nov. 9 started sponsorship of 15-minutes of news, Tuesday and Thursday 7:15-7:30 p.m. (PWT) on KFRC San Francisco. Contract is for 12 weeks. Agency is Erwin Wasey & Co., San Francisco.

F & F Laboratories, Chicago (enough drop), has appointed Olin Adv., Chicago and St. Louis, to handle a spot radio test campaign.

RALPH M. WATTS, former account executive of H. W. Kastor & Sons, Chicago has been named advertising manager of Igleheart Bros., subsidiary of General Foods Corp., New York, and manufacturer of Swans Down Flour.

CONSOLIDATED Products Co., Danville, Ill. has named Robert Q. Hammer merchandising director. Mr. Hammer will devote his time to sales promotion and dealer service.

GROVE Lake, St. Louis, is sponsoring Ken Kobbler and Fred W. Ziv transcribed show, on WOW Omaha, and KPO San Francisco.

**KRAFT Revision**

KRAFT CHEESE Co., Chicago, has revised program format for NBC Kraft Music Hall Nov. 9 to eliminate all non-musical features. Although policy of studio audience has been retained, applause is limited to beginning and end of the show. Eugene Baird has been signed as female vocalist with Bing Crosby. New choral group with Charles Henderson, director, has been added. Johnnie Trotter continues as musical director with Ken Carpenter, announcer. Ezra MacIntosh is producer for J. Walter Thompson Co.

SCHALK Chemical Co., Los Angeles (Hydro Pure-cleanser), has started using daily participation in Peter De Lemos-news commentary, on KFTR San Francisco for 12 weeks. Agency is Erwin, Wasey & Co., Los Angeles.

SCHOENHOFEN-EDSELWEISS Brewing Co., Chicago (Edselweiss Beer), on Nov. 9 began sponsorship of an hourly program of late evening news and transcribed music, 12 midnight-4 a.m. (CWT) on WMAG Chicago six times weekly. Oliver Morton, manager of NBC central division local and spot sales department, announced last week that this period has been purchased for the first time. Eight-week contract was placed with Olin Adv., Chicago.

ALL STATE INSURANCE Co., Chicago, on Nov. 9 starts one-minute spot announcements, eight weeks, through Rutilauff & Ryan, Chicago, on following Virginia stations: WBXM WEYA WMG WGH WTAR WRAP WDJR WCHY WLV.

TRANSCRIBED radio edition of its magazine is sponsored by Ford & Stream on WBET Chicago, 16:44 p.m. Friday and WCCO St. Paul-Minneapolis, 10:30 p.m. Sunday. Program is produced and placed by Kitcher, Leitich, Kolker & Collet Adv. Agency, Dayton, O.

NM. CAMERON & Co., and Ideal Co., Waco, Texas, have appointed Grant Advertising Inc. to handle their advertising campaign. Radio will be used.

**KOA**

KOA is the famous NBC Station in Denver and the only station here with:

- **Power** (50,000 watts)
- **Top NBC Programs**
- **Coverage** (7 states)
- **Listener Loyalty** (69%)*
- **Dealer Preference** (68.8%)**

*NBC Talk of 412 Cities
**Ross Federal Survey

**FIRST IN DENVER**

KOA 50,000 WATTS

Represented Nationally by NBC Soil Sales

American's No. 1 Network

**WDAY**

FARGO, N. D. . . . 5000 WATTS . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

Get up, Silas dear — it's morning! Durn! Musta forgot and turned WDAY off last night!

The rich Red River Valley lives by WDAY. 15,174 telephone calls recently found 59.5% of all radio sets tuned to WDAY — with the next "competitor" having 6.8%! Write for the full details of this most interesting Survey. Or ask Free & Peters.

**check these answers to your recording problems**

\[ √ \] 24 HOUR SERVICE on direct cut copies of your recordings

\[ √ \] AIR CHECK SERVICE "as others hear it"

\[ √ \] COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems. For further information, write . . .

**U. S. RECORDING CO.**

1121 Vermont Ave., Washington 6, D. C.

**Page 46 • November 20, 1944**
Are they as good underneath?

Watch a smart housewife go marketing, and you’ll find she always checks the strawberries beneath that luscious top layer... just to make sure the quality’s the same throughout.

That’s the wise way to choose a transcribed library, too!

A display of some top names presents a tempting picture—but what you also need, just as vitally, is solid and useful radio material all along the line. A few “peaks” don’t make up for a lot of valleys! There are a lot of hours in the day...

It’s the associated library that consistently gives you, not just playing hours but paying hours—more hours of big-time, big-audience radio music than any other library!

You’ve got a real story to tell clients when you can offer today’s radio headliners, in elaborate network-caliber productions, on associated top-quality, vertically-cut transcriptions. Why not get the story now?

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.
First

with National Spot and Local Time Buyers

Not just this year—But every year Continuously

WRC

Represented by NBC Spot Sales Washington

Page 48 • November 20, 1944

Freer to Address Club

ROBERT E. FREER, chairman, Federal Trade Commission, will speak Nov. 20 on "Truth in Radio Advertising" at the luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt in that city.

Valley Office Supply Co., Bakersfield, Calif., has started a weekly five-minute commentary on KERN, Bakersfield. Series features the origin and other details of various merchandise. Contract is for 26 weeks.

H. C. Capwell Co., Oakland, Calif. (department store), in addition to its current radio schedule has started sponsoring a weekly dramatized program, "Outposts of Victory," on KROW, Oakland. A presentation of the special information office of Pacific Overseas Air Service Command, series comprises dramatic stories of that service branch overseas.

Bali Bras Plans

BALI BRASSIERE, Co., New York, is experimenting further with spot radio for Bali Bras preliminary to regular use of the media, possibly on a national scale. Test started last year on WOR, New York with strictly "Entire Nous," weekly five-minute program of Bing Crosby records with woman host. It expanded last week with the addition of a similar show on WJJD Chicago. Midwest series is aired six times weekly, 8:20 a.m. Agency is Lester Harrison Assoc., New York.

Victory Packing Co., Los Angeles (Meat-Y-Fresh pet food), has appointed Bayard & Eccleston Adv., Los Angeles, to service its account. Radio will be continued.

BROADWAY Department Stores, Hollywood, expanding its radio schedule, on Nov. 13 increased its three-weekly "Bridge Club" with commentary by Robert Lee Jackson, to five times per week on KMPC Hollywood. Lee Ringer Adv., Los Angeles, has the account.

Los Angeles Nut Products, Los Angeles (peanut butter, potato chips), on Nov. 20 starts participation five times per week in "Art Baker's Notebook" on KFI Los Angeles. Contract is for 13 weeks.

Western Adv., Los Angeles, has account.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (employment), on Nov. 13 started a five-week's forty-minute program of record music, "Teen and Twenty Time," on KMPC Hollywood. Contract is for 12 weeks. To discourage unnecessary long distance telephoning during Christmas holidays, firm currently is using a heavy daily schedule of spot announcements on 13 Southern California stations. Agency is The Meyers Co., Los Angeles.

Los Angeles Federal Savings & Loan Co., Los Angeles, on Nov. 14 started twice-weekly participation in "Norma Young's Happy Homes" on KHJ Los Angeles. Firm also uses spot announcements on KBCA and KNX. Contracts are for 13 weeks. Agency is Burton A. Kleinberg Adv., Los Angeles.

It's a Habit in Baltimore

The Blue Network Station

John Elmer

Geo. H. Rodgers

Frederick B. Ackerman

Free & Peters, Inc.

Broadcast Advertising
Sylvania’s Cathode Ray Research Aids Television Progress

Constant research in the field of cathode ray tubes, combined with experience in large-scale production to meet war requirements, has placed Sylvania in a position to manufacture these tubes at lower cost than ever before.

Sylvania’s economical production of cathode ray tubes will be an important factor in the manufacture of reasonably-priced television receivers in the postwar era—and consequently in the building up of a broader audience for television programs.

DID YOU KNOW...

That fluorescent lamps give off only half as much radiated heat per watt as do incandescents? They can be used to advantage in broadcasting studios to add to the comfort of performers and audience.

* * *

That Sylvania’s P-7 Fluorescent Extension Cord Unit will pass through an opening 2 inches square? Handy for trouble shooting.

* * *

That Sylvania Blacklight Lamps furnish a convenient source of Near Ultra-Violet radiation, for the illumination of fluorescent dials or other markings?
Oddie Appointed

RICHARD M. ODDIE, radio director of the San Francisco office of McCann-Erickson, has been appointed director of broadcasts for Associated Broadcasters Inc. He will be in charge of all programming for KSFO in San Francisco and will supervise Associated's post-war program planning and research in connection with shortwave, FM and television. Mr. Oddie was graduated from Stanford U. and acquired experience in manufacturing, merchandising and sales promotion before going into the agency field.

JOHN LAUKER, formerly with W. W. Garrison & Co., Chicago, has joined Eokie Luckin & Co., Chicago, as art director. Katherine Mayer, formerly with Federated Stores, has joined the copy staff.

BART V. BARR, vice-president of Russell T. Gray Inc., Chicago, has been named second vice-president of the Chicago Federated Club.

SHERWOOD KING, former chief of the advertising section, Treasury Division, has joined Campbell-Ewald Co., as director of copy of the New York office.

SURETY ADV. Co., New York, headed by Herbert Chason, has changed its name to Herbert Chason Co., advertising.

TERRY HAYWARD, released by the Army, has joined Young & Rubicam, Hollywood public relations staff.

ENNS Malone O'Mara, until recently with the Maritime Service, has returned to the Katz Agency in New York.

Gertrude Scanlan Named BBDO Local Radio Chief

GERTRUDE SCANLAN, formerly a timebuyer, has been named local radio manager of BBDO, New York, a new post covering supervision of station relations and spot radio. Her station contact work, which will involve frequent travels, will take her first to Cincinnati in December, and in January on a Midwest tour of three weeks or more.

Miss Scanlan will confer with station men on placement, merchandising and other phases of spot radio for BBDO clients. She will handle spot radio buying from New York through the usual channels. Frank Silvain, in charge of radio timebuying, continues to handle network placements.

Joins Neff-Rogow

HORACE HAGEDORN, former New York manager for Howard H. Wilson Co., station representatives, has been named account executive of Neff-Rogow. During the past four years Mr. Hagedorn has been account executive with NBC.


WALTER LAWRENCE JENSEN, freelance writer-producer, has joined Baird & Ecolson Adv., Los Angeles, as radio director. Anne Smith, formerly of Republic Pictures, has been named publicity director.

ARTHUR C. SCHEPP, former executive secretary of the Huron-Clinton Metropolitan Authority, has joined the staff of Grace & Remont Inc., Detroit. Mr. Schepp will head the agency's new planning board, and will handle copy and contact work for several accounts.

I. H. MACLEAN, formerly in the Detroit office of Metropolitan Sunday Newspaper, has taken over the head of the Detroit office of J. Walter Thompson Co., with temporary offices in the Lafayette Bldg. He previously had been account executive of the Bow Co., and for 12 years was in charge of media in the Detroit office of J. Stirling Getchell Co.
House Group Subpenas Aides to President in WMCA Quiz

By BILL BAILEY

EXTENDING its power of subpena into the White House and across the Atlantic into Gen. Eisenhower's headquarters, the House Select Committee to Investigate the FCC is scheduled to reopen hearings into the 1940 sale of WMCA New York, at 9 a.m. Tuesday (Nov. 21), with more than 30 witnesses already called.

Heading the list, on whom subpenas already have been served, are Maj. Gen. Edwin (Pa.) Watson, military aide to the President; Lt. Col. Telford Taylor, member of the Gen. Eisenhower's staff and former FCC general counsel; Edward J. Skillen, chairman of the board of the Blue Network Co., whose purchase of WMCA in December-1940 from Donald Paskin is under investigation; former FCC Chairman James Lawrence Fly; Commissioners Paul A. Walker, Norman S. Case and Clifford J. Durr, and former Commissioners T. A. M. Craven and George Henry Payne.

Joint Committee Proposed

On the heels of announcement last Monday by Speaker Sam Rayburn (D-Tex.) that Congressional investigations accomplish little and that the next Congress probably would see fewer of them, the House Select Committee, stripped of two of its members by the election, plans to finish as much of its work as possible, pulling no punches, according to Committee members.

Following disclosure that the House investigators will press their probe of station transfers until the last day of the present Congress, Rep. Howard W. Smith (D-Va.), chairman of the House Special Committee to Investigate Executive Agencies, today (Monday) was to introduce a bill to set up a joint committee of Congress to keep a weather eye on all executive agencies and to assist various committees in formulating legislation.

Despite reported Administration efforts to tone down the WMCA investigation, all five members of the Select Committee are expected to be in their seats when Chairman Clarence F. Lea (D-Cal.) formally opens Tuesday's session. They include Reps. Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), who was elected to the Senate; Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.), who were defeated.

John J. Sirica, Committee general counsel; Herbert Barkin, chief investigator; Joseph MacHugh and Louis J. Russell, investigators-attorneys, have been working virtually night and day on the WMCA inquiry since September to complete the case which was abruptly halted last February on motion of Rep. Hart [Broadcasting, Feb. 21]. At that time the Committee agreed to postpone public hearings for a "reasonable" period, pending litigation in New York courts. That action was taken at the request of Mr. Noble's attorneys.

Fly Offered Cooperation

During cross-examination, by Rep. Miller of Chairman Fly last Sept. 13, Mr. Fly asserted: "I want the public and this Committee to know that before Nov. 7, even right now, I am prepared to answer any questions on WMCA." Rep. Miller had suggested that the Committee reopen the probe "after Nov. 7." On Sept. 15 the Committee staff went to work.

It was understood that the U.S. Marshall's office objected to serving subpenas on Gen. Watson and Mr. Miller without advice from the Attorney General, but following conferences with Chairman Lea the subpenas were served. War Dept. officials are reported to have objected to bringing Col. Taylor back from the Eastern Theatre of Operations, European Command, but were overruled by Secretary of War Stimson, who ordered the Congressional subpenas honored.

Other witnesses on whom subpenas have been served are: Chester J. LaRoche, vice-chairman in charge of operations, Blue Network Co.; Mark Ethridge, publisher of the Louisville Courier-Journal, which operates WHAS; William J. Dempsey, former FCC general counsel, and his law partner, William C. Koplovitz, former assistant general counsel of the FCC, Noble attorneys in the WMCA transaction; Irwin Stein- gut, New York Assemblyman; Thomas G. Corcoran, former White House confidant; Charles Stuart Guthrie, former law partner of Mr. Corcoran's, and counsel for Mr. Noble.

Burton A. Howe, Harry A. Cush- ing, Warner S. Garey, John A. Curtis, executives of E. H. Rollins & Co., New York brokerage firm; Mr. Flamm; Philip Handelman and Colin Ives, New York attorneys for Mr. Flamm; William Weisman, former counsel for Mr. Flamm; Lybby Schneider, former secretary at WMCA; Leslie E. Roberts, former public relations counsel of WMCA and one-time Government employee; Donald S. Shaw, radio director of Geyer, Cornell, Newell & Wickersham, former general manager of WMCA; David H. Diebler, principal attorney, FCC Law Dept.; Lucien Hilmer, now of the Foreign Economic Administration, former FCC assistant general counsel in charge of broadcasting.

Milton I. Hauser, former assistant general counsel of the Select Committee under Eugene L. Garey, has been questioned by the Sirica staff on the earlier WMCA investigation.
THE BUSINESS OF BROADCASTING

HOMEMAKERS SHOW
HARTFORD Electric Light Co., Hartford, has started sponsorship on WITC, Hartford, of a new series titled "The Questions Before the House," Sunday evening. Guests expected on the program answer questions of interest to those planning to build or remodel their homes. Postwar problems are considered.

KFUN to Rambeau
WILLIAM RAMBEAU Ctl., Chicago, is now representing KFUN Los Vegas, N. M.

RED TOP on Six
RED TOP BREWING Co., Cincinnati, through Jesse Joseph Agency, that city, has scheduled the Frederic W. Ziv-transcribed musical show, "South of Good Cheer on WHIZ WELS WAPO WHBS WIGZ.

New CJBC Rates
CJBC Toronto has issued new rates which go into effect Jan. 1, 1945. Rates are being increased because of the station's increase in power from 1 kw to 5 kw.

Take 132 hours of discriminate programming per week... sift out 106 hours of this time which is sponsored by most of the biggest names in radio advertising... sprinkle this full schedule with 468 commercial spot announcements each week... leave with the remaining time devoted to programs in the public interest, and you have the bill of fare at WOAI—AUDIENCE APPEAL.

Results are certain when these impelling ingredients are served to listeners by WOAI... the station which sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

The Powerful Advertising Influence of the Southwest

WOAI San Antonio
Represented Nationally by EDWARD PETRY & CO.
To Time-Buyers Who Want FACTS ...not Fantasy!

### Omaha (WOW) Hooperatings Compared with National Hooperatings

<table>
<thead>
<tr>
<th>PROGRAMS*</th>
<th>Omaha** (WOW)</th>
<th>National***</th>
<th>Plus Ratings of WOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Nighttime—Mon. thru Sun.)</td>
<td>44.6</td>
<td>33.0</td>
<td>11.6</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>48.1</td>
<td>32.9</td>
<td>15.2</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>43.5</td>
<td>31.8</td>
<td>11.7</td>
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<tr>
<td>Red Skelton</td>
<td>31.4</td>
<td>22.9</td>
<td>8.5</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>33.2</td>
<td>22.7</td>
<td>10.5</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>30.7</td>
<td>22.5</td>
<td>8.2</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>30.4</td>
<td>21.6</td>
<td>8.8</td>
</tr>
<tr>
<td>Kay Kyser (10:00-10:30 PM E.S.T.)</td>
<td>22.5</td>
<td>14.6</td>
<td>8.9</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>16.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Fitch Bandwagon</td>
<td>23.0</td>
<td>15.7</td>
<td>7.3</td>
</tr>
<tr>
<td>One Man's Family</td>
<td>24.7</td>
<td>13.4</td>
<td>11.3</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>21.5</td>
<td>11.9</td>
<td>9.6</td>
</tr>
<tr>
<td>Million Dollar Band</td>
<td>18.4</td>
<td>11.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Information Please</td>
<td>22.0</td>
<td>11.2</td>
<td>10.8</td>
</tr>
<tr>
<td>Date with Judy</td>
<td>18.5</td>
<td>8.9</td>
<td>9.6</td>
</tr>
<tr>
<td>Jimmy Fidler (Daytime—Mon. thru Fri.)</td>
<td>11.5</td>
<td>8.6</td>
<td>2.9</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>13.7</td>
<td>7.4</td>
<td>6.3</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>13.9</td>
<td>6.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Light of the World</td>
<td>8.2</td>
<td>6.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Road of Life</td>
<td>12.8</td>
<td>6.2</td>
<td>6.6</td>
</tr>
<tr>
<td>Today's Children</td>
<td>16.9</td>
<td>6.1</td>
<td>9.9</td>
</tr>
<tr>
<td>Guiding Light (Daytime—Sunday)</td>
<td>11.1</td>
<td>9.0</td>
<td>2.1</td>
</tr>
<tr>
<td>John Charles Thomas</td>
<td>13.6</td>
<td>7.7</td>
<td>5.9</td>
</tr>
<tr>
<td>Those We Love</td>
<td>12.9</td>
<td>7.7</td>
<td>5.2</td>
</tr>
<tr>
<td>World News Parade</td>
<td>8.7</td>
<td>5.1</td>
<td>1.6</td>
</tr>
<tr>
<td>NBC Symphony</td>
<td>6.7</td>
<td>5.1</td>
<td>1.6</td>
</tr>
</tbody>
</table>

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.
** From the Winter-Spring, 1943-1944 Continuing Measurement surveys, C. E. Winter, Chicago.
*** From the 1944 Mid-Winter Comprehensive Hooperatings, C. E. Winter, Chicago.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

- **34.4%** of the MORNING audience;
- **49.0%** of the AFTERNOON audience;
- **52.6%** of the EVENING audience.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

**SO WHAT?**

There must be a reason. There IS—and it’s a reason that’s important to advertisers:

For 21 years Omaha listeners have always been able to get the “mostest of the bestest” in radio by tuning to WOW. They’ve got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

---

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RADIO STATION

![WOW Inc.](image)   
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY NBC IN NORTH PLATTE

---

JOHN J. GILLIN, JR., PRES. & GEN’L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

BROADCASTING • Broadcast Advertising
November 20, 1944 • Page 55
Non-Profit Outlet Is Liable to Fees
Supreme Court Denies Review Of Ruling in WEVD Case

BY REFUSING a writ of certiorari to the U. S. Circuit Court of Appeals on petition of Debs Memorial Radio Fund, licensee of WEVD New York, and Henry Greenfield, station manager, the Supreme Court permitted to stand a ruling that non-profit stations which sell commercial time must pay copyright fees for music performed on sustaining programs.

Associated Music Publishers brought infringement suit for $200 after a portion of the "Petite Suite Espagnole" was played by recording on WEVD during its Symphony Hour program Oct. 15, 1940. Judge A. N. Hand of the Circuit Court of Appeals, in upholding the District Court, and that sustaining programs are broadcast "to maintain and further build up the listening audience and thus furnished the field from which the paying advertisers may reap a profit. It can make no difference that the ultimate purposes of the corporate defendant were charitable or educational."

Infringement Liability
In his brief, A. Walter Socolow, attorney for WEVD and Mr. Greenfield, contended that if the principle established by the Circuit Court of Appeals is allowed to remain as authority, "all charitable and nonprofit organizations which perform copyright musical works in connection with activities in the public welfare would be liable for copyright infringement merely because they derive some revenue to defray the cost of achieving their philanthropic and educational purpose." He alleged the principle "may well extend to charging such nonprofit organizations with new liabilities in other aspects of their operations unconnected with the performances of copyrighted musical works."

Petitioner contended that a portion of WEVD time was sold to make up operating deficits.

Middlebrooks Cited

KQW Video Site
C. L. McCarthy, vice-president of KQW San Francisco, acting for the station has asked the city planning commission to authorize the rezoning of a Existing twin peaks to permit construction of a television outlet.

WEST COAST HOOPER UP FROM YEAR AGO

TOF TEN programs on the Pacific Coast, according to the Nov. 8 report of C. E. Hooper Inc., New York, places Charlie McCarthy in the Western Chancellors second and Mr. District Attorney third, followed by Radio Theatre, Frank Morgan, Seven Guild Players, Hildegarde, Can You Top This?, Your Hit Parade and Quiz Kids.

The Pacific network ratings for the September-October periods show an average evening audience rating of 7.5, up 0.7 from last report and down 1.4 from a year ago. Average evening sets-in-use of 30.4, up 2.8 from last report, is up 0.7 from a year ago. Average evening available audience is 75.0, up 0.9 from last report, and down 1.1 from a year ago.

Average daytime audience rating is 3.9, up 0.1 from last report, showing no change from a year ago. Average daytime sets-in-use of 14.2, up 0.4 from last report, is up 0.9 from a year ago. Average daytime available audience of 65.4, is up 1.0 from last report and down 0.7 from a year ago.

Westinghouse Changes
DAVID M. SALSBURY, formerly with Westinghouse Electric Supply Co., Salt Lake City branch, has been named vice-president and general manager of the company's Salt Lake City branch, has been named vice-president and general manager of the company's Salt Lake City branch. R. W. Beil, formerly at Westinghouse's Sharon, Pa., works, as supervisor of order service for the company's transformer division, was named general contract manager of Westinghouse E & M Co. C. F. Lloyd, former general contract manager, was named assistant to the manager of the industry departments. Clyde A. Peterson, identified with radio, auto and appliance designing, was more than ten years, has been appointed a designer in the radio receiver division.

NBC Play Premiere
NBC presented a radio premiere of a new play, "Irone Came the Steed", Nov. 18 on the Arthur Hopkins Presents broadcast, 11:30 p.m.-12:30 a.m. (EWT). Occasion, said NBC, was a double precede the first radio premiere of a play written for the stage and the first new play on the Hopkins series, heretofore devoted to past Broadway successes.

REFRESHER TRIP this year by Pete Smythe, KLZ Denver program director, was to Hollywood where he viewed CBS West coast production methods. While at a broadcast of Suspense, Bill Spier (r), producer, and Ed Bucklaw (l), CBS western division field manager, gave pointers.

Fulton Lewis, jr.
GOES EVERYWHERE HUNTING FOR NEWS

Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarterly hour rate per week. Call, wire or write W. M. B. DOLPH, BARR BLDG., WASHINGTON, D. C.
SAW-CUTTING Raw Quartz into Precisely Oriented Wafers, using diamond blade and running lubricant, is Only One of the Exacting Operations in CRECO's War Assignment of Preparing Combat Crystals for the Armed Forces. From these wafers crystals are cut and then lapped to desired frequencies. CRECO has time now to Similarly Service a Limited Number of Standard, FM and Television Applications that Demand Results Based On KNOWLEDGE, EXPERIENCE, ACCURACY.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager
Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

Evening Star Bldg.
WASHINGTON, D. C.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
Petrillo Victory
(Continued from page 15)
the economic advantage of a single company to divide and conquer, which worked so well for him this last time.

RCA began recording Sunday afternoon, less than 24 hours after the contracts were signed. "The Trolley Song," played by Vaughn Monroe's orchestra, was the first RCA recording. Andre Kostelanetz and his orchestra made the first Columbia records, also on Sunday.

NBC Radio Recording on Monday recorded 10 tunes by Vincent Lopez and his orchestra in New York, and nine tunes by Sammy Kaye and his orchestra in Chicago, where the Kaye aggregation had made a special trip from To- lly, to provide new musical numbers for Thesaurus, transcription library. Norman Cloutier's string orchestra and Allen Roth and his orchestra were also scheduled to record for Thesaurus last week.

NBC hopes in December to resume full-scale Thesaurus service to its station subscribers, who have received no new releases since April, and for some months before that only limited releases of vocal arrangements and the like. Rates which have been twice reduced, with stations paying only half the contract rate since May, will return to normal with the resumption of full service.

Van Camp Expands
WITH TIN containers becoming more available to food packers, Van Camp-Stokley Bros., Indianapolis, is increasing its network advertising for various tin and paper packaged products. According to a spokesman for the agency, Calkins & Holden, New York, the food firm last spring reduced sponsorship of Luncheon With Lopes from a thrice-weekly show to the present weekly program Fridays, 1:30-1:45 p.m. on 129 MBS stations, because of a container shortage which caused packing and distribution problems. Discontinuing Lopes Jan. 26, Van Camp on Jan. 29 started a musical variety show on about 120 MBS stations, Mon., Wed. and Fri., 11:30-11:45 a.m. New Show will feature the Landt Trio Boys, Frank Novak's Orchestra and Dick Willard, WOR New York announcer, as m.c.

CBS Gross Up
CBS Board of Directors on Friday declared a cash dividend of 60 cents a share on outstanding class A and class B stock of $2.50 par value for the fourth quarter, payable Dec. 3 to stockholders of record Nov. 24.

IRE-RMA Meeting
(Continued from page 11)
Federal Tel. & Radio Labs., disclosed that its company, a subsidiary of IT&T, has developed a system of pulse time modulation, which is applicable to wire and radio transmission, including broadcasting and television channels. The proposed new system reduces the usual requirements for stability, distortion and noise, said Mr. Labun, who predicted the new modulation will be used for relays and repeater stations in the super-high frequency range.

Research and development work began in the Paris Labs. of IT&T in 1937, Mr. Labun explained. Compared with AM and FM, pulse time modulation appears particularly promising, he added, for application to multichannel, coaxial cable, telephone, telegraph and facsimile, as well as point-to-point radio and ultra-high frequency broadcasting.


Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people eager listeners to their radio—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program in either French or English—which brings results, because we know Quebec, its people, preferences and psychology.
ANA Favorably Receives Bureau

(Continued from page 12)

A W. Lehman, CAB president, and George Allen, general manager, who outlined the additional services to CAB subscribers made possible by the enlarged interviewing sample.

Opening with a session of what advertisers are doing today in preparation for postwar conditions, the convention continued with presentations of radio, newspapers, magazines and outdoor trends, followed by media roundtable discussions. Thursday morning was devoted to talks on postwar economic problems and of advertising's expanding functions to cover the public, personnel and stockholder relations of industry as well as the direct sale of its products. Entire afternoon was given over to reports on various phases of the campaign to educate the public on the value of brand names as opposed to grade labeling.

ANA Survey

Slightly more than half (52%) of the general public finds some advertising objectionable, with radio commercials heading the list of reported objections, according to a report on an ANA national poll of public opinion given at the Friday morning session of the three-day meeting.

Survey, first of a continuing series made by the Opinion Research Corp. under the direction of the ANA public relations committee, revealed that the chief public complaint against advertising is exaggeration. Radio commercials were deemed the worst offenders, magazine advertising next worst and newspaper ads third. Nearly a fifth (18%) of those interviewed said that they had found some advertising so objectionable that they had discontinued their purchases of the product.

Public opinion as to whether advertising raises or lowers the sales price of merchandise was fairly evenly divided, 42% believing advertising increases costs, 46% that it lowers cost. However, 88% said advertising helps create jobs.

Questions on postwar conditions revealed an almost even three-way split on opinion as to whether there will be little unemployment, a moderate amount or a great deal.

About half the people think industry can reconvert to peacetime production in one to two years after the end of the German war, while 27% think the conversion can be completed in six to 11 months and 5% in five months or less.

Half the people (53%) think wartime profits too large, the average belief being that present profits are about 30% and that they should be about 10%. Manufacturers were thought to be making excess profits by 41% of the people, labor by 31%. Labor also was considered as failing to cooperate in the war effort by 47%, whereas only 13% cited manufacturers for such lack of cooperation.

At the final session of the three-day meeting, devoted to the postwar functions of Government, business and labor, Chester J. LaRoche, vice-chairman of the Blue Network, pointed out that each of the three must be concerned with the welfare of all the people and each other. Advertising's job, he stated, is to inform the people of these peacetime problems as it has kept them informed of war problems, urging that the format of the War Advertising Council be retained for this task.

WCKY WCPO WKRC
REINSTATE HOOPER

THREE Cincinnati stations which last March cancelled their subscriptions to the C. E. Hooper Continuing Study of Listener Measurements for that city (Broadcasting, March 27) have all reinstated this service, effective with the summer report just issued, C. E. Hooper Inc. announced last week.

Stations which had dropped the Hooper service—WCKY WCPO WKRC—did so during a controversy over money giveaway programs which arose from the publication of an article by Mr. Hooper "Clean Out the Funny Money Programs" (Broadcasting, March 6). Cancellations followed receipt of telegrams sent by Mr. Hooper to all Cincinnati stations proposing that each post a $10,000 bond, to be forfeited pro rata to the other stations if it broadcast any prize-for-listening programs after March 31.

Ship When Ready for Fastest Delivery

The end-of-the-day rush at the airport may nudge your shipments out of the race, defer them until a later plane. So phone for a pick-up the moment the label is on...or before! That's the way to get fastest delivery!

SPECIFY AIR EXPRESS
A Money-Saving, High-Speed Tool for Every Business

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for "Quizzical Quiz"—a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-12, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Goes there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

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Porter to Take Post Dec. 15
(Continued from page 13)

Clifford J. Durr, or any other member of the Commission, for the chairmanship. Mr. Durr had been a candidate.

Mr. Jett, prior to his interim appointment as chairman, had told White House officials that he did not desire to undertake the chairmanship and would prefer to concentrate largely on technical and allocation matters. The President took cognizance of this in a letter to Mr. Jett. He wrote:

It will necessarily be some weeks before a new chairman will be named for the Commission. I can well understand that, with your other extensive duties, you would not care to undertake the burdens of the chairman's office permanently. However, I do hope you will carry this work during the interim period.

With that thought in mind and pursuant to the provisions of the Federal Communications Act of 1934 as amended, I hereby designate you as chairman of the Federal Communications Commission, effective the 30th day of November 1944.

The Jett appointment recognized the importance of engineering and allocations matters now before the Commission which require expert technical as well as policy direction. Mr. Jett feels he can do a better job by specializing on engineering and technical matters, which would not tie him down with administrative detail, budget work, travel authorizations and other functions of the chief administrative officer.

Allocations Study

The FCC staff, both legal and engineering, is working feverishly on the spectrumwide allocations plan, to cover all new services, in the light of the testimony taken at the five weeks of hearings which ended Nov. 2. Despite a Dec. 1 deadline set by the State Dept. on international aspects of the allocations, it was doubted whether the Commission would be able to meet that date. The general allocations, covering such new services as FM, television and facsimile, and associated relays, won't be ready for some time after that—possibly not until the first of the year. Chairman Jett will direct that work and also may follow through after Mr. Porter assumes office.

In addition to assuming the FCC chairmanship, Mr. Jett automatically becomes chairman of the Board of War Communications of which he has been coordinating committee chairman. His extra FCC functions, which probably were responsible for his unwillingness to assume the permanent chairmanship duties, include membership on the Interdepartmental Radio Advisory Committee, State Dept. committees having to do with communications and censorship, and the BCE operations.

The President's "Dear Larry" letter to Mr. Fly was a deviation from the customary White House communication to a retiring official. The President cited the "personal reasons" which motivated Mr. Fly in returning to private practice and pointed out that the FCC had given 15 years to Government service and had handled "extraordinarily difficult tasks—calling for technical competence and strength of heart of the highest order—against powerful opponents who did not always take your victory lightly."

The Chief Executive pointed out that much more work remained to be done and that he would want to call upon Mr. Fly for his advice and counsel. After stating that Mr. Fly was only on "furlough", the President said he would have to call upon him from time to time "particularly in the field of international communications."

This was interpreted as meaning Mr. Fly might be called in as adviser, without official portfolio, in connection with world communications matters and possibly at the peace negotiations. An ardent proponent of merger in the inter-
Leader.

H. White cast the vote to make Assistant Guard, of the University of Chicago, as well as common stock owner of AMP and Muzak, long has been interested in supplying the “subscription radio” service, successor to wired radio. Victor Ratner, former promotion manager of CBS, is Mr. Benton’s adviser on Muzak.

Bartlett Mentioned

Commenting upon the Fly appointment, Mr. Benton said the former chairman of the FCC should prove invaluable to the industry in helping to crystallize radio’s new opportunities for service after the war.”

A new name was added to the list of those mentioned for the Craven vacancy—Col. Theodore L. Bartlett, Army Air Forces communications officer in the European theatre, and former chief of the FCC’s Law Department Administrative Section. With the FCC from its creation in 1934, Col. Bartlett has been overseas for about two years, having entered the service as a major in January 1942.

An old name revived was that of Capt. E. M. Webster, communications chief of the U. S. Coast Guard, now on leave from his post as assistant chief engineer of the FCC in charge of non-broadcast operations. Capt. Webster is strongly supported by Sen. Wallace H. White Jr. (R-Mo.), Minority Leader.

Others whose names are believed to be under consideration include:

Interim Chairman

Ewell K. Jeft

Leighton H. Peebles, chief, Communications Branch, WFB; Charles R. Denny, FCC general counsel; Rosel H. Hyde, FCC assistant general counsel, and Lowell Mellett, Washington newspaper columnist and former administrative assistant to the President. J. Leonard Reinsch, managing director of the Cox radio stations (WSB WIOD WJIB), originally mentioned for a post on the FCC, who had served as radio director of the Democratic Committee under Mr. Porter, no longer is regarded as a likely nominee in view of Mr. Porter’s appointment. It was felt that one or the other would be named to the Commission.

Of those whose names have been advanced, only Mr. Hyde is a Republican. The appointment can be either Republican or Democratic, since Chairman Jett is an Independent and since the law specifies that not more than four members of the FCC shall be of the same political faith. Present Democratic members are Messrs. Walker and Durr. With Mr. Porter’s confirmation, there would still be room for a Democratic appointee to the Craven post. The Republican members are Case and Wakefield.

Text of Chairman James Lawrence Fly’s Nov. 11 letter to President Roosevelt, submitting his resignation from the FCC, follows:

Dear Mr. President:

I hereby submit my resignation as a member of the FCC effective at the end of the 16th day of November 1944.

Despite the personal reasons calling for this step—and these you have recognized—I make the move with great reluctance. The forward movement of electrical communications is freighted with problems that will be room only for a Democrat in the Wilson Company

5 Stations of Yankee Network...

A Voice for Sale

RENEWALs prove she’s good! Clients participating locally include:

Matchless Brand Foods 4 yrs.
Florigold & Flo Citrus Fruits 4 yrs.
Winslow’s Potato Products 4 yrs.
Red Cap Products 3 yrs.

Others 1 to 2½ years and still going.
Ask for full details.

Participation now available over
5 Stations of Yankee Network...

WNAC, Boston—WAAB, Worcester
WEAN, Providence—WTHT, Hartford
WCOU, Lewiston

With a remarkable city index of 133.3, Gronk Forks ranks SECOND in the U. S. in Sales Management’s High Spot Cities forecast for November.

No other city in the Northwest is included in the list of the 15 cities leading the nation.

Grand Forks consistently paces the country because it is located in the center of the lushly rich Red River Valley, a 200 million dollar farm market. KILO, the only CBS outlet in the Valley, serves this area in a hundred different ways. It alone can do the job for you.

GRAND FORKS IS NATION’S
2ND BUSIEST MARKET

11:15 A.M.
Tuesday and Thursday
$105.00 per program
less discounts

For a woman’s audience and
RESULTS, consult—

New England Cupboard
448 STATLER BLDG., BOSTON 16, MASS.
HANcock 4400

Look over . . .
Not to be overlooked
250,000 prospects
in the Sabine area of Texas
KFDM
Blue Network, 560 K.C., 1,000 Watts
BAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard W. Wilson Company

J. Kilo Wolts, a man with real foresight! says:
“Keep your eyes on the Red River Valley, the Nation’s Number 1 Food Market!”

KILO—Your Red River Valley Salesman

GRAND FORKS, N. DAK.
of broad and deep significance. In some real measure the landmarks of principle have been established and the path is well worn. Yet, much work remains to be done. The most pressing task is the further development of international communications. In this regard I shall stand ready from time to time, and in a private capacity, to assist in any manner possible.

I need hardly remind you of the deep gratitude I feel for all that you have helped fulfill the highest ideals of America. The Commission has always been a public service, and I shall have your help from time to time, particularly in the field of international communications, and I know I can expect you to respond.

Sincerely yours,

Franklin D. Roosevelt

President’s Letter

Text of President Roosevelt’s letter accepting Chairman Fly’s resignation follows:

Dear Larry:

With great personal reluctance, I accept your resignation as a member of the FCC. I have had in mind personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy after the last war, I feel I cannot deny you the “furlough”.

You have given five years to the prosecution of monopolies in the Anti-Trust Division of the Dept. of Justice, five years to your brilliant defense of the Tennessee Valley Authority and a year and a half to the reorganization of the FCC. Since the FCC was the product of extraordinary difficult tasks—calling for technical skill and strength of heart of the highest order—against powder-keg interests, I knew you would always have your victory lightly. Few men have so proved their worth and achieved a record in public service.

Indeed, it is a tribute to the call of public service upon you that you were willing to persist for 16 years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most of your opponents for requiring them to face, for the public good, the need of adjustments necessary to protect their own interests.

The importance of the work of the FCC is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission working as a team under your chairmanship has made notable advance in advancing freedom of speech and information and in protecting competitive enterprise in the field of communications.

But much work remains to be done and in the doing of it I shall want your advice and counsel. You are only on “furlough”. I shall have to your help from time to time, particularly in the field of international communications, and I know I can expect you to respond.

Affectionately yours,

James Lawrence Fly

Porter Selection

(Continued from page 13)

which took Mr. Porter deep into the labyrinth of Government procedure, his friends wondered at the apparent calmness with which Mr. Porter accepted the challenge of problems which had tried the patience of many men older and more experienced than he. To this extent—in his unruffled mien and buoyant mood—he is the antithesis of his predecessor, Mr. Fly.

A New Dealer

Both, by counterpart, however, have proved themselves of will and determination. And both are staunch New Dealers.

Mr. Porter was 40 last Oct. 6. He was born in Joplin, Mo., the son of a Baptist minister. His family moved to Kentucky before young Porter was yet a year old. There he spent his childhood and youth, living most of the time in Winchester and attending Kentucky Wesleyan College in that city.

From those days in Kentucky, Mr. Porter gathered much of the folklore which provides the background for his droll stories about Judge Culpepper. He is reputed to be the best story teller among the New Dealers, and he finds it necessary to expend in his profession usually is “war- shed down” in the Culpepper manner with a laugh.

Mr. Porter attended law school at the U. of Kentucky and those years were accompanied by active practice in the journalistic field as city editor of the ‘Lexington Herald’. Subsequently he was employed by General Newspapers Inc. in Indianapolis, of which Eugene Pulliam (now WIRE Indianapolis) was president.

Mr. Porter is the father of two daughters—Betsy, 13, and Ann, 7. Mrs. Porter is the former Beatrice Ector Benton of Winchester, with whose father Mr. Porter was once associated in the practice of law.

Lear to Make Sets

LEAR Inc., Piqua, O., formerly Lear Avis, manufacturer of radio equipment for aircraft and other specialized uses, will enter the home radio field after the war. Lear’s contributions to radio include patented methods for eliminating the B-Battery, which interfered with the operation of automobile radio sets; and origination of the magic radio frequency carrier and frequency unit for automatic tuning.

Two for MBS

TWO Michigan stations owned by the Ashbacker family interests, WKZ Muskegon and WKLW Ludington—are joining Mutual Network, Jan. 20, bringing the total number of network outlets to 245. Formerly a Blue affiliate, WKZ in operation on 250 w with 1400 kc by Ashbacker Radio Corp., the chief owner, Grant F. Ashbacker. WKLW, a newly established station, operates with 250 w on 1450 kc, the chief owner, Karl L. Ashbacker.

Budget Increased

The advertising and promotion budget of American Home Foods Inc., subsidiary of American Home Products Inc., New York, has been increased by about 25 per cent, with allocation to radio, the fastest growing medium, and largely contingent on the extent to which the Government releases stocks for civilian use. With the Government now taking 100% of the output of G. Washington Co., American spot radio campaign on 12 stations for this product was discontinued at the conclusion of contracts several months ago, and the release of restrictions for radio advertising only if restraints on retail prices are lifted. Participating programs and spots on six stations in selected markets for cake mixes of P. Duff & Sons will continue. There is no radio in view for Clapp’s baby foods, produced by third division of AFB, Harold H. Clapp Inc.

Continental on CBS

CONTINENTAL CAN Co., New York, will sponsor a documentary program, ‘Report to the Nation’, starting Jan. 6 on 14 CBS stations, Sat., 1:30-2 p.m. Institutional advertising will be used for the first few programs with plans for straight product advertising later, for various types of containers. Program, which features John Daly, CBS commentator, as narrator, also will be heard on CBS outlets in Montreal and Toronto. Contract for 52 weeks placed through BBDO, New York.

Priebre Appoints

PRIEBE & SONS, Chicago, has appointed Goodkind, Joice & Morgan, Chicago, to handle advertising of its poultry and egg packing plants, hatcheries, and wholesale marketing. Radio will be used.

Wichita KFH

WHEN sewing societies move into aircraft plants—that’s Bloomont! Wichita is the nation’s No. 1 Bloomont—the first city in the United States in factory wage-earner employment gains! Wichita is an aircraft center today—with the only permanent plants in the Southwest — and aviation is here to stay!
Pierce Leaves OWI After Two Years

Tells Story of Capture Of Radio Station Luxembourg

AFTER SERVING his country with distinction for nearly two years as chief engineer for OWI in Europe and Africa, Morry Pierce came back home last week to his old job as engineering supervisor for the Richards-Fitzpatrick stations (WJR, WGAN, KMPK). He was the first engineer to go aboard for OWI, agreeing originally to serve six months on a consultant basis. He had been promised three times to stay on but following his last stint it was felt he had "done his bit" and was entitled to again enjoy the comforts of home and family.

"Embarrassed"

Morry was quite unaware of the fact that he had become a celebrity, if not a legendary figure. When shown stories in BROADCASTING and the newspaper about his latest achievement in capturing Radio Luxembourg he said he was "embarrassed" and that it wasn't fair that he had singed from among all the American radio men who are doing such fine work abroad for OWI and the Army.

He mentioned among others William S. Paley, CBS, and A. S. Leavitt of Radio Luxembourg as also being up to his post. All were well-known radio men of the world. Morry was quite the "embarrassed" and that it wasn't fair that he had singed from among all the American radio men who are doing such fine work abroad for OWI and the Army.

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Gillette Safety Razor Corp., Boston (blades for share owners) on Dec. 2 only sponsors Army-Navy football game on about 144 CBS stations Sat., 1:45 p.m. to conclusion. Agency: Maxon Inc., New York.


Brocker & Gamble Co., Cincinnati (Lava Soap), on Dec. 7 starts The FBI in Peace and War on 74 CBS stations, Sun., 3:30-5:30 p.m. Agency: Biow Co., N. Y.

Sherwin-Williams Co., Cleveland (paints) on Nov. 30 starts Metropolitan Opera Auditions of the Air on 100 Blue stations Sun., 2:30 p.m. Replacing World of Song, Agency: Warwick & Legler, N. Y.

Whitall Pharmacal Co., New York (Antacid), on Nov. 13 started Fleetwood Lawson on 7 NBC West Coast stations, Mon., Tues. Wed., 8:15-10:30 p.m. (PWT) Agency: Dancer-Fitzgerald-Samuel, N. Y.

Nash-Kelvinator Corp., Detroit, on Dec. 24 starts musical variety program with Andrews Sisters on 190 Blue stations, Sun., 4:30-5:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

Elgin National Watch Co., Elgin, Ill., on Nov. 23 and Dec. 25 sponsors Thompson's Christmas Day and Christmas Bells program on 141 CBS stations, 6-8 p.m. Agency: J. Walter Thompson Co., Chicago.

Soil-Off Mfg. Co., Glendale, Cal. (Soil-Off), on Nov. 6 started Buddy Bliss—movie exhibit program, on 11 Blue Pacific stations Mon. Fri., 1:45-5:00 p.m. (PWT). Agency: Newell-Jackson, Los Angeles.

Chemicals Inc., San Francisco (Vanous), on Oct. 21 for 52 weeks started Soap Shop on 10 Don Lee Pacific stations, Sat., 7:30-10:00 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

B. B.semler Inc., New York (Kemra Hair Tone, Kemra Shampoo), on Dec. 4 starts newcast on about 356 MDR stations, Mon. thru Fri. 12 noon to 12:15 p.m. Agency: Owings & Co., N. Y.

Swift Canadian Co., Toronto, on Nov. 9 started Courier Confidence on 3 CBC Quebec network stations, Mon., Wed., Fri., 10:15-10:30 a.m. Agency: J. Walter Thompson Co., Toronto.

Hobbs Glass Ltd., Toronto (glass and plastics), on Oct. 26 started Fred Waring and his Pennsylvanians, Thurs., Tues., Mon., Wed., Fri., 9:00-10:30 a.m. Agency: J. Walter Thompson Co., Toronto.

York Knitting Mills, Toronto, on Nov. 13 started Gordon Devers Storey show on 26 CBC Trans-Canada stations, Sun., 5:30-6:00 p.m. Agency: Cockfield Brown & Co., Toronto.

Peter Paul Inc., Naugatuck, Conn. (Mirex, cindy bars), on Oct. 21 for 82 weeks started Graeme Fletcher—commentator, on 7 NBC Pacific stations, Tues., Thurs., Fri., 8:15 a.m. (PWT). Agency: Bridgehouse, Van Norden & Staff, San Francisco.

Renewal Accounts

Table Products Inc., Los Angeles (Napkins), on Oct. 18 for 15 weeks renewed Night at Hampton on 45 MBS stations, Sun., 10:00 p.m. to 10:30 p.m. Agency: Foote, Cone & Belding, Los Angeles.

42 Products Inc., Los Angeles (hair oil shampoo), on Nov. 15 renewed for 52 weeks started Crystaltone on 25 Don Lee Pacific stations, Sun., 8:30-9:00 p.m. (PWT). Agency: Fillman-Shane-Bruyer, Los Angeles.

Association for Education by Radio announced Thursday last Tuesday for a workshop of four weeks duration to begin Feb. 5. There will be two-hour sessions on each successive Monday evening, featuring lectures, demonstrations, and recordings dealing with science, music, literature, forums, and other cultural and educational subjects.


Conti Products Inc., New York (soap), on Nov. 30 started Tresguis Detroit on 33 MBS stations, Thurs. 9:30-10:15 p.m. continuing Nov. 27, 8:30-9:00 p.m. Agency: Foote, Cone & Belding, San Francisco.

Peralta Wine Co., San Francisco (Monte Cristo wines), on Nov. 7 for 59 weeks renewed Count of Monte Cristo wine on 16 Don Lee Cal. stations, Tues., 8:30-9:00 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.


Network Changes

P. Lorillard Co., New York (Old Gold cigarettes), on Oct. 29 replaced Jackie Gleason—Les Tremayne Show on 125 NBC stations Sunday 10:30-11:15 p.m. with The Comedy Theatre with Lenlen & Mitchell, N. Y.


Van Camps-Stokley Bro. & Co., Indianapolis, on Jan. 26 discontinued Lawton With Lopes on 129 MBS, Fri., 9:30-11:15 p.m. and Jan. 29 started musical-variety program on 158 MBS stations, Mon., Wed., Thurs., 10:00-11:00 a.m. Agency: Calkins & Holden, N. Y.

Emerson Drug Co., Baltimore (Bromo Seltzer), on Jan. 6 will replace Dally Queen with Stan Kent on 15 NBC stations, Sat., 7:30-8:30 p.m., with replacement program, Thurs. 10:30-11:00 a.m. Agency: McCann-Erickson, N. Y.

Liggett & Myers Tobacco Co., New York (Chesterfield cigarettes), has added 17 CBS stations to their Tuesday Nighter, making a total of 145 CBS stations, Tues., Thurs., 1:15-2:30 p.m. Agency: Newell-Emmett Co., N. Y.

Gillette Safety Razor Corp., Boston (Stades), has extended contract for boxing bouts on over 70 MBS stations, Fri. 10:30 p.m., from Dec. 25, 1945 to Aug. 31, 1946, replacing original 26-week contract with 12-week contract retroactive as of Sept. 8, 1944. Agency is Maxon Inc., New York.


Brocker & Gamble Co., Cincinnati (Durex), on Nov. 4 started The Rudy Vallee Show on 125 NBC stations from Sat. 8:45-10:30 p.m., Wed. 9:00-11:00 p.m. and Thurs. 10:30-11:30 p.m. Agency: Koster & Bial, Chicago.

Williamson Candy Co., Chicago (candy bars), on Nov. 10 shifted Famous Jaffa Cookies, on 101 Blue network stations, 5-9:30 p.m. to Fri. 8:30-9:00 p.m. and runs for 52 weeks. Agency: Ashby, Moore & Wallace, Chicago.

AFRA Politics

Discussion of a resolution to limit the New York local of AFRA to matters of working conditions and to prohibit participation in social or political movements kept the AFRA political meeting last Thursday in session until 2 a.m. Amended to permit political issues to be raised on petition of 100 members and to be submitted to members not present by a mail referendum, the motion was passed by members present. Others will be balloted by mail on the subject.
Los Angeles AFRA May Suspend 100
Dec. 1 Named Deadline to Pay Delinquent Assessment

WITH DEADLINE for paying a delinquent assessment set for Dec. 1 by the Los Angeles Chapter of AFRA, some 100 members face penalties, with suspension being tacitly understood. Assessment was to help defeat Proposition No. 12, the so-called “right to work measure” which was voted down in the California election on Nov. 7.

Following members’ refusal to pay the assessment, AFRA board of directors at a special session on Nov. 10 unanimously adopted a deadline resolution which affects among others, Cecil B. DeMille, producer-director of CBS Lux Radio Theatre, who might face the possibility of being withdrawn from that program.

Promises to Fight
Although refusing to issue a statement, DeMille is reported to have told intimates that he will fight the special assessment, if necessary carrying it to the U.S. Supreme Court. DeMille previously had maintained that the assessment was unconstitutional and therefore refused to make the payment. Regular AFRA board action in the event of the assessment were to be have been received up to Nov. 1, with some 100 of the 2300 members failing to respond. A 15-day grace was allowed. With deadline passed, Los Angeles Chapter board issued its ultimatum.

C. L. McCue, executive secretary of Los Angeles local, AFRA issued a statement explaining the action and the assessment of which he said, “The assessment to oppose Proposition 12 was levied by unanimous action of the board pursuant to the wishes of the membership expressed at a general meeting and ratified by the membership at a general meeting.”

AMA Radio Session
AMERICAN MARKETING Assn., at its annual meeting to be held Nov. 20-Dec. 1 at the Edgewater Beach Hotel in Chicago, has scheduled a luncheon meeting Thursday on the NAB’s Broadcast Measurement Bureau. Paul Peter, NAB director of research, will speak.

MGM, RKO SHIFT FROM NET TO SPOT
TWO MAJOR film companies, Metro-Goldwyn-Mayer Pictures Corp., New York, and RKO Radio Pictures, New York, after more than six months of network advertising, will discontinue spot advertising to concentrate on series. Both studios have been supplementing programs with spot announcements and now feel that spot offers a better advertising medium for pictures premiering or playing in various localities.

MGM which has been sponsoring a talent-seeking program, “Screen Test,” 9:15-9:30 p.m. Mon. thru Fri. on 87 MBS stations, discontinues the show on Dec. 8. The film company started a spot campaign last spring, and is now using more than 100 stations on a 52-week basis [BROADCASTING, May 22-Oct. 16]. According to a spokesman of the agency, Donahue & Cee, New York, present plans call for a continued expansion program of spots on long-term contracts.

RKO on Nov. 24 discontinues Hollywood Star Time on 177 MBS stations, Mon. through Fri. 3:15-3:30 p.m. New policy of RKO which heretofore has used spot advertising for individual films at irregular intervals, calls for a spot campaign to begin shortly on a long term basis with a continually expanding program. Agency is Foote, Cone & Belding, New York.

Transportation Causes FMBI Convention Delay
BECAUSE of the acute transportation situation, the FMBI has postponed its annual meeting which had been scheduled for Jan. 21-22 at the Commodore Hotel, New York. At a meeting of the FMBI Board in Chicago during the NAB Executive War Conference the convention dates were set, but President Walter J. Damm of WTMJ-WMFM Milwaukee was authorized to use his own discretion as to whether the meeting would be held.

Following renewed requests from the Office of Defense Transportation to all organizations to keep travel to a minimum because of military needs Mr. Damm notified the ODT that the FMBI convention would be postponed. Tentative plans are to hold a meeting some time after April 1 depending upon transportation facilities.

OWI PACKET, WEEK DEC. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 11. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

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See OWI Schedule of War Message 188 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

WHAT LUCKY PROMOTION MAN WANTS MY JOB!
Working for a 50,000 watt network-owned station in the East has led to my transfer to headquarters in New York.

My job in this major market will soon be open. Perhaps you’re just the self-starter my boss is seeking. He says he wants someone who has a versatile imagination, creative ability, a forceful, refreshing writing style—an energetic person with a thorough background in sales promotion.

You’ll not only get the same opportunity for advancement I was given, but you’ll have the pleasure of working with a congenial co-operative staff at a progressive station, headed by an alert manager who gives your talent the widest freedom of expression.

Your application will be kept in strict confidence. Write, giving full particulars, including salary requirements and availability to Box 880, BROADCASTING.
STUDIO AFLOAT GAVE LEYTE NEWS

Former WRVA Control Operator, Now Lieutenant,
-Supervised 100,000 w Installation-

IT WAS an ex-radio man who supervised the installation of radio equipment and reconstruction work on the 100,000 w radio ship used to bring to the world news of the Philippine landings. He is Lt. Sanford T. Terry Jr., former control operator of WRVA Richmond, now with the Signal Corps.

After months of drawing plans, testing equipment, working out modifications and changes, a handful of officers and enlisted men of the Signal Corps, led by Lt. Terry, completed the work that transformed the 55-year-old vessel into a communications ship that has broken news records in the announcements that have been broadcast on its wavelength.

The ship has a displacement of less than 1,000 tons. Its voice power output is 100,000 w. Rebuilt completely, the forward cargo hold encases a rubber insulated, sound-proofed and air-conditioned studio. To combat weather and other operational disturbances, transmission is beamed over channels for a maximum assurance of reception.

Radio correspondents aboard on Leyte D-Day were Arthur Feldman, Blue; George Folster, NBC; Gordon Walker, Mutual; John B. Hughes, CBS; Maj. A. A. Schechter, former NBC news and special events director, is traffic manager for press and radio.

Lt. Terry has been promoted to first lieutenant since going overseas in January. He has received a presidential citation and the Bronze Star.

COWLES EXECUTIVES MEET FOR POLICY DISCUSSION

GARDNER COWLES Jr. president, Cawles Broadcasting Co., and other top executives of the company and its stations will meet Tuesday at the University Club, New York, for a general policy discussion with emphasis on plans for improving programs.

Other scheduled to attend are:

John Cowles, chairman of the board, Cawles Broadcasting Co.; T. A. M. Craven, vice-president, with headquarters in Washington; Phil Hoffman, vice-president, in charge of operating KKNT Des Moines and WNAX Yankeetown; Carl Koester, treasurer; Ted Eanes, national sales manager.

Also Craig Lawrence, vice-president of WHOM Jersey City and WOOF Boston; A. K. Armstrong Jr., general manager, WOOF; Merle Jones, general manager, WUL Washington; Don Inman, vice-president and general manager, WNNAS; John Milloy, vice-president, Look; Karl Hass, treasurer, WHOM and WOOF; Eugene Katz, secretary, the Katz Agency, sales representative of the Cowles stations.

dealers get new disk

RCA Victor Division, RCA, Camden, N. J. lost no time in getting its first new records from studio to dealer after the recording had been lifted Nov. 11. Early Sunday afternoon, Vaughn Monroe cut "The Trolley Song" and "The Very Thought of You" and 28 hours later, the discs were on sale at Wanamaker's, Philadelphia. The process usually takes about two weeks, and the Sunday activity established a new industry record for speed, according to RCA.

J-W-T VIDEO HEAD

TOM WEATHERLY, producer-director of the television staff of J. Walter Thompson Co., New York, formerly a Broadway producer, has been named J-W-T television director, a new post.

Public will see RCA's new video

Production of Model Receiver Awaits Lifting of Freeze

PUBLIC appearance of RCA's new television receiver will take place at a press showing contemplated within the next two or three months. The receiver was shown at a select gathering recently at NBC headquarters.

Set, a working model of a projection type of receiver which will be put into production as soon as manpower and material are available, displayed its pictures on a screen measuring slightly less than 18 by 24 inches and with a clarity said to be starting in comparison to the images of present models.

Projection Method

Clarity is believed to be the result of a system of projection television based on the Schmit aphorpheric lens which has been described by RCA engineers D. V. Epstein and I. G. Nallop in papers before recent technical meetings. Basically the problem of providing a cathode-ray tube capable of producing very bright pictures with the necessary resolution and of providing the most efficient optical system to utilize the largest possible amount of the light generated, they reported, had been solved by developing cathode-ray tubes capable of operating at high voltages and by use of a reflective optical system consisting of a spherical front face mirror and an aspheric correcting lens.

Chief handicap of the application of this system, said to be six times more efficient than a good F.2 refractive lens, to home television has been the high cost of the aspheric lens. This problem has been overcome by the development of machines for making aspheric molds and a process for molding aspheric lenses from plastics, RCA engineers reported.
NETS GRANT AFRA SUSTAINER BOOST

AMERICAN Federation of Radio Artists last week reached agreement with the networks on terms of a new contract for the employment of artists on sustaining programs and with the recording companies on a new transcription agreement. Sustaining contract is placed closely on the recently concluded commercial code and calls for an overall 10% increase in commercial rates, with the same provisions for extra fees where evening dress is required, payment for traveling expenses, name credits, etc., as in the commercial agreement [BROADCASTING, Nov. 13]. Formal ratification of the code is now awaiting approval of the AFRA locals.

Transcription code was renewed without a single change.union demands for a 10% increase here as well as for network performances were met by a set of counter demands on the part of the transcription companies, beginning with the proposal that the rates rest where they were. Code, which had been in effect only one year, for the first time gave parity with five commercial rates to recorded performances and was considered a major achievement by AFRA.

Network staff contracts are now under negotiation in New York, and the commercial contracts for local and regional broadcasting in Chicago and on the Pacific Coast are also being negotiated. They will then be submitted to the War Labor Board for approval, retroactive to Nov. 1. The transcription code does not have to be submitted to WLB, it is believed, since it does not call for any increase in wages. All contracts run for two years, until Oct. 31, 1946.

WAC GIVEN PLAN TO HELP VETERANS

PLANS for an educational campaign to guide civilians in the retraining of returning war veterans were presented last Tuesday by the War Advertising Council to a meeting of about 150 business leaders, held in New York under the auspices of the Drug, Cosmetic and Allied Industries Committee. Program, endorsed by Army, Navy, Retraining and Rehabilitation Administration, presented to the Committee's policy committee, which last year donated an estimated $2,000,000 worth of time and space to recruiting women for war jobs and the previous year sponsored a war bond campaign.

Drug, Cosmetic and Allied Industries Committee plans are derived from most advertising support of Government campaigns in that each participating company is asked to contribute 5% of its total advertising budget, either in cash or in time and space. For radio an allocation plan has been worked out by which each participating sponsor contributes, not 5% of each broadcast, but of all the $20th broadcast. From which all product selling is dropped so that the entire broadcast can be presented in the interest of the war campaign. Lee H. Bristol, vice-president in charge of advertising, Bristol-Meyers Co., is chairman of the Committee.
"Now, if we were only staying at THE ROOSEVELT!"

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

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

Liberalizing of Voluntary Code Urged at NAB Board Meeting

Next Membership Session to Be Held in Spring; Bylaws Committee to Consider Amendments

LIBERALIZATION or possible elimination of that portion of the NAB Code relating to solicitation of memberships is seen with adoption last week by the NAB Board of Directors of a resolution requesting the Code Committee to revise the voluntary ethics to "more nearly conform it to present conditions!"

At the same time the Board set the next membership meeting, probably a war conference, for some time between April 15-May 15 and instructed C. E. Arney Jr., secretary-treasurer, to make arrangements. Site of the conference was left to Mr. Arney. He also was instructed to arrange for district meetings in all 17 districts, beginning the second week in January and concluding 30 days before the general membership session.

With reference to the Code, J. Harold Ryan, NAB president, told a news conference that in the WHKC-CIO developments (Broadcasting, Nov. 13), the Board felt a study should be made toward liberalization of the membership provision. That clause was adopted at the 1948 Chicago Convention to cope with the problem of cooperatives using air time to solicit memberships. It was never intended to prohibit labor organizations from using paid time to solicit members, according to those who helped formulate the provision.

Following is the resolution adopted by the board on motion of T. A. M. Craven, vice-president of the Cowles Broadcasting Co., and seconded by Leslie C. Johnson, general manager of WHBF Rock Island, Ill.:

The Board requests the Code Committee to propose a revision to NAB Code to more nearly conform it to present conditions, with especial attention to the restrictive provision on the solicitation of memberships, looking to its liberalization or its total elimination.

Referred to the bylaws revision subcommittee for study and recommendations were two proposed amendments, one which would amend Sec. 8, Article 3 regarding suspension and expulsion of members and the other, reclassifying stations with reference to the election of directors-at-large.

On suggestion of the Code Committee, the bylaws group was instructed to review that portion of Sec. 8 which provides that sufficient cause for suspension or termination of membership "shall be violation bylaws or any agreement, rule or practice properly adopted by the Association". Under a proposal on reclassification of stations, submitted by Mr. Craven, "large" stations would be Class I, and Class II, 150 and 250 kW; "medium" Class II, above 250 w and Class III; "small", Class II, 250 w and Class IV stations.

Another proposal to be studied was that the Board include representation from FM, television and facsimile stations. On the bylaws revision subcommittee are Paul W. Morency, WTIC Hartford, chairman; Kolin Hager, WGY Schenectady; John J. Gillin Jr., WOW Omaha.

Appointment of a fulltime labor relations employe to assist John Morgan Davis, labor counsel, and to succeed Lt. Joseph Miller, now on active Navy duty, was authorized.

Aldama on KFAC

ALDAMA PRODUCTS CO., Los Angeles (2-Z apple sauce, pie-crust gravy), new to radio, on Nov. 15 started sponsoring a weekly quar- ter-hour program of commentary and recorded music on KFAC Los Angeles. Contract is for 13 weeks.

Airy Agency is Brusacker-Van Norden & Staff, Los Angeles.
GOLDMARK, LODGE
PROMOTED BY CBS

EXPANSION of the CBS general engineering department and creation of a new department of engineering research and development to handle the application of wartime electronic developments and their application to peacetime network operations was announced last week by Joseph H. Ream, CBS vice-president and secretary.

Dr. Peter C. Goldmark, chief television engineer of the network, will head the new department with the title of director of engineering research and development. His present laboratory staff will be enlarged to cover research and development in the fields of antennas, tubes, receivers and recordings as well as television.

William B. Lodge, general engineering supervisor, has been named assistant director of general engineering. He continues to head the department, expanded activities of which comprise engineering in magazine, commercial and network broadcasting, shortwave and FM; audio, studio, transmitter and master control design, and frequency allocations.

Henry Grossman continues as director of technical operations for CBS standard, shortwave and FM broadcasting, under James M. Seward, director of operations.

‘Argosy’ Spots

POPULAR PUBLICATIONS, New York, last week started one-minute transcription spot announcements at varying intervals on stations in 16 or 17 markets for Argosy magazine. Plans call for an expansion of the station list. Agency is Newell-Emmett Co., New York.

FRANK SAMUELS, recently named Blue spot and network sales director in San Francisco (Broadcasting, Oct. 12) previously sales manager of KGO-Blue San Francisco, has been named sales promotion manager of the Blue’s western division, succeeding TRACY MESSER. BYRON NELSON becomes San Francisco sales manager for the Blue.

MEM May Use Radio

MEM Co., New York, has appointed Theodore J. Funt Co., New York, to handle advertising for men’s toiletries and women’s perfumes. Spot radio plans have been included in the presentation for client’s approval.

NBC CANCELLATION

IRKS UPTON CLOSE

UPTON CLOSE, commentator, lashed out in the press last week with the charge that NBC had been pressed by “certain radical and communist elements” into serving notice on his sponsor, W. A. Shaeffer-Per Co., that the Sunday 3-3:30 p.m. period would no longer be available unless he was dropped.

NBC executives in New York, and similarly in Chicago, Chicago, declined to comment. It is understood the program has been set to go off the air next month, and that a new commentator and format have been lined up for Shaeffer.

Mr. Close made his first charges in a column in an interview with a reporter from the Press-Scimitar. C. R. Shaeffer, president, was later reported as stating that the company has been notified that NBC would not sell Mr. Close after Dec. 10.

Devoting his entire column Reading the Signs, in the Nov. 15 issue of the N.Y. Journal-American to the matter, Mr. Close brought in the issue of free speech and the right of the minority to express its opinions.

Mr. Close is also heard on Mutual, Sunday, 6:30-6:45 p.m. for Lumberman’s Mutual Casualty Co.

NARF NAMES THREE AT PHILA. MEETING

HOMER MARTZ, KDIA Pittsburgh; Merl Emmert, WABF New York, and Cliff Gray, WSFA San Antonio, S. G. were elected members of the national executive council of the National Assn. of Radio Farm Directors at the NARFD Eastern Division conference Nov. 13-14 in Philadelphia. The latter two members were reelected to their posts while Mr. Martz succeeds Emerson Markham, WGY Schenectady, who had been elected NARFD vice-president in Columbus at the first national meeting of the farm group, organized early this year.

Mr. Emmert was also elected chairman of the regional group while Charles Worcester of CBS was elected vice-chairman and Charles Shoaffner of WCAU Philadelphia, secretary. The Eastern Division membership committee consists of Mr. Martz, chairman; Mr. Gray and Jesse Buffman, WEEI Boston.


Education FM Forseen

As Leader in Service

RESPONSIBILITY for public service programs in the future will probably be shared by both educational FM and commercial stations with the educational stations “carrying the ball”—FCC Commissioner Clifford J. Durr prophesied at a Washington meeting last Tuesday of the Asn. for Education by Radio. He said the system may lead to competition, which would serve to spur both types of stations to better programs.

The Commissioner said that in considering the allocation of the requested 15 frequencies for educational FM, the FCC is aware of the educational channels and if enough interest is shown by educators, the desired frequencies may be allocated.

Problems holding back educational FM stations were outlined by William D. Boutwell, managing editor of the American Vocational Assn. Journal. Mr. Boutwell foresees “10 times as many FM educational stations in five years”. He paid tribute to Phil Lousher, PHR! counsel, as the man responsible for procuring preliminary wavelength for education.

Referring to television, Dr. R. R. Lowderrmill, U. S. Office of Education Radio Service, said that schools may enter into contracts with television stations to use their studios during the day, when there is not a large general audience. He added that if facsimile assigned frequencies, education will request an allocation.
Decisions...

November 13

1450 kc-WRLA Ledington Broadcasting Co. Ledington, Mich.—Granted license to cover CP new standard station.

1885 kc-WIAC Norfolk, Va.—Granted license to cover CP new standard station.

Westchester Broadcasting Corp., White Plains, N. Y.—Granted license to cover CP new standard station.

The Fort Industry Co., Toledo, O.—Same.

Greenboro News Co., Greensboro, N. C.—Same.

Hutchinson Pub. Co., Hutchinson, Kan.—Same.

Palidium-Times Inc., Oswego, N. Y.—Same.

Pioneer Television Inc., Boston.—Granted license on renewal set for Nov. 20 to transfer service to station.

November 14

1490 kc-KEEW Brownsville, Tex.—Granted renewal on license application to cover CP new standard station.

321 G. Gregory Boulevard, Kansas City, Mo.—Same.

Cross Roads of the World, Hollywood, Calif.—Same.

Tentative Calendar...

November 30

950 kc-WORL Boston.—License renewal.

AM FM

1450 kc-WCTI Greensboro, N. C.—Same.

1110 kc-KFAS Pasadena, Cal.—Same.

790 kc-WJMC Morrow, Mo.—Same.

November 24

1440 kc-KMLB Moreno, La.—CP change frequency, transmitter and site, increase power, install DA-N.

1490 kc-Arkansas Democrat Co., Little Rock, Ark.—CP new standard station 250 w unlimited.


3,170 kc-WAPC Broadcasting Service, Chattanooga, Tenn.—CP new experimental hf station, 1 kw A-2 FM emission.

240 kc-WWJ Washington, D. C.—CP install new antenna and make changes.

1600 kc-KFRE Fresno, Cal.—CP change frequency from 1540 kc, increase 250 w to 300 w unlimited.

1450 kc-J. E. Rodman, Bakersfield, Cal.—Same.

680 kc-KPO San Francisco.—CP install new antenna, make changes.

Channel 4-KSFQ San Francisco.—CP new commercial television station, amended to requested frequency from Channel 6.

November 15

1490 kc-Mississippi Broadcasting Co., Jackson, Miss.—CP new standard station.

1424 kc-100 w unlimited, amended to reduced operations.

210 kc-Victory Broadcasting Assn., McComb, Miss.—CP new standard station.

64,600 kc-KVOX Fargo, N. D.—CP new FM station, 6,800 sq. mi., $20,000 estimated cost.

1450 kc-Jonas Welland, Petersburg, Va.—CP new standard station.

November 16


55,000 kc-Ideal Laundry Co., Baltimore, Md.—CP new FM station, 6,500 sq. mi., $60,000-70,000 estimated cost.

19,150 kc-Sparta, N. Y.—CP new standard station.

1490 kc-WIAC Norfolk, Va.—Same.

8,180 kc—Wingate laundry, Sparta, N. Y.—Same.


13,200 kc-KEvansville on the Air Inc.—CP new educational station, 1 kw, Georgia-FM special emission.

45,900 kc-KHFI-FM Los Angeles—CP change frequency from 44,900 kc, specify location.

45,900 kc-Edison T. S. School, Berkeley, Cal.—CP new FM station, 1 kw unlimited.


1484 kc-KHIBX Des Moines, Ia.—Same.

11,000 kc-Kregent Inc., U. of New Mexico.—CP new noncommercial educational station 1 kw.

14,700 kc-K Bernard Fein, New York.—CP new FM station, 6,800 sq. mi. (returns).

New Canada Stations

THREE NEW Canadian stations went on the air during the first half of November, CJCJ Halifax, with 1 kw on 1320 kc; CKFI Fort Frances, On., with 550 w on 1340 kc, and CJEM Edmundston, N. B., with 250 w on 1240 kc.

DIVIDEND of the per share of common stock and $1.00 per share of preferred stock was authorized by the board of directors of Brownlee-Carlson Co., payable Dec. 1 to stockholders of record at Nov. 15, 1944. The dividend, last year was 50c.

“PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED”
Help Wanted

Announcer. Experienced newscaster, also capable of routine studio work. 5 kw or greater network outlet desired. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 340, BROADCASTING.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience or executive experience. Good contacts and strong sales ability. Give full information in first letter. Your executive staff is familiar with this ad. All replies will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted: Operator announcer with first Announcer. Experienced newscaster, CBS equipment, application. BROADCASTING. be

BROADCASTING.

Wanted: Operator-announcer wanted by station in Rocky Mountain area. Send experience, snapshot, and complete details of background, statement of availability if possible. Box 877, BROADCASTING.

Wanted! Operator-announcer with first class license for CBS regional station in small town in heart of Willams- Ultimate Valley. Operators are wanted for kilowatt equipment, good working conditions. Prefer family man. Box 885, BROADCASTING.

Transmitter and control operators for 5 kw midwest station. In first letter outline experience, will qualify for good position on a large midwest clear-channel station. 40 hour, 5 day week. Salary and overtime payments possible. Write Box 886, BROADCASTING.

CBB affiliate in beautiful New England university city seeks experienced announcer. Prefer family man interested in permanent position with good salary. Station located in area with two coasters. Address resume, WBBR, Middletown, Conn.

First class announcer by old established regional broadcasting station in Florida. No boaters. Give age, draft status, experience and salary expected. Box 881, BROADCASTING.

Announcer—CBB affiliate has immediate opening for above average announcer. Talent opportunity requires advanced radio experience. Station with reputation for good name. Salaries competitive. Write Box 881, BROADCASTING.

Wanted—we are in need of a first class engineer and an announcer. Call or wire, collect. Malver Hulson, P.O. Box 64, Tennessee Valley Broadcasting Company, Decatur, Alabama.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Fort Arthur, Texas.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $100. Situation Wanted $100 per word. All others, 15c per word. Bold face copy costs 30c per word. Ad must be all light face or all bold face copy. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

Copy writer experienced. Good position with 1,000 kw midwest station. Weekly salary and 40 dollars for keep for man who can produce saleable commercial copy. Send full particulars and sample scripts with first letter, to Elenor Knopp, WDFD, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-phone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI Frontasha, Idaho.

WANTED—First or second class operator. Excellent opportunity for advancement. Ideal working conditions. Permanent, Blue Bus, 1600 watts, place for great experience. Must be experienced in RCA equipment. A real opportunity for right party. Advise expected to start, complete work on first letter. W126, Jackson, Tennessee.

WBY Radiophonic Company, Oklahoma City, Oklahoma wants experienced announcer. Send voice transcription and full particulars to Boyce Wright, Production Manager.

WSKK, McComb, Miss. Expanding its operations has immediate permanent positions for first operator and restricted third operator, also male announcer, experienced news and commercials. Good pay. Write or wire, WSKK, McComb, Miss.

Transmitter operator wanted—First class experience. Small percent of fee. Permanent position with postwar future. Give present and previous experience, snapshots, salary requirements, first letter. Immediate opening. Write or wire KNOX, Farmington, New Mexico.


Want announcer that can do newsca- regular job. Please state starting salary in first letter of application. Contact Manager, WBBR, Woolw, Va. E.

Situations Wanted

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Chief engineer now employed. Seven years' experience, five as chief with 250 watt transmitters. Desires change due to working conditions here. Permanent connections desired. Reasonable salary expected. Married with family. 49, 50 years of station experience. If so not a boater, can be available 50 days after accepting your offer. Virginia, North Carolina or South Carolina preferred. Box 882, BROADCASTING.

Program manager—Network newscasting and engineering experience. Desires change offering permanence and future advancement possibilities. Box 883, BROADCASTING.

Announcer—all around man, restricted license, strong adult, six years' experience. Minimum $600. Box 884, BROADCASTING.

WANTED—Commercial announcer, married, 49, 2, 1/2 years New York City service. Employed. Desires change working conditions, locality. Minimum $500.00, talent fee paid, 1600 watts. Write or wire, WKBK, New York City, 83rd St., Hollywood, Florida.

WANTED—General sales manager available immediately. Now on regional CBS station. Four years radio sales with backgrounds, backed by national experience. Minimum $250,000. Box 885, BROADCASTING.

WANTED—Sales manager available immediately. Radio station chain. Write or wire, WKBK, New York City, 83rd St., Hollywood, Florida.


Wanted experienced staff announcer desires well paid sales staff position. Sport-Editor, WALC, Mobile, Alabama.

Situations Wanted (Cont'd)

News editor-writer-man. Available now to put straight news, commentaries to work on a small eastern station. More money and security for your station and sponsors. Eight years' experience in copywriting, rewriting, analyzing, dramatizing news for newspapers, wire services, radio, radio-newspaper association. Age 39. C. P. Now on publicity and speech-writing staff of major political party. Campaign's over, job's done. What's your news problem? Box 886, BROADCASTING.

Announcer, newspaper, writer, actor. Reliable, ambitious. Veteran, Eastern station. Box 97, G.P.O., New York 1, N. Y.

Wanted to Buy

WILL pay cash for 250 watt transmitter, FCC approved. Box 880, BROADCASTING.

WANTED—1000 watt transmitter, FCC approved, also pref—"n" set. Write Box 881, BROADCASTING.

WANTED—Freeance model and monitor monitors. Phone Central 6960 collect, Chicago, Mr. Clifford.

WANTED—Any type vertical antenna. Phone collect Central 6960, Chicago, Mr. Clifford.

WANTED—Broadcasting equipment such as pre-amplifiers, low and high end, and any other equipment except transmitter. Write or wire box numbers of what you have. R. A. Homes, Jr., 611 S. 83rd St., Birmingham, Ala.

For Sale

United Sound Engineering Companies 5 towers, six-way line of high output, time and blend. Model series, new $126, Box 887, BROADCASTING.

WANTED—Western mount, tubular construction, complete with burner, base insulator, lighting equipment. Ashland Broadcasting Company, Ashland, Kentucky.

Miscellaneous

Chicago agency wants to place eight full strip accounts on after midnight time. Box 886, BROADCASTING.

WANTED

5 kw transmitter
1 antenna, any height
light with

1 250 watt transmitter

Box 876, Broadcasting

If you are a qualified chief engineer, preferably now employed by a small southern station, but desiring a change; if you are stable and sober and forward looking, this may be the job you're seeking:

"A thousand watt CBS regional station wants to employ a chief engineer, one who can supervise men and command their respect. This is a permanent job for the right man. Due to War Labor Board limitations on a salary fixed under a prior ownership, the pay is moderate to start; but we're hunting a man who wants to grow with us and can help us on problems of increased power and FM possibilities. This job is going to be filled quickly, so send your interest to Box 897, BROADCASTING. Include when you come to work. We'll hire one man to fill the bill.

November 20, 1944 • Page 69
500 kw Long-Wave Stations Are Sought by Panel Group

Engineers Propose 10 Clear Channels in Band 200-400 kc for Better Rural Coverage

RECOGNIZING the need for better rural coverage, the Allocations Committee of Panel 4, Radio Technical Planning Board (P4a), has recommended that 10 clear channels, each 10 kc wide, be made available in the 200-400 kc band (long wave) for stations of 500 kw power or greater, it was learned last week. Thus far, in 1944, no applications have been received which would go to Panel 4 for consideration, was adopted after the Committee heard reports from Paul F. Godfrey, Montclair, N. J., consulting engineer, and H. W. Holt, chief engineer of WOW New York, on expansion of the standard band.

Superior Coverage Seen

Discussion disclosed that the groundwave coverage on the lower frequencies is considerably superior to that of the standard band, 550-1600 kc. Coverage both day and night would be improved, it was pointed out, in a range of from 300-500 miles from each station. Static would be worse, but the higher power would more than overcome that interference, engineers agree.

Superior propagation in the range of 300-500 miles also would permit more consistent and dependable signals than are available to rural listeners in a substantial part of the U. S. Although there are few receiving sets today capable of receiving the 200-400 kc range, Committee members pointed out that the new band could easily be added to any new design of standard broadcast receivers.

Until service in the 200-400 kc band is such that the number of receiving sets is sufficient to cover the entire country, the Panel 4 group suggested that it may be economically feasible to permit clear channel stations to operate stations in the new band, carrying the same programs as those on the regular outlets, to test the new service.

While FM proponents have emphasized that art will provide greatly improved urban service, Committee members explained, no responsible opinion has yet been passed that the wide rural service would be given by FM stations.

In that connection, the Committee put little credence in the purported merits of high-fidelity, requiring wide band widths, thus the recommendation for 10 kc channels. Technically the 10 kc channels can be used as efficiently in the lower band, insofar as transmitting equipment is concerned, as in the standard band, and with the contention that the antenna height must be considerably greater to obtain comparable performance, according to Committee members. On the other hand, they brought out that the superior groundwave more than compensates for any minor loss in efficiency where higher antennas cannot be erected.

A study of non-broadcast, stations assigned to the 200-400 kc band and listening observations indicate that the band is not extensively used, and that at least 10 channels could be cleared for the proposed rural broadcast service, the Committee was informed.

Raymond F. Guy, NBC radio facilities engineer and chairman of Committee 3, RTPB Panel 8, recommended that further study of the use of 3-17 mc for rural broadcast services be dropped because of interference with international broadcasting, and he expressed the hope that the "cooperative efforts which have proved so valuable in the past will thrive and flourish" in the future.

WORLD-WIDE LINKS SEEN BY WAKEFIELD

Radio RELAYS in conjunction with telephone land lines may link not only the nation but the world in all types of communications, Ray C. Wakefield, Federal Communications Commissioner, told the National Assn. of Railroad & Utilities Commissioners' War Conference in Omaha last Tuesday.

Based on evidence presented during the allocation hearings from Sept. 28-Nov. 2, Commissioner Wakefield asserted that the post-war period will see "vast new technical advances in communications" and that FM, television, and facsimile no doubt will be linked by radio relays into networks, just as standard broadcasting is linked today by telephone lines.

As to common carrier rates, Commissioner Wakefield said "much progress has already been made in integrating state and federal regulation in those matters which are of common concern" and he expressed the hope that "the cooperative efforts which have proved so valuable in the past will thrive and flourish" in the future.

STANLEY MAXTED, BBC war correspondent, who has arrived in this country for a short visit before returning to European battlefronts, will be guest of honor Nov. 20 at a BBC luncheon at the Waldorf-Astoria given by John Satt, BBC North American director.

Listening Increase On Election Night

Audience Up 50% Over That Of an October Tuesday

LISTENING on election night was more than 50% over that on a Tuesday three weeks before, according to breakdowns of set-in-use figures in the 32 four-network cities made by C. E. Hooper Inc. Increase is consistent throughout the day and the increase occurred in the 9-9:15 period each Tuesday—41.8% of all sets were found in use on Oct. 17; 58.0% were found in use Nov. 7.

Research organization did not issue individual audience figures for each network for the evening, which, as given to the networks the day after election, showed NBC to have had the largest part of this audience, with Mutual and Blue following in that order. Blue was estimated at 35% and Mutual last in last week's issue of BROADCASTING, which also was in error in reporting an average rating of 14.7 for MBS for that evening.

Breakdown of election listening by quarter-hours through election evening, from 6 to 10:30 p.m. (EWT) follows:

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CED Disc Series

COMMITTEE on Economic Development has begun distribution of a quarter-hour, transcribed program, Creating New Jobs, to stations through the 2,000 local CED programs, cut by World Broadcasting System, includes talks by business leaders. Other CED programs, both recorded and network, are in preparation according to Lawrence Hammond, who produced the first one, and Edward Roberts, who wrote it. On Nov. 27 Mr. Hammond becomes radio and motion picture director of NBC's CED information division, succeeding Mr. Roberts, who joins the staff of Time on that date.

'GE House Party'

GENERAL ELECTRIC Co., Bridgeport, will begin sponsorship of a network program, titled GE House Party, next year on CBS, Monday through Friday, 4-4:25 p.m. on behalf of the company's lighting and appliance division, succeeding Mr. Roberts, who joins the staff of Time on that date.

"Jones Made Seven Yards Around Right End; Sorry, the P.A. Says Smith Lost Seven Yards Around Left End!"

BROADCASTING  •  Broadcast Advertising

Page 70  •  November 20, 1944
The Penalty of Leadership

Advertising must pace progress

Birth Certificate
OF AN INDUSTRY'S GREATNESS!

After 29 years, the leadership which Cadillac assumed in this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. MacManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.

...And Advertising Must Make Other Industries Great In The Distribution Decade!

Along the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW
Division of The Crosley Corporation
THE NATION'S MOST MERCHANDISE-ABLE STATION
CINCINNATI 2, OHIO
You may be interested in what RCA tube workers have been doing to make more tubes available for John Public.

Back in August, 1943, thousands of workers in RCA tube factories organized themselves, through War Production Drive Committees, into the "World's Best Tube Makers." They resolved to do their jobs better than they had ever been done before.

They began a drive to reduce tube "shrinkage"... tubes "lost" in the manufacturing process. Knowing that a poor tube takes just as much material, just as much time, just as much labor as a good tube, these "World's Best Tube Makers" set about making more of their lost production good production.

Now, look at their record:

During the first month of their campaign, tens of thousands of tubes were made available which formerly would have been scrapped. During the second month, the gain had reached the hundred thousand mark. And this astounding performance is still going on.

Thus war quotas are being filled faster and faster, and civilian needs can be met sooner... more sets can tune in your station.

In Peace, it will mean finer RCA tubes than ever... both for your transmitter, and for your listeners' radios.

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