You can't make a bad move with these "checkers".

You can bank on them!

Welcome WFTL
Miami and Fort Lauderdale Market
10,000 watt
now under Fort Industry ownership
You Can Bank on WFTL!

FORT INDUSTRY CO. STATIONS
You can bank on them!
ALL GOD'S CHILLUN NEED WINGS!

AS AMOS might say to Andy: "You're always looking for big deals, Andy. Well, here's one you and the Kingfish ought to look into. It's one of the biggest deals you ever heard of. WKY, out in Oklahoma City is building the second highest radio tower in the Western hemisphere. It'll be 910 feet high... that's 60 feet higher than the RCA building.

"Andy, people are going to need wings, almost, to see the top of WKY's new tower. If you and the Kingfish get busy, maybe you can get the wings concession and rent wings to sightseers.

"But seriously, Andy, this new 910-foot antenna is going to add wings to the programs WKY broadcasts in Oklahoma. More people will be hearing our program and hearing it more clearly than ever before. More people will be hearing about and buying Rinso and the many other products sponsoring programs on WKY in Oklahoma City."

Companion to WKY's gigantic new antenna is its new transmitter which will be one of the most modern technically, architecturally and in every other way.

The pace which WKY set in facilities, programming, and community service nearly a quarter century ago has been one which no other Oklahoma City station has ever equalled. Results for advertisers, too, have always been proportionately greater.
Why do—
MORE radio stations use
MORE SESAC music on
MORE programs day after day?
MORE advertising agencies use
MORE SESAC music on
MORE commercial transcriptions?
MORE transcription companies use
MORE SESAC music on
MORE library service transcriptions?

Because—
MORE stations have SESAC blanket licenses than with any other music licensing organization.
MORE advertising agencies and transcription companies like the complete freedom from clearance and bookkeeping headaches which the simplified SESAC 2c recording fee affords.
MORE SESAC music is American Music—
The bread and butter music that listeners like.

Proof? Write, wire or phone the SESAC Program Service Dept.

SESAC

475 Fifth Ave. New York 17, N. Y.
Economists and analysts say that Southern prosperity is here to stay. Start with WWL now to win your share of the booming market. Millions of families in five Southern states listen to the sales appeal of smart WWL advertising. WWL is the only medium you need to cover this profitable area.
Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

WSIX 5000 WATTS 980 Kilocycles

"The Voice of Nashville"

NASHVILLE, TENN.
Things are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. ★ It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. ★ With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. ★ New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. ★ Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. ★ A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

If you have any questions regarding Alaska, don't hesitate to write me. We have eight men in our Seattle office who know the Territory thoroughly. Between us, we can dig up the information you request, whether it pertains to radio, bear hunting, steamship schedules, the weather, salmon fishing or gold mining. ★ By the way, I have a few hundred additional copies of the Annual Pictorial Edition of Alaska Life, which I publish. It's just off the press and, I believe, gives a rather complete analysis of Alaska in 1943. If you'd like a copy just send me your request on your company stationery.
KWBW

Climbing in Popularity in Hutchinson and Central Kansas

A Recently Completed Survey of the Listening Habits of the Radio Families of Hutchinson, Kansas

Based on the 1940 U.S. Census of 7,921 Radio Families in Hutchinson

Estimated Radio Families in Hutchinson in 1944 is 10,000

Percentage of the Radio Families in Hutchinson Who Listen MOST During the NIGHTTIME to:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>KWBW</td>
<td>71.0%</td>
</tr>
<tr>
<td>B</td>
<td>18.8</td>
</tr>
<tr>
<td>C</td>
<td>2.3</td>
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<tr>
<td>D</td>
<td>2.3</td>
</tr>
<tr>
<td>E</td>
<td>2.3</td>
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<tr>
<td>F</td>
<td>1.2</td>
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<tr>
<td>G</td>
<td>.6</td>
</tr>
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<td>H</td>
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</tr>
</tbody>
</table>

*Names of stations on request

Percentage of the Radio Families in Hutchinson Who Listen MOST During the DAYTIME to:

<table>
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<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
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<td>48.5%</td>
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<td>B</td>
<td>24.6</td>
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<tr>
<td>C</td>
<td>9.8</td>
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<tr>
<td>D</td>
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<td>.7</td>
</tr>
</tbody>
</table>

KWBW—101 EAST A—HUTCHINSON, KANSAS
WILLIAM WYSE, PRESIDENT

REPRESENTED BY RADIO ADVERTISING CO.
NEW YORK, CHICAGO, LOS ANGELES
Leon Livingston
General Partner, Leon Livingston Advertising Agency, San Francisco

Says—"Spot broadcasting is on-the-spot advertising—placed exactly where you want it"

Where you want it—when you want it—how you want it, Mr. Livingston! And when you also consider the different rate classifications, for different types of audience during the day and night, then surely you can add—"at the price you want to pay"!

Not that we want to take a poke at any other medium—but where else can you agencies and advertisers buy the doubly selective coverage of national spot at any comparable price, or even regardless of price? You know the answer—and that's why spot-broadcasting is continuing to grow at a rate that surprises even us "old" pioneers in the business of radio-station representation.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

- WGR-WKBW - BUFFALO
- WCNY - CINCINNATI
- KDAL - DULUTH
- WDAY - FARGO
- WISH - INDIANAPOLIS
- WKZO - KALAMAZOO-GRAND RAPIDS
- KMER - KANSAS CITY
- WAVE - LOUISVILLE
- WTCH - MINNEAPOLIS-ST. PAUL
- WMBO - PEORIA
- KSD - ST. LOUIS
- WFRX - SYRACUSE
- WHO - DES MOINES
- WOC - DAVENPORT
- KMA - SHENANDOAH
- WCMC - SOUTHEAST
- WCSB - CHARLESTON
- WIS - COLUMBIA
- WPTF - RALEIGH
- WDBJ - ROANOKE
- WCBM - PACIFIC COAST
- KECA - LOS ANGELES
- KOID-KALE - PORTLAND
- KROW - OAKLAND-SAN FRANCISCO
- KFIR - SEATTLE
- KFAB - FAIRBANKS, ALASKA
- KIRO - WRIGHT-SONOVYX, Inc.
Panel Urges NWLB to End AFM Strike

Interferes With War Effort, Decision Holds; Fee Plan Condemned

IN A SPLIT 2-1 ruling, the tripartite panel of the National War Labor Board last week held that the ban of the American Federation of Musicians on recording constituted a labor dispute which interfered with the war effort and recommended that the national board in Washington exercise its power to "terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored."

Arthur S. Meyer, of New York, public member and chairman, and Gilbert E. Fuller, president of the Raymond-Whitecomb Travel Agency of Boston, industry member, signed the 48-page majority opinion which sweepingly condemned the strike called by James C. Petrillo, AFM president, along with the "unemployment relief" fund agreement exacted from seven of the record and transcription companies.

Zaritsky Dissents

The labor member of the panel, Max Zaritsky, president of the United Hatters, Cap & Millinery Workers International Union, dissented from the majority's findings, although he concurred in the conclusion that NWLB holds jurisdiction.

The panel recommendations now are before the 12-member NWLB for action. Should the board uphold the panel's recommendations, AFM would be ordered to return to work forthwith for such companies as Columbia Recording Corp., RCA Victor Division of RCA, and NBC-Thesaurus, which steadfastly have held out against the royalty fee payment for "unemployment relief." They held that this constituted a "private AFM relief roll" and constituted a precedent in employer-labor relations.

The AFM majority concluded that the overall use of transcription has probably now, on balance, "greatly decreased the employment of musicians" and that the same was true in connection with the introduction of radio. "The sole demand made by the union on the companies," said the majority report, "is that companies should pay certain monies to the union for its unemployment fund. No instance has been cited where employers have paid money to a union for the benefit of unemployed union members who are not the employees of the paying employers."

The panel found that the demand for union payments for full employment, though not "repugnant to trade union practice," is not a "customary" demand. It concluded that the board "should not direct that the companies pay money to the union for its unemployed fund."

Some Damage Found

While Mr. Petrillo and Joseph A. Padway, general counsel of AFM, had vehemently contended that the order terminating the making of recordings by AFM members as of Aug. 1, 1942 was not a strike and had questioned the jurisdiction of the Board, the panel found that the effect of the strike has been exaggerated, there has been some damage."

It held further that "a strike in wartime distills explosive emotions whose unstimulating effect transcends the economic influence of the particular stoppage." It concluded that "since a labor dispute exists which interferes with the war effort, the NWLB has jurisdiction."

In general, the panel's conclusions appeared to support the contention made by the transcription companies in their arguments before the tripartite group and by the NAB in its presentation to the Senate Interstate Commerce Subcommittee in January 1943. Their contention had been no employment, attributable to radio or transcription, existed. The panel found that "there is no present, important unemployment of musicians." Though substantial unemployment existed in the past "neither the amount of such unemployment nor the relation of such employment to general unemployment is known," it was concluded.

While the report cited that "no aspersion of dishonesty appears and the conduct of the union called Mr. Petrillo, as reflected in the record, has been uniformly candid and honorable it found that the union had offered "no statistics, objectives or plan to support its demand for funds to relieve unemployment."

Even if the panel were satisfied as to factual justification of the union's demands, "the question remains whether the proposed solution is one the Board may properly impose," said the report. It concluded that to exact unusual terms as the result of wartime conditions, would not be "fair and equitable."

Fee Payments

The Panel rejected the objections of the companies based on principles declared that under right legislation be procured to permit both parties to share in royalties, sound social policy would not prevent all or part of the royalties from going to the union under... (Continued on page 64)

Summary of Panel Recommendations and Report...

PRESS release covering the recommendations of the National War Labor Board's panel in the transcription case follows in full text:

The Union ceased making records and transcriptions on Aug. 1, 1942. In August, 1942, the Federal Government commenced an action against the Union under the anti-trust laws. The complaint was dismissed and the decision affirmed by the Supreme Court. Following a Senate hearing in January, 1943, the Union proposed that the employers pay a fee to a Union Employment Fund for each record and transcription made by the members of the Union.

The proposal was rejected and seven transcription companies sought the aid of the U. S. Conciliation Service, the phonograph record companies taking no action.

The case was certified in July, a panel was appointed and hearings were held in New York City in September, October and November, 1943. The record is 1,900 pages with hundreds of pages of exhibits.

The original parties to the proceeding were, on the one hand, the Union, and, on the other hand, the transcription companies, namely, (1) World Broadcasting System, (2) Empire Broadcasting Corporation, (3) Associated Independent Publishers Inc., (4) Lang-Worth Feature Program Inc., (5) C. P. MacGregor, (6) Standard Radio, (7) National Broadcasting Co., Radio Recording Division.

Intervening Companies

After the hearings started, Decca Records Inc. (a phonograph record company not a party to the proceeding) concluded a contract with the Union substantially on the basis of the Union's proposal. Transmission Company 1 (an affiliate of Decca) and Transmission Company 2 became parties to similar contracts and withdrew from the controversy. Columbia Recording Corp. and RCA Victor Division of Radio Corp. of America (phonograph record companies) became parties to the proceeding by motion to intervene. They and the five remaining transcription companies re-established negotiations with the Union, with the mediating help of the Panel. Transmission Companies 3, 4, 5, 6, and 7, after concluding contracts with the Union, withdrew from the case. The Panel in an interim report recommended to the Board the approval of these contracts which embody the principle of the Union's proposal but contain features not found in the World-Decca contract including provision for an advisory board on the expenditure of the Employment Fund.

The Companies that are presently parties to the proceeding, namely, Columbia and Victor (the two intervening phonograph companies) and NBC (the seventh transcription company) originally... (Continued on page 69)
duPont Honors Swing, WLW, WMAZ

Presentations Are Made At Dinner Held In New York

ALFRED I. DUNPTON Radio Awards Foundation last Saturday evening presented $1,000 each to Raymond Gram Swing, Blue commentator, and P. H. Macon, anchor WLW Cincinnati, winners of the 1943 awards presented annually by the foundation, established by Mrs. duPont in memory of her late husband, to “appreciate his profound interest in science and industry and his unwavering devotion to the welfare of his country and of humanity.”

Foundation, created in perpetuity under an irrevocable trust, confers each year two station awards “to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideas of good fellowship and loyal and devoted service to the nation and to the communities served by these stations respectively.

Representative Station

“One of the radio stations selected to receive an award shall be representative of the group of larger radio stations possessing facilities above the average from the standpoint of power and range of coverage. The other station selected to receive an award shall be representative of the group of smaller stations... Each radio station award, however, shall be of equal size, dignity and merit, for performance within these respective fields of endeavor.”

Dividing line was established at the 5 kw mark for the current awards, with WMAZ receiving the award for stations of 5 kw or less and WLW the award for stations with power of more than 5 kw.

The commentator award is given each year “to one individual who shall be a citizen of the United States, of proven and distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and national public service through the medium of radio.”

Awards Broadcast

Awards were presented at a dinner held at the St. Regis Hotel, New York, with the ceremonies broadcast on NBC 6-45 p.m. and on the Blue, 7-7:30 p.m. Francis P. Gaines, president of Washington & Lee U. and chairman of the awards committee, made the presentations, which were accepted by Mr. Swing and James D. Shouse, general manager of WLW, and Wilton E. Cobb, general manager of WMAZ, for the stations. Mrs. duPont, William H. Goodman, secretary of the awards committee, and Mark Woods, president of the Blue, also spoke.

Kellogg Drive

“The Grains are Great Foods,” will be the theme of a nutrition and advertising campaign of Kellogg Co., Battle Creek, Mich. A preview presentation of the campaign will be given at the Ritz-Carleton Hotel in New York, Tuesday, March 14, for press and radio representatives. Details on Kellogg advertising in radio and other media will carry out the theme to be revealed at that time.

Contracts Between Network Stations And AFM in Los Angeles About Ready

CONTRACT BETWEEN network stations in Los Angeles and the local union of the AFM in that city has been drafted and is now under inspection by attorneys for both parties, it was reported last week with signing expected in the near future. Terms, which were not divulged, will be retroactive to Feb. 1, when the contract expired.

In Chicago, where a general understanding was previously reached [Broadcasting, March 8], a contract is in the process of preparation, while in New York negotiations are being made in a way with representatives of the networks and AFM local in that city meeting Friday afternoon for their weekly session with “progress” reported. In addition to the general meeting, the union held individual meetings with the key stations on the subject of music librarians, over which the AFM has asked complete jurisdiction.

Gripsholm Arrival Coverage Curtailed

Radio and Press to Operate Under Navy Supervision

NETWORKS were preparing last week to cover the arrival of the Gripsholm, repatriate ship scheduled to arrive in New York harbor about March 15. MBS was reporting making arrangements to broadcast interviews with Red Cross workers and others aboard.

In Washington, a State Department spokesman told Broadcasting no newspapers or radio men with portable microphones would be allowed on shipboard, as was the practice in repatriate ships returning from Japan some months ago. Radio and press coverage of the debarkation will be under the jurisdiction of the Navy Public Relations Office of the Third Naval District of New York.

According to Comdr. Edward DeLong of the Third Naval District’s Public Relations Bureau, Navy public relations officers will board the vessel on arrival and look over story possibilities. Navy public relations will set aside a special reservation on this trip through which repatriates will pass after stopping at the Red Cross center “to get mail, messages, etc.” It is expected that as the repatriates come off the boat and pass through the Red Cross center, they will be asked where they are from in the United States. Their states will then be called out over a P.A. system so that reporters and radio men interested can move in and interview them. This is expected to eliminate confusion.

Passengers have already been given certain ‘suggestions’ as to what to avoid, e.g., mention of atrocities, but Navy public relations officers will be on hand to check the interviewers.

McClellan Turns

MILLER McCLELLAN, Mutual president, returned last week from a combination business and vacation trip to Mexico. Robert Dufon, Mr. McClellan’s assistant and district manager, left for Mexico March 12.

STIRRING THE AIR two ways, Cy Rapp, manager of KMA Shenandoah, Ia. and Ray Schroeder, chief engineer, display their recently purchased plane. It saves their worries about retraits and synthetics.
Majority Opinion Brands Programs as Unhealthy and Bad Influence

Editor's Note: Money giveaway programs will go out the window as bad radio, just as they have been dropped by other media, if competitive stations in each community will work together. That is the consensus of station opinion gleaned from reactions to the article by C. E. Hooper, radio research expert, published in the March 6 Broadcasting.

While executives generally concurred in the Hooper view that money-reward programs are unhealthy and artificially stimulate audience, they did not go along with the age of sets in use.

"I reached by broadcasting must agree everything with the age of sets in use.

increased permanently the percent-

never

From one agency observer—Beth Black of Joseph Kats Co. —came a full-scale disagreement with the Hooper view. She thought money programs, like comics, are what a lot of people want and she didn't see why they shouldn't have them "even if they create problems for research organizations."

Herewith telegraphic reactions received up to press time:

By LEWIS H. AVERY
Director of Broadcast Advertising
National Ass'n, New York City

Those who have devoted the most thought to the post-war possibilities of radio have long contended that it should be the responsibility of every broad- caster to do everything in his power to increase the sets in use or the actual circulation for a specific period.

But that contention does not em- brace "cash-for-listening" pro-

grams!

To that extent, every student of broadcasting must agree wholeheartedly with the conclusion reached by C. E. Hooper in the March 6 issue of Broadcasting magazine. While you may not ar-

rive at that conclusion by the same devious logic Mr. Hooper uses, you will probably agree that you have never seen any evidence that "cash-

for-listening" programs have in-

creased permanently the percentage of sets in use.

Not-in-Use Sets

Considering the opportunity that exists today and that will certainly exist in the post-war period, broad-

casters should be less concerned with the 32.1% of the sets in use, more concerned with the 67.9% not in use.

The energy and manpower de-

voted to the "cash-for-listening" programs, and the time consumed in listening to similar programs by other competitive stations—to make cer-

tain you are offering more money more easily obtained—would create a whole new program structure for many stations that might actually reverse the present trend of listen-

ing—make regular listeners of oc-

casional or non-listeners.

The obligation of the broadcaster lies not in redividing the existing audience, but in increasing the size of the audience through the pro-

vision of entertainment and infor-

mation in the public interest.

Actually, there is nothing new or novel about "cash-for-listening" programs. For years, certain maga-

zines and newspapers "sold" every-

thing from carving sets to carts at cost or less with a trial subscription. Space buyers long ago were doing it with much more success on ABC audits. And they judged media values with a full knowledge of the means such media utilized to gain circulation.

Perhaps some time buyers are fooled temporarily by a reshuffling of the audience in Metropolis. But such media men need only ask themselves the difference between forced and voluntary circulation to gain added confidence in the loyalty of the voluntary listener. And the voluntary listener is what every station should seek to attract in ever-increasing numbers.

Parenthetically, Mr. Hooper

should be "boiled in oil" for his con-

clusions on FM vs. AM, for the amaz- ing equations he sets up and for his discourse on what he terms the "marginal operator."

By BETH BLACK
Director of Media
Joseph Kats Co., New York

Do not agree with Hooper re money shows. This is question of whether stations should give audience what it wants or try to elevate public taste. I think money shows like comics are what a lot of people want and I don't see why they shouldn't have them even if they create problems for research organizations.

Hooper Ratings to Be Labeled If Station Gives Money Prizes

Continuous Requests of Broadcasters for Action Against 'Inflated' Ratings of Stations Is Heeded

TO ENABLE easy identification of programs offering prizes for listen-

ing, which offers result in inflated ratings for the programs, C. E. Hooper has announced that in the future the "Continuing Measure-

ment of Radio Listening" reports of his organization will label all such program ratings with the statement: "Station gives money prizes to telephoned listeners."

To other policies, similarly de-

signed to aid "in the correction of abuses in the buying and selling of station time," were also an-

nounced. One will eliminate the "share of audience" column from the rating pages of these reports, to prevent the misuse of these fig-

ures as program ratings. The other states that in cities where local stations might interfere with the availability of listening information to radio buyers, the service will be offered for subscription to advertisers and agencies.

By BETH BLACK
Director of Media
Joseph Kats Co., New York

Do not agree with Hooper re money shows. This is question of whether stations should give audience what it wants or try to elevate public taste. I think money shows like comics are what a lot of people want and I don't see why they shouldn't have them even if they create problems for research organizations.

March 13, 1944 • Page 11
Senators Adds New Cuts to FCC Budget

Commission Work Is Defended by Chairman

BY BILL BAILEY

GROWING opposition in Congress to the FCC broke anew last week in both houses as the Senate Appropriations Committee cut an additional $609,000 from the Commission's 1945 fiscal year appropriation and the House Select Committee to Investigate the FCC resumed hearings Tuesday with Chairman James Lawrence Fly on hand.

Meanwhile members of the NAB Legislative Committee were scheduled to meet again today (March 13) with Sen. Wheeler (D-Mo.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814) for further discussions on legislation. Preliminary conversations were held with Chairman Wheeler Feb. 28 and March 1.

Hearings to Resume

Over protests of Reps. Wigglesworth (R-Mass.) and Miller (R-Mo.) the House Committee resumed hearings in what had been termed the "most unusual" case of any of the hearings to attempt "whitewash" the Commission. Possibility loomed that if Mr. Fly fails to confine his testimony to rebuttal of charges already made, other Committee members may join the minority in demanding postponement until a new general counsel is named to succeed Eugene L. Garley, resigned by Harry S. Barger, chief investigator and an attorney, is acting general counsel, assisted by Harvey Walker, investigator-attorney. Hearings will be resuming Wednesday (March 14) with Mr. Fly on the stand.

Last Tuesday Rep. Miller went on the floor of the House to criticize the majority for resuming hearings without general counsel and to read into the Congressional Record excerpts from testimony of David H. Deibler, FCC attorney, taken May 15, 1945, by members of the Committee's staff, Rep. Magnuson (D-Wash.), who addressed the House following Mr. Miller, pleaded that the investigation be confined to Committee chambers and that further grievances be kept from the floor (see page 18).

The Senate was scheduled to consider the amended Independent Offices Appropriations Bill (HR-4070) this week. The Upper House sustains its Appropriations Committee, and such action was considered likely, then the FCC must operate the year ending June 30, 1945, with $6,507,843, or $2,163,857 less than the 1945 budget request of President Roosevelt.

Affirmative Senate action sustaining the Committee recommendations, and concurrence by the House, would strip the FCC of virtually all wartime intelligence activities except monitoring in this country and territorial possessions. The Senate Committee went the House one better in slashing the requested appropriation. Although the House sustained its Appropriations Committee by cutting $1,654,857 from national defense activities, it did leave the request of $2,209,000 for normal functions untouched.

In addition to the House reduction, the Senate, Committee, chopped off another $300,000 from national defense activities and $209,000 from what is termed peacetime operations. In its report the Senate Committee recommended that 27 new automobiles, asked by the Commission, be denied. Seven were taken from peacetime operations and 20 from national defense activities.

Economy Trend

Senate and House cuts combined would mean that a budget request for $6,146,000 for national defense activities would be reduced to $4,191,143, a cut of $1,954,857 for that work. Only item not changed by either House was one of $16,700 for printing and binding.

That the House would sustain the further cut by the Senate appeared likely in view of the general trend toward economy by Congress, plus belief in the House that the Joint Chiefs of Staff want military radio intelligence activities transferred from the FCC to the armed forces.

During hearings before the Senate Appropriations subcommittee, of which Sen. McKellar (D-Tenn.) is chairman, Mr. Fly remarked that there was "great misunderstanding" about the work of the Radio Intelligence Division and added: "That all stems from the Cox Committee." He was cautioned by Sen. McKellar, frequently prompting Mr. Fly when he asked for detailed information relating to certain activities.

Included in the Commission delegation were Commissioners Case, Craven and Dury; Benedit P. Cottone, assistant general counsel; Mayor E. Jett, former chief engineer, of Radio Intelligence Division, assistant chief engineer in charge of broadcasting; George E. Sterling, assistant chief engineer in charge of Radio Intelligence Division, Assistant Chief Engineer, Roberts D. Leigh, chief of the Foreign Broadcast Intelligence Service, and Earle Minderman, publicity director.

Developments through testimony of Mr. Fly and cross-examination by all Committee members as well as counsel included these: Assertions by both Chairman Lea and Rep. Hart that the Commission would not dictate procedure in the investigation; repeated clashes between Rep. Miller and the Committee, particularly Rep. Miller.

Twice Mr. Miller accused Mr. Fly of attempting to "make a speech". Although instructed by Chairman Lea to confine his testimony to a preliminary statement and resisted the specific charge, Mr. Fly succeeded in getting into the record considerable testimony as to the Commission's activities in the common carrier field, not yet touched upon by the Committee probe.

Pearl Harbor Charge

Mr. Fly vigorously denied that he or the FCC had anything to do with Pearl Harbor and branded the charge as "ridiculous". He referred to a letter written by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee to President Roosevelt, which was discredited and was warned by Rep. Hart not to "impugn" members of Congress.

Several times during the hearings Mr. Fly referred to charges levelled by Mr. Garey as "digt of fancy" and "ridiculous". He denied; he had blocked legislation to permit wire-tapping and that the Commission had refused to turn over 2,300 radio programs to some 200,000 radio operators and communications employees until six months after the U. S. entered the war. Under cross-examination, the FCC chairman declared the responsibility for Pearl Harbor belonged to the armed services and the FBI.

On international communications (a subject so far not covered by the Committee) Mr. Fly said the British have discriminated against American news services, have "switched in" that the only solution to international communications problems lies in (1) unified carrier and (2) international agreements.

When Chairman Lea called the hearing to order, Rep. Wigglesworth protested on behalf of Rep. Miller and himself "against the unusual and unwarranted procedure about to be followed in this investigation". Declaring the Committee's staff had been reduced from a peak of 19 to 4 through resignations.

"As soon as Mr. Garey resigned and it was evident that the Committee was hopelessly handicapped in proceeding with further hearings or the investigation of the FCC, Mr. Fly decreed a procedure like this hearing and intimated that any present lack of legal personnel for the Committee might be compensated for by the fact that the staff of the FCC be carefully organized material to be presented."

"This demand by Mr. Fly to be heard immediately is in striking

(Continued on page 54)
It may sound like a strange time to look for a BIG radio audience. But not in Baltimore. A good sized segment of wartime Baltimore is up and around then looking for good radio entertainment. And they find it in the W-I-T-H “Night Owl Club.” It’s daytime stuff after midnight. And they love it. Club membership cards, news . . . music and live talk . . . give them just what they want. It’s typical W-I-T-H programming. Giving folks what they want when they want it. That’s why you get sales at lowest-cost-per-dollar spent on W-I-T-H. Time is available on “Night Owl Club.” Better look into it, those folks have money to spend.

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

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
Let the Broadcaster Speak His Mind!

SECRET REFERENDUM OF INDUSTRY URGED TO SOLVE CRITICAL PROBLEMS

By LES C. JOHNSON

Vice-President and General Manager, WHBF Rock Island, Ill.

I READ with great interest Ed Craney’s article in Broadcasting of Feb. 28. Every broadcaster should have read it carefully and then discussed some serious thing, because Mr. Craney’s ideas are thought provoking, to say the least.

It is to be regretted that Mr. Craney again reviewed the Neville Miller matter, the pros and cons of which only stir up controversy, when, as never before, the industry need is for union and aggressive, cooperative and constructive effort in behalf of America’s independent broadcasters. I say ‘independent broadcasters’ advisedly, because I submit that upon their welfare, strength and public relations policies depends the welfare of the networks. For, in the final analysis, a network is only as strong as its affiliates.

It Seems Unfair

As one member of the NAB board I must refute the impression which Mr. Craney, in his article, leaves with the reader relative to the board’s action in electing J. Harold Ryan to succeed Mr. Miller. Mr. Craney, while apparently favorable himself to the change, implies that the board, innovently or otherwise, was doing the bidding of the networks, who, Mr. Craney says, determined to oust Mr. Miller.

If true this certainly does not reflect favorably on the board. To me it seems unfair. Some of the board may be pro-network, and honestly so. I do not know. But that is their right. And there can be no question of the influence and prestige of the network members of the board.

But at no time have I been influenced by the networks in my voting on NAB matters. It is this bias to the networks I want to state, further, that at no time has any pressure been exerted by the networks or their representatives on me to secure my vote for or against any question before the board. Yet, in the first meeting I attended on the Miller matter, the vote was so close that one vote proved the deciding margin.

I have faith in, and respect for, my fellow members of the NAB board. They are, in my opinion, indistinguishable broadcast- ers, and men of integrity. I do not think they could be influenced to act in any way other than what they consider to be for the best interests of the radio industry.

There are conflicting opinions among them, of course, on this point of what is best for the radio industry. I believe they are honest differences. This, to me, is a healthy condition.

Neville Miller is a fighter. In all the meetings of the board I have attended (and I have not missed a meeting since my election a year ago) I have never heard him charge the networks with trying to oust him. If there was, as Mr. Craney suggests, a network conspiracy to run him out of office, Mr. Miller had only to say so.

The slightest evidence in substantiation would have been the surest way for him to have been re-elected, because if I am certain the board would have instantly and vigorously repudiated such effort by the networks. In fact it is my opinion Mr. Miller might have built more securely if he had from the start vigorously fought for an independent, non-network NAB, which is what the independent broadcasters eventually must have for unity.

A New Leader

The nets may have been against Miller’s reelection but in the honest division of opinion on the board I am sure the deciding votes were cast by directors holding the view that new and practical leadership, without factionalities and enmities, was the first step to be taken in bringing about a truly representa- tive and democratic trade body under the NAB banner.

Mr. Miller is a gentleman, and gave, in my opinion, honest, con- scious and untiring effort to NAB and the industry. His service has been exceedingly valuable. On the other hand, radio did not treat him shabbily. He was very well paid, was retained in office for nearly six years, and leaves NAB with the respect and sincere well wishes of the industry.

Now a new leader (J. Harold Ryan) takes over. Let us not indulge in futile reccriminations. We have no time for finger pointing. Let’s get going constructively. If that is Mr. Craney’s appeal, and I think it is, I am with him.

I believe with Mr. Craney that the nets should be out of NAB. It is foolish to assume that any one contributor, say 60% of the funds by which an organization operates is not going to have a full

on the NAB Washington office for leadership, information and counsel.

With the nets in their present dominating position by reason of their financial support they are able to hide the difficulties of any NAB president in perhaps opposing their interests are many and readily apparent. Without the networks this very job may be at stake. It just isn’t human nature to oppose your biggest finan- cial supporter unless the issue is so vital that material consideration of his whims, if ever, is permitted to happen.

We must remember the networks are powerful, have plenty of money, and are led by smart, capable men. Looking at the picture from their side of the table, it isn’t good busi- ness to permit the independent broadcasters to form a strong or- ganization. Not that they fear the effort to break up the networks, because we all agree the nets have, in the main, done a great job and are essentially and vitally a part of our industry operations as well. But a strong independent broad- caster organization might be a little hard to handle on certain op- erating practices which many independ- ent broadcasters feel are unduly favored the networks. That’s only logical from the net- work side—nothing dishonest or illegitimate about it—just Ameri- can business as it is transacted every day in many fields. “Protect your own interests at all times!” That’s the dictum. We can’t blame the nets for pursuing that policy. We can only blame ourselves (the independent broadcasters) for not doing likewise.

MUST BE ORGANIZED

The key is organization. So long as we are disunited or at logger- heads with each other, the nets or the FCC (dependent on their interpretation) are concerned whether we like or do not like what they may be doing to us.

Broadcasters could not, of course, be denied their organization. But we can be kept from having an in- dependently strong, powerful or- ganization. The old political adage, if you can’t beat ‘em, ‘line ’em!” showed the way for the networks. They know their “ante” is of such size as to entitle them to be listened to with deference and respect. And playing their cards smartly, as the nets do, the advantage is great, if not actually dominating.

Speaking of the “fear” so widely discussed as being held by broad- casters toward the FCC and which Mr. Craney mentions, there is good reason to think there is a real a fear of the networks. In fact some are reluctant to speak their mind in opposition to network policy for fear of jeopardizing their position, status, and pos-

(Continued on page 62)
OPPORTUNITY KNOCKS LOUDER
in Knoxville!

TAKE ADVANTAGE OF THE SALES OPPORTUNITY OF THE DECADE! SELL IN THE WROL MARKET, AMERICA'S NEW BUSINESS FRONTIER!

KNOXVILLE
★ Now a city of more than 200,000 ★ Is America's BUSIEST city, ranks FIRST in Sales Management's High Spot City forecast for April with city Index of 153.0 ★ Its giant industries absorbed more than 7,000 new workers in January alone ★ Home of TVA, which employs more than 24,000 people ★ Metropolitan area includes ALCOA and other big industries ★ Has highest percentage radio homes and white population of any Tennessee city ★ Listens to WROL without outside competition (outside listening limited to 0.1% day and 0.8% night).

WROL
★ Operates on East Tennessee's BEST frequency, 620 kc., serving 70 counties ★ Carries full schedule NBC commercials in 7th year NBC affiliation ★ Backs up advertisers with effective merchandising ★ Performance and popularity based on 15 years under same management ★ Finest studios and transmission facilities.
★ Here is a perfect station-market combination . . .
the ideal sales opportunity for your products today.
Ask a John Blair man about Knoxville and WROL!

WROL  Knoxville
NBC FOR EAST TENNESSEE

BROADCASTING • Broadcast Advertising
FCC Study of 5000-20000 Watt Stations Shows Revenue Up
$300,000 Average Net Time Sales for 1943 Shown
In Report on Regional

REGIONAL stations in the power category from 5,000 w to 20,000 w day or night had average individual net time sales of approximately $300,000 during 1943, the FCC disclosed in an analysis last week prepared by its accounting department. The increase was at the rate of 21.8% over 1942. The analysis, second of a series to cover all classes of stations, was based on revenue reports for the last calendar year filed by 171 of the 221 stations in the 5,000 to 20,000 w power category. They had an aggregate business of $51,207,000 as against $42,051,000 for the same stations in 1942.

Net time sales are described by the FCC as station receipts minus regular advertising agency commission, net operating costs and other commissions. The first analysis [Broadcasting, Feb. 28] covered the national and 5,000 w stations with 3,000 w on or duplicated clear channels, indicating net time sales of approximately $3,000,000 for each station.

In the 5,000 w to 20,000 w study, the accounting department was guided entirely by the highest power used, whether daytime or nighttime, rather than station classification as regional or by power regional. Following is the text of the study:

During the year 1943 there were 221 standard broadcast stations operating with power of 5 to 20 kw. One of these stations was located in Alaska, 1 in Hawaii, 4 in Puerto Rico, 2 in the District of Columbia, and 213 were in 45 of the States of the Union. These stations operating with this power in the States of Nevada, Vermont, and Wyoming. Included in the 211 stations are 9 non-commercial stations. There also were 8 outstanding construction permits. Forty of these stations operate on clear channel frequencies and 181 on regional frequencies, and may be grouped as follows:

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>Power</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>9</td>
<td>10 kw</td>
<td>Unlimited</td>
</tr>
<tr>
<td>10</td>
<td>15 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>5</td>
<td>10 kw-15 kw-D</td>
<td>Unlimited</td>
</tr>
<tr>
<td>1</td>
<td>1 kw-N-10 kw-D</td>
<td>Unlimited</td>
</tr>
<tr>
<td>15</td>
<td>1 kw-5 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>3</td>
<td>6 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>8</td>
<td>8 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>10</td>
<td>9 kw</td>
<td>Limited</td>
</tr>
<tr>
<td>37</td>
<td>1 kw-N-5 kw-D</td>
<td>Unlimited</td>
</tr>
<tr>
<td>5</td>
<td>500 watts-5 kw-D</td>
<td>Unlimited</td>
</tr>
<tr>
<td>1</td>
<td>100 watts-4 kw-D</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

One hundred and seventy-one of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to $42,051,000, and the same stations reported $42,051,000 for the year 1942, an increase of $8,156,000 or 21.8%.

Five of the 171 stations showed a decrease in net time sales and the remaining 166 showed increases ranging from $1,000 to $185,000, and may be grouped as follows:

- 5 stations reporting decreases of $1,000 to $45,000
- 27 stations reporting increases of $1,000 to $25,000
- 40 stations reporting increases of $25,000 to $50,000
- 42 stations reporting increases of $50,000 to $75,000
- 18 stations reporting increases of $75,000 to $100,000
- 18 stations reporting increases of $100,000 to $182,000

One hundred and fifty-six of the 206 commercial stations serve as outlets for the four major networks as follows:

- Blue
- Columbia
- Mutual
- National

- 32 stations
- 49 stations
- 46 stations
- 156 stations

IOWA FARM EDITOR

POSITION of farm editor of Olowes counties KSO KRNT Des Moines has been filled by Joe Ryan who came to Des Moines from Milwaukee where he was doing special assignments for the Milwaukee Sentinel and previously was chief of information for the War Food Administration for 12 states with Milwaukee as headquarters. Mr. Ryan is Mr. Ryan's home state where he attended school and worked on the Sioux City Journal for ten years. He also held state jobs in South Dakota.

WOLFPack Moves To Hollywood Site

A Monthly Will Continue Using Los Angeles Identification

EXPANDING operations and with increased personnel, KMPC, owned and operated by G. A. (Dick) Richards, moved 17 years located in Beverly Hills, Cal., moves March 19 to 5359 Sunset Blvd., Hollywood. The one-story building, which formerly served as CBS western division headquarters, was purchased from the network in November.

Its most recent occupant was Columbia Pictures Corp. RCA equipped throughout, the structure has been remodeled to accommodate five studios and 21 offices. KMPC operating on 710 kc. with 10,000 w power is present is located at 5315 Wilshire Blvd. Additional remodeling is planned with the war's end.

Better Facilities

Shift to Hollywood allows for more adequate facilities for the production, merchandising, promotion, sales and other departments, Mr. Richards announced.

KTHS Owner to Assume Management of Station

TO DEVOTE his full time to KTHS Hot Springs, of which he is part owner, John C. McCormack will leave his post as general manager of KWKH and the KSBS Shreveport, May 1, it was announced last week. John D. Ewing, Shreveport publisher and owner of the two stations, has not announced Mr. McCormack's successor, though the post probably will be filled by promotion within the organization.

Mr. McCormack, owner of KTHS since 1931 and manager of that station and of KWKH since 1935, is president and general manager of KTHS. He holds a 20% interest in the station, a 1-B watt station now operating only under special authorization, with 10,000 w local sunset and 1,000 w night. It is a Blue Network outlet.

OLD GOLD CHANGE

MONTY WOOLLEY, featured star on the CBS program for P. Lorillard Co. (Old Gold cigarettes), was dropped from the program after his March 1 broadcast. Sammy Kaye's orchestra, which continues, is now featured. Mr. Kaye will come in at the end of this month, with an unnamed orchestra substituting. Agency is Western Talent Thompson Co., New York.

SENIOR Burton K. Wheeler (D-Ne.), Iowa floor observer for WLW Cincinnati on Mar. 12.
national network originations make WXYZ a great station!

Originating a majority of his nightly coast-to-coast sports reviews from alma mater—WXYZ—Blue network sports director HARRY WISMER recently was acclaimed by SPORTING NEWS "Number-One Sports Announcer of 1943". His play-by-play of thirty football games last year established a new record in radio history!

Harry M. Wismer
Reconversion Far Off, Nelson Tells Advertisers, Media Men

Expansion of Civilian Production Will Be Gradual, He Warns Conference Called by OWI and WAC

WARNING that the period of re-
conversion is still a long way off,
Chairman Donald M. Nelson of the War Production Board last week called upon 200 of the nation's advertising executives, agencies and media repre-
sentatives to stay on the "war
beam" and exert their influence in the difficult task of maintaining the economic balance.

"Efforts to beat the gun on the
return to civilian business will be unavailing," Mr. Nelson cautioned.

"Their only result will be to slow up
war production. No business concern
needs to become agitated now about its position on the un-
known day when Germany will
surrender."

The WPB chairman was one of a
dozen high Government officials who spoke at a one-day conference in Washington sponsored jointly by the OWI and the Ad-
vertising Council to present military production information important in determining advertising and public informational policies. All
sessions of the meeting were off-
the-record but WPB released the
address of Mr. Nelson and also a letter he wrote to Sen. Maloney (D-Conn.) outlining the need for planning resumption of civilian production.

Meet With President

Among those attending the conf-
ference were executives of net-
works, stations, agencies, newspa-
pers and magazines. Representatives of most of the largest national advertisers were present. Highlighting the conference was a meet-
ing with the President.

In addition to Mr. Nelson, the dele-
egation was addressed by Under-
Secretary of the Navy Forrestal, Gen.
Warren J. Clear of the Army Gen-
eral Staff, Vice Admiral John S.
McCain of Naval Air Operations, Rear Admiral L. D. Cormick, Maj. Gen. DeWitt Peck of the Ma-
rine Corps, Vice Chairman Charles
E. Wilson of WBP, and Harold B.
Thomas of the WAC.

Time For Readjustment

Underlining the theme that any ex-
pansion of civilian economy must be
very gradual, Mr. Nelson assert-
ed that "it is against the national
interest for business concerns to
begin jockeying for competitive power positions right away."

"The nation cannot now afford to
have the minds which run
American business swing away from
urgent war problems to post-
war markets, any more than it can afford to have workers leave war
jobs in order to look for jobs in
the civilian economy," he said.

Mr. Nelson estimated that it
would be as much as six or eight
months after the Nazi collapse
before there could be any large-
scale relaxation of civilian output.
Every concern with a readjust-
ment problem, he said, will have
time to take steps to insure its
peaceful time position.

Expressing confidence that the
country is better prepared than
ever in its history to deal with the
problems of the future, Mr. Nelson
told the conference that "it is en-
tirely possible that by exerting a
constructive influence on public
opinion at this time you can set
the tone of the entire generation
of American life that lies ahead."

Order of Importance

In his letter to Sen. Maloney, the
WPB chairman stated that produc-
tion of civilian goods will be
ordered in the order of their im-
portance as the supply of man-
power and materials and the mili-
tary outlook permit. He added that it would be a physical impossibility to allow all manufacturers in an industry to resume produc-
tion at the same time, explaining
that if a producer in a non-critical
manpower area can be given ma-
naterials to resume production of
needed civilian goods it would be
in the public interest that this be
done without waiting until another

KOMO-KJR Seek Relief on Duopoly

Altemative Proposals Are

Offered by Seattle Outlets

A FOUR-PRAYER petition seek-
ing relief from the FCC "duopoly"
order was filed with the FCC last
Thursday by Fisher's Blend
Station Inc., licensee of KOMO
and KJR Seattle.

The petition, filed after O. D.
Fisher, president, and Birt F.
Fisher, secretary and general man-
ager, had conferred with members of the FCC, outlines three alternative proposals: (1) that order 84-A, scheduled to become effective May 31, be postponed
indefinitely; (2) in the event that it
is not done, that the Commission
determine the rule is inapplicable
to the stations; (3) that should
nothing action be taken, the propo-
sition be made to the FCC to
permit the "orderly disposition of
properties"; (4) if these requests are
denied, that the renewal appli-
cations of the stations be set down
for hearings.

Freeze Halted Boost

The petition, filed through the
law offices of Fisher & Wayland,

brought out that KOMO has been
licensed under the SCA Since
1927 and that KJ R was taken over
under license in 1932, but was
purchased for $75,000 in 1941 with
the Commission's approval. KJR had
never been issued since the years
of more than $350,000, it

was brought out, and an expendi-
ture of a quarter-million dollars
is conditioned to increase the
station's power to 50,000 w on
1000 kc. as a 1-B outlet under the
Havana Treaty. The wartime freeze
forced this project into abeyance.

The petition held that indefinite
postponement of the effective date
of the rule would not cause an
injustice or in way affect the listen-
ing public.

Cosmetic Change

COLONIAL DAMES Inc., Los An-
egels (cosmetics), with an ex-
pansion of schedule on March
12 replaced its weekly-five min-
ute newscast on CBS Pacific stations
with Story of WAC on 12 west-
central stations, Sunday 2-2:30 p.m.
(PWT). List includes KNX
KGW KARM KROY KIOB
KPBK PLY-19 70 KFBB 7
KFWB. Jennison Parker is pro-
ducer for Glasser-Gailey Co., Los
Angeles.

Pfc. McGowan Decorated

PFC FRANK J. McGOWAN JR.,

formerly on the auditing staff of
 Broadcast Advertising

RARING off previous threats, Rep.
Louise E. Miller (R-Mo.), mi-
nority member of the House Select
Committee to Investigate the FCC,
last Tuesday on the floor of the
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Record excerpts from a statement
allegedly given the Committee
last May 13 by David H. Dei-
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Flamm to Edward J. Noble.

He was followed by Rep. War-
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who pleaded that controversy be-
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members be kept within the Commit-
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"We have other matters that are
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When the majority members
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tion brought out by the WMC.
Stations whose letterheads and advertisements carry this line know that every word in it counts . . . Coast-to-coast offices . . . Continuous, regular visits to advertisers and their agencies . . . The years of production experience the Weeds themselves have had . . . And able, ample staffs at each office . . . These make “Nationally Represented by Weed and Company” mean more sales for sales-able stations.

*Slogan for stations: “Weed 'em and reap!”*
GROWTH UP the 1944 cycle of NAB district meetings, the 3d district session in Pittsburgh March 6 and 7 covered the whole roster of current radio developments and adopted resolutions urging all-out support of the NAB under its new leadership.

After praising Neville Miller for his years of faithful service, the 50 broadcasters in attendance pledged their support to J. Harold Ryan, president-elect. The meeting was presided over by C. E. Thompson, WFBG Altoona, 3d district director. Among other resolutions adopted was one condemning the Canning-Mills newspaper subsidy bill and expressing opposition to Government purchase of either space or time for promotion of the war effort.

War Essentiality

Patrick Fagan, Pittsburgh area director of War Manpower Commission, displayed broadcasting as an essential activity, citing its inclusion in the WMC list and index of essential activities. C. E. Arney Jr., acting managing director of Warned broadcasters that they must not rely on definitions alone but should document every application placed with local Selective Service boards with facts pertinent to the estimation of the radio as a whole and to the case at hand.

As at other district meetings, Carl Haverlin, BMI vice-president, urged greater and more diligent use of BMI music. NBC Thesaurus, RCA Recording and Columbia Recording were commended for their stand against the AMA demands and the War Labor Board was urged to reject the "private WPA" principle.

Other speakers included William Parsons, NBC Thesaurus; Milt Berman, Stokely-Van Camp Radio; C. G. Langlois, Langworth Recordings; Leonard Callahan, SESAC; Thomas B. Price, WWSW Pittsburgh, chairman of the sales managers district committee; Ward Dorrell, of C. E. Hooper; George Coleman, WGBI Scranton, district public relations chairman; Willard E. Douglas, National Assn.; and Robert L. Johnson, WJZ, managing director; and Ted Kinney, KDKA Pittsburgh, district engineering chairman; Frank R. Smith, manager of WWSW, who handled a question-and-answer period for the audience, and S. Broughton Tally, OWI regional director.

Following adjournment of the district meeting, the Pittsburgh Assn. of Broadcasters held a brief session. Mr. Thompson is president and serves another year. Leonard Kaspar, WCAE Pittsburgh, is vice-president.

The registration follows:

J. Herman Walsh, WDCL; Roy F. Thompson, WFGC; C. G. Moss, WKBJ; J. P. Tull, WJZ; Roy E. Wrigley, WRLG; Thos. W. Metzger, WMFR; S. J. Vesper, WFTS; J. C. Pennington, WGBI; J. C. Burgwell, WMMS.

TALKING OVER PLANS for Stand by Aircraft, station-to-flotilla program piped into the Goodyear Aircraft Corp., plans were presented by J. Akorn, C. S. Williams, announcer, Allen T. Simmons, owner of WDAC, and Bob Wilson, station manager. Stand by Aircraft is the call sign of a station operated by 650 speakers throughout the plant. Talks by President Roosevelt, music and World Series scores boost workers’ morale, stimulate production.

Arizona Pub. Co. Stations Sales Ascribed to FCC “Antagonism”

THE ARIZONA Publishing Co. proposes to sell its controlling interest in KTAR Phoenix, and KVOA Tucson, together with the minority interests in KYCA Prescott, and KYUM Yuma, “because of the apparent antagonism of the Federal government and the Federal Communications Commission toward newspaper ownership of radio stations.”

That was the statement contained in the formal application for sale of these interests to John J. Louis, vice-president of Needham, Louis & Brorby, filed last Thursday with the FCC over the signature of W. W. Knopf, president and publisher of the Arizona Republic and Phoenix Gazette. The sale price of $735,000 covers acquisition of 77% of KTAR and KVOA, 43% of KYUM [Broadcasting, Feb. 21].

A recapitulation of the technical equipment covered in the transaction shows an original cost of approximately $64,000 and a replacement cost of approximately $80,000. The grand total of equipment and property shows an original cost of $131,880 and a replacement cost of about $142,000.

When announcement of the sale, subject to FCC approval, was made last month, Charles A. Staffer, chairman of the board of Arizona Publishing Co., made reference to the “antagonism of the FCC” to the Government and the FCC to newspaper ownership. He then added: “Even Wallace H. White, Jr., Senator from Maine, a friend of newspaper and radio, has suggested that the freedom of the press is safeguarded by control of ownership of the two, saying in effect that it is a greater investment of newpapers in radio, the more subservient to the government the newspapers are, and receives no license fees under government license.”

OWI-WAC Session

(Continued from page 18)

In St. Louis

KSD

Basic NBC Network

KSD Has the
LARGEST DAYTIME
COVERAGE AREA
of Any St. Louis
Radio Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
A Distinguished Broadcasting Station
National Representative
FREE and PETERS INC.
TO ORGANIZE a regional and later a national association of Farm Radio Men, a group of farm program directors met in New York at the Hotel New Yorker in April 1924. Among the members present were a number of wives, including Mrs. Charles Shoffner, WCAU Philadelphia; Mrs. Harry Page, WOR New York; Mrs. Joseph Page, WLS Chicago; Mrs. Mrs. Bolivar H. Morse, WCBS New York; Mrs. Harry Page, WOR New York; and Mrs. J. C. Burt, WJZ New York.

TO ELECT Haeg Named President

ORGANIZATIONAL plans for the new Assn. of Farm Radio Directors were completed last week in Chicago in conjunction with the third of a series of regional conferences called by the War Food Administration to discuss war food production problems. Representatives of some 80 stations and farm publications attended the conference at which the ARFD held its first national meeting in Columbus, Ohio, May 5-6.

Formation of ARFD was effected following the Monday sessions of the three-day conference (March 5, 6, 7) held at the Hotel Morrison. The new association superseded the National Society of Farm Service Directors, the tentative name given the group during organizational activity.

Officers Elected

The conference heard presentations on production goals, price reports, labor problems, farm supplies, and equipment from Morse Salisbury, WFA director of information; Grover Hill, Assistant Secretary of Agriculture; Wallace Kaderly, chief of the radio division, Dept. of Agriculture; and Dr. Cliff Carpenter, assistant chief, Office of Food and Livestock, WPA; Tom Walker, Agriculture Adjustment Administration; T. R. Johnston, extension editor, Purdue U.; Marvin Sandstrom and E. J. Rowell of WPA.

Elected president of ARFD was Arthur Godfrey, WCCO Minneapolis; vice-president, Art Page, WLS Chicago; secretary, Herb Plambeck, WHO Des Moines; treasurer, George Round, WOW Omaha. On the executive committee is: Bill Draps, NBC central division; Phil Evans, KMBC Kansas City; Charles Stookely, KXOK St. Louis; alternate committee: Ed Madison, WLW Cincinnati; Sam Schneider, KV VO Tulsa; and Leafy Beatty, WBAP-KGKO Fort Worth.

The farm safety committee is comprised of: Everett Mitchell, NBC central division; Dan Thompson, Reservations National Safety Council; C. C. Moore, KDA Denver; Gwen W. Sample, WBAA West Lafayette; Ind. Leafy Beatty; Bill Draps, Paul Jones, National Safety Council; Wallace Kaderly, chief of radio division, U. S. Dept. of Agriculture; Maynard H. Cole, director of Farm Division, National Safety Council; Mr. Stookely; Al Smebe, WCCO; Larry Haeg; Sam Mason, and Bob White, Blue.

Objectives of the ARFD include:

- Closer relationship between commercial radio farm broadcasting, agencies and farm organizations.
- Closer relationship with advertising agencies and other groups interested in the promotion of radio.
- Closer relationship and better understanding between farm radio broadcasting station management.
- Programming of farm radio broadcasts which will keep this type of service on a high plane and to develop farm service in the United States of America where it is now lacking.
- To advance the welfare of those engaged in farm radio broadcasting.

Others in attendance at the Chicago meeting were: Emil Bill, WMBD Peoria; Tom Wheeler, WOWO Fort Wayne; Henry Wood, WBFB Indianapolis; Joe Ryan, KXTR Des Moines; J. C. Rapp, KMA Shenandoah, Iowa; Hugh Muncy, KXEL Waterloo; A. Wolfries, WMT Cedar Rapids; John Furman, WOC Davenport; Gene Shipley, WIBW Topeka; John Meredith, WHAS Louisville; Fred Ohl, KWWH Shreveport; Gordon Louden, WWL New Orleans; Duncan Moore, WJR Detroit; J. C. Hooker, WKXO Kalamazoo; Harriett Keen, WBT New York; Elmer Muschany, KXOK St. Louis; Harry Packard, KFEQ St. Joseph; Bill McDonald, KFAB Lincoln; E. H. Faulkner, WBTAM Cleveland; G. B. German, WNAX Yankton; Louie Buck, WSM Nashville; and Chuck Worchester, CBS.

Atlanta Meeting

At a meeting Feb. 27-28 in Atlanta, farm service directors of southern stations discussed various means by which broadcasting of agricultural information and adoption may be facilitated. Among recommendations made by the broadcasters, it was proposed that WFA finance line charges for small stations for farm programs. The group also suggested that WFA appoint state radio specialists to work with broadcasters on food production information programs. The agency was commended for its recognition of farm service programs in calling the conference.

Stations were represented at the conference by: Bill Prase, WSB Atlanta; Grady Cole, WBT Charlotte, N. C.; Clifford Gray, WSPA Spartanburg, S. C.; and Connie Gay, WPTF Raleigh, N. C. Editors of farm journals also attended. Agriculture officials who addressed the meeting were: Keith Heimbaugh, acting director of information; DickWitt Wing, Office of Information; and Al Bond of the radio service. WPA staff were: Arthur Sellers, assistant War Food Administrator; David Meeke, assistant director of the War Food Administration; Harry Harder, chief of office, and Wilmer CarpenItalian; who spoke were J. B. Daniels, southern division, Agricultural Adjustment Administration; Louis Brackeen, extension editor, Alabama Polytechnic Institute; and Willett Kempton, OWI regional station relations chief, Atlanta.

Building Acquired

WESTINGHOUSE Radio Stations, operating KYW Philadelphia, has purchased 11KXW Minneapolis, which also houses the WRS executive offices. The property, assessed at $300,000, was purchased from the National Life and Accident Insurance Co. for $25,000.

STEIN JOINS FCC

ABE L. STEIN, Chicago attorney with the FCC's original telephone investigation a decade ago, has returned to the Commission as a principal attorney in the Chicago Car- rier Division, under Assistant General Counsel Benedict Cotomme. He joined the Commission in 1934 and left in 1937 to become an attorney on the Illinois Commission and the U.S. to the New York division for McGinley, U.S. He returned to the staff of the telephone companies.

First Woman V.P. Elected at BBDO

JEAN WADE RINDLAUB, copy group head of BBDO New York, has been elected vice-president of that firm. She is the first woman vice-president at original BBDO. Mrs. Rindlaub has been on the copy-writing staff for 14 years and previously was associated with the Armstrong Cork Co. in Lancaster, Pa., and Wayne Tiss, associate director of the Hyde- wood office, a member of BBDO since 1937, was also elected vice- president, as he was formerly the promotion manager of the Minneapolis Star and Des Moines Tribune. BBDO has announced that former BBDO has also elected vice-presidents. They are Edward A. Cashin and John M. Bridge of the Minneapolis offices, and William A. Plueher.

Grandpop Gammons

WTOP Washington, scooped all local stations last Thurs- day on the announcement of new duties by Earl H. Gammons, CBS Washington director. He became Grandpop Gammons at 3:30 a.m. Thursday. A 5-4-1 lb. son was born to the Gammons' only daughter, Mrs. W. William Franklin Merrill, USN, at Columbia Hospital. The father is in the Pacific. The baby is named the April 1944, Mr. and Mrs. Gammons have returned home. WABC early morning an- nouncer, kidded Grandpop Gammons. Gammons, who also made passing reference to F. M. Russell, NBC Washing- on vice-president, who be- came a father Feb. 22.

BLUE AND MUTUAL SWITCH IN BUFFALO

EFFECTIVE June 1, 1944, the Blue and Mutual will switch their Buffalo outlets. WE BR, Blue station operating on 250 watts, will become a full-time Mutual outlet on that date, and, as previously announced, WGR, now with Mutual affiliations, will switch to Blue as the Blue outlet. WGR is operated by Buffalo Broadcasting Corp. with 5,000 watts until sunset and with 1,000 watts nighttime on 550 kc. WGR's affiliation with Mutual will be celebrated at a dedication dinner, Thursday, June 1. Miller McClintock, Mutual presi- dential, will speak, and Fulton Lewis, Mutual representative for the network, will originate his regular 7 p.m. broadcast from the dinner. WE BR is operated by WE BR Inc., on 1340 kc.

Chemical Sponsor

CONSOLIDATED ROYAL Chemical Corp., Chicago, has begun sponsorship of a quarter-hour afternoon musical show on CBS. It is aired through Friday evenings on WGN Chicago. Contract is for 13 weeks. Agency is O'Neill, Lar- son & McPhail, Chicago.
Checked and double checked. That's the all-the-way history of Amperex tubes through every stage of construction. No chances are taken. Even after tubes have been aged, seasoned and subjected to severe tests, each day's production must hurdle final examination in our x-ray rooms. Here, an exhaustive analysis is made to determine the presence of invisible defects. When we pronounce the tubes "bottled to perfection"—they are! More than 100 different types of Amperex tubes are available for broadcast, industrial and electro-medical applications. Each one with "Amperextras" which assure operating efficiency and longer life.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET • BROOKLYN 1, N. Y.

"BLOOD PLASMA MEANS LIVES SAVED ... KEEP IT FLOWING TO THE FRONT"
Brightest Stars

★

Jimmy Dorsey

King of the Saxophone

and His Orchestra

is available to you through the Quality Library of the World... on brilliant WBS recordings that provide a wealth of program material with which any station can build and sell many Dorsey shows of proven audience appeal. His individual interpretations of music that is "good today and tomorrow" will be welcomed everywhere by millions of enthusiastic fans. Additional recordings by this master showman are in preparation.

Transcription Headquarters

World Broadcasting System, Inc.

A Subsidiary of Decca Records, Inc.

711 Fifth Avenue, New York

Chicago • New York • Hollywood • San Francisco • Washington
**Hope, Crosby and Sinatra Tops in Poll Of Listeners by Milwaukee Journal**

DECREASED SHIFT in listeners’ interest was revealed in the 14th annual listener poll conducted by the Milwaukee Journal and Richard K. Bellamy, Journal Radio Editor, when final results were tabulated from almost 5,000 ballots. Crosby, Hope and Sinatra dominated a field which saw seven new programs winning top honors out of 14 classifications, and some established figures slipping.

Bing Crosby was selected the listeners’ favorite person in radio and, by a large majority, won first position in the favorite singer of popular songs category, or Sinatra who placed third as most idolized individual, and sixth in “favorite programs.” However, Sinatra was far out in front as “favorite gripe,” although much of the listeners’ dissention was directed to his fans. Bob Hope was in first place in best program field and was adjudged radio’s favorite comedian.

The complete results follow:


**Favorite Actress—Kay Kyser, People Are Funny, Dr. J. Q. Kids, Thanks to the Yanks (tie), Double or Nothing, Drive-In, Bill Stern, Bob Ellen, Ted Rusing, Pat Flanigan, Mickey Hoke, Jack Brickhouse, Saturday Nighter, The Worlds of Joyce, The Phantom, Russian Rhapsody, The Big One, Unemployed, Police Tales, Tom and Mary, Signor Botticelli, Sunday Morning Magazine, Depression Days, Double or Nothing, Miscellaneous.


**Favorite Gripe Among Radio Listeners—Frank Sinatra and by extension radio; the ban on guns and commercials that are too long, the intelligence or the nonsense of being second to Sinatra among personalities, humor and music, the ban on programs, followed by Winchell, Jimmly Fiddler, Cantor and Fred Allen.

**WJR Tax Service Praised**

**Working With Income Tax Bureau, Two Programs Aid Public in Filling Out Blanks**

**HERE IS WJR’S service for harassed taxpayers during its first session. Around the mile are (1) Sociology B.Z., public school teacher and civic leader; Gerald Evans, assistant Collector of Internal Revenue for Michigan; George Cushing, WJR news editor and moderator of Our Opinion program, with featured the school; William J. Coughlin, Detroit Free Press tax expert who wrote the script. At right is a group of citizens who aided in the timing of the program by actually filling out a report while the broadcast was on.**

WJR Detroit has been praised by Federal and Government officers as well as listeners for its income tax school presented Feb. 27 and March 5. The idea developed when Giles P. Kavanagh, Chief Collector of Internal Revenue for Michigan, sought the aid of Leo J. Fitzpatrick vice-president and general manager of WJR for means of informing the public how to fill out tax blanks. The Detroit Free Press and other papers in the area cooperated by instructing listeners how to have personal income figures available. The first program listeners were informed on the short form No. 1040A, with a studio audience actually making out the forms during the broadcast. (The second one, an hour in length, covered the longer form No. 1040, and during both, listeners were instructed to call the income tax offices if further details were necessary.

Unsolicited comment proved that the taxpayers received an excellent lesson, that the directions were clear enough and that there was enough time for the average person to fill out the form. Collector Kavanagh said:

“It was one of the finest public spirited programs I have ever heard. There can be no question but that people actually received the information that our job was made a thousand times easier.”

One listener stated that he had saved $10 by listening to the program. George Cushing, WJR news editor, acted as moderator, William J. Coughlin, Detroit Free Press tax expert wrote the script with Gerald Evans, assistant tax collector as an added authority.

**KNX Hit by Rain**

**UTILIZING emergency shortwave equipment, KNX Hollywood switched operation to its short-wave station, KRCO, for nearly 12 hours when rain washed out both lines of communication between KNX studios and transmitter near Torrance, Cal., on March 2. Switch-over, accomplished without a loss of a second’s time on the air, was made at 10 a.m. (PWT) when first transmitter line was downed. Short-wave station, operating on 33,000 k.c., was maintaining an emergency aid throughout the night after one line was repaired and normal operations resumed at 9:55 p.m. (PWT).**

**Banking Firm Sponsor**

**PHILADELPHIA SAVING FUND Society, Philadelphia bank, is presenting a radio program featuring the Curtis Institute Orchestra and the famous Philadelphia orchestral concert program.**

**Inquiry Into Radio Planned in Canada**

Committee of 23 Expected To Hear Independents

AN INQUIRY into broadcasting this spring and summer is slated with the Federal Communications at Ottawa, it was disclosed, when a House of Commons Committee on Broadcasting has been set up. Like last year’s committee there are 23 members, practically the same as last year’s three exceptions. There are 17 Liberals, 4 Progressive-Conservatives, 1 Co-Operative, Commonwealth Federation, 1 National Union and 1 Democracy member. No chairman has yet been named, though it is expected that Dr. J. J. McCann, chairman last year, will likely be appointed to the first meeting to be held shortly.

Besides inquiring into the affairs of the government-owned Canadian Broadcasting Corp., the Parliament was expected to look into the kind of the independent broadcasters in fuller detail than last year. Hints that grievances of the independent would be looked into and be overcome to the satisfaction of all concerned were given the independent stations recently at their annual convention at Quebec (Broadcasting, Feb. 21) by War Services Minister L. R. LaFleche, a committee member. Independent broadcasters want to see the Federal government set up to regulate broadcasting, so CBC will not have the role of competitor and regulatory body as at present.

During discussion of the motion to establish the 1944 Parliamentary Committee, members of Parliament criticized the commercial development of the medium which was only intended to bring in at most $500,000 a year from sponsored programs, and last year advertising carried through the CBC amounted to $1,204,000. (This included network programs carried on private stations on CBC net.) Critics pointed out that the CBC relied heavily on the federal government to operate commercial broadcasting stations. Other members pointed out that there was too much soap and laxative advertising on the air. Socialist members stated that “money-making interests are anxious to undermine the CBC,” and that the government had failed in some instances to respect the right kind of people to be members of the nine man CBC Board of Governors.

**New Film Firm’s Spots**

**INTERNATIONAL PICTURES Inc., New York, a relative newcomer in the motion picture industry, is using a large full-page ad in Broadcast Advertising, New York, to handle its advertising. Radio will be used in addition to newspapers and magazines for the firm’s first production now in preparation—“Casanova Brown,” starring Gary Cooper and Theresia Wright. At a later date International will release a Sonja Henie film titled “It’s a Pleasure.”

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**Television Exhibit**

**NEW ADVERTISING techniques in television will be demonstrated at a special television luncheon at the Edison Club, March 14 in conjunction with an address by Thomas Joyce, manager of the radio, phonograph and television division of the RCA Victor Division of Westinghouse. Mr. Joyce will be given at the Hotel Roosevelt in New York, at the one-of-a-kind facilities of WNB, NBC’s video station in New York, and the television program departments of Kenyon & Eckhardt, Rustrauff & Ryan and J. Walter Thompson Co., New York.”**

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**Page 26 • March 13, 1944**
For almost two decades Federal has made better tubes—tubes that surpass in design and construction, in quality of materials, in craftsmanship, in performance.

The background of this record of achievement is the intensive research and development of a scientific and producing organization that has set and continues to maintain the highest standards of the tube building art.

And in support of Federal tube quality and performance is Federal customer service, always ready and prepared to handle the problems of broadcast stations in meeting any requirement or emergency.

That is why Federal's established reputation for building better transmitting and rectifying tubes rests on an enduring foundation; why Federal tubes doubly ensure customer satisfaction.

This customer satisfaction, now enjoyed by many leading broadcast stations, is available to you. Whether you require tubes of standard types or whether you have a particular tube problem to solve, Federal service will prove profitable to your interests.

Federal Telephone and Radio Corporation

Federal's long experience and engineering talent also are available for designing transmitting equipment that will meet your specific requirements.
War Bond Campaign on OWI's Packet; Fight Waste, Hold Prices Also Listed

INFORMAL LUNCHEON given by KYW Philadelphia, prior to a frolic staged by the Philadelphia Advertising Club, brought these NBC and Mutual Broadcasting System together. Joseph E. Bau-
dino, general manager of KDKA Pittsburgh; William O. Tilenius, NBC sales; F. P. Nelson, WRB; B. A. MacDonald, WRB sales manager; James V. McFerron, NBC spot sales manager, Oliver Miller, NBC Chicago; Frank A. Logue, WRB: audior; Dwight Myer, WRB engineering manager; Hal Lamb, KYW sales; Tom Hamilton, NBC sales; Chick Kelly, KYW publicity director. Present also, but not in photo were Harvey McCull, KYW sales; Frank Webb, KDIA sales manager; John S. de Russy, KYW sales manager.

AFTER an absence of six weeks, the War Bond campaign returns to the OWI Domestic Radio Bureau packet for the week beginning April 3, with messages directed to planning for the future. Listeners will be urged to put more of their wages into Bonds for long range savings.

The success of the Fourth War Loan does not obviate the need for continued purchasing of War Bonds, OWI points out, warning that there must be no let-up on the home front as military operations on-the fighting front moves forward. The OWI allocations sched-

Sponsor Prospects

The War Bond messages are scheduled for both Network and Station Announcement allocation plans. Sponsors interested in booking some of these messages may be found among advertisers in any field of business, but the monthly change in emphasis may serve as a guide in selling the spots. Large employers are most obvious prospects for the current series of messages.

Also scheduled for Station An-

New Production High

STROMBERG-CARLSON Co., Rochester, has announced achievement of the greatest month's production in the history of the company during February 1944. According to Dr. Ray H. Mannen, vice-

 Pres. and general manager, $600,000 of the material produced, consisting of radio, radar and communications equipment went to the armed forces.

Page 28 • March 13, 1944 Broadcasting • Broadcast Advertising

GODWIN NEW HEAD OF RADIO NEWSMEN

EARL GODWIN, head of Earl Godwin Associates and a Blue net-

word commentator, was elected president of the Radio Correspondents Asso.

n. last Wednesday at the annual meeting at NBC Washing-

house studios. He succeeds Eric Sev-

ard, CBS Richmond, Virginia, NBC commentator, was chosen vice-

President. Rex Goad, Wash-

ington, manager of Transradio Press, was named secretary, and Wil-

liam Costello, CBS commentator, was elected treasurer. Fred W. Mor-

rison, assistant to Pres.

E. P. Lewis Jr., MBS commentator, was re-elected ex officio.

The executive committee was instructed to arrange for the organ-

ization's annual dinner in April or May, at which time the new ofﬁcers will be installed. Mr. Godwin has been acting president of the association in the absence of Mr. Sevareid, who has been overseas. Forty of the association's 55 active members attended last week's meeting, indicating a growing

interest in the joint news coverage, according to Mr. Godwin. The association, composed of mem-

bers of the major news correspondents' Galleries of Conferences, has 74 asso-

ciate members in radio news jobs outside the capital.

Mr. Godwin, who is superintendent of the Senate radio gallery and William Vaughan is act-

ing superintendent of the House gallery. Mr. McLoughlin will have charge of the radio galleries at the Republican and Democratic Na-

tional conventions in Chicago.

Drug Chain Meeting

SPKERS for the three-day spring business conference of the Associated Chain Drug Stores, opening at the Waldorf-Astoria in New York March 13, will include Donald G. Mitchell, vice-president, Sylvanian Electric Products Inc.; Clyde Druggaing, sales manager, B. F. Goodrich Co.; Frank W. Love-

joy, sales manager, Socony-Vacuum Oil Co., and Homer A. Capehart, president, Fidelity Mfg. Corp, Ed (Archie) Gardner, and the cast of

Aldus' Tavern, Blue Network pro-

gram, for which Waring, band

leader, heard on NBC, are on the entertainment program following a dinner Wednesday night.

OWI PACKET, WEEK APRIL 3

Check the list below to find the war message announcements you will broadcast during the week beginning April 3. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<td>Car Sharing</td>
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See OWI Schedule of War Messages 102 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
YOU MAY BE ABLE TO SWIM A MILE IN 21 MINUTES

BUT—YOU CAN'T SPLASH INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Can you think of any reason why you'd prefer to listen to a Columbia station located over 100 miles from your home—in preference to a 5000-watt Columbia station only a few miles away? Especially in a section where distant stations “fade”, notoriously?

Then let's just assume that people in Western Michigan have good sense, too! When they want Columbia entertainment, they tune to WKZO. . . . Both we and Free & Peters would like an opportunity to (1) discover, in discussion with you, whether or not it would pay you to advertise in Western Michigan—and (2) give you the true, de-bunked facts about the other stations that claim primary coverage of this area. Will you give us the opportunity?

*J. Medica (U.S.A.) did it in 20 minutes, 57.8 seconds, on July 6, 1934.

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

March 13, 1944 • Page 29
AT&T Post-War Video Plans, Rapid Growth of Industry Seen

Telephone Executive Suggests Various Methods of Handling Networks' Interest in Television Art

WHEN television is ready for network service, the American Telephone and Telegraph Co. will be ready to make an announcement, in the opinion of AT&T executives. When this will be and to what extent such service will be rendered depends chiefly on the success of set manufacturing and the production of satisfactory low-priced video receivers and of the television broadcasters in providing satisfactory program service, the phone company officials stated. They refused even to hazard a guess as to the cost of networks for television, pointing out that there are too many unknown factors to make a reliable estimate at this time.

Network Growth Seen

Discussing with Broadcasting the probable growth of nationwide television networks, George L. Best, assistant vice-president of AT&T, Frank Cowan, transmission engineer, and President Mabon, information management, pointed out that the company has already installed cables carrying coaxial conductors between New York and Philadelphia, Philadelphia and Baltimore, Baltimore and Washington, Minneapolis and Stevens Point, Wis., and Atlanta and Macon, the latter the beginning of an Atlanta-Jacksonville cable installation. They cited the five-year plan outlined by Keith S. McHugh, AT&T vice-president, in his recent letter to Niles Trammell, NBC president [Broadcasting, March 6], calling for the installation of between 6,000 and 7,000 miles of cable at a cost estimated to approach $100,000,000.

This work is being done, they stated, primarily to offer increased and improved telephone service to the company's subscribers, pointing out that a single coaxial conductor can carry hundreds of telephone circuits, for which use it was originally designed, or that it may be loaded to transmit a television program. They added that present plans are tentative only and will be reviewed and revised in line with service requirements as construction proceeds, so that if the television broadcasters are ready for network service in any part of the country, the telephone company will adapt its plans to meet their requirements.

Costa Are Heavy

In his letter to NBC, Mr. McHugh stated: "We shall be glad to consider on their merits any requests for television facilities over routes where coaxial cable is not now planned during this period for telephone purposes. The question of when such facilities could be provided would, of course, depend upon conditions in the individual case and its relation to the total program. You will appreciate, of course, that advancing construction to provide for television transmission some years before a cable is needed for telephone service would involve relatively heavy costs."

"The equipment now developed," the letter continued, "will give a one-way television channel of 2.7 mc in width. Further technical developments will increase this to 4.0 mc and also provide for simultaneous use of a single coaxial unit to transmit a television channel and a large number of telephone channels. Consequently, the ultimate number of television facilities which could be provided over these cables will be considerably greater than the initial number."

"These ultimate possibilities must, of course, be taken into account in determining the number of coaxial units to be installed in the initial stages. Depending upon the speed of growth of the television industry, it may be necessary for users to do some sharing of the television network facilities for a time. I believe that you and others in the industry should give preliminary consideration to how this can best be accomplished."

Multiple Use of Cable

Stressing this program-sharing angle in the early days of network television, Mr. Cowan suggested that if several video stations in one city wanted to telecast a remote program, such as a political convention or a major sports event, for which one coaxial circuit was available, they might vary their presentations by accompanying the image with individual sound comment, each station using its own announcers and sharing the picture. Stations might also share the use of a coaxial unit on a time allotment basis; it was pointed out, with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of full-time video network service.

Outlining four ways in which network service may be provided, Mr. Cowan said that additional coaxial conductors exclusively for television would be added to cable installations being made by AT&T, if it appears that they are needed at that time. Eight units to a cable is the practical limit, he said, if the cable is to be kept at the proper size. Technical improvements allowing for wider frequency ranges to permit television and telephone circuits together will also make the cables available for expanded video use.

Television networking can also be facilitated by arranging the cables so as to permit round-trip phonograph recordings of programming used in sound broadcasting, so that pick-ups may be made at any point in the circuit without the need for recording equipment. Too, the direction of the program flow. A further means would be the diversion of coaxial units planned for eventual telephone use to television for such time as they are not needed as telephone carriers.

Asked about radio relays, Mr. Best said that the telephone engineers are constantly experimenting with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of full-time video network service.

Stressing this program-sharing angle in the early days of network television, Mr. Cowan suggested that if several video stations in one city wanted to telecast a remote program, such as a political convention or a major sports event, for which one coaxial circuit was available, they might vary their presentations by accompanying the image with individual sound comment, each station using its own announcers and sharing the picture. Stations might also share the use of a coaxial unit on a time allotment basis; it was pointed out, with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of full-time video network service.

Outlining four ways in which network service may be provided, Mr. Cowan said that additional coaxial conductors exclusively for television would be added to cable installations being made by AT&T, if it appears that they are needed at that time. Eight units to a cable is the practical limit, he said, if the cable is to be kept at the proper size. Technical improvements allowing for wider frequency ranges to permit television and telephone circuits together will also make the cables available for expanded video use.

Television networking can also be facilitated by arranging the cables so as to permit round-trip phonograph recordings of programming used in sound broadcasting, so that pick-ups may be made at any point in the circuit without the need for recording equipment. Too, the direction of the program flow. A further means would be the diversion of coaxial units planned for eventual telephone use to television for such time as they are not needed as telephone carriers.

Asked about radio relays, Mr. Best said that the telephone engineers are constantly experimenting with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of full-time video network service.

STANDARD, 3 FM CP'S REQUESTED OF FCC

NEW APPLICATIONS received by the FCC last week included three requests for new FM facilities, a station extension, a local outlet and two voluntary assignments of control.

Havens & Martin Inc., licensee of WBGU, Elyria, Ohio, requests FM facilities of 46,100 kc and 12,130 sq. mi. coverage. WGAL Inc., Lancaster, Pa., WGLN, licensee, requests FM facilities of 46,600 kc and 1200 sq. mi. coverage. Frequency of 46,700 kc and coverage of 5000 sq. mi. were also granted FM facilities sought by Monroe B. England, owner of WBRK Pittsfield, Mass.

New local standard station application was filed by Washteraw Broadcasting Co. of Ann Arbor, Mich. Facilities asked are 250 thousand daytime on 1056 kc. Washteraw vice-president, Edward Baughm (201) 822-3497, dropped the 3 routine assignments of control.

Capitol Broadcasting Co., Montgomery, Ala., licensee of WCOV, applied for voluntary assignment of license to W. C. Covington Jr., sole owner of the company. No money consideration is involved. Voluntary assignment of the license was also requested from the Oshkosh Broadcasting Co., a corporation, to a partnership under the name of J. H. & J. L. B. Myles H. Johns (55%), William F. Johns Jr., William F. Johns and Andre Baruch, each 15%. No money is involved.

DECCA RECORDS Inc. has declared a regular quarterly dividend of 30 cents per share payable on March 31 to stockholders of record March 15. This is a 25% increased dividend rate, the company having previously paid a regular quarterly dividend of 25 cents per share.

with radio as well as wireline transmission and that in some places where coaxial circuits are used to augment wireline facilities, with the goal of providing the most efficient, economical service to the public. If radio relay systems should prove to be the best means of transmitting television signals, they will be used, he said. Mr. Best summed up the present situation by stating that today no one knows how many television networks eventually will be needed, whether theatre television will take its place as a separate service alongside home television, requiring separate service from the phone company, how much time will be devoted to local television programs and how much to network shows, how much service can be provided in conjunction with telephone service and how much equipment will be needed for television's exclusive use. The problems, he said, must be solved by the television industry and he urged that as they find the answers they keep the communications industry informed so that it may plan its service in conformity with their needs.
OUR NEW LOCATION

The latest step in KMPC's march toward the goal of becoming the leading independent in the U.S.!

5939 Sunset Boulevard, Los Angeles 28, Calif.

On-Radio-Row-Hollywood

G. A. Richards, President

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
NATIONAL 4-H Club Mobilization Week was launched March 4 by a half-hour WLS-Chicago originated program on the Blue Network. Some 850 4-H Clubs tuned in throughout the nation to hear a tribute from President Roosevelt delivered by Food Administrator Marvin Jones. A short-wave pickup from Italy with a former 4-H boy from Laurel, Mont., and several 4-H leaders were featured on the show, written by Jo Wetzler, WLS continuity department, and produced by Rod Cupp, WLS production manager, with Art Page WLS farm program director, doing the narration.

CKY Winnipeg on March 13 celebrates its coming of age, having gone on the air March 13, 1923, with 500 watts. In 1928 the station increased power to 5,000 watts and in 1930 to the present 10,000. The powerful station in Canada at the time.

KMOX St. Louis on Feb. 26 conducted a special Spring use of radio to aid teachers in the use of CBS School of the Air program. About 800 teachers attended the meeting.

WSBA York, Pa., and the Playland Roller Skating Rink combined efforts on Feb. 26 to aid the Red Cross War Fund. Yankee Doodle Drive is a program sponsored by Playland originated from the rink and all proceeds of the day went to the Red Cross. Local bus company provided free transportation to the rink for the occasion.

Including items from the hundreds of schools that lie within the listening area of WAAT Newark a new presentation Nation From Your School is now conducted by WAAT in cooperation with the New Jersey Education Asso.

CJCB Toronto, key station of the Canadian Broadcasting Corp. Dominion network, is using streetcar cards in Toronto to publicize the Dominion and Blue network commercial programs on the station.

KFJB Marshalltown, Ia., has been operating as a Mutual outlet. Station is operated by Marshall Electric Co., with 260 watts on 1250 kc.

Radio Department of United Artists, New York, has started a radio service for Alaskan stations, including a radio manual and a series of transcriptions which include excerpts from the films, interviews with stars, and a color commentary on film lot scenes.

PRESS ASSN., AP radio subsidiary, last week announced the opening of its twelfth regional news bureau, located in Charlotte, N.C., at 29 South Church St., under the direction of Charles Whitford. Five stations to sign recently for the special AP radio wire include: KFMO Hammond, Mo.; WCRB Canton, Ohio; ROW Media; KAST Astoria, Ore., and WLBO Muncey, Ind.

KWFC Hot Springs, Ark., and WSGS Sealute St. Marie, Mich., have signed a new licensing agreement with Associated Music Publishers, Inc., New York, and the following stations have extended their contracts: WMRC WMAZ WLAF WELW WOYK WWHL, KTVM KGW WYFR KARM. Two Honolulu outlets KGMB and KHRC have also extended agreements.

If you are a subscriber of C. E. Hooper, Inc. and wish to receive "Network Hoop." Ratings" for your score, send in "Check here" boxes with your score.

Radio Audience Measurements Continuous by Coincidental Method Since 1934

C. E. HOOPER, INC.
NEW YORK • LOS ANGELES

Westinghouse Increases Income 29% Over 1942 WESTINGHOUSE ELECTRIC & MFG. CO., Pittsburgh, earned a net income of $22,355,300 in 1943, an increase of 29% over 1942 and representing a share of capital stock outstanding, according to the company's annual report, issued March 6 by A. W. Robertson, chairman, and George H. Bucher, president.

Output was reported as the biggest in the company's history.

Net sales were $714,305,303, an increase of 47% over 1942. "The sales, approximately 77% of which were direct war work," the report comments.


Striking Radio Changes Forseen by Dr. Frigon IMPORTANT changes in broadcasting methods may be expected which will affect frequencies and power allocations, according to Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corp., on his return to Toronto after a visit to Washington last week. Just how the changes would be and how they affected the CAB, Dr. Frigon did not say.

One of the purposes of his Washington trip was to check on delivery of equipment required for a short-wave international broadcasting station under construction at Vancouver, B.C., for the Canadian government. Delivery will start soon and will be completed in July and August.

Peace Series Offered THIRD sustaining peace discussion series from WKRC Cincinnati, will be released to all stations for wire costs only, according to Rev. Church, manager of WKRC. The offer also includes free recordings with all packing and shipping costs paid, to stations scheduling the 18 weekly half-hour Sunday programs March 5 through July 2. Programs were planned by an advisory committee of Cincinnati religious and educational officials and features peace plan problem discussions.

WIS WACs RECORD recruiting took place at WIS Louis, C. S., the other day. The Columbia office of the WAC broadcast a 16-minute recruiting program on WIS. When the WAC group that had been on the air returned to headquarters, 20 minutes after the program ended, there were two prayers and a ROS waiting. They had heard the program, answered the call.

Implementing the American Home Campaign inaugurated several weeks ago, the Assn. of Women Directors of the NAB is planning to make available to women broadcasters a quarter-hour transcription of "American Home" talks by the leaders of ten cooperating national organizations.
IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

MONTGOMERY WARD

Weed & Co.
National Representatives

Blue Network

Mr. Reggie Martin
Station Manager
Radio Station WIZE
Springfield, Ohio

January 5, 1943

Dear Mr. Martin:

Radio in Springfield seems to be working quite well for our store, and we are considering the possibility of letting radio carry the entire promotional load for us. What could you do for us on 15 spots per day? You have had some experience with our copy and it may be easier for you to come to some conclusion than when we originally contacted you.

Very truly yours,
MONTGOMERY WARD & CO.
John A. Martin
Space Buyer

This letter was written a year ago... since that time this aggressive firm has increased its WIZE appropriation 7 1/2 times the original amount, and is relying almost exclusively on WIZE's ability to cover the Springfield Market... further proving WIZE gets amazing results.

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President
THREE new public service programs have been started on WINX, Washington, D. C., "Washington's Own Station". Five-minute five-weekly Jobs for Veterans program is designed to help relocate returning veterans in civilian jobs. Program is conducted by a representative of the U. S. Employment Service. Each Monday and Thursday, 12:45-1 p.m., WINX has started Thanks to You, a dramatized story of the Red Cross and its numerous activities. WINX on Thursday evenings has begun a 10-minute program to aid the Juvenile Court find foster homes for "war orphans". Interviews with juvenile court personnel and with parents of children now in foster homes as well as people who have opened their home to these children are presented. Daily WINX Traffic Court broadcast received two commendations last week as "a distinct effort to encourage safer driving". Program began with the station, Dec. 10, 1940.

For the Ladies

NEW series of talks has been arranged by the Canadian Broadcasting Corp. for its afternoon audience of Canadian women, on the CBC national network. Titled Women and Money, this is the first CBC series on economics directed especially to women in the home. The talks deal with a variety of current problems in which money plays a leading role. Each subject is being discussed from the viewpoint of the average woman in relation to her domestic interests and community life. Prominent authorities on political economy, employment and housing problems are taking part in the series.

Folk Music

AMERICAN folk music, including the songs of cow-boys, lumber-jacks, and the street cries of hawkers, is heard in a weekly half-hour program on WNEW New York titled Music, U. S. A. Each broadcast features live talent versed in the music of a particular region or style.

About Servicemen

PUBLIC service series On the Alert, is being broadcast on KSFO San Francisco in cooperation with the IV Fighter Command of the Fourth Air Force. Show presents news of the Army at home and abroad and frequently features interviews with returned combat pilots and enlisted personnel.

BROADCASTING ONLY 48 hours following the birth of her third child, Mrs. Vivian L. Vogel, daughter of the WWWD Washington, D. C. Blessed Eventer Program, begins with the first of a day-by-day account of her personal experiences and the progress of her baby. Program is designed to aid expectant mothers in the Washington area and to help relieve them of many worries. First broadcast from the hospital room in time to birth at the first signs of labor pains. Program is broadcast Monday through Friday as a WWWD public service feature.

War Scenes

TRANSCRIBED on the spot by KGO-Blue San Francisco for release later over the network, the story of the shakedown cruise in the Pacific of one of the Navy's newest ships—a submarine tender—is the highlight of a new KGO-Blue series of programs titled Radio Goes To Sea. It is claimed that this is the first time in radio's history that a broadcast direct to the United States has originated from a ship at sea during wartime. Series features interviews conducted by Bill Baldwin, Blue Network special features director, with members of the crew. New on WNEW

TWO new programs make their premieres on WNEW New York this week. Reports on underground news from France will be broadcast in a weekly quarter-hour series by Arthur Lesser, starting March 18. Mr. Lesser, night-club owner, was formerly head of the American division of the French Ministry of War Information. City Hall Room 9 makes its debut March 19 as a weekly quarter-hour series, featuring reporters from the N. Y. World Telegram and Brooklyn Eagle. Review of the week's political news as seen from room 9, the press room in New York's City Hall, will be featured.

Format Change

WLW CINCINNATI on March 6 changed the format of its Consumer Foundation program, heard Mondays through Saturdays, 8:30-9 p.m. (CWT), to Your Morning Matinee. Informative pattern and participation sponsorship has been retained. New emphasis is on music and informality. $100 war bond is to be awarded for best name submitted for new vocal and novelty group.
No, they don't hear us in Ketchikan!

Years ago, when radio was going through its growing pains, station salesmen, for the lack of anything else, talked about how far their station would reach... how many hundreds of miles its signal could be heard.

Some still do. Today, radio is matured. Market analyses... surveys on radio listenership and other pertinent data are now the bases for buying radio time. The wise and intelligent buyer of radio time discounts such overworked phrases as "bonus coverage" and "plus values" and replaces them with actual facts.

WFIL does not make any far-fetched claims about coverage! WFIL more than adequately serves the gigantic Philadelphia Trading Area. It is in this area that sales potentials are the highest... it is in this area that the greatest bulk of your sales are made. Why spend extra money reaching unproductive areas?

This is the time to re-examine old ideas and to remove obsolete opinions and data from the mental attic. Today the station which is the most progressive in the entire Philadelphia Trading Area... the station which is gaining more and more favor with listeners and with advertisers is WFIL.

Have you seen the latest Crossley Study of Radio Listenership in the Philadelphia Trading Area?

No, Eskimos don't hear us in Ketchikan—but great numbers of people throughout the vast Philadelphia Trading Area do listen to WFIL. And what is even more important to you, is that they respond to the sales messages they hear over WFIL.

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • Broadcast Advertising

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Scripts Lead Into Transcribed Spots

TAILORED to suit needs of nine widely diverse participating sponsors, Potluck Party, current five-weekly 25-minute variety show on KNX Hollywood, reverses usual procedure in program building and slants scripts to lead into transcribed spot announcements.

Woven into the live entertainment, announcements include some already sold on the station under long-term contract as well as those specially allocated to the program. Jack Bailey is writer-m.c. of the series. Dick Wallace is featured vocalist, with a 17-piece orchestra. Beverly, actress-m.c. portrays Mayme Smoebad. David Titus is producer, with Bob Carroll as additional writer assigned to program.

Current sponsors on schedule varying from thrice-weekly spots to five one-minute transcribed announcements per week include Johnson & Johnson, New Brunswick, New Jersey (baby powder, first aid materials); Skinner Mfg. Co., Omaha (Rainin Bran); Continental Baking Co., New York (bakery goods); Seeck & Kade, New York (Pertussin); Curtis Publishing Co. (magazines); Maryland Pharmaceutical Co., Baltimore (Rem); Standard Brands, New York (Slan-B vitamins); Colgate-Palmolive-Peet Co., Jersey City (Supradus, Superpin); North American Aviation, Inglewood, Calif. (employment).

So. Africa Informed
PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales, and John Rieman, Information. Please quiz expert, have made a quarter-hour recording for the Announcing South Africa series, prepared by OWI's overseas branch. Disc was flown to South Africa for broadcast on station there, and tells of the U.S. radio industry's accomplishments to prove that commercial radio in this country is successful.

One-Fifth of Oil Production

Within the area served by KWKH, the 50,000 watt station, is produced one-fifth of the nation's oil. This is equal to one-tenth of the world's total oil production. This same area also has the world's second largest known supply of Natural Gas. This, plus other rich natural resources of the area, means opportunity for you — opportunity to sell now... build sales for the future.

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

CBS 50,000 WATTS KWHK REPRESENTED BY THE BRANHAM CO.

ROBERT E. SHORT, former announcer and engineer at WHCU Ithaca, N. Y., has been inducted into the Army at Camp Dix, N. J.

MARK TOALSON, audio engineer of WJL Atlanta, now heads all program production for the station.

AL PAFER, engineer of KLZ Denver, is the father of a girl.

W. W. BLAIR, formerly of the NBC Chicago advertising department, is now national traffic supervisor for the Blue Central Division.

GERALDINE YAHNKE, control operator at KXEL Waterloo, Iowa, has been married to Melvin Springer of Hastings.

HELEN OUBASKY of Belle Vernon, Pa., is the first woman engineer to join WCAE Pittsburgh. She recently has been named assistant traffic manager for Mutual.

DONALD M. YOUNG, Hollywood engineer, and Mrs. Grace Mackay Tibbet, former wife of Lawrence Tibbet, singer-actor, were married in Palm Springs, Cal., Feb. 27.

JACK JOSEPHSON, on the engineering staff of KMA Shenandoah, Ia., has been inducted into the Armed Services. Don Cox is a new member of KMA's control room staff.

RALPH T. VOIGHT, formerly with the Brentwood, Long Island, shortwave stations of Mackay Radio & Tel. Co., is now with WPBB Flint, Mich.

LINCOLN RONDA of the engineering staff of CKGB, Timmins, Ont., has a son.

PAUL ELOW has joined the technical staff of WDAY Fargo, N. D.

LESLIE LEARNED has been named assistant traffic manager of Mutual. He was master control supervisor of Mutual's New York outlet WOR for three years, and was formerly an engineer of WNYC New York.

ROBERT L. ANDERSON, technician for WCCO Minneapolis, has been named chief engineer of Franklin Transformer Mfg. Co. of that city.

SHEILA CAMERON has joined the engineering staff of WIOD Miami, replacing Adele Goddard, resigned.

PAUL KRANTZ is now night supervisor of engineers at WIRG Philadelphia. Hal March has joined the Merchant Marine.

DANA BODE has joined the engineering staff of WJW Cleveland.

BOB MILLER, formerly with the Kentucky Ordinance Works, Paducah, Ky., and prior to that chief engineer at KXOK, has joined the WLS Chicago engineering staff.

SCOTT HELT, chief engineer, and Cosette MeVille, announcer and director of women's programs, both of WIS Columbus, S. C., were married Feb. 26.

THEODORE LAWRENCE, chief of engineering department of British Broadcasting Corp. in America, and Vera Brodsky, pianist on the CBS staff, were married Feb. 22.

TOMMY LEWIS, formerly of the technical staff of CKY Winnipeg, has been promoted to pilot officer in the Royal Canadian Air Force.

HOMER COURCHENE, chief engineer of the WLS Chicago transmitter, is the father of a boy.

EDDIE CARSTENS, studio engineer at WGN Chicago, has joined the Army, and his wife, were feted by station friends last Friday in celebration of their 25th wedding anniversary.

RICHARD HUBBELL, television producer of N. Y. Aver & Son, New York, is author of a column on television in the March Mademoiselle.
Confidentially—
IT’S DONE WITH GREMLINS

Yep! It's "Them" again—but a special kind. Not the per-
verse and destructive R.A.F. breed. Ours are the kind who
glamorize microphones . . . so that radio commercials
simply charm cash-money out of the public.

Cleveland's retail merchants—who swear by the sales
miracles achieved through broadcasting over WHK—have
never seen our gremlins. (Neither have we; although one
night our Program Director thought he saw one.) But
RESULTS—yeah, man, we've seen them a-plenty!

And that's what counts . . . money laid on the line, cheer-
fully and often . . . in exchange for merchandise adver-
tised over WHK. Cleveland retailers have put this to the
test. And that's why they buy more time on WHK than
on any other leading station!

Because it sells . . . and sells . . . AND SELLS

WHK

is

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland; WHKC, Columbus
BIG NAMES IN COMMUNICATIONS: WESTINGHOUSE, BENDIX, LOCKE INSULATOR, WESTERN ELECTRIC--ALL HAVE PLANTS IN BALTIMORE

Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no “time out” for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.
GREAT CENTER OF THE COMMUNICATIONS INDUSTRY

You can't talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore’s great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America’s great markets—and Baltimore’s number one advertising medium is WBAL.
Inflection

"THE MANNER of saying it."

Buried deep in a public notice issued Feb. 1 by the FCC, announcing Order 119, which proposes a rule requiring networks to record all programs were those five words—words that obviously are the basis for the program-supervising action.

Reasons given for the proposed regulation (new Sec. 3.408) were many. The Commission cited various sections of the Communications Act, one a prohibition against "blasé, indecent or profane language". Another was under Sec. 308 (j) which authorizes the Commission to keep records of programs "as it may deem desirable."

Certain Congressmen have engaged in floor attacks on Walter Winchell and Drew Pearson. Blue commentators, and both commentators have referred to them in their broadcasts. FCC Chairman Fly is understood to have procured copies of scripts used by the commentators at the request of the Congressmen, but the scripts appeared inoffensive.

"It's not what he said about me, it's the way he said it," one Congressman stated. Whether that had any bearing on Order 119 is debatable. The fact remains the Commission's own public notice states: "... unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air."

Get the Answer

LAST WEEK the Arizona Publishing Co. filed with the FCC its formal application for sale of its radio interests (control of KTAR and KVOA and minority interests in KYCA and KYUM) to John J. Louis, Chicago agency executive. The application stated that the reason for the sale, was "the apparent antagonism of the Federal Government and the Federal Communications Commission toward newspaper ownership of radio stations."

That statement comes in the face of the FCC's recent action dismissing its proposed newspaper divestiture regulations, and stating in substance, that newspaper ownership cases will be considered upon their individual merits. Various interpretations have been placed upon the FCC's action, announced informally by press release. At best, however, the action was inconclusive and doesn't settle the newspaper ownership question.

His reasoning seems cogent, for the FCC a few days following dismissal of the newspaper orders, cited for hearing the application to transfer control of KYCA to Mr. Knopp's company, stating it wanted to determine whether it would be "a concentration of control" of media in Arizona.

Here we have one extreme interpretation, wherein W. W. Knopp, publisher of the Arizona newspapers, feels that the Commission did not settle the question of discrimination against newspapers in dismissing orders 79 and 79-A last Jan 13.

On the other hand, the Newspaper Radio Committee, which fought the FCC's order from the start, "welcomed" the Commission's action, viewing it as the answer. But it still seeks clarifying legislation.

On another recent occasion, former Gov. James M. Cox of Ohio, a station owner and newspaper publisher, said he was convinced FCC Chairman Fly "wants radio to be turned over, if not abruptly, then by easy stages as political conditions permit, to the Government" (Broadcasting, Feb. 21).

Confusion exists as to where radio is headed. The post-war introduction of television and FM and facsimile; greater newspaper and motion picture industry participation in these fields, and the resultant question of "duopoly" is bound to arise.

The policy should be settled. It must be forthright, outspoken and conclusive, not veiled innuendo or bureaucratic double-talk. The expression should come from Congress in the legislation now being written by the Senate Interstate Commerce Committee.

"Here's to Youth"

OUT OF THE welter of war problems and the post-war conversion has come the imperative need of preparing the nation's youth to meet tomorrow's challenge. It is covered under the general heading of "juvenile delinquency."

No one has escaped the exigencies of war. Many homes have been disrupted. The hand that rocked the cradle may now be busy making war materials. There are innumerable cases of youngsters cared for in nursery schools with the older ones left pretty much on their own. Juvenile delinquency has increased with the eradication of sand lots, swimming holes, and, most important, parental guidance.

What job could radio do? It has put over every campaign it has undertaken. Networks and stations alike have pitched in, collaborating with local and national agencies.

NBC started a 10-week Here's to Youth program (11-13 p.m., Saturdays) last Jan. 15. After eight weeks the program, developed in cooperation with 10 national organizations, has drawn favorable comment from juvenile court judges, the American Medical Assn. and the nation's press.

Unlike many "public service" broadcasts which dramatize the problem and leave to the listener the solution, Here's to Youth not only outlines today's problems but offers the solution. Current Comment, journal of AMA, observes:

"Instead of running to Washington with outstretched palms and demanding that the Government appropriate millions and establish another Federal bureau, the youth agencies concerned, together with the NBC, are trying to mobilize communities for local cooperation and are showing in each script exactly how it can be done. . . . It is a splendid suggestion to post-war planners that the American spirit of enterprise is not dead and that it does not need to center in the nation's capital."

Here is another standout example of radio's ability to do the job because of its warmth and living-room intimacy. And because the public has confidence in its radio.
C-r-a-s-h. Another storm is rumbling overhead. Thunder roars through the night. Lightning streaks madly to earth. With them comes the enigma of every radio listener... tube rattling, nerve-racking static.

Yet in thousands of Wisconsin homes, the warm, vibrant tones of WMFM, The Milwaukee Journal FM station, are coming through with never a variation or distortion. Thanks to the miracle of static-free, crystal-clear FM broadcasting, WMFM silences storms, ignores interference and delivers perfect reception under all conditions.

From the WMFM studios in Milwaukee's ultra-modern Radio City comes a wide variety of distinctive programs. Little wonder WMFM has been so eagerly accepted by its community of listeners, for since its premiere broadcast as the first FM Station west of the Alleghenies, it has been programmed to the wants of the people of Wisconsin.
ALBERTSON JOINS
RADIO LAW FIRM

FRED W. ALBERTSON, associated
with the law firm of Dow &
Lohnes, Washington, D.C., since
1935, has been made a member of
the firm, according to an announce-
ment last week by Fayette B. Dow
and Horace L. Lohnes. Announce-
ment also formally was made of the
association of Robert L. Irwin,
former senior examiner of the
FCC, with the firm, now known as
Dow, Lohnes & Albertson.

Mr. Albertson, who began in ra-
dio as an amateur, attended both
the engineering and law schools of
U. of Michigan, and received his
law degree in 1935. From 1927 until
1934, he was in charge of radio
communication for the University
in connection with the Arctic and
Antarctic expeditions sponsored by
the institution.

Mr. Albertson specializes in com-
munications law, and Mr. Albertson
has retained his technical interests.
He is secretary-treasurer of the
Institute of Radio Engineers, Washing-
ton section.

NEW CRYSTAL STANDARD

AMERICAN STANDARDS Assoc. of New
York has announced a new standard for
quartz crystals used for control of fre-
quency in aircraft radio equipment.
The crystals prevent interference be-
 tween radio stations both above and
below the ground. For the first time the
standard coordinates British, Cana-
dian and U. S. practices in the
manufacture of aircraft crystal units.
A copy of the American War Standard
for Crystal Unit CR-1/AR (C7511-1944)
may be obtained from the
FCC, or the American Standards
Assoc., 40 W. 40 St., New York 18, for
25 cents.

C. W. WRIGHT of Stovin & Wright,
station representatives, has been
announced as president of the
Broadcast Executives Club of Toronto.
Harry E. Foster of Foster Broadcasting
 Agencies, Inc., has been elected
vice-president; Walter Eger of Stovin
& Wright, has been elected secretary;
and J. Reg Beattie of All-Canada
Facilities, treasurer.

REN S. LOCHRIDGE, formerly on the
sales staff of KMOX St. Louis,
has joined the Chicago sales staff of the
Ideal Women's Group magazines.

GENE WILLIAMS, for 13 years in
charge of special sales promotion for
Gazette and WCLO Janesville, Wis.,
has been appointed sales manager
at KPRO Riverside, Calif.

Blue Promotions
MERRIT R. SCHOFENFELD, for-
ernetwork sales manager of the
Blue central division, has been
promoted to assistant general
man-
ger, according to E. R. Borruff,
vice-president of the division. Oth-
er changes in the organization in-
clude E. K. Hartenbower, new
sales manager, and assistant sales
manager, Gilbert E. Berry, former
sales manager of WENR Chicago.

Mr. Schoenfeld entered radio in
1936 as a network salesman for
NBC, after which he was with
Chicago agencies, and became network
sales manager of the Blue in 1942.
Mr. Hartenbower was the sales
manager of WENR and WMAG Chi-
cago before joining the Blue. Mr.
Berry was associated with Hearst
Publications for four years, and with
Katz Agency, Kansas City before
joining NBC in 1942. He will con-
tinue to supervise WENR and
Blue spot sales operations in Chi-
cago.

DOUGLAS COULTER, CBS vice-

president in charge of programs, is re-
covering from pneumonia and is ex-
pected to be back at his desk in a week
or ten days. He was taken ill about three
weeks ago.

B. E. POWERS has been named an
assistant to Jack Donohue, district
sales manager of the Blue Network in
Detroit. Mr. Powers will cover net-
workprogramming in Detroit and
will be in charge of spot sales in that
area for WJZ WENR KGO WMAL and
the Pacific Blue Network.

CAPT. CHARLES L. BELFI, for-
terly general manager of KABC San
Antonio, Tex., has been assigned to
the 1st office at Napier Field, Ala., as
civilian employment officer.

LEO J. FITZPATRICK, vice-presi-
dent and general manager of WJR
Detroit, is currently in New York
confering with former Postmaster-
General Jim Farley who is scheduled
as March 18 guest speaker on the
WJR produced Victory F.O.B. sup-
taining program heard weekly on 110
CBS stations.

ALLAN CURNUTT, former manager
of WCOLJanessville, Wis., has joined
the sales staff of WTMJ-WMPM Mil-
waukee.

SOCS VRATIS, commercial manager of
EGO Missoula, Mont., was in-
ducted into the armed service March 7.

WILLIAM H. ROBERT and Eugene
Ader have joined the sales staffs of
WLW Cincinnati, Mr. Retret was for-
merly with the Smokeless Tobacco Co.
and Mr. Ader was previously with the
American Radiator Co.

R. P. JONES, sales representative for
Specialty Sales, subsidiary of WLW
Cincinnati, has been inducted into
the Army.

TED McCANN, formerly with the
Sherepore Times, has joined the sales
staff of KTSN San Antonio, Tex.

MORTON SLEDLJE, sales manager
of WAZ San Francisco, is the father of
a boy.

JOHN M. RIVERS, president of
WCSC Charleston, S. C., and Walter
P. Faloon, area manager for the OWL,
toured South Carolina radio stations
March 5-9. Mr. Rivers has been ap-
nointed South Carolina consultant.

CECIL K. BEAVER, commercial
manager of KARK Little Rock, Ark.,
is the father of twin girls.

Our Respects to
(Continued from page 40)

dependent. When time allows, he re-

taxies at tennis and gin rummy,

usual with the young and attrac-
tive Mrs. Sybil Simon. His clubs
also take up much of his time.
He belongs to the Variety, Poor Rich-
ard and Grand Street Boys clubs.
And when he isn't at his desk at
WPEN, he is entraining for Wash-
ington or New York, on FLWRC or
WOL. He is a reserve for the U.S.
and he is busy as a liaison officer for
the Office of Censorship, and a
member of his local Civilian De-

gate Group.
If you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects... all within a price range which enables you to keep the budget balanced... all of proven worth.

Here are a few of the outstanding buys:

The Weird Circle—spine-tingling mysteries by master storytellers of the past;

Modern Romances—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of Modern Romances Magazine;

Stand by for Adventure—tales of exciting happenings in far places, among strange people;

Through the Sport Glass—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.
PENNSYLVANIA

Safes

the

MUTUAL

Representative:

Heart

Buy

NORMAN

RICHARD

years,

BILL

WNBF

WALTER

RALPH

French newscaster

Kirkland

real. Before joining the

active duty

staff

as

joined KNX

turned

has

Radio

MACK

WILLIAMSON

GAW

has joined the

producing director

national news and special events

BASKETT

cational director

division news and special events

KXEL

Columbus,

u

writer.

reasons

headquarters

Carson

course of the Medill

Women contest. Glenn Goodwin,

as program director.

has joined NBC Hollywood.

Marine Corps

JACK DeCHANT,

West Coast

“Doc

Is.

DAY,

ex-

stationed

New-

of

USNR.

first place division

as program director.

has joined WCHS

for

Lauderdale,

Fla.

special events

KICL

radio scripts

KXEL

is

now nine-week course of the Medill School of Journalism.

MACK BENOFF, Hollywood writer,

has been added to the staff of CBS Jack Carson Show.

MAJ. MEL WILLIAMSON of the Radar Branch, War Dept., Bureau of Public Relations, has been appointed chief of the West Coast office.

DON STANLEY, announcer of Blue Chicago, NBC Hollywood

1ST LT. JACK DeCHANT, who has been making battle broadcasts in the field for the Marine Corps, has returned to the Marine Corps Headquarte

WASHINGTON.

GEORGE EDWARDS, formerly with several New York newspaper, has joined KNX Hollywood news bureau as writer.

BARNEY CORSON, formerly on the staff of WMA Shenandoah, Ia., is now a Lt. (j.g.) in the USNR and is on active duty at Tucson, Ariz.

JEAN GAW has joined the continuity staff of KMA Shenandoah, Ia.

JOE DAVIS, discharged for medical reasons after two years in the Royal Canadian Air Force, has joined the announcing staff of CBM Mont

real. Before joining the RCAF he was with CBC Vancouver.

BOB HARVEY, formerly of CKL,

Kirkland Lake, Ont., and J. W. Parent, formerly of CCLP Montreal, both now in the Canadian Air Force, are program director and producer respectively of the RCAF local broadcasting station VORQ Gander, Newfoundland.

2ND LT. (“Doc”) LINDSAY, form

Arlington, Va., news staff. He has

joined the WCHS announci

ad.

WALTER RUNDERLE, formerly pro

motion manager of United Press, has been appointed UP manager for China. Joining UP in 1929, Mr. Runderle has served with various domestic bureaus

throughout the country. He was with UP Radio in New York for a year and a half.

ROYAL ARCH GUNNISON, Mutual

commentator, is spending his lea

week for a two-week tour of the mid-west to gather first-hand material on public attitudes towards the coming election.

ARCH ROBB, assistant eastern pro

manager of NBC, is the father of a boy.

ED DUNDON, formerly on the announci

staff of WRIC Richmond, has joined the announcing staff of WBBN New York.

ROBERT DUMM, formerly director of special events at KFRC San Francisco, has been commissioned an ensign in the Navy and is now stationed at the Naval Air Station, Sanford, Fla.

BUDD MURKLE, formerly of WCAX

Burlington, Vt., is now an announcer with WCHS Portland, Me. Hal Dyer has returned to the WCHS announcing staff.

PAUL GLYNN, former publicity di

tor for WTOP-CBS Washington, has been promoted to a full lieutenant, USNR.

GIRL WITH GESTURES is 23-

year-old Virginia Dodge of KGO, Blue Network outlet in San Francisco, and one of the youngest producers in network radio. Besides handling several Pacific Coast music shows Miss Dodge is producer of Art Linkletter’s daily program What’s Down, Ladies? In background is Andy Andresen, KGO engineer.

UPTON CLOSE, Mutual and NBC

commentator, is making a cross-coun

try tour to gather material on the forthcoming national election. He is sponsored on Mutual by Lumberman’s Mutual Casualty Co., and on NBC by W. A. Sheaffer Pen Co.

SAM MOLEN, sports director of WCHS Charleston, W. Va., and the West Virginia network, will tour the major league baseball training camps starting March 16. Interviews will be recorded for future broadcasts.

JOHN MacLEAN, formerly of the WGGY Chicago, Conn. news staff, has joined the WCHS Charleston announcing staff.

BOB HENRY, formerly with WCOB Boston and WJAR Providence, has joined the announcing staff of WSRH Stamford, Conn.

AD PENFIELD, newscaster of WSB

Atlanta, is the father of a boy.

DICK HAYNES has joined the announci

staff of KMOX St. Louis. He formerly was with KRIC CVOL KHJ KABC KTXA.

HARRY TALBERT of WFOY St. Augustine, Fla., has won a pro-

duction physical exam March 28.

MELBA CATES of Talihina, Okla.

a program director of KWFC Hot Springs, Ark.

DON MILLER, formerly with the Publicity Division of Information of the Treasury Department, has been appoint

ed an editor on the news staff of KSO-

KRNT Des Moines.

GEORGE WATSON and Merrill Dan
lies are new announcers of WRRR Washington, N. C.

If you buy or plan advertising for Iowa, you need

THE 1943

IOWA RADIO

 AUDIENCE SURVEY

gives you detailed analysis of “listening areas” of every Iowa station, programs that appeal to urban, vil
dge, and farm families, and listening habits, interest in programs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.

912 Walnut St., Des Moines, Iowa

Page 44 • March 13, 1944

BROADCASTING • Broadcast Advertising
To sell the car of tomorrow...

Studebaker puts the news of today on SPOT BROADCASTING*

Do you depend on Studebaker Spot Broadcasts for news these days? Then you know what tremendous regular audiences these locally aired newscasts have. And you know how intelligently... and successfully... Studebaker uses them to maintain its national sales organization by keeping its dealers busy.

How do the dealers themselves feel about Spot Radio? They love it! Studebaker radio advertising goes out over high-powered local stations with a wide area coverage. It goes out at the right time and to the kind of audiences most likely to be interested in the Studebaker messages.

Ask your John Blair man about Spot Broadcasting. He has spent years helping to make advertising solve tough sales and merchandising problems... and he'll gladly add his knowledge of radio and fine radio stations to yours.

*Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, planned and placed on a flexible market-by-market basis.

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

John Blair & Company
Chicago
New York
St. Louis
Los Angeles
San Francisco
CHARLES POINTEL, announcer of KARK Little Rock, Ark., is awaiting call to active duty in the Army. Hubert Mitchell is a new member of the KARK announcing staff. Jack Woolridge has succeeded Henry Orbach, resigned, as news editor and announcer.

ROBERT WESSON, publicity and promotion manager of KGO San Francisco, is the father of a boy.

MITCHELL B. DGROOT JR. has been appointed publicity director for WCAE Pittsburgh. He was formerly with the W. Earl Bothwell Advertising Agency.

TED MACMURRAY, member of the BLUE Network's Central Division production staff since 1942, left Chicago March 11 to assume duties as production manager of the Blue's Hollywood division.

RUSS DAVIS, Chicago free-lance writer and announcer, and formerly associated with Arbee Food Products, Kansas City, as radio director, and KWTQ Springfield, Mo., joined the announcing staff of WBBM Chicago, March 2.

Dwan to NBC

ROBERT DWAN has resigned as program director of KGO San Francisco, to join the NBC Hollywood production staff. He replaces Archie Scott who left NBC to join McCann-Erickson as producer of Top of the Evening, starting March 15 on Blue stations with Westinghouse Electric & Mfg. Co. as sponsor. John Zoller, with honorable discharge from the Army, has also joined NBC as producer. He replaces Harry Szl who joined Foote, Cone & Belding as assistant producer of the five-week quarter-hour Blue program, Hollywood Star Time, sponsored by KKO Radio Pictures Inc.

BERNARD MORLEY, announcer and sportscaster at WHCU Ithaca, N. Y., has been appointed continuity director.

GEORGE PETHICK, formerly at WATR Waterbury, Conn., is a new member of the WTAG Worcester announcing staff.

BARBARA LANG, for 2 years a women's commentator with WINN Louisville, Ky., has joined the WBBM Chicago educational department. Another addition to the WBBM educational staff is Evelyn Dow, whose husband, Major Clayton H. Dow Jr., now in Algiers, was formerly a CBS engineer in New York.

PERRY Dickey, assistant director of the program development department of NBC New York, is the father of a boy.

ROBERT MOSS, formerly Blue western division production manager, has been transferred to the Blue New York production staff.

DOB EMERY, founder and conductor of Rainbow House, children's program on WOR New York, will produce and direct the WOR weekly experimental television series on the DuMont station W2XWV beginning with the telecast of March 14.

TONY RUGEN, formerly on the announcing staff of WSHA York, Pa., has joined WAAT Newark as announcer.

PAT QUINN has joined the announcing staff of WJR Detroit.

Invasion Coverage Causes NBC Shifts

Realignment of Foreign Staff Is Expected by Network

A NUMBER of reassignments for NBC's news executives and broadcasters were announced last week in part to cover the growing involvement in large scale military operations abroad and of the political campaign at home.

Francis M. McCall, manager of operations at NBC's news and special events department, previously reported ready to go to London [BROADCASTING, March 6], has been assigned to assist Stanley Richardson, London manager, in the coverage of invasion news. Adolph Schneider, NBC news editor, will serve as acting operations manager. Ann Gillis, Washington representative of CBS' news and special events division from 1936 until a year ago, has been named assistant to William F. Brooks, director of news and special events. She is the wife of Bill Scolum Jr., CBS special events director.

W. W. Chaplin, who is among the NBC commentators and correspondents receiving new assignments, according to the announcement last week by Mr. Brooks, will leave shortly for London. His spot on World News Round up will be taken over during his absence by Don Hollenbeck, who recently returned from North Africa, and Italy, where he was one of the few reporters to cover the Salerno invasion. David Anderson, NBC representative in Stockholm, is also heading for London, his post in the Swedish capital falling to Bjorn Bjorson, who has been transferred from Iceland. Returning after a year and a half abroad, Elmer W. Peterson will be assigned to a news spot at NBC's domestic news broadcasts. Roy Porter, Blue analyst before joining NBC last fall, has been assigned to India to cover hostilities in that area.

RCA Signs Contract

AMERICAN COMMUNICATIONS ASSN. has announced completion of a new contract for technical employees of WHN New York setting a new top of $80 weekly for technicians and $90 for supervisors and recognizing accumulation of seniority of men in the armed services. WHOM Jersey City has recognized ACA as collective bargaining agent for its staff announcers and technicians and a contract is now being negotiated; the union reported, adding that ACA has petitioned the NLRB for recognition as bargaining agent for announcers and technicians at WABF New York, FM station operated by Metropolitan Television.

NORRIS GOFF, who is "Abner" in the "Miles Label" program "Lum 'N Abner" on the Blue Network, has passed his Army physical.

Here's why WIBG is clicking!

Programming right down the listener's alley — with plenty of features that create big audiences — that's the secret of our success. And we spell success this way at WIBG—$-U-C-C-E-$$. Our sponsors like it!

Philadelphia's Most Powerful Independent

10,000 WATTS—990 K.C. SPOT SALES INC.—REPRESENTATIVES

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NORRIS GOFF, who is "Abner" in the "Miles Label" program "Lum 'N Abner" on the Blue Network, has passed his Army physical.
TWENTY-ONE master showmen—whose total radio experience adds up to 198 years—direct WBBM's biggest program.

The knowledge and skill of these 21 experts have kept WBBM the most sponsored station in Chicago for 19 straight years.

Our best program is the one followed by our showmanship department; the program of building radio shows to perform specific selling jobs successfully.

When you buy radio—local, national spot or network*—see what our professionally staffed showmanship department can do to program that time so it will produce the maximum sales per advertising message.

*WBBM originates these network programs: Helen Trent, Ma Perkins, Radio Newspaper of the Air, First Line, American Women, America in the Air, Bachelor's Children, Brewer's Boy, Of Men and Books, Blue Jacket Choir, Something to Talk About.
HOPE HEADS LIST IN HOOPER RATING

BOB HOPE heads the list of the "first fifteen" programs in the Evening Networl Hooper Ratings of Feb. 29. Fiftie McGee & Molly ranks second, followed by Aldrich Family. The list continues: Charlie McCarthy, Radio Theatre, Walter Winchell, Davis & Abbott and Costello, Screen Guild Players, Mr. District Attorney, Bing Crosby, Frank Morgan. Red Skelton continues to lead those programs broadcast after 10:30 p.m. (EWT) and therefore not measured in the Eastern Time Zone. His rating is 33.0.

Among programs included in the list of subscribers to KKEO, New York, which is the highest "sponsor identification index", with 85.1% able to identify the advertiser; 75.0% unable to name the sponsor; and 1.4% giving incorrect identifications. Great Gildersleeves heads the list of five subscriber programs rated according to the number of listeners per set, followed by Saturday Night Serenade, Charlie McCarthy and Blondie, with Walter Winchell and the Lone Ranger tying for fifth place. A breakdown according to age and sex groups shows that Serenade has the greatest number of women listeners per set, while Walter Winchell draws the greatest number of men, and Lone Ranger the most children per set.

Average evening program rating of 11 shows a slight drop of 0.8 from a year ago, but no change from the last report. There is an 0.3 rise in the average sets-in-use figure over the previous report, and the average available audience has risen 2%, a drop of 1.5 from last year's report, and a rise of 0.2 over the most recent report.

BROADCASTING • Broadcast Advertising
A TRIBUTE to the members of the Signal Corps, United States Army, for their great achievements in the field of military communications. On every front, from the development laboratory to the most remote outpost, they are doing their job superbly well.

Hallicrafters employees are proud of the part they are privileged to take in the design and production of radio equipment for the Signal Corps.
GENERAL FOODS CORP., New York, has signed a 26-week contract for Dinner Concerts on WQXR New York. Current concert for the five-week half-hour series is effective until June 28. Agency is Benton & Bredoll, New York.

BENEFICIAL CASUALTY INSURANCE Co., West Coast insurance firm, on Feb. 27 started five weekly quarter hour programs of "The Voice of Experience" on KECA KGA KJH. Agency is Hillman-Breyer, Los Angeles. The program is handled by Voice of Experience Inc., New York. Marcel Schulloff & Co., New York, is handling advertising for the disc.

FOOD RESEARCH Labs., Long Island, has appointed Charles M. Stone Co., New York, to handle its advertising. No radio is planned.

HOMASOTE Co., Trenton, N. J., has appointed Doreen & Co., New York, to handle advertising for Beaufort Miracle soles for shoes. No radio is planned.

FOSS MILLER PRODUCTS Corp., Richmond, Va., makers of Sergeant's Dog Medicines, and E. F. Hodgson Co., Boston, Mass., prefabricated houses, have appointed N. W. Ayer & Son, New York, to handle advertising. No radio is planned.

OWENS ILLINOIS GLASS Co., Toledo, has appointed Brooks, Smith, French & Dorrance, Detroit to handle advertising for its Indivision glass.

MAGAZINE PUBLISHERS, Inc., New York, has appointed Ralph H. Jones Co., New York, to handle advertising. No radio is planned.


DETOY BREWING Co., Detroit, has appointed C. E. Rickerd Adv., Detroit, to handle its advertising. Radio is not contemplated.

JOHN LOWE Corp., New York, manufacturers of Popside, Cramascale, and Fudgicle, have appointed Abbott Kinney-Breyer, Los Angeles, to handle advertising. Spot radio will be used.

UNION OIL Co., Vancouver, on March 5 started Grand Old Songs on CJOR CHWK CKHI CFRN. Program is heard Wednesday, 11:30-12:00 midnight (EDT). Agency is Stewart-Lovick, Vancouver.

LONDON HOUSE PRODUCTS, Montreal (coffee), on March 10 to 24 sponsors "A Cafe Chat" on CFB CHJ CSY CKRX, Fridays, 8:30-9 p.m. Agency is Canadian Ad Adv, Montreal.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), on March 14-26 June 6 on CKAC sponsored "Le Rallieement du Pique" Tuesdays, 9:30-10 p.m. Agency is Whitehall Broadcasting, Montreal.


GOLDEN WEST PRODUCTS, Los Angeles (peanut butter), is using announcements on five Southern California stations, U.S. Agency, Los Angeles, has the account.

G. WASHINGTON Instant Broth has begun sponsorship of Concentrated Food Hour program, Dick Tracy, Tuesdays and Thursdays, WOR New York. Contract is for 52 weeks. Agency is Arthur Mereycoff & Co., Chicago.

COMMONWEALTH EDISON Co., Chicago, has renewed sponsorship of its quarter hour program, Dick Tracy, Tuesdays and Thursdays, WENR Chicago. Contract is for 52 weeks. Agency is a Poot, Cone & Weiling, Chicago.

CENTENNIAL FLOURING MILLS Co., Seattle (Silk Sifted flour), on March 13 starts public service program, Farming with Kenneth Hill on KIRO Seattle. Contract is for 52 weeks.

POPPY CEREAL Co., Los Angeles (coffee), has signed a contract for radio, in a new quarter-hour test on Feb. 28 started sponsoring a three-weekly participation in Norman Young's "Home on KJH. Agency is Associated Adv., Los Angeles.

BROOKS CLOTHING Co., Los Angeles (chain clothing), is sponsoring the five-week quarter-hour commentary and overnight news round-up "World's Front Page" on KRGB San Diego. Firm on March 7 started sponsoring that program twice-weekly on KJH Hollywood. Contracts are for 52 weeks.

TAYLOR AUTOMOBILE Co., Los Angeles (used car dealer), in an expansion of its current radio schedule, on March 3 started sponsoring a week-day and a half variety program with news inserts, "Saturday Night Party," on KFI Los Angeles. Contract is for 52 weeks. A heavy user of local radio, firm also uses five-weekly "Voice of the Nation;" "transcribed quarter-hour musical program "Taylor Mod Melodies" five times per week, with an additional half-hour Sunday period; and "Three Hall Weeks" five times per week on KECA Los Angeles. In addition, used car dealer utilizes a daily half-hour "Suburban Soldier" on KMPK Beverly Hills; five-weekly "Defence" on KJH Hollywood; and 76 minutes of recorded music each Sunday on KFAC Los Angeles. Agency is Hillman-Shane-Breyer, Los Angeles.

C. P. MONAGHAN, for 11 years associated with sales and advertising in the Public Service Co., of northern Illinois, has been named manager of the news and sales training section of Edison General Electric Appliance Co., Chicago (Hotpoint appliances). In station.

NATIONAL Assn. of Margarine Manufacturers, Chicago, has appointed Murray Breese Assoc., New York, to handle an educational campaign for oleomargarine. No radio plans for the present.


20TH CENTURY FOX FILM CORP., Los Angeles, on March 6 started sponsoring Thursday's "Pathways" on "Philosophical Commentaries on KNX Hollywood. Contract is for 13 weeks. Firm in addition is using an approximate total of ten spot announcements weekly on KFEC KJH, Western Adv., Los Angeles, has the account.
Columbus had a definite goal—a westbound sea route to Asia. But what he found was a new continent—a new source of Nature's wealth.

Modern research also has its goals: it, too, is discovering new resources. Starting from the knowns of science, it charts its voyages into the unknown. Behind each voyage is a theory that there is a passageway.

But research doesn't hold stubbornly to its theories. If it finds islands instead of a continent, it accepts them, for it expects the unexpected. It studies their relation to the known lands of science. And on the basis of its increased knowledge, it makes revised plans for progress. In science there is always a continent ahead.

Just what research will disclose can never be forecast. But history has proved that from research flow discoveries of value to mankind. From Bell Telephone Laboratories there has poured a full stream of improvements in the telephone art.

Bell Telephone Laboratories has kept America leading the world in telephony. And its researches have contributed importantly to other arts of communication—to the phonograph and sound-motion pictures, to radio broadcasting and television.

Today, as ever since Pearl Harbor, its efforts in research and design are devoted to the war needs of the nation.

When peace comes, its organized teams of research scientists and engineers will continue to explore and invent and perfect for the improvement of telephony.
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

ap—studio programs
n—news programs
t—transcriptions
sp—spot announcements
ta—transcription announcements

WBC Washington

Standard Oil Co. of New Jersey, New York (10 acres), 18 weeks, thru Manchester & Pratt, N. Y.

Rainchild Oil Co., Philadelphia, thru Screen Cleaning, 3 days weekly, thru Harry Feigenbaum Co., Philadelphia.


Bond Stores, New York (clothing), 3 days weekly, thru Nett-Hoffman Inc., N. Y.


Fanny Farmer Candy, Rochester, 3 days weekly, thru J. Walter Thompson Co., N. Y.


Manhattan Soap Co., New York (Sweet-heart Soap), 5 weeks to 3 weeks, thru Franklyn Brick Adv. Co., N. Y.

WGY Schenectady

Coddina Inc., Brooklyn (cough nips), 2 weeks, thru 15 weeks, thru Al Paul Leton, N. Y.

M. J. Breithauch Co., N. Y. (Gude's Pepto-Mangan), 3 weeks, 15 weeks.


Procter & Gamble, Cincinnati (Oxydol), 2 weeks, thru Brandt-Franklin-Schmidt, Chicago.

KROW Oakland, Cal.

Standard Oil Co. of Cal., San Francisco (institutional), 1 week, thru BEBO, San Francisco.

Consolidated Chemical and Paint Corp., Chicago (Purina, Kolorhak), 4 weeks weekly, thru O'Neill, Larsson & McManus, Chicago.

WJZ New York

Mother Hubbard Products, New York (Golden Crown Toasted Wheat), 2 weeks, thru L. E. Hartmann Co., N. Y.

Quaker City Chocolate & Confectionery Co., New York, 6 weeks, thru Eastern Advertising, N. Y.

KFWC San Francisco

Bu-Boy Products Co., Los Angeles (Bu-Ray Industries), 4 weeks weekly, thru Roche, Williams & Cunningham, N. Y.


Lebanon's Market Cattle Co., Chicago (insurance), thru 13 weeks, thru Art Armentrout, San Francisco.


Del Monte Lodge, San Francisco, thru Brawner, Van Norden & Staff, San Francisco.

WBBM Chicago

The DeFree Co., Holland, Mich. ("Whatain" vitamins), thru 13 weeks, thru Roche, Williams & Cunningham, Chicago.

Z NET The Cadillac Motor Car, thru 3 weeks, thru Harry Feigenbaum, Chicago.

Times Square Motors, New York (used cars), thru Miller Adv., N. Y.

WABC New York

Bond Clothing Stores, New York, thru 13 weeks, thru Ad-A-Foggio, N. Y.

Corinthia Inc. New York (lipstick), thru Arthur Goldenberg Co., N. Y.


Sahm Corp., New York (Coca-cola, gasoline cylinder), thru 6 weeks, thru Ewbank, Gastman & Pierce, N. Y.

Peter Paul, Naugustuck, Conn., thru 5 weeks, thru Miller Adv., N. Y.

KFAC Los Angeles

Southern California Telephone Co., Los Angeles (employment), 6 weeks, thru The Mayers Co., Los Angeles.

Airport Ground Service, Los Angeles (instructor), thru 4 weeks, thru West Marina Co., Los Angeles.


Beneficial Casualty Insurance Co., Los Angeles (incentive), thru 3 weeks, thru Hillman-Shahe-Breyer, Los Angeles.

WOR New York

Gildgen Co., Cleveland, Ohio, thru 3 weeks, thru Dressler, Herrin & Fawnehill, Cleveland.

General Motors Corp., Detroit (institutional), thru 13 weeks, thru Campbell-Ewald Co., Detroit.

0D Chemical Corp., New York (OD-30, insect repellent), thru Alley & Richards Co., N. Y.

Longines-Wittnauer Watch Co., New York, thru 4 weeks, thru Art Armentrout, N. Y.

WJZ New York


KPPY 2 NET

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

THE BUSINESS OF
BROADCASTING

11 More Factories Carry Warcasts

Incentive Messages of Navy Hit Half-Million Workers

INAUGURATION on March 6 of the Navy Incentive Division's Warcast Service [BROADCASTING, Jan. 31] in 11 additional war plants, with an estimated total of 70,000 personnel, brings the number of war workers receiving the service close to the production staff, according to Lt. William J. Bruck, head of the Division's radio branch.

Speaking by transcribers at the opening broadcast, carried to the plants in the vicinity of KJH Los Angeles, Rear Admr. C. H. Woodward, Chief of the Navy Incentive Division, told workers, "Through Warcasts, you will be kept abreast of the war... of our successes and yes, of our failures..." And he added, "You will obtain a fuller knowledge of the interdependence between you on the production front and our fighting men."

Station Cooperation

Lt. Benjamin F. Schwartz, Navy Incentive Officer in the Los Angeles area, worked in cooperation with Sid Glasser, general manager of KJH, and Lt. James Vandiver, in charge of local radio of the Public Relations Office, Los Angeles, in setting up the Warcast service.

The 11 plants which have now scheduled the weekly broadcast and incentive message include some of the largest war plants on the West Coast: Consolidated Steel, Interstate Aircraft, Hughes Aircraft, Douglas Aircraft, Lockheed, Pacific Aviation, Weber Showcase Co., Zinsmeyer Co., Collins Engineering Co., Montclair Co.

According to latest reports from the Middle West, WCLF Chicago has agreed to furnish facilities for the Warcasts, and negotiations are being conducted to sign up over 100 plants in Chicago. The recently completed arrangements for Warcasts sent out to seven plants in the Miami area. WALA Mobile is now sending Warcasts to the Alabama Drydock & Shipbuilding Co. Others prepared to give the service are: WSAV Savannah, WAVE Louisville, WAGW Worcester, KBMC Kansas City, WIBA Madison, WOWO-WGL Ft. Wayne, Ind.

"The continued cooperation of the industry through the NAB, the individual stations and plant personnel is very gratifying," Lt. Bailey said.

U. S. ARGENTINE PROJECT

A MIXED BOARD of U. S. and Argentine representatives, operating as Argentine Trade Promotion Corp., to develop an American market for Argentine products by extending its activities through new branches in Chicago, New Orleans and San Francisco. A new board of directors, the corporation brings together buyers and sellers from both countries through product and market studies and reports. A survey is now being made of the suitability of Argentine products for the postwar market, according to E. R. Tribe, manager.
The New
PHILADELPHIA
STORY

A factual report of radio listening habits based upon

13,000
PERSONAL
INTERVIEWS

Contains 256,000 reports on 472 quarter hour periods surveyed during seven consecutive days.

The most comprehensive, concentrated study of radio listening habits ever made in the Philadelphia Market Area.

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WCAU
PHILADELPHIA'S
PRE-EMINENT RADIO STATION
50,000 WATTS ★★★ NON-DIRECTIONAL
Fly Testimony at Lea Hearing
(Continued from page 12)

contrast to his refusal to testify when called as a witness before the first public hearing at which testimony was taken by the Committee in July 1943. Nevertheless the majority members have determined to proceed with immediate hearings over our vigorous and repeated protests.

"We have publicly condemned the obstruction, intimidation and underhanded tactics employed by the Administration with a view to hamstringing this investigation. We cannot, however, consent to the resumption of hearings at this time with the Committee staff in its present crippled and undermanned condition.

"We demand that the record set forth our complete conviction that to proceed with hearings under present conditions with the staff decimated and with no opportunity for adequate preparation in this far-reaching investigation of national importance, is unfair to the Committee, unfair to the Congress and unfair to the country. We cannot escape the conclusion that the decision to proceed with immediate hearings, in response to Mr. Fly's letter, is further and substantial evidence of the determination of the Administration to whitewash the entire investigation."

Says Fly's Letter Was 'Uncalled for'

Chairman Lea denied that Mr. Fly's letter had anything to do with resuming the hearings with the FCC on the stand. "In the first place this hearing is not in response to the letter from Mr. Fly," said the chairman. "Personally I thought the letter was uncalled for because the Committee had already resolved to grant the Commission a hearing.

With reference to Mr. Fly's suggestion that the FCC legal staff could prepare its case and assist the Committee, Chairman Lea declared: "We did not expect that the Commission's legal staff was going to control this investigation. I want to say right now that this Committee proposes a thorough, careful investigation. We ask of those who criticize to wait until we are through and to judge us by what we do."

He explained that under agreement the Committee would defer hearing the Commission's side of the Interdepartmental Radio Advisory Committee, the Foreign Broadcast Intelligence Service and War Problems Division, to allow time for preparing a case. He also said no rebuttal would be offered in the WMCA case.

Explaining Mr. Barger's appointment as "acting attorney" Mr. Lea said "no man is more fa-
miliar with the record than Mr. Barger". He said the chief investigator for several years was a practicing attorney, who had extensive experience in Congressional investigations and would serve until such time as general counsel could be selected. When Rep. Miller asked if Chairman Lea would be agreeable to Milton Hauser participating, the chairman remarked: "He has voluntarily resigned." Mr. Hauser was one of Mr. Garey's assistants.

Fly Calls RID, FBIS 'Essential War Activities'

With preliminaries out of the way Mr. Fly immediately took issue with charges that he had refused to testify before the Committee and declared that the "record is replete with requests and demands of the Commission to be heard." When Rep. Miller questioned that statement with reference to an appearance of Mr. Fly before the Committee last July, the FCC chairman attempted a lengthy explanation.

After a heated exchange, in which Rep. Miller demanded to know "whether or not you took a runout powder," Mr. Fly protested that he wanted no special favor from the Committee and "would not be content with any suggestion of whitewash. When I was called before," he said, "for was a confidential file. It had nothing to do with the Commission. We come here in a complete spirit of cooperation. That is what the Committee wants and that is what the Committee will get. We're happy to be here and have the opportunity to testify. We are prepared to answer questions and give the Committee any information you seek."

Mr. Fly urged the Committee to hold "prompt hearings" on the Radio Intelligence Division and FBIS because "those are essential war activities." He declared the "majority of irresponsible charges and innuendos hurled by the former counsel were hurled at these essential war activities." Rep. Miller objected.

"I submit, Mr. Chairman, that
this is not the place to make a speech. Certainly it is not a sound- ing board for any pent-up personal feelings," Mr. Lea said a "preliminary statement, not in the nature of testimony, would be proper."] Rep. Wigglesworth inter- jected that "this is not the place to decide appropriations". Chairman Lea declared that he had not regarded the hearings as a means "for reaching the Appropriations Committee.

**Fly Says Time**  
**Is of the Essence**

Mr. Barger informed the Com- mittee that since appropriations had been brought up, the FCC tes- timony before both the House and Senate appropriations subcom- mittees consumed 210 pages, whereas other larger and equally important agencies were given briefer hearings. When Mr. Lea instructed him to proceed, Mr. Fly observed:

"No other issue here is quite so crucial. I'm impelled to say time of the essence — days may be decisive."

When Mr. Fly said he thought Commissioner Craven was brought here because his views were simi- lar to those of the former coun- sel. Rep. Miller objected that the remarks were not "proper proce- dure" and again Chairman Lea instructed the witness to "proceed and direct yourself to the matters at hand."

Mr. Fly started to talk about WMCA and was interrupted by Chairman Lea, who reminded: "Of course you understand the Commit- tee has agreed not to take up WMCA at this time." Once more Mr. Fly referred to Mr. Garey and said: "It's going to be difficult to meet the loose charges or state- ments made by counsel. At least half the words in the previous record were uttered by the coun- sel. I do want to enter a general denial and to deny each and every specific charge." Asserting that the Commission's work is "exceeds by no other civilian agency of Government," Mr. Fly outlined the organization of FCC. He touched on the potentialities of television and facsimile, but he didn't mention FM. He said there are five licensed tele- vision stations now "but it will be different after the war". He pictured facsimile as the future means of "getting your morning newspaper by radio'.

He told how the Commission polices the air for unlicensed sta- tions and mentioned that the Com- mittee had given "very little at- tention to the Commission's func- tions in the common carrier field". He offered in evidence charts show- ing what the Commission had done to reduce telephone rates.

Mr. Barger remarked that the Committee hadn't gone into that phase of the Commission. Chairman Lea surmised it was in the form of a preliminary statement and Rep. Miller demanded that testimony be confined to rebuttal of charges already made. Then followed argument over whether the charts should be admitted. Reps. Lea, Magnuson and Miller exchanged words with Mr. Fly interposing a suggestion now and then. The FCC chairman agreed with Rep. Miller that the informa-

**On Magnuson**  
**DURING hearings by the House Select Committee to Investi- gate the FCC last Wednesday, Rep. Miller (R-Mo.) questioned whether Rep. Magnuson (D-Wash.) and FCC Chairman James Lawrence Fly had "re- heard" a question and Mr. Fly remarked he had never met Mr. Magnuson. "Of the record," said the Wash- ington Congressman, "I think you and I should get ac- quainted after this hearing." "At breakfast?" queried Rep. Miller. "Yes, if he'll pay for it," quipped Mr. Fly.

Mr. Fly told about international communications, but Mr. Wiggles- worth asked the purpose of such testimony. "That's simply to en- able the Committee to appraise the work of the Commission," said Mr. Fly. "I think it's only a state- of mind that calls for a classifi- cation of these activities." Mr. Lea reminded the FCC head that "we had an understanding that matters already heard would be covered". Following another ex- change Chairman Lea said: "This committee was authorized to in-

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**Again Making Radio History!**

**ON WHN NEW YORK**

**7:45 P.M. MONDAYS thru FRIDAYS**

**"VOICE OF EXPERIENCE"**

**LIVE • SPONSORED**

**WITH MILLIONS OF FANS FROM COAST-TO-COAST**

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Also available in transcribed 15 minute programs cut to allow opening, center and closing commercials. Here's a program that sells anything, anywhere! Now sponsored and sustaining on many stations. Some markets still open. For further details, call, wire or write.

**VOICE OF EXPERIENCE PROGRAM**

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vestigate the Commission, good or bad. Our duty is to report to Congress both the good and bad. It's simply a question of procedure."

"One charge that has been cuffed around considerably in these hearing rooms is that the Commission has restrained freedom of speech," said Mr. Fly. He told how the Commission had broken broadcast coverage to remote areas, and had relaxed, and added that the "reduction of telephone rates bears upon this problem". Miller exploded:

"To make a plea for reducing telephone rates at this hearing is nothing more than a political

plea." Mr. Fly explained he referred to lines for broadcast and non-commercial telephone rates. The Commission, he said, had been instrumental in affording better remote control coverage by relaxing regulations, particularly in New York.

"We have adopted the same policy in encouraging a free flow of news in the international field," said Mr. Fly. And he said the Commission had broken the "London bottleneck". Rep. Lea asked a series of questions about the "London bottleneck" and international communications and brought from Mr. Fly a statement that the British had insisted on routing communications through London and that "British policy has called for maintenance of the London bottleneck."

Urges Free Flow Of Communications

Mr. Fly urged a unified common carrier in the international field, taking in both cable and radio communications, and told the Committee that no "single subject is more important in the future of this country in the world tomorrow than a free flow of communications". He advocated worldwide freedom of speech and of the press. He closed his talk on international communications by declaring that America did not discriminate in rates, as it charged Britain was doing.

Mr. Fly then took up one of the charges made against the Commission that it was derelict in its duty in Hawaii prior to and following Pearl Harbor. He referred to charges made by Mr. Garey at the outset of the investigation a year ago that the FCC refused to cooperate with the armed services as "flight of fancy" allegations.

"Will the FCC interpose an objection to Admiral Hoover testifying?" asked Rep. Miller. Commissioner Crane had charged in hearings last December that a high-ranking naval officer (later identified by Chairman Lea as Adm. Hoover) had been "enlightened" through Mr. Fly's instigation. Mr. Fly said he wouldn't object and when Rep. Miller asked him if he was in favor of Adm. Hoover testifying, the FCC chairman said:

"In view of the fact that high Administrative officials have taken a position, I don't want to express

my views." He expressed doubts that the Committee had taken some of the charges seriously and Rep. Miller replied: "I do take seriously what has been said. I do believe that if Admiral Hoover and Mr. Hoover testify, a lot would be shown as to who was responsible for Pearl Harbor."

Denies Japs Had Illicit Transmitter in Hawaii

"Yes, I think a lot could be shown," said Mr. Fly. "The charge is ridiculous." He said only four domestic stations were licensed by the Commission and operated in Hawaii by "competent, loyal citizens". He denied Hawaii had any unlicensed shortwave stations and said "everybody imagined the Japanese had transmitters in their cars and hidden away. The FBI, the Army and Navy and our people were on the job. There was utterly nothing."

"To what extent did the FCC cooperate with the FBI in ferreting out shortwave stations?" asked Mr. Miller. Mr. Fly denied there were any but that the FCC's cooperation had been "100 percent". He told how the FCC, at the invitation of the Army and Navy, set
up monitoring stations in Hawaii and how "we all got around the table and determined our course". He read into the record correspondence from various Army and Navy officers commending the FCC monitoring service in Hawaii.

Japanese language broadcasts were stopped by licensees themselves the day of Pearl Harbor, he said.

**Plans for Film**

VANGUARD FILMS Inc., the Selznick Studio, formerly Selznick International Pictures, New York, has appointed Foote, Cone & Belding, New York, to handle advertising for "Gone With the Wind" seven-star film scheduled for release in late May. Radio will be used in conjunction with newspapers, magazines, billboards and trade papers. Radio advertising plans will be made as soon as local premiers are scheduled—sometime later this month. An initial all-over advertising budget of $250,000 will be supplemented by an additional $250,000 after the picture is in release. United Artists Corp. is the distributor.

**Tells of Monitoring Activity in Hawaii**

Mr. Fly on Wednesday read a prepared statement, in which he said the FCC monitored all Japanese-language broadcasts by the four commercial stations in Hawaii from July 6-12, 1941, and that Adm. Hooper "was kept fully advised on the situation". He said careful analysis did not disclose any subservient activity or "perceptible political significance".

That multiple ownership was a factor in Commission denial of licenses even prior to Pearl Harbor was indicated when Mr. Fly, telling of the denial of a license for the Hawaiian Broadcasting System for a third station in August 1941, said the denial was "largely a problem of multiple ownership". Mr. Fly said that during the time of the checks no Government agency nor broadcasters complained about Japanese-language broadcasts. Under questioning by Rep. Magnuson Mr. Fly said no stations in Hawaii were "owned, controlled or operated by Japanese". The FCC chairman told how he had been supplied last summer by the Committee to produce certain documents, "pratically all a letter from another named friend of Adm. Hooper and which the Commission filed were supposed to contain."

"Apparently this supposed letter seems to be the foundation of the charge," he commented. Rep. Miller moved his motion at the ground that it was Mr. Fly's conclusion and opinion. Following considered argument Mr. Miller said: "Never mind the motion. Did you get a letter from Adm. Hooper?"

Rep. Magnuson read from a speech delivered Tuesday on the House floor by Mr. Miller in which Mr. Miller said: "And worse, if this Committee of Congress—or Congress mind you—if this Committee of Congress submits to this authority on the same subject he said, it be read them into the record. Substantially they were similar. "I have but one comment to make about this purported speech of mine where I attacked this non-existent agreement which the Army and Navy was supposed to have had with the broadcasters," said Mr. Fly. "The comment is this: I never made such a speech and there was never such an agreement. I think, Mr. Chairman, that settles this phase of the investigation."

Rep. Miller moved that the comment be stricken, that the Committee would decide when a phase of the investigation was settled. Following an exchange between Rep. Miller and Mr. Fly, Chairman Lea said: "Motion denied. The policy of the chairman is going to be liberal on both sides. There has been a great deal of opinion put

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**A Proven Sales Medium**

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
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WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 75% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 2-0333.

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5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

ORIGINATING FROM WOL WASHINGTON, D. C.
No Illegal Shortwave Stations Discovered

Mr. Fly said he had "some reason to believe" that the Japanese received information about military installations, personnel and other

pertinent data about Pearl Harbor "over regular lines of communica-
tion" but that he had a "firm reason to believe" they did not get the information over illegal stations. He said the FCC discovered no il-
legal shortwave stations in Hawaii.

He testified he had never had any discussions with Edwards or any other Japanese official as to the advisability of establishing a shortwave station in the islands as a means of helping the Japanese Armed Forces reach the Filipinos or any other group in the islands.

The Commission's findings were based on a thorough investigation of the matter and the FCC has always been concerned about the possibility of Japanese cybernetics also being used to help the Japanese Armed Forces.

INCOME INCREASE SHOWN BY CBC

In a recent income report filed with the Canadian Broadcasting Corporation, it was revealed that the CBC has increased its income by over 10% compared to the previous year. The report attributed the increase to a number of factors, including a rise in listenership and a higher number of commercial advertisers.

The CBC's income from commercial advertising increased by 15%, reaching $25,026,000. This was attributed to a higher number of advertisers and a rise in advertising rates. The CBC also reported a significant increase in its audience, with an increase of 10% in listenership across all its services.

The CBC's income from the sale of books, records, and other products increased by 20%, reaching $5,002,000. This was attributed to a higher number of sales and a rise in the sale of books and records.

The CBC also reported a rise in the sale of its services, with an increase of 15% in the sale of its services, reaching $25,026,000. This was attributed to a higher number of listeners and a rise in the sale of its services.

The CBC's income from the sale of its services increased by 15%, reaching $5,002,000. This was attributed to a higher number of listeners and a rise in the sale of its services.
Mr. Fly admitted, "We may have done some tapping by request. All agencies were equipped to do it, but the military agencies did it." After a conference with his staff members Mr. Fly said the FCC had not been requested by the military service to do any tapping in Hawaii. He did say that the FCC monitored the Tokio-Berlin radio circuit a year before Pearl Harbor, but the Honolulu-Tokio circuit was not monitored by the Commission.

Mr. Barger placed in the record a report of Aug. 20, 1941, by R. D. Jones to Chairman Fly in which Mr. Jones, Commission executive after analyzing Japanese-language broadcasts in Hawaii, said the programs featured Japanese music, stressed Japanese custom and "the appalling feature" was lack of American views or purposes.

"A lot of these broadcasts were pretty colorless," said Mr. Fly. "I did have the feeling that most of the foreign languages had room for improvement by carrying the American message to these foreign-language groups." He testified that many foreign-language stations were placed on temporary licenses after the war began because "it may be that in some of those cases the type of material that went out had something to do with it."

Amateur Stations
In Hawaii

Under cross-examination by Mr. Barger, Mr. Fly on Thursday told the Committee that prior to Pearl Harbor there were "several hundred" amateur stations in Hawaii licensed by the FCC and that their ranges were worldwide. He also admitted that he had heard some of the Japanese fishing boats plying the waters around the Hawaiian Islands were radio-equipped but that the Commission did not license them.

Rep. Miller asked: "Did you or did you not oppose legislation for wire-tapping?" After Mr. Fly made several attempts at explanation without a direct answer, Rep. Miller asked: "What type of legislation did you oppose in that field?" Mr. Fly said he had taken no position. "I want to make it clear," he said "that the armed forces and the FBI were tapping wire services prior to Pearl Harbor and that the Japanese held it legal. He denied he opposed wire-tapping legislation but said there was some opposition to an original bill on the subject. "Now that you want us to censor in time of peace then you'll have to enact legislation," he commented.

"Prior to Pearl Harbor," Rep. Miller asked, "had it ever been brought to your attention by the Secretary of the Navy that there was some disloyalty among the personnel in the Communications Defense Board?" (now the BWC). "Committees were investigated," replied Chairman Fly, adding: "There was a report and that's outside the resolution of this Committee."

Everybody's Blamed
For Pearl Harbor

"Do I understand you to refuse to testify like you did last July?" demanded Mr. Miller.

"Was your position on the BWC independent of the fact that you are chairman of the FCC?" asked Chairman Lea.

Discussion developed that Mr. Fly was appointed to the BWC because of his connection with the FCC although he denied that the functions of the two organizations were kindred. BWC, he said, exercises those powers delegated to the President while the FCC functions under a legislative act.

Questioning returned to Mr. Fly's alleged activity against a wire-tapping bill. Mr. Barger read from the Congressional Record of Jan. 28, 1942, in which Rep. Celler (D-N.Y.) said that the President had advocated a complete wire-tapping bill but that the FCC chairman had opposed it.

Rep. Magnuson interposed that Mr. Fly probably only "expressed your opinion" to the press.

"Actually I did not," said Mr. Fly. "The only statement I made was to the Judiciary Committee in executive session. The House actually passed the wire-tapping bill and it died in the Senate. I do think it is rather far-fetched to take a witness who has been called before one Committee of Congress to be brought up here and tried."

Some rapid-fire questioning by Mr. Barger on the legality of wire-tapping finally brought from Mr. Fly this remark:

"You can't put the FCC in jail but you can put the chairman in jail and a lot of people would like to do it!" Later, he said "everybody's been blamed for Pearl Harbor and they didn't get around to blaming us until a year later."

Rep. Miller read portions of a letter written March 7, 1942, to President Roosevelt by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee declaring that Mr. Fly was hampering the armed services. Mr. Fly said: "I never knew of that letter until after this Committee introduced it." Rep. Magnuson commented that he had been a member of the House Naval Affairs Committee for seven years and to his knowledge the letter's subject never came before the whole Committee.

"Adm. Hooper's fingerprints..."
are all over it," declared Mr. Fly, referring to the Vinson letter which had been placed in the Committee's record. He charged that Adm. Hooper "wrote it" for Chairman Vinson. Rep. Hart objected. "Regardless of who prepared the letter, the sentiments are those of Mr. Vinson. You can't come in here and impugn the chairman of the Committee."

"I want to make it clear, Mr. Hart, that Chairman Vinson never took it up with us, but it's obvious he was swayed by someone," Mr. Fly said. He declared the Hooper memorandum contained language similar to that of Chairman Vinson's letter and took time out to search his files. After some silence Rep. Magnuson started to ask a question and Mr. Fly said: "Just a minute." Again Rep. Hart exploded:

**Fingerprint Incident Subject to Questioning**

"The Committee wants to run this investigation. We don't want you to run it and we don't want to wait another minute."

Mr. Barger asked Chairman Fly if he didn't know Chairman Vinson's letter was dated March 7, 1942, while Adm. Hooper's memorandum was dated May 14, 1942, more than two months later. Mr. Fly started several sentences and finally said:

"May I make a statement? Here is an effort by Adm. Hooper to remove me as chairman of the BWC and I think that is in particular pertinence to the suit here. Here's the record. But the subject changed to the Hawaiian stations and the Commission's denial of a grant for a new station in the Hawaiian Broadcasting System.

"Was that exception to the Commission's multiple-ownership rule," asked Mr. Barger. "No," said Mr. Fly. "One of the stations was in Hilo and the other in Honolulu, about 200 miles apart I think."

Mr. Barger referred to a speech delivered by Mr. Fly Nov. 25, 1942, before the Detroit Athletic Club and asked if the FCC head felt any blame for Pearl Harbor could be attached to the FCC. Replying "utterly none," Mr. Fly explained that his statement in Detroit could be classified as a "report to the public on the activities of the FCC."

Fingerprint letters of radio operators and employees of communications companies, obtained by the FCC in 1940, were taken up. Mr. Fly admitted that when the Commission made rigid regulations governing citizenship of licensees in June 1940, several aliens were discovered to have been licensed by the FCC. Some had misrepresented their citizenship, he said, but in cases where they were discovered the persons were reported to the FBI.

Calls Vinson's Remarks

"So Much Hog-Wash"

Rep. Miller asked: "Isn't it a fact that several months prior to Pearl Harbor the FBI asked that fingerprint and other confidential data of radio operators be transferred from the FCC to the FBI and you refused?" Chairman Fly said: "That was not mine. The whole Commission took action. I followed out the directions of the Committee as a point in issue was whether the FBI would take the fingerprints and keep them."

Again Rep. Miller read from Chairman Vinson's letter as follows: "His (Mr. Fly's) activities in connection with television and frequency modulation seriously delayed putting these into service, and in turn deprived the armed services of the technical advances, which would have occurred from these new types of services."

"That's just so much hog-wash," shouted Mr. Fly.

"Then you accuse the chairman of the House Naval Affairs Committee of writing hog-wash," fired back Rep. Miller.

"I didn't know you were reading Chairman Vinson's letter," said Mr. Fly. "I say it grossly inaccurate." Mr. Fly appealed to Chairman Lea that he was not criticizing Rep. Vinson and added: "Frankly, I think he was misled. I suppose the Commission, since I have been there, has done more to forward FM than the whole time before. Television long since has been given the green light."

Rep. Miller quoted from a memorandum from Attorney General Biddle, given the Committee a year ago, and setting forth that despite requests of the FBI to the FCC for fingerprints of some 200,000 radio operators and communications employees, it was not until June 27, 1942, that the first batch was delivered. Throughout cross-examination Mr. Fly steadfastly denied that the Commission had refused to turn over the fingerprints. He asserted that "we made them available in January 1942 but the FBI didn't take them until June 1942."

Mr. Fly said the FBI wanted to keep the fingerprints in its permanent file, while the FCC wanted to keep them. He also told of an oral agreement with the trade unions that when the fingerprints were taken, they would not be turned over to the FBI, and admitted that the delay in turning over the fingerprints was in part due to the agreement.

"As a matter of fact, weren't workers in war plants fingerprinted and the prints turned over to the FBI?" asked Mr. Barger. "I don't think I'd even comment on that," replied Mr. Fly. After more argument Rep. Hart remarked that the delay seemed to be over failure to reach an accord on retention of the fingerprints until June 1942, Mr. Fly said: "We didn't reach an accord. We finally gave in."
THEY DEMAND THE COMMERCIALS
Phoney Plugs Inserted in GI Broadcasts
Because the Boys Insist

BECAUSE GI's in the North African Theatre miss the commercials deleted in programs broadcast to them, the Army Expeditionary Stations dub in phony commercials just to please their listeners. Maj. Andre Baruch, officer in charge of the American Expeditionary Stations in the North African area, now on leave in this country, says that servicemen sent in volumes of mail requesting the familiar advertising.

"Joe Quartermaster's droopy drawers with rent pleat, etc." reflects the tone of commercials supplied by Army radio, according to Maj. Baruch. And staff writers add announcements of local entertainments, what to do or what not to do, what will happen to the GI's if they don't take their Atabrine, and "Buy War Bonds" in the usual commercial spots.

American Expeditionary Stations, a branch of the Army Service Forces Morale Services Division, started out with a 300-watt transmitter built into a packing case "the junk box, deposit no slugs"—and held together with bailing wire and paper clips.

That was at Casablanca Dec. 15, 1942. There are now eight stations throughout North Africa, located in Casablanca, Oran, Tunis, Palmero, Naples, Algiers and one mobile unit with the Fifth Army. Algiers also has a shortwave transmitter to reach boys in tanks, at Signal Corps listening posts and all those with shortwave installations.

Details of WMCA Transfer
(Continued from page 18)

the caprice of the Commission; instances of willful refusal to follow the recommendation of the joint chiefs of staff, high-ranking members of the armed forces in taking steps in furtherance of national security, and various other acts not in accordance with the 1934 Communications law and the public interest.

He declared that "events have established the basis for a firm belief that evidence does exist to stifle and fold up this investigation with an indefensible whitewash if possible." He accused Chairman Clarence F. Lea (D-Cal.) of conferring secretly with FCC Chairman James Lawrence Fly as "one of his first official acts" after Mr. Lea was named chairman last October, succeeding Rep. E. E. Cox (D-Ga.), resigned.

"Thereafter occurred con- 

friends and that Tel Taylor, FCC general counsel who succeeded Mr. Dempsey, "was anxious to help Dempsey & Koplovitz and Fly was anxious to help Corcoran" and that "they could be sure there would be no trouble about it."

Rep. Miller declared: "In the final analysis the full facts of this deal have been denied the Congress. . . . How long shall the Congress sit silently by and watch the Executive will frustrate and paralyze the legislative process?"

"And worse, if this Committee of Congress—of Congress, mind you—submits to this administrative gag, we will find that we have closed the door to the shady corridor which leads to the real truth about which men were really responsible for the horror of Pearl Harbor."

Rep. Magnuson said: "I am sure, when we are all through, the conclusion of the Committee, whether we agree with them or not, will lead to some serious and intelligent legislation that will set up the FCC in such a fashion that it will always be a credit to the Congress and to the communications system of this country."

Answering Rep. Ramey (R-O.), Rep. Magnuson said he hoped rumors that Mr. Garey resigned as general counsel because of threats against a "friend," also would be investigated.

Wichita - KFH

Terry is a War Baby

. . . but Wichita's Booming Aircraft Industry Isn't!

LITTLE TERESSA LYNNE EAST, daughter of Mrs. Maxine Lynch East who is employed at Beech Aircraft, is one of the hundred thousand newcomers who have doubled Wichita's population—whose spendable income per family is more than double! Record breaking retail sales topping 16 million dollars monthly boosted Wichita to the No. 1 spot in the booming Southwest—2nd place in the entire nation! Wichita pioneered in aircraft back in the early '20's—even before Walter Beech founded the present Beech Aircraft Corporation in 1932—in Wichita. Aviation is here to stay!

Your sales increase in Wichita will stick too if you stick to that Seeling Station in Kansas' Richest Market—

KHFS

CBS • 5000 Watts Day & Nite • Call Any Petry Office

BROADCASTING • Broadcast Advertising

March 13, 1944 • Page 61
Let the Broadcaster Speak  
(Continued from page 14)  

sible contracts with the network. 
Fear of the networks is just as 
real and as widespread among 
many network affiliates and would-
be affiliates as is fear of the FCC 
among broadcasters. From my ob-
servation it is in numerous in-
stances the greater fear of the two. 

Secret Referendum 

Now these are only my own 
personal opinions. I believe the 
majority of the independent broad-
casters want an independent, non-
network NAB. Maybe that conclu-
sion is wrong. However, it should 
be easy to find out. What is more 
simple and logical than to ask the 
broadcasters themselves? The me-
chanics are important but not dif-
ficult. A secret referendum is the 
only fair and sure way. Some in-
dependent and reliable source like 
Ernst & Ernst should do it at the 
direction of NAB. 

After all, the broadcasters are 
the stockholders in the NAB Com-
pany Inc. They own it, or should. 
They then, should direct their 
board of directors, and the mandate 
of the membership should be clear 
and unmistakable. Other important 
industry questions could also be 
asked, and the course to be followed 
settled once and for all by the 
majority view. 

The opinion has been expressed 
by some that the rank and file 
broadcaster is indifferent to and 
incapable of considering industry 
problems and arriving at a sound 
and intelligent conclusion thereon. 
I cannot subscribe to any such 
view and at the same time retain 
my faith in the future of American 
broadcasting. I believe the great-
majority of American broadcasters 
not only are intelligent and capable, 
but that they will support financial-
ly and actively an organisation 
which they can feel is truly their 
own and operating at all times 
aggressively in their interests and 
service. 

But let's find out. What's keep-
ing us from asking the guy back 
home what he thinks, and what he 
wants NAB to be. Give him the 
chance to speak with the same 
privacy which he is assured of at 
the ballot box. I am sure he WILL 
speak. And, assuredly, HIS is the 
voice we should be straining our 
ears to hear. 

Bombing Broadcast 

GRAPHIC description of the bomb-
ing of a Japanese-held bridge on 
Bataan revealed a scene of 
American plane during actual comb-
bat, was heard for the first time 
on Blue at 6 p.m. March 4. Navy 
Lt. Joseph E. Butler gave a run-
ning account of the action as he 
demolished the bridge that had pre-
viously been responsible for the 
loss of two Allied planes. The bat-
tle broadcast was monitored from 
a mobile broadcasting studio on the 
front lines by S/Sgt. James O. 
Hardin, Marine Corps combat cor-
respondent, and former announcer 
with WALT and WSB Atlanta. 
Mutual carried the transcription at 
7:45 p.m., and WRC Washington 
broadcast it at 8:30 p.m. locally. 

Loan Chain Plans 

AUTOMOBILE BANKING Corp. 
of America and its four subsidiary 
personal loan companies, ABC 
Credit Inc., ABC Plan Consumer 
Discount Co., Budget Finance Co., 
and the Credit Corp. of America, 
all with home offices in Phila-
delphia, have appointed Julian G. 
Pollock Co., Philadelphia to handle 
accounting for the chain. New-
papers, radio and direct mailings 
are being scheduled for three of 
the subsidiary firms, excepting the 
Credit Corp. of America and the 
parent Automobile Banking Corp., 
for which advertising programs 
are held in abeyance until after 
the war. 

Contracts Ready 

NEGOTIATIONS between the 
radio writers guild and CBS for a 
contract covering writers employed 
in the network's shortwave depart-
ment are practically completed, 
with an oral agreement on all 
points and the contractual wording 
now being worked out, the guild re-
ported last week, adding that prac-
tically the same situation holds for 
the writers in NBC's news depart-
ment. Negotiations with all major 
networks for contracts for con-
tinuity and dramatic writers are 
proceeding slowly.

GUEST LINE-UP for future 
broadcasts of the five-week Blue 
Hollywood Star Time, drew atten-
tion of this agency-sponsor trio 
following initial program on Feb. 
28. RKO Radio Pictures, Holly-
wood, sponsors series on Blue Pa-
cific and Mountain stations. Com-
paring notes (1 to 7) are Don Beld-
ing and William J. Pringle, chair-
man of the board and vice-presi-
dent, and Los Angeles manager, 
respectively, of Foote, Cone & 
Belding, Los Angeles, agency serv-
ing account; Charles W. Koer-
ner, executive vice-president in 
charge of production for RKO Ra-
dio Pictures. 

AFRA Contracts 

WAR LABOR BOARD has ap-
proved AFRA contracts for staff 
announcers at WOR and WHN 
New York, with retroactive in-
creases extending back for months, 
in some cases more than a year, 
while the contracts have been pend-
ing before the board, it has been 
announced by George Heller, exec-
tutive secretary of the New York 
local of AFRA. Still pending be-
fore the WLB are AFRA contracts 
with WMCA New York and with 
NBC for its sound effect staff. 

Jammer in New Post 

J. S. JAMMER, who has been as-
sociated with International Tele-
phone & Telegraph Corp. for 25 
years, has been named general com-
mercial director of Federal Tele-
phone & Radio Corp., IT&T manu-
facturing affiliate. Before the war, 
Mr. Jammer was vice-president in 
charge of IT&T Central and East 
European territory. 

Let the Broadcaster Speak 

83.9% of WSAI's contracts are 
RENEWED contracts!
Hooper Ratings
(Continued from page 11)

is counting the tickets for radio, which is O.K. just as long as you are not being handed a bunch of phony duets. Other broadcasters wrote in similar vein and continued to write. A re-appraisal of the current situation reveals that the "lie-eliminator" is now in use in 18 of the cities in which Hooper continuing measurement reports are published, affecting about 25% of the national population.

Last week, in these pages, Mr. Hooper predicted that the post-war timebuyer will seek a "value-conscious" listening public and would scorn the "want-something-for-nothing" listener. The point of view keynoted in the article has now been implemented by the following statement of policy by the Hooper organization:

"In the hope of aiding in the correction of our present situation, we have crept into the buying and selling of radio station time, we make three declarations of policy:

"1. Wherever a program or time-period rating is published in the 'Continuing Measurement of Radio Listening' for a station program which gives listener priority, the rating will be accompanied by the following statement: 'Station gives and imposes rates to telephoned listeners.'

"2. To prevent the possibility of internee disputes or station subscriptions being the determining factor in the availability of city-size or trading area listening information to radio buyers, we will offer 'Continuing Measurements of Radio Listening' for subscription to advertisers and agencies wherever possible.

"3. To prevent the possibility of internee disputes or station subscriptions being the determining factor in the availability of city-size or trading area listening information to radio buyers, we will offer 'Continuing Measurements of Radio Listening' for subscription to advertisers and agencies wherever possible.

Network Accounts

All Time Eastern Wartime unless indicated

New Business

FERRYMORSE SEED CO. San Francisco (seed advertisement). on Feb. 24 started for 12 weeks Cabooses & Queens on 10 Blue Cal. stations Thursday-Sunday, 7:15-9:15 p.m. (PWT), placed direct.


Mon., Wed., Sat., 10:10-11:15 p.m. (PWT), placed direct.


GENERAL FOODS Corp., New York (Grape-Nuts Flake, Grape-Nuts Wheat Meal), on March 26 renewed for 6 weeks We Love and Learn on 120 CBS stations, Mon., thru Fri., 3:30-4:30 p.m. Agency: Young & Rubicam, N. Y.


PETRI WINE Co., San Francisco, on March 26 renewed for 6 weeks Adventures of Sherlock Holmes on 15 MBS stations 7:30-8:30 p.m. Agency: Young & Rubicam, San Francisco.

WARTIME PRICES & Trade Board, Ottawa (rationing authority), has renewed for 6 weeks The Soldier's Wife on 49 CBS stations, Mon., thru Fri., 11:30-12 a.m. Agency: Maclaren Adv. Co., Toronto.


We Don't Believe in Waste...

On the contrary, we're firm believers in treating your radio budget gently, and coaxing all of the worthwhile coverage we can out of it. Thus, for example, if THE DETROIT AREA is your market, our 5,000 watts at 800 kc. gives you its largest concentrated coverage. Results for advertisers, plus our time-sales record, also proves that plenty of radio-wise advertisers think we're a great station. Great case-histories of what we mean are yours for the asking.

Union Guardian Bldg., Detroit

J. H. McGillivray Inc.,
Representative

BROADCASTING • Broadcast Advertising
March 13, 1944 • Page 63
proper safeguards for the benefit of unemployed musicians.

Beyond that, with copyright legislation aside, the Panel said that payment under protest of the companies to the benefit of a union is not a valid substitute for payment to the benefit of individuals. "It is impossible," the Panel said, "to pay money to a union for the benefit of individuals."

"The panel finds that the demand of the union for an unequal condition not customarily included in collective bargaining agreements," said the report, "is illogical and the relationship between the parties is 'unsual'." Mr. Zaritsky contended that the action taken in the union was "unsual" and did not constitute a strike but was simply "the abandonment of undesired work." The relationship between the parties is "unsual", he held, citing that more than 50% of the musicians involved are not members of the companies.

Mr. Fuller, as industry member, in a concurring opinion, questioned the union rules relating to voting on strikes. He held that members should be able to voice their opinion. "I'll be glad to take your order or you can give it to a Bannerman man." says your WCHS

WCHS
Charleston, W. Va.

The book of America's master radio playwright

More Corwin

16 RADIO DRAMAS BY
Norman Corwin

Introduction by CLIFTON FADIAN

SINCE the publication of his Thirteen By Corwin, that genius of radio, Norman Corwin, has done more radio dramas to thrill millions of listeners. Now the sixteen best and most familiar of his new plays, with complete production notes on each, are ready in book form—for you to enjoy, to study, and to use.

"Even more than his first volume of radio dramas, this collection demonstrates the extraordinary breadth of his versatility."—CLIFTON FADIAN.

CONTENTS:
Mary and the Musician. 80 minutes. 40,000 words. "These Truths; Decent of the Gods; Excerpts from 'This Is War'! The Long Nome News; Could Spell: Good Heaven; Psalm for a Dark Year: A Man with a Platform: Samson; Eyes to the Schools; Murder in Studio One: Between Americans: A Moment of the Nation's Time; Double Con- cert: Program to Be Opened in a Hundred Years.

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

Panel Sends Report to NWLB

(Continued from page 9)

as Mr. Petrillo called the amount of money involved "peanuts, small peanuts" the recording companies contended the principle went far beyond the interest of the recording business, the broadcasting business or the radio business, holding that it affected "all of the industries of the United States." The findings and conclusions of the Panel majority follow in full text:

I

Since a labor dispute exists between the Union and the Companies which involves no Small Job musical employment and has no connection with the recording industry, the General Labor Board has jurisdiction.

II

No present, important unemployment of musicians exists.

III

The introduction of sound movies caused a great decrease in the number of theatre orchestras and, hence, the number of employed musicians; but the companies have no connection with the moving picture industry. During the period of the growth of mechanized music, the number of bands and symphony orchestras has increased, but the opportunity for small job musical employment has probably not increased, partly decreased the employment of musicians.

Though wire music, playing transcriptions, has diminished live musicians, as mentioned above, the overall use of transcriptions has probably not, or small, increased the employment of musicians.

The introduction and use of radio has probably not, on balance, decreased the employment of musicians.

Substantial unemployment of musicians existed in the past but neither the amount of such unemployment nor the relation of unemployment in the field of music to general unemployment is known.

While the figures are too doubtful to warrant a conclusion, the number of musical jobs (the effect of sound movies being eliminated) appears to have followed the economic cycle, but in general no trend. Any increase in employment may, however, have flowed to a selected group.

Due, in part, to the fact that the Union has no effective standards of employment, only two Union members out of three do not depend on music for a livelihood. The problem of unemployment cannot realistically be studied in terms of so undifferentiated a group. The Union's criterion, that a member not working full time on music is unemployed, is untenable. The Union has offered no statistics,
Dios to Summon Broadcast Heads
Charges 'Un-American' Tactics To Certain Commentators

BROADCASTERS will be summoned before the Dies Committee investigating Un-American Activities to explain alleged "un-American" utterances of certain commentators, Rep. Martin Dies (D-Tex.), chairman of the special House Committee, disclosed late Friday.

"For a year or more our investigators have been analyzing the broadcasts of commentators," said Dies, "and I can say that the methods used by some commentators are distinctly un-American. I believe if one points out to the broadcasters themselves the un-American propaganda that has been cleverly used by certain commentaries, they will cooperate by cleaning it up. If they don't then Congress will act."

Date Not Set

Date for the appearance of broadcasters has not been set, but Rep. Dies said he would subpoena heads of the major networks and independent broadcasters as well.

Rep. Dies revealed that he had conducted a poll in the House and said the members "almost to a man favor legislation to curb libelous statements on the air." Mr. Dies said that should legislation be necessary, he will propose a law that will (1) give local jurisdiction to courts in areas where the alleged libel is heard, and (2) make possible for anyone who has been "maligned or slandered" to reply to the attacks on equal facilities, and to the same audience.

"I talked to Chairman Fly of the Communications Commission and he agreed that something must be done to clean up the air," said Rep. Dies. Rep. Rankin (D-Miss.) now has pending in committee a bill that would make payment of defamatory insurance a felony.

Sen. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, has expressed himself in favor of legislation providing "equal time" for reply to attacks by commentators. Mr. Dies said a wave of indignation has swept Congress over recent attacks by some commentators on members of Congress.

Television Discussion

AMERICAN TELEVISION Society will hold a special round table discussion of television for education at the Capitol Hotel, New York, on Tuesday evening. Scheduled speakers are: J. Raymond Hutchinson, of the National Education Assn.; Lt. Lyle Stewart, a coast guard training officer in the Navy; Prof. Herbert J. Stack, New York U., and Julian H. Bryan, producer of documentary motion pictures.

Ed Brown Named

ED BROWN, public relations director of Maxon Inc., New York, has been named to the staff of the Democratic National Committee in Washington. He left the agency last Friday to take up his new duties. During his leave of absence from the firm, his work will be carried on by Martin Pew, formerly on the merchandising and promotion staff.

Bourjois Cancels Haymes

DICK HAYMES, CBS vocalist on Here's to Romance, sponsored Thursday, 10:30-11 p.m. by Bourjois Inc., New York, was dropped by his sponsor after the 2d broadcast for having voiced his appreciation to executives of the Century Fox Film Corp. for his part in the recently completed film, Four Jills and a Jeep. He had been previously warned by his sponsor not to promote the picture in any way during his broadcasts. Incident followed shortly after a discussion between singer and sponsor for a renewed contract, which called for a considerable boost in salary, according to a spokesman for Bourjois. Jim Ameche, m.c., and Ray Bloch's orchestra will continue on the program, with the format revised to include male and female vocalists as guest stars. Agency is Poole, Cone & Belding, New York.

Membership Meeting

ANNUAL MEMBERSHIP meeting of ASCAP will be held March 29, at the Ritz-Carlton Hotel, New York.

WAVE GIVES YOU NO RELIEF (Ky.)

Sorry, kids—better take an aspirin...or better yet, take the Louisville Trading Area (which WAVE most definitely does cover) and you won't need such homeopathic doses as Relief (Ky.). The Louisville Trading Area, you see, does more business than the rest of Kentucky all put together. It's concentrated business, too—no headache to your sales force. Write us!

A Beautiful Trio...

Nothing delights time buyers more than the beautiful combination of 1) coverage, 2) programs, 3) rate! Especially when it's available in the rich Hartford Market! You get all 3—on WDCR!
Industry Opinion on Giveaways

(Continued from page 11)

By HUGH FELTIS
General Manager
Central States Broadcasting Co., Omaha

No question Hooper's comments on money reward station programs definitely correct. Such programming can only be desperate attempt and last resort effort to meet competition. Further believe such practices tend to discredit radio as legitimate advertising medium.

By JAMES M. LOGATE
General Manager
WIOD Miami

Definitely agree with Hooper's comments on money reward station programs in March 6 Broadcasting. Most smart newspapers learned same lesson long time ago.

By GAYLE V. GRUBB
General Manager
WKY Oklahoma City

Agree with some of the things in Funny Money article; also feel it is wrong in some respects. Too much of it certainly not good programming.

Blue Questionnaire

BLUE NETWORK last week mailed to approximately 1,000 newspapers throughout the country, a three-page questionnaire concerning their use of radio publicity and their requirements and preferences as to type of material and pictures.

By I. R. LOUBNSBERRY
Executive Vice-President
WG XWF Buffalo

Although money rewards seem to meet public interest not only on ra-
dio but in motion picture theatres, I am of opinion that this practice is resented by a substantial part of radio audience and will be short-lived with those who at first seem to like it. Audience ratings developed this way are phoney and in good broadcasting sense not substantial. Much better for broadcaster to invest in better program service and entertainment.

By NORMAN MacKAY
Commercial Manager
WQAM Miami

Not only do we agree with Hooper but feel we may have sown the seed. On Dec. 12 Fred W. Burton wrote him letter and sent copies to all advertising agencies "as subscriber object strenuously to issuing of any Miami listening index not factual picture of listening habits. Regular survey now being taken here not true listening index." Then we described the Miami program on * * * "This situation makes impossible for Hooper workers to get accurate summary. Average person will mistake Hooper call for * * * call giving away more money. Automatic answers bears no relation to actual facts. We paying for true listening index of Miami and do not believe you can produce such under present conditions * * * * *.*

By WILLIAM A. MCGUINEAS
Commercial Manager
WGN Chicago

Agree one hundred percent with C. E. Hooper that money give-away programs are seriously cheapening radio and are working toward diminishing the return to the good advertisers who are principally responsible for making radio an economically sound advertising medium. The money give-away programs mentioned by Hooper make up one of those elements in radio which the industry and the stations should clean up voluntarily before some organization or bureau outside the industry or perhaps even advertisers force the radio industry to do so. This comment of course applies only to the principle of buying the listener, the programs and entertainment which in itself will attract audience. WGN will not broadcast that type of money give-away program. Do not believe that radio audience, however, has reached such saturation point that a greater number of good programs will merely divide the present radio audience as outlined in the first column of Hooper's article. Also do not believe Hooper's formula in valuing ratio of number of sponsored network programs to the existing ratings is sound. Those same ratings sometimes fluctuate in inverse ratio to the number of commercial sponsored programs also.

By C. W. MYERS
President
KON Portland, Ore.

I believe this is still a free country to the extent of broadcasters like newspapers having the privilege of operating according to their own ideas of business as well as the ethics thereof. I also believe that broadcasters promotion methods should be fully described in Hooper reports just as newspaper methods are described by the Audit Bureau of Circulation.

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

For example: THE
"SHORT-SHORTS"
OF RADIO

Complete 5-minute programs. Sponsorship identity at little more than cost of spot announcements. Timed for sales messages at opening and close. Programs include such favorites as: The Name You Will Remember, people in the news; Five Minute Mysteries, thrilling and complete; Getting the Most Out of Life Today, inspirational philosophy by Dr. William L. Studger, and two Stella Unger shows, Let's Take a Look in Your Mirror, and Hollywood Headliners.

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

FM in KANSAS CITY

KOZY

EVERETT L. DILLARD
General Manager

PORTER BLDG.
KANSAS CITY

WBBK

BROADCASTING • Broadcast Advertising
By JOHN M. OUTLER Jr.
General Manager
WSB Atlanta

Buying a radio audience by giving money to listeners is a defense mechanism for the station unable to obtain audience otherwise. And while it may throw statistics and research out of gear for the time being, such programs rather emphasize the stupidities of the stations promoting them. The fundamental approach to a radio audience is good programs with inherent appeal. Some stations forget that you can't drink yourself sober or borrow yourself out of debt.

By JOHN F. PATT
General Manager
WGAR Cleveland

I think Hoop has rung the bell. It is my impression that these phoney money shows are almost invariably a confession of weakness or stagnation for which only this medicine will cure. Newspapers learned years ago that bicyciles, dishes and trips to Europe for circulation were wasteful and false. When money show broadcasts are successful find they are fooling only themselves they will rejoin their wiser comrades who today are holding the line against such temptations and will tackle the problem of building radio audiences soundly with constantly increasing program standards.

By LEE B. WAILES
Manager
Westinghouse Radio Stations Inc.

Definitely concur with comments of C. E. Hooper on money reward programs. I recognize that experimentation must eliminate such artificial stimulants as money give-aways and must be soundly based on intelligent appraisal of audience needs at time program is broadcast. Money give-away programs are opportunistic and shortsighted and not to be counted on as contributing to the art on a sound long-term basis.

By MORTIMER C. WATTERS
Vice-President & General Manager
Winnipesaukee-Howard Radio Inc.

Thoroughly concur with his views expressed. Hooper and his company could overnight stop most of the dialing for dollar programs. It would take great courage but if Hooper suspended monthly audience measurements in the city or cities during life of such programs or if he eliminated in his report the inclusion of ratings and/or percentages of the stations broadcasting such programs including relative ratings and/or percentages of stations void of such unhealthy broadcasts then the stations who were attempting to buy listeners would be unable to benefit by their "phony" audience and they would therefore immediately stop them. This would enable Hooper to once again in such cities accurately reflect without a shadow the radio audience as it actually is thereby providing his well known accurate station index once again in those markets for the guidance of stations, agencies and advertisers.

By LEWIS ALLEN WEISS
Vice-President & General Manager
Don Lee Broadcasting System

Have just read C. E. Hooper's excellent article on page 11 of March 6 issue of Broadcasting. I concur wholeheartedly with Hooper's comments on "Fun and Money" programs, which we have refused to carry on any of our stations. In my opinion, such programs not only violate lottery laws but employ pressure methods of buying an audience, the pursuit of which

Ed Wynn Considered

GENERAL FOODS is considering Ed Wynn as a replacement for Jack Benny, who goes to American Cigarette & Cigar Co., June 11. Since the NBC Sunday evening period, 7-7:30 p.m., is controlled by Mr. Benny through his contract with General Foods, another network spot is being sought for the new show, titled Ed Wynn's Radio School. Mr. Wynn was sponsored by the Axtor Fisher Tobacco Co. on the NBC-Blue from November 1936 to September 1937. Previously he had been sponsored by the Plymouth Motor Corp. on the NBC-Red network. The projected series is a John E. Gibbs production, Young & Rubicam, New York, is the agency for Grape Nuts, product advertised on Jack Benny's current program.

Ed Wynn would destroy the sound and constructive elements that we are trying to build for broadcasting. Radio cannot hope to grow and enjoy its important place in the lives of the American people on the basis of audiences that are only listening in order to get something for nothing.

By LAMBERT B. BEEUWES
Advertising & Sales Promotion Manager
Radio Station WXYZ Detroit

Rather than money shows, Hooper claims "good" programs will lure daytime non-listeners. This logic contradictory to proof he made immediately before that 11 good nighttime sponsored network shows did not increase number of listeners. Hooper's own ratings in Detroit show give-away programs increase listening broadly over whole schedule. What Solomon can say these programs aren't "entertainment"? Hundreds of thousands of letters from non-winners will rebut any argument to contrary. Something for nothing will never die and in leaner days will be even more attractive lure to listeners. Some pretty good newspapers use same technique in getting and holding circulation.

McKesson Displays

MCKESSON & ROBBINS, Bridgeport, will coordinate its annual campaign for highlights displays of its products in the nation's drug stores with the start of its new program on the full Blue Network, Thursday, 10:30-11 p.m., for Calox, Breeze and Yodora. M&F's "Good Looks and Good Health Week," begins March 23, starting date for the Blue quiz broadcasts featuring Joe E. Brown. Bearing out the title of the program Step and Go, contestants will make imaginary journeys to distant points, continuing as long as they give correct answers. Joe E. Brown maps out the route and designates the mode of travel. There will be guest stars, starting with Dorothy Lamour March 23. Agency is J. D. Tarcher & Co., New York.

A 50,000 Watt Audience at a 250 Watt Rate

C. E. HOOPER

There must be a reason...and this is it!
Anthony Petitions To Delay Duopoly
Claims Forced Sale of KECA
Sought by Blue Network

ALLEGING that the Blue Network Co. is endeavoring to “compel” him to sell KECA Los Angeles to it “at a price very much less than its value” (the station) is said to be, Earl Anthony, through Louis G. Callwell and Reed T. Rollo, Washington counsel, last week petitioned the FCC to extend the deadline for the effective date of the “duopoly” order beyond the May 31, 1944 effective date.

Specifically Mr. Anthony asked that the effective date of Sec. 3.65 under Orders 84-84A be suspended indefinitely, with further extensions from time to time as necessary to permit “orderly disposition of properties affected.” Failing in that, Mr. Anthony petitioned the Commission to extend the effective date one year to May 31, 1945, “or for such other reasonable period as the Commission shall deem proper.”

Mr. Anthony owns KFI and KECA. The Commission put KFI on temporary license, expiring May 31, while the license of KECA expires June 1.

Mr. Anthony’s petition recited that his contract with the Blue network, which expires June 30, 1947, specifically provides that the license of KECA without first offering it to the network. It said: “For many months and particularly since the Commission’s action on Nov. 29, 1943 (adoption of the “duopoly” regulation) the Blue network Co. has been endeavoring to compel petitioner to sell KECA to it at a price very much less than the properties are worth. The Blue network Co. has been and is relying on the early effective date of 3.65.”

A separate corporation has been organized for the purpose of transferring control of KECA from Earl Anthony, pending completion of sale and approval of the FCC, petition stated.

New CAAB Members

W. H. SUMMERRVILLE, WWL New Orleans, and Clyde Coombs KARM Fresno, have been elected members of the Columbia Affiliates Advisory Bureau for the coming year, representing districts 5 and 9 respectively. Other members of the nine-man board were reelected as follows: Arthur Church, KMBC Kansas City; Franklin Doolittle, WDRF Hartford; Leo Fitzpatrick, WPVs Detroit; L. R. Lounaberry, WKBB Buffalo; C. T. Lucy, WRLA Richmond; Clyde Rembert, WWL Dallas; and John R. WSCS Charleston, S. C. New board will shortly hold its first session, at which time a chairman for 1944 will be chosen.

PA Expands

ESTABLISHMENT by Press Assn., radio subsidiary of AP, of its 20th regional news bureau and the addition of five stations to its clientele were announced last week by Oliver W. Rollo, ass't director, general manager. The regional bureau, at Charlotte, N. C., the third such installed this year, is in charge of Charles Whiteford. Other bureaus set up in the last two months are in Oklahoma City and Orleans, LA. Circulation Bureau, to acquire the special AP radio news wire include KAST Astoria, Ore.; KOIN Portland, Ore.; WLBC Muncie, Ind.; WHBC Canton, O.; KHMO Hannibal, Mo.

New Local Granted

CONSTRUCTION permit for a new local standard outlet for West Yarmouth, Mass. was granted by the FCC last week to the licensee of WNBH New Bedford, E. Anthony, for its facilities of the formerly licensed WOCB [BROADCASTING, Dec. 6, 1943], unlimited time with 250 w on 1540 kc, the grant is made pursuant to the Jan. 25 FCC-WPB statement of policy.

Turner to Return

OSCAR TURNER, who left NBC’s radio recording division to join the Office of War Information, is returning to NBC as head of the network’s Hollywood recording division. He was expected to leave New York for the West Coast last week.

AUSTRALIAN VIDEO PLANS

AUSTRALIAN post-war radio plans are so advanced that it would be impossible to present within this issue, as the present effort is to set up television between the major cities of Australia, which are separated by distances varying from 400-1500 miles. This prediction was made by Sir Ernest Fisk, president of Amalgamated Radio in Australia, who spoke at San Francisco recently en route to New York, Montreal and London.

‘WHIPPING BOY’

Fly Qualifies Self as ‘Expert’
In ‘Scandalous Charges’

HEATED argument between Rep. Miller (R-Mo.) of the House Select Committee to Investigate the FCC and Commission Chairman James Lawrence Fly last Wednesday brought from Mr. Fly the assertion: “I ought to be an expert in this field by this time”, when Mr. Miller objected to opinion evidence “unless it comes from an expert.”

Later Mr. Fly declined to answer a technical naval question, after testifying he was a graduate of Annapolis and served three years in the Navy, saying: “I do not claim to be an expert in such matters”. Rep. Miller asked: “Didn’t you admit a moment ago that you were an expert?” Chairman Fly answered: “In absorbing these scandalous charges and that sort of thing I am an expert. In fact, I have been the whipping boy on this sort of thing so long that I am getting to where I rather expect it.”
joined the other four transcription companies in expressing willingness to accept the principle of the Union's proposal. When, on reconsideration, they decided to reject the principle and withdraw from the negotiations, the hearings were resumed.

THE FOUR-EMPLOYER CONTRACT AND THE REQUESTS OF THE PARTIES

The payments to the Employment Fund, provided for in the contracts closed by the Union, are stated.

The companies ask the Panel to recommend that the NWLB instruct the Union to terminate the strike.

The Union, questioning the jurisdiction of the Board, seeks that the proceeding be dismissed.

By inference, the Union asks that the companies be instructed to accept the terms of the Four-Employer contract if the proceeding is dismissed for lack of jurisdiction.

It is the Panel's view that the companies should be instructed to make the stipulated payments to the Employment Fund, which constitute the sole demand of the Union.

JURISDICTION OF NWLB

The Union contends that the NWLB members are not the employees of the companies but of leaders, contractors and associations who are not parties to the proceeding.

The Panel finds (1) that the United nations of record may possibly be considered the employers of the companies regardless of the status of 60% of them for other and dissimilar purposes and (2) that the jurisdiction of the Board extends to the determination of the labor dispute and is not limited to controversies brought before it by employers and employees.

The Union contends that no labor dispute exists because it does not wish to work for the companies on any terms.

The Panel rejects the contention (1) because not consonant with the Union's acts and (2) because invalid, if true.

The Union contends that there has been no interference with the war effort.

The Panel finds (1) that, though the direct effect of the strike has been exaggerated, there has been some damage and (2) that "a strike in wartime distills explosive emotions whose unstatifying effect transcends the economic influence of the particular stoppage."

Summarizing, the Panel finds that, since a labor dispute exists which interferes with the war effort, the NWLB has jurisdiction.

UNION'S POSITION ON THE MERITS

The two principal substantive contentions of the Union are:

(1) Recorded music has caused serious technological unemployment which differs from the ordinary type since it is the musician himself who creates the machine (recording) which displaces his union brothers.

(2) Because no copyright exists in recordings, musicians receive no royalty for the unauthorized, commercial use of phonograph records, mainly in juke boxes, but also by broadcasting stations. (Transcriptions are always used for an authorized, commercial purpose.)

The Panel disagrees with the contention that the Union's answers and the Panel's comments are included in the sections that follow.

UNEMPLOYMENT

The section begins by considering various forms of mechanized music. In 1929 sound movies displaced 18,000 musicians, but the companies have no connection with the motion picture industry. Meager testimony indicates that juke boxes gross a total of about $200,000,000 a year. Though the companies contend that they are not working full time, the Panel finds that there has been displacement of live musicians in an unknown amount.

Similarly, the Panel finds that there has been some replacement by wired music.

Radio does not replace live music in the sense that sound movies displaced orchestras. What Mr. Webber, the then president of A.M.P., said regarding the phonograph record in 1928 is, in the main, still true of phonograph and radio. The Union is in error when it calculates its loss on the basis of what its members would gain if mechanized music disappeared and the demand remained constant in the face of an enormous increase in price.

During the period of the growth of mechanized music, the audience of bands and symphony orchestras has increased but the opportunity for small musical employment has probably not, on balance, decreased the employment of musicians.

GENERAL UNEMPLOYMENT IN THE MUSIC INDUSTRY

Two Union members out of three use music as a side line or not at all. The Union claims that a member who is working full time at music is unemployed. The Panel finds the Union's contention to be without foundation.

The Panel finds that the introduction and use of radio and the over-all use of phonograph records has probably not, on balance, decreased the employment of musicians.

COMMERCIAL USE OF RECORDS

The Union's attempt to prevent the commercial use of phonograph records was defeated when the U.S. courts decided that no copyright interest exists under our Federal laws, though many foreign countries grant such protection. Since 20% of all phonograph records are used commercially, a large potential source of revenue was lost.

The Companies agree with the Union that the copyright law should be amended and state that both parties should share in the copyright interest.

The Panel recommends that so far as copyright benefits the Union or its members, royalties should be used for the benefit of the displaced musicians rather than for the benefit of the well paid performing musicians.

Though the Companies agree that the performing musicians are well paid, they object to the Union's suggestion on principles developed in the next section.

PRINCIPLES

The eight main points that make up the Companies' line of principle are discussed in this section which can scarcely be summarized.

(Continued on page 70)
ABC Net Plans Provide Clients Region Hookup

ASSOCIATED BROADCASTING Corp., newly-formed coast-to-coast network, will adopt a policy of providing regional coverage for clients with limited or regional distribution, according to Leonard A. Versluis, president. The coast-to-coast lineup will be used for more important national religious programs [Broadcasting, Feb. 21] and the network purpose is to afford facilities for advertisers who cannot obtain split network contracts on the other national networks, Mr. Versluis said. Headquartered in Grand Rapids, Mich., the ABC network is comprised of several regional networks and the list of associate stations now numbers 203.

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Shepard Explains Capital Coverage
Says Network Has Not Set Up A Washington News Bureau

JOHN SHEPARD, chairman of the board of Yankee Network Inc., declared last Friday that the network had not established a new bureau in Washington but had made arrangements for Washington news of interest to New Englanders to be furnished by a company headed by Jack R. Reed, of Washington.

Mr. Shepard's statement came following publication [BROADCASTING, March 6] of an announcement by Mr. Reed that Yankee News Bureau had been established in Washington to cover for Yankee stations and for WJW Cleveland, owned by Bill O'Neill, son of W. O'Neill, president of the Yankee Network. Mr. Reed is assistant to W. O'Neill as president of the General Tire & Rubber Co. His headquarters in Washington are the offices of General Tire and he was formerly news director of WJW prior to the station's removal from Akron to Cleveland.

Mr. Shepard issued the following statement about the Yankee News Bureau as previously reported:

"The Yankee Network has not established a news bureau in Washington but has made arrangements for Washington news of interest to New Englanders to be furnished by a company employing Jack Reed. Mr. Reed has nothing to do with the policies of the Yankee Network, is not an employee of the Yankee Network, and is simply to furnish news as directed and arranged by the Yankee Network.

"Lt. Francis W. Tully, USNR, presumably will resume his former post at the Yankee Network on his return from the war. The arrangement made for the services of Mr. Reed are simply to fill in during Lt. Tully's absence."

WBRY's Policy
WILLIAM NORINS, manager of WBRY Brooklyn, has announced that in accordance with a new policy, fewer foreign-language programs are being broadcast on this station, the ratio dropping from 80 to 17%.

AFRA Convention
AMERICAN FEDERATION of Radio Artists will hold its sixth annual convention in Cleveland this August.

3,500 ANSWER OWI CALL

RESPONDING to the call issued by OWI Director Blmer Davis for 450 trained newspaper and radio men, to assist in OWI operations (BROADCASTING, Jan. 28), some 8,600 had sent in letters of application by the start of last week.

According to the OWI Outpost Service Bureau, New York, where all applications are processed, an estimated 80% of the applications were for radio positions, about 100 of them for program work. A number did not have the necessary qualifications. Total of 3,860 letters includes 1,900 sent to Washington.

Notional Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO's WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.
Zenith Subsidiary
ZENITH RADIONICS Corp., of New York, subsidiary of Zenith Radio Corp., has been formed and offices opened in the Empire State Bldg., it was announced last week by J. J. Nance, vice-president and director of sales of the parent company. H. J. Wines, former general sales manager of Frigidaire's New York and Chicago branches, has been appointed general manager and director of the new subsidiary, which will serve as distributor for Zenith's radionic products in the territories formerly covered by Colen & Gruen, New York and E. B. Latham, New Jersey. Mr. Nance, in announcing the company's departure from its policy of franchised distributorships stated that Zenith will adhere to its program of independent distributors except for the highly concentrated New York and Chicago areas.

Agency Opens Branch
MCCANN-ERICKSON, New York, has opened a new branch office in Boston, in the Park Square Building. Watson Gordon, free-lance copy writer, associated formerly with Doremus & Co., in Boston, has been appointed manager.

PAGE 72 March

PROFESSIONAL DIRECTORY

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

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

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. District 4871
Washington 4, D. C.

STUDIO RADIO WRITING
By Correspondence
Newscasting & Announcing Coaching by records
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St. N.W., Wash., D. C.

P AUL A. d e MARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

M C NARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

H ECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
F IELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

S T E P H E N R. DAVIS
Radio Engineering Consultants
Frequency Monitoring

4 Evening Star Building, Washington, D. C.
321 E. Gregory Boulevard, Kansas City, Mo.

R ING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. * Republic 2347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation
1469 Church Street N.W., Washington, D.C.

P AUL A. d e MARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

G I V E T O T H E A M E R I C A N R E D C R O S S

D E C I S I O N S

M A R C H 7

E. Anthony & Sons Inc., West York, Mass.—Granted CP new standard station, 1540 kc, 250 w, unlimited. (Facilities of formerly licensed WCGB.)

M. I. Schneider, Ils—Grant of reconstructed licence to increase 100 w to 250 w.

W. C. Rosen, Inc., Minn.—Granted re-establishment control by Harry Dahl to Dorothy Dahl, Howard Dahl, Kenneth Dahl and Catherine Dahl Wood through gift of 600 shares (48.7%).

W. F. H. Reade, W.—For change of ownership.

M R C H 8

D. L. Dessauer, Inc., Pa.—Grant of new license to Joseph Ertz for change of ownership.

M R C H 9

J. F. B. New York.—CP change 1520 kc for 10,000 w. Install new transmitter and DA-ON canal, to permit new transmitter and change requested power to 10 kw D and 650 w.

M R C H 10

W. H. Montgomery, Inc., N.C.—CP change 580 kc to 860 kc, change 1 kw D to 250 w.

M R C H 11

R. T. New York.—CP new station, 1540 kc, unlimited.

M R C H 12

R. H. E. New York.—Grant of new license.

M R C H 13

H. E. New York.—CP change 1200 kc to 1520 kc and change in equipment.

M R C H 14

J. H. New York.—Grant of new license.

M R C H 15

J. D. New York.—Grant of new license.

M R C H 16

J. J. New York.—CP change 980 kc to 1000 kc.

M R C H 17

J. M. New York.—Grant of new license.

M R C H 18

J. T. New York.—Grant of new license.

M R C H 19

J. R. New York.—Grant of new license.

M R C H 20

J. S. New York.—CP change 1100 kc to 1430 kc.

M R C H 21

J. T. New York.—Grant of new license.

M R C H 22

J. H. New York.—Grant of new license.

M R C H 23

J. H. New York.—Grant of new license.

L A S T E S T

INCORPORATED

Available locally on subscription—see C. MICHELSON 67 W. 44 St., N.Y.C.
OPERATOR—Permanent position with chance of advancement. State qualifications and experience, please. Applicants should include your recommendations. Write Technical manager, WWB, Flint, Michigan.

Radio Salesman—Man or women, wide-awake city unlimited. 30% commission and commission. A1 references. Experience, age, proper qualifications. Must be available to report. Salary, $200. Box 994, BROADCASTING.

WANTED—Announcer by progressive network affiliated station, draft deferred, prefer man with two years station experience, give full information as to experience and salary expected. WMMA, Ann Arbor, Michigan.

Transmitter Engineer—First class. Can use two men. Salary up to $50, forty hours, depending on qualifications. Reference, F. D. C., Box 994, BROADCASTING.

CHIEF ENGINEER—For $5K Station. Capable taking over complete charge of station experienced in new construction, maintenance, recording, etc. Prefer advanced knowledge of present and post-war evolution of proper person. Detail previous experience, age, draft status, references and salary expected. Confidential. Box 996, BROADCASTING.

Wanted—By Southern NBC $5K Station. A junior man with at least two years station experience, preferred. We prefer somebody who wants to become firmly rooted in the region we serve. We'll offer $450 and give you an opportunity to earn extra travel fees for programs produced and transmitted. Photo, detailed experience and education. Station WSB, Columbus, S. C.

ENGINEER—Control operator, draft exempt. State experience and salary expected. Apply WBGK Greensboro, N. C.

Announcer—Capable becoming program director... Draft exempt—First Class Operator as Chief Engineer. Applicants should include your recommendations. Written and telephonic appointments will be made. State salary wanted. Mutual station in Middle West. Box 988, BROADCASTING.

WANTED—Announced—endeavoring, deferred. Must give full information as to experience and salary expected. Confidential. Box 949, BROADCASTING.

OPERATOR—First class for Texas kilowatt Mutual station. Give full information. Box 904, BROADCASTING.

ARE YOU THINKING AHEAD? Existing Southern California station with plans already in the making for expansion and television will need program director, news editor, sponsor service man, and what have you to offer? Tell us why you think you would be a good fit. We have in mind a good starting salary. We might be interested in you right now if you want to start at a reasonable figure looking toward your future. Box 6, BROADCASTING.

WANTED—Operator, first class; draft deferred. Can work either sixty or forty-eight hours. State salary wanted. Radio station WSBY Rutland, Vermont.

OPERATOR—Permanent position with chance of advancement. State qualifications and experience, please. Applicants should include your recommendations. Write Technical manager, WWB, Flint, Michigan.

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Transmitter Engineer—First class. Can use two men. Salary up to $50, forty hours, depending on qualifications. Reference, F. D. C., Box 994, BROADCASTING.

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Radio's '43 Contribution to War Effort Valued at Over $200,000,000 in Time

RADIO TIME valued at $202,000,000 was contributed during 1943 to programs directly identified with the war interest, according to an analysis in the May issue of Broadcasting. Of the aggregate, $93,000,000 represented station and network time donated on a "sustaining" basis, with $81,000,000 in time given on a sponsored or commercial basis.

The estimate was brought up to $202,000,000 by an item of $28,000,000 in talent costs involved on both sustaining and commercial programs by stations, networks and advertisers. The figures were for the entire roster of 913 stations and the national and regional networks.

NAB announced that a brochure for industry use is being prepared, in which the story of radio's part in the war effort will be documented. Outstanding examples of methods employed by stations to aid particular projects will be presented and station management were requested to send to NAB complete information on outstanding promotion.

Following is the NAB breakdown:

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot and Special Assignment</th>
<th>Station Contribution</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treasury Department</td>
<td>$26,339,900</td>
<td>$33,374,500</td>
<td>$69,714,400</td>
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<tr>
<td>Department of Agriculture</td>
<td>$3,283,200</td>
<td>$5,905,000</td>
<td>$9,188,200</td>
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<tr>
<td>Farm Radio Board</td>
<td>$4,244,100</td>
<td>$1,147,000</td>
<td>$5,391,100</td>
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<tr>
<td>Department of the Interior</td>
<td>$5,846,600</td>
<td>$7,622,000</td>
<td>$13,468,600</td>
</tr>
<tr>
<td>War Manpower Commission</td>
<td>$6,282,500</td>
<td>$5,727,000</td>
<td>$12,009,500</td>
</tr>
<tr>
<td>Office of Price Administration</td>
<td>$4,993,100</td>
<td>$6,999,000</td>
<td>$12,992,100</td>
</tr>
<tr>
<td>Office of Economic Security</td>
<td>$5,495,100</td>
<td>$8,495,000</td>
<td>$13,990,100</td>
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<tr>
<td>Federal Security Agency (Public Health)</td>
<td>$5,365,100</td>
<td>$5,365,000</td>
<td>$10,730,100</td>
</tr>
<tr>
<td>American Red Cross</td>
<td>$3,570,100</td>
<td>$2,570,000</td>
<td>$6,140,100</td>
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<tr>
<td>Office of Defense Transportation</td>
<td>$7,459,900</td>
<td>$5,907,000</td>
<td>$13,366,900</td>
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<tr>
<td>National War Fund</td>
<td>$2,246,100</td>
<td>$4,060,000</td>
<td>$6,306,100</td>
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<tr>
<td>Post Office Department</td>
<td>$1,240,300</td>
<td>$631,100</td>
<td>$1,871,400</td>
</tr>
<tr>
<td>Rubber Industry for War</td>
<td>$1,810,500</td>
<td>$631,100</td>
<td>$2,441,600</td>
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<tr>
<td>Social Security Board</td>
<td>$393,000</td>
<td>$631,100</td>
<td>$1,024,100</td>
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<tr>
<td>War Shipping Administration</td>
<td>$2,000,000</td>
<td>$1,000,000</td>
<td>$3,000,000</td>
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<tr>
<td>Office of Civilian Defense</td>
<td>$290,000</td>
<td>$1,030,100</td>
<td>$1,320,100</td>
</tr>
<tr>
<td>Federal Bureau of Investigation</td>
<td>$270,000</td>
<td>$750,000</td>
<td>$1,020,000</td>
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<tr>
<td>Office of Lend-Lease Administration</td>
<td>$370,000</td>
<td>$750,000</td>
<td>$1,120,000</td>
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<tr>
<td>Miscellaneous Campaigns</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>$2,000,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$105,645,400</strong></td>
<td><strong>$96,508,500</strong></td>
<td><strong>$202,153,900</strong></td>
</tr>
</tbody>
</table>

*Source. The figures above are estimates of gross values (one time rates before dis- comissioning). Network organizations were calculated from OWI allocation schedules and utilized the OWI estimates of net values based on 1942 revenue. Station contributions were estimated from monthly war report submitted by stations to NAB. **Campaigns not emanating from any particular government agency.

STAN-B EXPANDING PROMOTION PLANS

STANDARD BRANDS, New York, has last week expanded the advertising campaign for Stan-B vitamins, extending newspaper and radio sched- ules in Florida, Ohio, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, West Virginia and Wisconsin. Exact number of stations included was not revealed, but a total of 13,455 listener impressions were covered in first of the National As- sociations went into effect March 6, and included the addition of 45 new papers.

Original drive for Stan-B got under way last May with the start of a West Coast campaign on 29 stations. Promotion of the vitamin product on Standard Brand network programs was increased earlier this year. Agency is Ted Bates Inc., New York.

ANPA Speakers

GOV. THOMAS E. DEWEY of New York and Eric A. Johnston, president of the Chamber of Commerce of the United States, will speak at the annual banquet of the Bureau of Advertising of American Newspaper Publishers Assn., to be held April 27, at the site of the ANPA convention at the Waldorf-Astoria, New York. Frederick C. Crawford, president of Thompson Products, Cleveland, and former head of the National Assn. of Manufacturers, will be a principal speaker at the Bureau ses- sion of the convention on April 26.

Padder

EDGAR KOBAR, executive vice-president of the Blue Network, is still making living in the same way he did when a youngster—sell- ing the Saturday Evening Post, according to a squib in the March 1 issue. The Post is currently sponsoring The Listening Post on the Blue.

WARNER RESTRICTS AIR APPEARANCES

FILM industry's apparent drive to restrict radio guest appearances of its stars and use of story mate- rial for broadcasting was begun with a declaration of principles by Warner Bros. in early March. Follow- ing close upon the heels of a basic agreement reportedly in the making by all major film studios, Warner Bros. edit includes a price hike on screen scripts for radio adaptation.

Agreement are being advised that a story property is just as impor- tant to a program as the star and prices on scripts for radio adaptations will be graded accordingly. Where players are concerned, only those in active film produc- tion will be released for radio, and then only on written assign- ment from the advertising agency handling the commercial account. Where programs are not tied-in with a commercial account, leni- enity will be shown in script price and talent availability.

While not discounting radio's ex- ploitation value to pictures and stars, the industry has become aware that more benefits accrue to the spon- sored product than to talent and films thus exploited. Full continued support to programs dealing with the war effort, charity drives and governmental functions is as- sured by Warner Bros.

WIGHT ESSERY, formerly with BBF and KIR Seattle, replaces Maury Rider on the production staff of Blue Hollywood, Rider joined OPA.

OWI Constructing Coast Transmitters

NBC Will Operate 4 Units For Broadcasting to Asia

AN EXTENSIVE shortwave in- stallation, comprising four 50 kw transmitters and costing approxi- mately $2,000,000, now under construction on the West Coast to serve OWI Asiatic program oper- ations, officials of the agency's Overseas Division revealed last week. Efforts are being made to have the plant ready for operations by Oct. 1.

The plant will be operated by NBC for the Government on a cost basis. It is being built by the Defense Plant Corp. NBC, as agent in supervising construction, has an option to purchase land and build- ings after the war and arrange- ments for purchasing the transmitters are being worked out.

Television Plans

Call letters KNIB and KNBC have been allocated tentatively thus far to two of the four transmitters. After the war NBC plans television on 66 shortwave transmitters in San Francisco, it was said.

The shortwave installation is being built as part of a long range plan devised by an interdepart-mental committee which calls for the expansion of OWI shortwave facilities to 36 transmitters. A similar plant on the West Coast, to be operated by CBS, will be built later.

Site for the NBC plant has been acquired and the contractor selected. Transmitters are well on the way toward completion and will be installed during the natal development of the plant to facilitate earliest possible operation. All transmitters will be in one building and operated from one control desk.

James O. Weldon, chief of the Bu- reau of Communications Facilities, is responsible for planning.

OWI now has 80 transmitters in operation as a result of a bill built for the Government by General Electric Co., is scheduled to begin operation near Schenectady this week. Ten transmitters are being used on the West Coast, three of which are high power installations. One of these is 50 kw and is owned by General Electric. Two others, one 50 kw and one 10 kw, are owned by the Government and operated by Associated Broadcasters.

Premier Broadcast

WORLD PREMIER of Paramount picture The Navy Way, at the Great Lakes Naval Training Sta- tion with the cooperation of Ameri- can servicemen throughout the world. Opening ceremonies will be broadcast on Meet Your Navy, Blue Network program sponsored by Hall Bros. and transmitted abroad with Naval officers and film stars participating. Five regional network programs and ten local Chicago broadcasts will do the pro- motion.
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station
HERE are two new high-power triodes departing radically from “conventional” design. They are geared to the present need for higher frequencies and higher powers in r-f heating applications, and the coming need for even better performance in broadcast equipment. And once again — it’s an RCA development that starts a trend.

RCA-9C21 and 9C22 feature an ultra-modern mechanical structure of rugged design — a short structure utilizing an entrant metal header which shortens internal filament leads and provides an extremely short, heavy-current, low inductance path to the grid. As a result, excellent high-frequency performance is obtainable at full ratings up to 5 Mc, and at reduced ratings, as high as 25 Mc.

Addition to the RCA high-power family of these two new types means exceptional flexibility of equipment design both for industrial uses in the war effort now and for future broadcast needs.

RCA application engineers will be glad to assist you in applying these tubes to your problems. Data sheets on the 9C21 and 9C22 are available on request. Address RCA, Commercial Engineering Section, 594 South 5th Street, Harrison, New Jersey.