what's WOR got to do with sex?

Let's say you're a maker of men's clothing, cigarettes, or hair tonic. Or suppose you sell bustles for the ladies. Don't you think it would be quite important for you to know whether your WOR listeners are men and/or women? We're pretty certain that it would.

WOR is uniquely equipped to let you know exactly what kind of listeners it can deliver during the time your program is on the air. For Crossley, Inc., which prepares WOR's "Continuing Study of Radio Listening," has its personal interviewers check carefully on the age and sex of the thousands of listeners talked to month in and month out throughout the year.

For instance, here's a specific age and sex breakdown made for WOR by Crossley, Inc. on one Saturday evening show:

<table>
<thead>
<tr>
<th>MEN</th>
<th>AGES</th>
<th>WOMEN</th>
<th>AGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>16 to 35</td>
<td>6</td>
<td>16 to 35</td>
</tr>
<tr>
<td>5</td>
<td>36 to 55</td>
<td>6</td>
<td>36 to 55</td>
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<td></td>
<td>1</td>
<td>over 55</td>
</tr>
</tbody>
</table>

Buying time today can be as scientific and productively accurate as building a house, when you plan with the facts uncovered by WOR's exclusive "Continuing Study of Radio Listening." Let us help you make a greater per-penny profit on every penny you invest in New York radio. The number is PE 6-8600. Our address, 1440 Broadway, in New York.
In Town and Country...
Their Likes are Similar

People in the cities and towns of Midwest America are not much different from those on the farms. Because of their common background, the direct ties most of the city dwellers have with the farm, they think and react pretty much alike.

Consider this family: Bernard Marquart, farming near Milton Junction, Wisconsin, and his cousin, E. C. Marquart, science teacher in a Chicago high school. E. C. was born on a farm and spent his boyhood there. The city Marquarts spend their summer vacation with Bernard's family on the farm each year. This interest of city and town folks in farming is rather general—they have somewhat the same likes and habits.

Checking last year's purchases in classes of goods advertised on WLS, we found that 59% of the farming Marquarts' selections were brands advertised on WLS. In the city, 29% of the E. C. Marquarts' selections were WLS-advertised brands.

If you wish to sell both the city people and farm folks, WLS offers you direct contact that makes true our slogan: WLS Gets Results!
One hundred years ago the New England winter was so severe that Boston Harbor was completely frozen over to a depth of 12 inches. So that shipping could get in and out of the harbor, city officials and merchants recruited some 500 men with ice saws and other equipment, from all parts of New England, to cut a channel five miles long and 60 feet wide.

The most dramatic feature of this event was that the Cunard Line packet, Britannia, which had been icebound at its East Boston dock, was able to reach open water, sailing on February 3, 1844, for an ocean crossing. The event was commemorated in a contemporary engraving showing the Britannia shaping its course through the channel, with groups of people on the ice waving a bon voyage.

**WINTER OR SUMMER,** New England markets may seem to be frozen to those who do not realize that there are twenty-one important markets in this area and that each must be won by direct approach.

Lumping several markets together with long-shot appeals is the wrong way to create sales response. It will produce diminishing returns the farther you get from the starting base of the campaign.

The right way is to take advantage of the direct channel to each of these 21 markets — the only means of creating the mass impact necessary to stimulate dealer cooperation and volume turnover in each market.

The Yankee Network is the open channel to these markets. Its 21 locally accepted hometown stations provide direct channels to the individual markets. You can't miss if you use them. They offer the best, quickest way of breaking the ice to New England sales and the only network means of getting primary coverage of the 2,055,010 radio homes in this 21-station area.

Acceptance is THE YANKEE NETWORK'S Foundation

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Omaha has its St. Cecilia's

Omaha is a City of Fine Churches, Too

Omahans lead interesting, well-rounded lives. And, like any similar group of sound, stable people...they recognize the important part that religion plays in their everyday living.

The city's many fine churches stand as evidence that Omahans possess a deep religious consciousness...that they are generous in their support of religious institutions.

The Omaha market is rich and responsive. It can be sold most directly, and at lowest cost, through KOIL. Write today for availabilities.

A RICH MARKET
During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power...Sales Management.

Represented Nationally by Edward Petry Co., Inc.
TEN YEARS AGO
this wasn’t true!

There’s a thriving industry down in KWKH-land... livestock. Improved beef strains, increased local crop production, favorable climate with a long growing season... all have been factors in making this a region where quantities of pork, beef and dairy products undreamed of a decade ago are now being produced. This is only one of the region’s diversified industries. They all mean greater sales now... greater sales opportunities for the future.

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

CBS
50,000 WATTS

KWKH
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

REPRESENTED BY
THE BRANHAM CO.
Just as seven men fight as a team in a bomber, seven girls work as a team at a Sylvania Radio Tube assembly bench.

Thousands of fine precision radio tube parts are assembled into a finished product that must pass rigorous tests for ruggedness and sensitivity.

This is work that calls for the feminine touch, patience and sense of detail. Each girl "plays the position" on the team best suited to her ability.

Sylvania assembly teams compete with each other. But the champion in accuracy always takes precedence over the champion in speed.

This teamwork is just another example of how Sylvania maintains radio tube production at the highest standard of quality anywhere known.

You can sell Sylvania Radio Tubes with complete confidence.

Quality That Serves the War Shall Serve the Peace
THE ALFRED I. duPONT RADIO AWARDS
FOUNDATION HONORS
WMAZ, MACON, GA.

In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves.

Radio Station WMAZ
Macon, Georgia
has been presented a
Radio Station Award
of
One Thousand Dollars
for the year
1943
by
The Committee of Awards
of the
Alfred I. duPont
Radio Awards Foundation

Our congratulations to the other recipients of this honor:

Radio Station WLW
Raymond Gram Swing

WMAZ
MACON, GEORGIA

Represented by THE KATZ AGENCY

...FOR LOYAL, DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY IT SERVES.
EVERYBODY HEARS
A SONOVOX COMMERCIAL!

You remember the old Physics-class gag to the effect that a sound is not a sound unless there’s an ear to hear it. Just as truly, an advertisement is certainly not an advertisement unless there’s a mental impression.

Sonovox and radio make mental impressions even where there are strong outside distractions. A “talking and singing sound” is so unusual, so interruptive, that it gets over even against the most formidable competition. Witness the Lifebuoy talking foghorn, the Bromo-Seltzer talking train, the Quaker Oats “busy signal”!

Sonovox makes radio commercials more arrestive, more recognizable, more memorable, more effective—at a fractional increase in radio costs.

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

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

FREE & PETERS, INC., Exclusive National Representatives
Fate of Radio Legislation in Balance

Wheeler Version Of Bill Seen As Onerous

By SOL TAISHOFF

WHETHER there will be legislation to amend the Communications Act, emanating from the Senate Interstate Commerce Committee, at this session or next, is in the balance this last week, with a radically altered and stiffened version of the original White-Wheeler Bill (S-814) in the hands of Chairman Wheeler (D-Mont.) but with several proposed revisions awaiting consideration.

The bill, said to be in preliminary form, has not yet been considered by the full Committee in any way and the co-authors, Chairman Wheeler and Sen. White (R-Me.) evidently do not see eye-to-eye on many of its provisions.

Opposition to Bill

Forced to buck heavy Administration opposition, the NAB Legislative Committee, headed by Don S. Elias, WWNC Asheville, during the last several weeks has conferred a number of times with Chairman Wheeler, who previously had submitted his proposed revised version of the bill to Sen. White and to the NAB Committee. The Committee itself last week, at Sen. Wheeler's request, submitted proposed revisions to the Wheeler draft.

The Wheeler draft, which has not been made public, was regarded by those familiar with its contents as far more onerous than the present Act and one that would broaden rather than restrict the powers of the FCC. The measure was drafted in Sen. Wheeler's office purely as a working draft, rather than as a Committee product. Identified with the measure was Ed Craney, general manager of Z-Bar Network and confidant of Chairman Wheeler, who acted ex-officio as Committee secretary during hearings on the White-Wheeler Bill last November and December.

To date, consideration given the measure cannot be regarded as anything more than committee discussion. The full Senate Committee is not acquainted, so far as known, with the revised draft of the bill. The NAB recommendations likewise have not been made public. It was difficult to establish precisely what the Wheeler draft covers in its present form.

Sen. White, occupied by his activities as acting Minority Leader of the Senate, a post which he will hold for the remainder of the session, had not conferred as contemplated with Chairman Wheeler on the revised draft. He has held several sessions in the White House with two sessions with him. It was known he was not in sympathy with certain provisions inserted in the measure by Senator Wheeler.

While no official comment was forthcoming regarding the scope or nature of the revised version of the measure, it was known that in its preliminary form and prior to any changes which may have been made as a result of proposals subsequently advanced, it provided:

1. A five-man commission sepa- rated into two autonomous divisions of two men each, one for common carriers and the other for broadcasting, with the chairman of the Commission serving as chairman of both divisions.

2. A far-reaching definition of public interest and "fairness" which would guarantee all classes of opinion equal time and give to any individual attacked on the air by commentators the opportunity to answer over the same facilities on the same period.

3. Imposition of fines on stations for each infraction of the regulations, with a possible forfeiture of the preceding year's net revenue in cases of extreme violations.

4. A civic limitation of 50,000 w on station power.

These general provisions, if invoked, obviously would be more onerous than anything in the existing law. But throughout the conversations, it was emphasized that the draft was of a most preliminary character, and one of the first changes agreed to was the elimination of the proposed fine provision.

"Desist Order" Plan

The original White-Wheeler bill proposed a seven-man commission divided into two autonomous divisions of three men each and with the chairman serving only as executive officer. Chairman Fly of the FCC vigorously opposed the provision as making an "office boy" of the chairman. Later conversations centered around a rotating chairmanship annually—a provision which apparently was favored by Sen. White and which had substantial NAB Committee support.

In lieu of the fine provision, which was proposed by Chairman Fly as a penalty short of revocation, the suggestion has been advanced that a method of introducing "cease and desist" orders, paralleling those issued by the Federal Trade Commission in cases of false and misleading advertising, be adopted. This is believed to have received a favorable reception.

It was generally felt that a fine provision, such as that proposed by Chairman Fly permitting the Commission to fine stations $500 a day for each transgression, would be practically confiscatory and far more potent than the existing revocation procedure.

The "fairness" provision insists (Continued on page 44)

Elias Urges United Legislative Drive

Industry Should Avoid Internal Wrangling, He Declares

By DON S. ELIAS

Executive Director, WWNC Asheville Chairman, NAB Legislative Committee

THE NAB at this particular time has several pressing problems to solve. There is much that might be said for or against network membership in the NAB, but to my mind, that is one of our lesser problems at the moment. First and foremost is the grave question of whether we are much longer to have a privately operated industry.

I am opposed to chasing rabbits when we are on an elephant hunt. I for one decline to argue about network membership just now. The cooperation of the networks, as well as every other element of the industry, is needed for a united drive to accomplish the main objective—vitally necessary radio legislation.

At the moment new legislation is our No. 1 major objective. It seems to me we are in a favorable position to get it, if we will all unselfishly and sincerely in a spirit of fairness, endeavor to assist Congress in providing just and equitable legislation.

Within the last two weeks the NAB Legislative Committee has held several conferences with Senator Wheeler, chairman of the Interstate Commerce Committee of the Senate, and each time we have come away encouraged and hopeful for the future of private radio broadcast operation in this country. Senator Wheeler is well informed on the subject of radio broadcasting. He has given much time to the study of its problems and I am convinced is honestly and public-spiritedly trying to render a service to the people, to the Government and to an important industry by effectuating new legislation.

Senator White, co-author of the proposed legislation, has been largely occupied recently with his position of acting Minority Leader in the Senate. But we feel confident he and Senator Wheeler will soon try to coordinate their views on radio legislation. Undoubtedly Senator White's long study of radio problems will be invaluable in shaping radio legislation.

My suggestion is that all of us apply our time and talents right now to assisting in arriving at the right and correct answer, which should be the earnest desire of all of us. Let us reserve for a later date the luxury and pleasure of internal wrangling.

*Editor's Note: Lively interest in NAB organization has been manifest since the selection of J. Harold Ryan as president to take office April 16. Articles by Ed Craney, KGR Butte, and Les C. Johnson, WBBF Rock Island, in recent issues, have precipitated discussion. Broadcasters asked Mr. Elias, as chairman of the NAB Legislative Committee, for his comments, published herewith.

BROADCASTING • Broadcast Advertising

March 20, 1944 • Page 9

WASHINGTON, D. C., MARCH 20, 1944

$5.00 A YEAR—15¢ A COPY
Musicians’ Wage Boost Assured
In New Contract With Local 802

Retroactive Increases to Maximum of ‘Little Steel’ Code Granted at New York Key Outlets

INCREASES up to the maximum allowed by the “Little Steel” formula (15% over the Jan. 1, 1941, base) are granted musicians employed at New York key stations of the four nationwide networks under an agreement reached last week with Local 802 of the Federation of Musicians for a new three-year contract to succeed the one which expired Jan. 31.

As the previous contract gave increases at the time of execution and during the life of the contract, the new wage boosts are less than 15%. Staff men working five out of eight hours daily on sustaining programs are raised from $120 to $126.50 weekly (15% of their Jan. 1, 1941, pay of $110 a week). Men working four out of eight hours on commercial programs are raised $7.25 a week and those working five out of eight hours on commercials go up $16, from $150 to $166.

Increases Retroactive

Increases are retroactive to Aug. 1, 1943, under a cost-of-living clause in the previous contract which enabled the local to reopen the money question when the go

down, and the companies agreeing to grant them if warranted by rising living costs. Networks will also be empowered to ask for increased wages if living costs fall, with the proviso that in all wage schedules be reduced below the starting scale of the new contract.

Minimum number of staff men employed at each station remains the same as before, One man at WABC (CBS), WAF (NBC) and WJZ (Blue), and WOR (MBS). Union had asked WOR to increase its staff to a parity with the others. The union secures jurisdiction over all supervisory personnel of network music libraries, but not in the technical, clerical or auxiliary departments.

Rates for one-time engagements are raised from $15 for programs of one hour or less to $14 for programs of 30 minutes or less and $18 for programs of more than a half-hour but not to exceed one hour. Hourly rates remain the same, $6 an hour. Piece work rates for arrangers and copyists are increased by varying amounts from 25% to 100%. Both the one-time broadcast and the piece-work rate increases become effective April 1, 1944.

NABET Threat

Turntable operators are to be AFM members, effective June 1, 1944, with weekly salaries of $50 for the first year, $60 the second year and $70 the third year of the contracts, for a 40-hour, five-day week. Date is that immediately following the termination of contracts of NBC and Blue with National Assn. of Broadcast Engineers and Technicians, independent technicians union, whose members presently handle the turntables as part of their technical duties.

NABET, which also has a contract with WOR, has threatened to fight any attempt to turn the handling of turntables and recordings over to the musicians and has already demanded that in Chicago, where the recorded programs are handled by the engineers union under an exception in the NABET contract with NBC, that network restore these duties to NABET members. Union contends that the exception expired Jan. 31 with the termination of the former AFM contract.

CBS Problem

CBS technicians are members of the International Brotherhood of Electrical Workers, like AFM an affiliate of the American Federation of Labor, and it is understood that IBEW will not fight the allocation of record playing duties to musicians but will abide by a decision made some years ago by William Green, AFL president, giving the AFM jurisdiction over this field.

Time permitted for delayed broadcasts has been increased from the present 48 hours to a full week as the period which the union will permit to lapse between the original network broadcast and the delayed broadcast by recording. This seven-day interval provision will also be made a part of the contracts in Chicago and Hollywood to provide a standard practice on a nationwide basis.

A misunderstanding on this point resulted in a strike threat in Chicago last week, which was promptly lifted when the national union informed the music bureau of the general agreement terms.

Details of the New York contracts are now being worked out and it is expected that the documents will be ready for signature before the end of the month. Agreement has already been reached in Chicago and Hollywood [Broadcasting, March 6, 13].

Other stories on music situation on pages 12, 14 and 34.

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AT RECENT presentation of the duPont awards at New York's St. Regis Hotel were: Top (1 to r) Dr. Francis P. Gaines, president of Washington & Lee U., who made the presentations; William A. Schudt Jr., CBS station relations staff; Mrs. Jessie Ball duPont, donor, and Wilton E. Cobb, general manager of WMZM Macon, small station winner. Center, Dr. Gaines and Mrs. duPont; Mark Woods, president of the Blue, and Raymond Gram Swing, winning commentator. Bottom, R. E. Dunville, Vice-president of the Crosley Corp., Cincinnati, and assistant general manager of WLW Cincinnati, large station winner; Mrs. duPont.

Engineering Test

UTILITIES ENGINEERING Institute, Chicago (plastic research), on March 13 began sponsorship of Nothing But the Truth, featuring Alexander McQueen, a quarter-hour discussion of the uses and training in uses of plastics, Mondays through Fridays on WJJD Chicago. Campaign is a test agency: First United Broadcasters, Chicago.

Ivoryne Expands

GUM LABS, Clifton Heights, Pa. (Ivoryne chewing gum), expanded to 123 Blue Network stations, March 18, on its quarter-hour program, Hello Sweetheart, Saturdays. Featuring Nancy Martin, vocalist, the program began Dec. 18 on 25 Blue Network stations. Agency is McCann-Erickson, N. Y.

NBC Group Urges Legislative Action

Trammell's Views Are Upheld At Meeting in Chicago

RATIFICATION of radio's right to freedom paral- leling the freedoms of speech and press, was given last week when 60 representatives from 32 midwestern affiliated stations of NBC favored enactment of national legislation designed to secure that freedom. Their declaration followed sessions of NBC's Third Annual War Clinic, held in the Drake Hotel, Chicago, March 13-15, and was an affirmation of the stand taken by Niles Trammell, president of NBC, when he appeared before the Senate Interstate and Foreign Commerce Committee last December.

The station men presented their thesis in the form of a resolution addressed to Mr. Trammell, the text of which follows:

Whereas, in his testimony before the Interstate Commerce Committee of the U. S. Senate, President of NBC has enumerated the principles which should be incorporated in any legislation pertaining to broadcasting regulations in order to preserve the freedom of speech of the American in- stitution; Therefore, be it resolved by the station affiliates of NBC, that they hereby endorse the position taken by Mr. Trammell in his testimony and earnestly urge upon all broadcasters that they exert their best efforts to secure the enactment of legislation which will guar- antee freedom for radio comparable with the freedom of speech and the press which are provided for in the Bill of Rights.

The Chicago Clinic was one of five groups held by NBC. Other meetings have been held in New York, Atlanta and Dallas, and a fifth will be held in Los Angeles later in the month.

Mr. Trammell opened the con- ference with a luncheon address Monday. The remainder of the Clinic was devoted to meetings of representatives of stations and combinations of Broadcast- ing & Advisory Committee; speeches by network executives; conference on engineering problems; panels on television, FM and programs.

Among those in attendance at the Chicago Clinic were:

Gene Pulliam, WIRE; John Alexander, KGOY; BS Allen, WIBA; Stanley W. Barnett, WOOD; J. E. Bando, Funky V. Belis, and R. E. White, WENI; W. A. Johnson, Palmer and J. C. Mainland, WHO, W. O. Miller, WPTF; George M. Burchard, KSDK; Harry Burke, WQUI; R. E. Coley, WGL; M. G. Clements, KBSM; Howard Dahl, WBAL; Carl A. Delano, WTDM; Paul E. Fin- nis, Jr., and Morton Henkin, KREGO- KAYK; Leo C. Gitlin, WBBM; P. F. Kasten, WBBM; KFTH; Milton L. Greear; and WBBM; Herb Hol- lister, KANS; Stanley E. Hubbard, KSTP; George Hrovat, WDAY; Barany Lavins, WDAY; Clarence Leicht, WNIS; William E. Tamm, John J. Louis, KZAR; Howard Cham- berlain, WWJ; H. F. Oerke, WEON; Ed Schleglin, KFAM; F. E. Wallace, WWJ; Wilbert Wrose, KEBW.

CB&Q Zephyr Show

TO CELEBRATE the 10th anni- versary of its all-streamlined Zephyr, the Chicago, Burlington & Quincy Railroad, Chicago, has signed for a one-time shot on the full CB&Q Network, Monday, April 10, 11-45-12 noon. Agency is Reincke-Ellis-Younggreen & Finn Inc., Chicago.

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BROADCASTING • Broadcast Advertising
THE American Institute of Public Opinion—better known as the Gallup Poll—recently invited more than 2,000 voters of voting age to be so selected as to represent accurately all segments of American life, to tell what questions they would like to ask President Roosevelt. Leaving aside purely military subjects, the questions included:

"How will we avoid a depression after the war? Will there be jobs for all of us? How will we be able to find work? Will our wages be cut when peace comes? What is being done to make sure that people won't have to go on relief again?"

And many other questions of like nature. Gallup discovered the questions uppermost in people's minds. But Gallup could not give the answers.

Must Come From People

The positive, affirmative answers to these human questions must come from the people themselves, through their leaders in government, agriculture, labor and business management. These predominant groups, as well as the other social and economic groups in the United States, working in cooperation and harmony, must provide the answers.

As I said, the answers must come from the people themselves, for the American system is based on individual initiative and enterprise. Here is a system which has outproduced the enemy on the home front and which, once again, is demonstrating what American individual initiative means on the battlefront. This is the system to which Premier Stalin drank a toast when he said: "Without American production the United Nations could never have won the war."

Obviously, then, our postwar problem will not be one of production. It will be one of distribution. Only as people buy goods are people put to work growing farm products or turning out manufactured products.

"Since our American system is based on individual initiative, the responsibility for furnishing the fuel that will keep this production engine fully loaded necessarily falls upon business management. Specifically, it is the sales management group that must carry the burden. They alone really manage. They alone must develop a total demand for goods and services that will keep all the people who wish to work fully employed.

"They must find ways of getting merchandise from our farms and from our factories to the ultimate consumers at lower costs."

How to Sell

The sales managers must find more effective ways to show consumers how to use the products of our farms and factories to improve health, lighten the burden of our domestic and farm work, raise the standards of education, culture and bring material happiness and well-being to every home.

How can they—the sales managers—do this? Rather than try to answer that question myself, I have sought answers from a number of leaders in American life. One such leader is Paul Hoffman, president of Studebaker and Chairman of the Board of Trustees of the Committee for Economic Development. He came up via the sales manager's route. He is one of America's greatest sales managers. Here is what he has to say:

"The coming of peace will create a challenge to the sales executives of the United States. They must take on a large share of the responsibility of keeping our factories and our farms in abundant production through their sales activities.

"It is estimated that by the end of the next decade, the world's people will have accumulated individual savings of 100 billion dollars. That 100 billion dollars is static so long as it remains in the form of non-productive savings. It becomes a dynamic productive, giving Jobs to millions of people..."

"In the postwar period, the sales executives must assume the responsibility of reducing the cost of purchasing essential goods and services— as well as the postwar earning power of the people—into motion and thus into the hands of the American consumer.

"New and better weapons are playing a large part in defeating the enemy. Our postwar sales executives must also make use of this same ingenuity if they are to create the volume of consumer purchasing we need to keep our expanded production facilities in action. The most fantastic armament you have ever heard of means nothing if your fellow citizens do not buy and pay for it."

"When television is established as a nation-wide medium, it will enable sales executives to demonstrate their product simply and vividly in every home. Television makes it possible to project the most effective sales presentation directly into the intimacy of the family circle.

"In 1940, 40,000,000 people were gainfully employed. If the intelligent advertising man who has the national television system increases the demand for goods and services $10 billion, that television result will be to create, in terms of goods and services, 450,000 new jobs. I would not be the one to say that an increase of $10 billion in personal consumption could not be responsible, within a decade after it has been commercialized, for an increase of $100 billion in the demand for goods and services.

"This would mean potentially 4,000,000 new jobs that have been created as a result of the increased purchasing of goods and services brought about by television."

Video Contribution

Paul Hoffman is not in the television business. He doesn't stand, so far as I know, to make a penny out of television— except as he can use a television broadcasting system to help sell the products of his company. But Paul Hoffman has a larger interest than just the Studebaker Company. He has demonstrated during these years that he has been concerned with the efficiency and success of the American enterprise system. In his capacity as Chairman of the Committee for Economic Development, he has great faith in the contribution which television will make toward more effective distribution of goods and services, which in turn mean more prosperity and more jobs.

"Television is not alone in this belief. In discussing the subject of television, Ed O'Neil, president of the Screen Bureaus Assn., said: "For centuries the farmer has had to live an isolated life. Modern forces have been breaking this tradition down. First came the R.F.D. Then the telephone. Then the automobile. Then radio. All that's necessary to make the farmer as much a member of the commercial community as your next-door neighbor is television."

"Television will undoubtedly stimulate the desire of people everywhere for better foods, fancier farm products. Higher average farm income should prevail. If the farmer is in a position to share in this general increase in prosperity, he will continue to buy more goods, and those goods will contribute substantially to the increased economic, social and religious welfare of all concerned."
Network Record-Turner Agreements Attacked
By Cal Smith

SUDDEN decision to reopen the Senate committee inquiry into the American Federation of Musicians, because of its insistent money demands from radio on grounds of purported unemployment relief, was reached last week by Senator D. Worth Clark (D-Idaho), chairman of the Interstate Commerce subcommittee. Hearings have been care taker today (March 20) at 10:30 a.m. in the Senate Caucus Room.

While no formal statement was made by Senator Clark, he announced that Joseph E. Maddox, head of the Interlochen Music Camp, which was ruled off the Blue by the AFM czar two years ago because of amateur competition, will appear as the first witness. Dr. Maddox had asked to be heard when the committee began public hearings in January 1945, but the proceeding was postponed at that time when Mr. Petriello agreed to seek a settlement of the strike on recordings.

'Disastrous Effects'

Senator Clark also had before him a letter from Calvin J. Smith, president and general manager of KFAC Los Angeles and an NAB director, sharply attacking purported arrangements reached by the major networks with AFM on mandatory use of musicians as recorders. The letter was read into the record, with statements asked from the networks regarding the still pending negotiations with AFM on renewed obligations.

Mr. Smith, an independent operator, criticized the reported agreement of the networks as one that in his judgment “will have disastrous effects upon the broadcasting station operators throughout the entire United States.” If the networks could control the phonograph records and transcriptions with technicians and announcers not permitted to touch them, “a strike of musicians would automatically put the stations off the air,” he charged.

With the resumption of the hearings before the six-man subcommittee, Harold M. Bingham, Washington attorney and special counsel committee, will pick up where he left off more than a year ago on examination of witnesses and introduction of evidence. Mr. Petriello, flanked by Joseph A. Padway, AFM counsel, was on the stand two days, when he agreed to seek a settlement of the recording strike.

What effect the action of the tripartite panel of the War Labor Board, rejecting the Petriello unemployment relief philosophy on all counts [Broadcasting, March 13], will have upon the committee proceedings was not clear. Since the panel found that no unemployment exists among musicians, that two out of three AFM members are otherwise gainfully employed and that radio in no way has caused unemployment, it was thought the committee might decide to go all the way on the AFM controversy and present the issue. The platter-turner aspect, for example, focuses attention on this aspect, as does the Interlochen school ban.

When the NAB Legislative Committee met with Chairman Wheeler (D-Mont.) of the full Interstate Commerce Committee last Monday (March 13), he read the letter from Mr. Smith. He asked the representatives of the major networks—F. M. Russell, NBC vice-president, and Joseph H. Reams, CBS vice-president, who are Legislative Committee members—to advise him on the contractual negotiations with AFM and any commitments made. Shortly thereafter, (Continued on page 59)

FCC Asks Time to Prepare Testimony on Draft Deferment

Committee Ponders Selection of New Counsel as Several Phases of Inquiry Are Delayed

Hearings of the House Select Committee to Investigate the FCC wartime practices of “promptly putting to work” draftsmen, were abruptly postponed until Tuesday (March 21) to give the Commission time to prepare its rebuttal to charges leveled last year that it had "produced the exemption from military services of a large number of persons not entitled thereto".

Meanwhile the Committee held several executive sessions last week to interview candidates for the post of general counsel to succeed Eugene L. Garey, resigned. Although Chairman Lea (D-Cal.) left his office Thursday for the weekend and could not be reached, other Committee members said several attorneys were under consideration. At least two men prominent in the legislative field have rejected the post.

Harry S. Barger, chief investigator and himself an attorney, has been serving as acting general counsel. He will hold this position until a permanent counsel is selected.

Three Subjects

Postponement of the hearings for a week came late Tuesday following a Committee meeting which Rep. Hart (D-N.J.) is understood to have insisted that Chairman Fly confine his testimony to rebuttal as outlined March 7 by the Committee chairman in open hearing. Mr. Hart said that Mr. Fly had read into the record statements that had no bearing on the investigation.

Three subjects were to be postponed until the Committee employs general counsel. They include: (1) a "made work" aspect of the Foreign Broadcast Intelligence Service and the sale in 1940 of WMCA New York. Proceedings on that by the Committee embraced the allegations of violations of the law by foreign governments; (2) a general "gossip" activities of the Commission with reference to foreign-language broadcasters.

Following his testimony last Tuesday on Pearl Harbor and finger-tipping test runs, Chairman Lea told the Committee that he was prepared to go ahead with the Interdepartment Radio Advisory Committee, Rep. Magnuson (D-Wash.) in behalf of the Navy. If the Navy was absent, interposed an objection, declaring that the Committee had agreed to take up draft deferments and the foreign language charges.

When Chairman Lea said Mr. Fly could be ready to proceed with rebuttal to the draft deferment charges, the FCC chairman said: "I have two observations to make on that: (1) it deals almost exclusively with the subject of RFD and FBIS; and (2) I think when you do come to that it would be well for the chairman of our agency committee might present the testimony on that point, because he is much more familiar with the subject. This is the Commissioner Case. First I raise the question of whether you want to go into the consideration of personnel of those two divisions, testimony concerning which is excluded by your ruling; and, if you do, I think the agency committee should present the evidence."

Off-the-record discussion of Mr. Fly was instructed to be prepared to present the Commission’s side of the draft deferment charges Wednesday morning. Following conferences of Charles R. Denny, Jr., FCC general counsel, with Mr. Barger and his assistant, Harvey Walker, attorney-investigator, it was announced at Chairman Lea’s office that the hearings were postponed a week to give the Commission time to prepare its case.

Norman E. Jorgenson, assistant to Chairman Lea, said that Mr. Fly asked postponement was requested (1) to permit the Commission’s law department to prepare a case and (2) because the Commission felt that since those deferred were employed in the FBIS, the defense story should follow the Commission’s presentation of the intelligence divisions.

In a written statement, which Mr. Fly placed in the record without reading, the FCC chairman told how the Commission went about getting fingerprints on a "voluntary" basis from the country operators. He said lists of all Nisei amateur station licensees in Hawaii and elsewhere were furnished the FBI through 1941 and that “information as to the licensees issued in Hawaii had been given the military since 1935."

Some Aliens Found

“About 1,000 of the communications company employees were found to be aliens and lists of these were furnished the War, Navy, State, Treasury and Justice Departments,” the statement said. Mr. Fly pointed out that of some 350,000 operators “a handful were determined to have been aliens owing allegiance to the Axis countries.”

Referring to Mr. Garey, the statement said: “Committee counsel of Mr. Fly pointed to an event in the Navy Department with a red brush by alleging that the authority was not exercised after Germany attacked Russia and, entirely inconsistent, led the Commission to believe the Navy was responsible for the Navy’s alleged stopping of this work because the prints were not turned over to the Navy.”

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Also placed in the record by the FCC chairman were 41 letters, most of which were in the FCC and Dept. of Justice on the fingerprint controversy. Of the 41, the record already contained 34, placed there by Mr. Garey.

Mr. Fly also placed in the record a statement in which he denied charges that he had blocked wiretapping legislation.

When Chairman Fly resumed the stand, last Tuesday, he corrected his testimony of the week before to show the effect that Reuters was given preferential treatment over American press associations for dispatches between the same points.

“My previous testimony in regard (Continued on page 48)
Here's a honey of a coverage story.

18,714 people sent 4¼ million dollars to WHO to buy investment securities. Returns came in from 44 states, 2 territories and 2 United States dependencies.

The average of all sales was $226.72. Time of broadcasts was 10:30 to 10:45 P.M., four nights per week. Late evening periods are very successful on a 1-A Clear Channel 50 kw station.

These same securities were readily available over-the-counter at every bank and post office and many other places in every community in the USA. But 18,714 people in 2,014 cities and towns took the trouble to write a letter and a check (or secured a money order) and mail it to us. An indication of confidence in our reliability in handling important money, plus loyalty to good old WHO.

About 55 percent of these orders came from towns outside of Iowa. This is the plus coverage of Iowa Plus.

We have purposely refrained from mentioning the name of these securities to avoid the appearance of bragging about our part in the war effort. We're not—this is a mail-order success story.

However, you'll be interested to know—the securities were Series E War Bonds.
Petrillo Plans Court Fight on WLB Rule

Will Ask Further Hearings Before Full Board

By JACK LEVY

DEVELOPMENTS last week following the recommendation of the War Labor Board tripartite panel that the American Federation of Musicians end their strike against the transcription and recording subsidiaries came thick and fast as both sides in the controversy prepared for the next round in the battle—the determination of the full Board to approve, reject or hold further hearings before acting on the panel report.

Results of Findings

Outstanding results of the drastic anti-Petrillo findings of the panel were:

1. James C. Petrillo, AFM president, asserted he would take the case to the Supreme Court should the Board sustain the panel's recommendations.

2. Joseph A. Padway, AFM counsel, challenged the Board's jurisdiction in the dispute and announced he would ask for further hearings before the full Board.

3. C. Lloyd Egner, vice-president in charge of NBC Radio Recording Division, Robert P. Myers Jr., RCA attorney, and Ralph Colin, Columbia Recording Corp. counsel, in Washington to prepare joint comments on the report in the 10 days allotted by the Board for filing briefs.

4. Standard Radio, one of the transcription firms which withdrew as an active participant in the dispute with AFM, added its statement that it is supporting RCA, Columbia and NBC and that its present contract with AFM will be nullified if the Board upholds the panel recommendations.

5. Sen. D. Worth Clark (D-Ia.), chairman of the Senate subcommittee which held hearings last year on the AFM, reopened the inquiry to permit further testimony. (See p. 12.)

6. Newspapers were practically unanimous in praising the action of the WLB panel. The tone of many editorials was that Petrillo had at last been stopped but that Congress should be prepared to prevent the AFM from renewing its demands after the war. (See page 34.)

7. Other transcription companies which made contracts with AFM reserved the right to negotiate new agreements pending the outcome of the WLB action.

Mr. Petrillo expressed the opinion that the full WLB would not accept the panel's recommendations, but regardless of its action he is determined to carry the fight to the finish. It will take a decision of the Supreme Court, a vote by the AFM at its annual convention, or an order by President Roosevelt to cause him to return the musicians to work, he said.

"Recordings Plentiful"—Petrillo

"This fight started long before there was a War Labor Board or a Smith-Connolly Act", he declared.

The fight does not involve a war industry and recordings are plentiful. Had we known there was going to be a War Labor Board, we probably would not have started this fight until after the war."

The AFM president blamed the RCA and CBS recording subsidiaries, as well as the WLB, for the present plight of the union. He declared that the two companies have been using the WLB as a "club" and that they have signed along with the other transcription companies long ago if there were no WLB.

"Where does it make sense for the men to go back to work for two companies when 59 companies have agreed to our demands?" he asked. Recalling that in the case of four transcription firms the panel expressed approval of a contract providing for direct-payment to the union, he added: "How can the same panel express its approval of men going back to work with a contract and then ask us to go back to work without a contract?"

Padway Disagrees

Mr. Padway, while asserting his complete disagreement with the recommendations of the panel and his readiness to argue the case before the full Board, claimed that the panel report vindicated the position of the union and constituted an AFM victory. The report, he said, "sustains our fight, sustains our morality, and shows that our position was consistent with social policy. It virtually accuses the employers of sophistry in their arguments against us."

Reiterating his previous assertions that the Board has no jurisdiction in the AFM dispute, which the panel held otherwise, Mr. Padway contended that the panel's recommendations have no foundation in law. He announced that he will file a brief with the Board by Tuesday asking that he be given an opportunity to present arguments.

Counsel for the RCA, NBC and Columbia recording companies, on the other hand, expressed satisfaction with the panel recommendations and stated they will not ask for hearings. However, they planned to file comments with the Board on the panel report. A joint statement issued by Mr. Myers, counsel for RCA Victor Division of RCA and Radio Recording Division of NBC, and Mr. Colin, counsel for Columbia Recording, set forth their position as follows:

Industry Satisfied

"We are gratified that so lengthy and complete a hearing of the parties and so thorough a consideration of the issues the Panel of the WLB has recommended that the WLB itself issue an order directing the musicians union to terminate its strike against the recording and transcription companies to the end that the conditions prevailing on July 31, 1942 be restored."

"At this stage of the proceeding the Panel's opinion is, as stated, merely a recommendation to the WLB. We look forward to an early and ultimate determination of the question by the Board. We feel confident that the position which the companies have maintained throughout the proceeding is sound and hope that the Panel's recommendation's will be accepted and that the back-to-work order will be issued. Until that final decision is rendered by the WLB and while the matter is still under consideration we desire to make no further comment."

Meanwhile, Standard Radio, Decca and other companies which withdrew from the proceedings before the panel defended their actions in signing contracts with the AFM on the ground that they were in no position to continue opposition.

Standard Hails Action

M. M. Blink of Standard, in a bulletin sent to all stations following the news of the panel's action, declared:

"Although we withdrew from the proceedings last October and made a deal with Petrillo's union, the reason for such action is known to all of you. Our staunch sympathies and moral support has remained with RCA, Columbia Recording and NBC and we rejoice with the industry in this first clear-cut token of ultimate victory."

"Had our interests been as varied and involved (for instance RCA deals with nearly 60 different unions), we too would have continued as active participants in the fight rather than as a sideline cheering section."

"We hope the hearings to follow before the full WLB will be brief and expeditiously handled and a decision given to the companies who have certainly taken the right on their side. You doubtless realize that if the WLB upholds the recommendation of the Panel, our own present deal with the AFM will be nullified."

Decca Seeks No Advantage

Milton Diamond, attorney for Decca, RCA Victor, CRC and NBC Radio Recording negotiate contracts with more favorable terms as the result of the panel recommendations, Decca would seek no advantage for the same terms for itself and World Broadcasting System. But, he added, if the others can get a Government directive ordering the union members back to work on the old basis, Decca would not seek to take advantage of that situation.

A. Wally Socolow, attorney who represented the joint action of the seven transcription companies against the union ban on recordings, said that in all probability all companies may, if they desire, receive the terms which are given to NBC, CRC and RCA. He pointed out that if WLB acts in accordance with the panel recommendations there will still be terms to be negotiated by these companies and the union before any contract is signed and that such terms would then be available to all companies who signed the "four-company" contract with AFM.

In Recognition of their ten years of service with Associated Broadcasters, operators of KSFO San Francisco, Royal V. (Doc) Howard (left) and Blenda Newlin, secretary to Vice-President and General Manager Lincoln Dellar (right), were presented with a brief case and wrist watch, respectively, by W. I. Dunn, president of Associated Broadcasters.
Nobody Cared?

That's what the big wartime swing-shifters thought about radio in Baltimore. But somebody at W-I-T-H came up with a honey of an idea. A big league show from midnight to dawn! They called it “The Night Owl Club” and it caught on like a drowning man reaching for that straw. News, music and fast-moving, live entertainment. None of that plain platter stuff. Folks are joining “The Night Owl Club” by the hundreds every day. That's the kind of programming that enables W-I-T-H to come up time after time 24 hours a day with the lowest-cost-per-dollar-spent. Want to hear more about the “Night Owls”?

**WITH**

THE PEOPLE'S VOICE IN BALTIMORE

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

TOM TINSLEY, President

Represented Nationally by Headley-Reed
Dies Accepts Jergens Offer of Time

Committee Subpenas All Winchell Recordings And Scripts

By BILL BAILEY

REP. MARTIN DIES (D-Tex.), chairman of the House Special Committee to Investigate un-American Activities, has accepted a telegraphic offer of the Blue Network Co. and the Andrew Jergens Co., Clifton, N. J., for Winchell, to reply to Mr. Winchell in the 9:15-30 spot Sunday, March 26, he announced Friday afternoon.

Following a meeting of network officials in New York last Friday afternoon, attended by Kenneth H. Berkeley, Blue Washington director and general manager of WMAL, and officials of Lennen & Mitchell, agency handling the Jergens ac-
count, Mark Woods, Blue president, and Philip W. Lennen, president of the agency, wired Rep. Dies the offer.

Warning by Dies

The Friday conference of network officials for the first time lowered a telegram from Rep. Dies warning that unless the Blue Net-
took “appropriate action” with reference to Mr. Winchell, “the Committee and majority of American people will be forced to conclude that you approve and condone the broadcast of false statements.”

“I am very happy to accept the kind offer of the Blue Network and the Andrew Jergens Company,” Rep. Dies told BROADCASTING.

George V. Denny Jr., president of Town Hall and moderator of Town Meeting of the Air on the Blue, telegraphed both Mr. Win-
chell and Rep. Dies, asking them to appear on the program March 30 to debate the question: “How Far Should Freedom of Speech on the Air Go?” Congressmen Dies said he couldn’t give an answer to Mr. Denny “because I want to get straightened out on this Winchell problem first.”

Prior to the meeting of the Blue officials Friday afternoon Mr. Woods was served with a duces tecum subpoena by the Dies Committee to produce “forthwith” all scripts and recordings of Mr. Win-
chell’s broadcasts for the last two years, according to Robert E. Stripling, Committee general counsel. In his telegram to Chairman Dies, Mr. Woods said: “We are presently preparing scripts and recordings of past broadcasts which your Committee desires and will be pleased to cooperate completely with the Committee in its inquiry.”

Rep. Dies said a thorough analy-
sis of the scripts would be made and that the Committee would submit them to some selected officials and employees of the Blue Network, the Jergens Co. and Len-
en & Mitchell. He also hinted that the Committee would subpoena “documentary evidence” other than the Winchell scripts and recordings. Rep. Dies on the floor of the House last Thursday continued his criticism of Mr. Winchell, the Andrew Blue Network, which began March 9 when he aired his request for time to reply to Mr. Winchell and read into the Congressional Record a letter from Mr. Woods. Last week he charged Mr. Winchell with “de-
liberately and knowingly spreading falsehoods over the airways, and quoted a dispatch from Miami Beach in which the Blue commenta-
tor was quoted as saying: “Dies is a kind of a man who does not like any kind of criticism. Some time ago he asked Drew Pearson to please ask Winchell to lay off when I told Pearson to tell him to go hell I ex-
plicitly told you to use a Congressional Record to even matters.”

“This false statement of Mr. Winchell demonstrates conclusively to me that he is not interested in accurate journalism and any further attempt to convince him of the falsity of the state-
ments he uses over the air would be futile,” the Committee chair-
man added Mr. Woods.

“I have never questioned the right of any commentator to criti-
cize me as much as he pleases,” Mr. Dies continued. “I have only insisted that false and misleading statements should not be used over the airways for purposes of insidious propaganda. Without jus-
tification or the semblance of truth Mr. Winchell has deliberately used false statements about me and the Committee time and again. He has shown that he is unwilling to be convinced of the truth or even aff-
ord me an opportunity to show him the facts.

“The issue is, therefore, square-
ly up to your broadcasting com-
pany. If you fail to take appropria-
te action the Congress and the great majority of American people will be forced to conclude that you approve or condone this sort of thing.”

Opposes Government Control

Mr. Dies said last week that many members of the House had volunteered support to legislation which would give persons about whom commentators broadcast “false statements” equal time on the commentator’s program to re-
ply. “Such legislation would re-
quire that the FCC decide when a person is entitled to answer false state-
ments and that would border on Government control of radio,” he asserted. “I am not in favor of Government control, but I feel that if radio doesn’t straighten out fellows like Winchell and insist that they either report facts or give an opportunity to those in pos-
session of the facts to be heard, there will be legislation.”

In his floor speech Thursday Rep.
Dies charged that Mr. Winchell was “imitating the dangerous ten-
da of Homberg, Fasci and other forms of totalitarianism” by “setting class against class, group against group and race against race”. He told his colleagues he had received thousands of letters from persons “anxious to appear before the Committee and give con-
crete truth to deliberate falsehoods Winchell has made over the radio”.


FOLLOWING are texts of tele-
grams sent Friday to Rep. Martin Dies (D-Tex.), chairman of the House Special Committee to Investi-
gate un-American Activities by Mark Woods, president of the Blue Network, and Philip W. Lennen, president of Lennen & Mitchell, agency handling the Andrew Jergens Co. account:

In response to your request by wire today that the Blue Network al-
lready schedule Mr. Winchell for the same agreeable date so that you may use the same facilities and reach the public as the same stations and stations as Mr. Winchell enjoys.

This time will be made available to you at your convenience this Sunday, March 15, or Saturday, March 21, whichever you prefer. During Mr. Winchell’s broadcast, there will be no announcement that an address by you will be made. We would appreciate your advising us at your earliest convenience which Sunday will be more convenient for you.

PHILLIP W. LENNEN,
President, Lennen & Mitchell.

Leasing of WOW Cancelled by Court

Lower Tribunal Is Reversed

In Nebraska Decision

CANCELLATION of the 15-year “open end” lease of WOW Omaha from the Woodmen of the World Insurance Society to a new cor-
poration headed by John J. Gillin Jr., in effect more than a year, was ordered March 10 by the Nebraska Supreme Court in a 4-3 opinion re-
versing the District Court.

The court ruled that the lease be vacated and set aside, and that the station be returned to Woodmen of the World.

Mr. Gillin promptly announced plans to seek a new broadcasting license from the highest tribunal. Former general man-
ager of WOW under Woodmen ownership, Mr. Gillin is president and principal stockholder of WOW Inc., the new licensee.

The 15-year lease arrangement, which attracted wide attention in radio circles and has been emulated in part in other proposed deals, involved payments of approxi-
ately $8,100 a month to Woodmen for the first three years and $5,600 monthly for the remaining 12 years.

Terms Inadequate

Action against the lease was in-
stituted in the Douglas County District Court by Mrs. A. W. Johnson, Woodmen member. He had asked that the lease be declared illegal and void and that it be cancelled, with Woodmen enjoined from transferring the property to the new company. The court held that the lease did not protect the Society and that its terms were “grossly inadequate.”

The court declared:

“it is therefore ordered that the lease to the station, the lease to the space occupied by the station and the transfer of the license to the station be vacated and set aside.

“it is further ordered that the $25,000 of accounts turned over by the Society to lessee be re-
turned; that the amount of difference be had of the operation of the station by lessee since it took possession thereof on Jan. 14, 1943, and the profit, less operating expenses, be returned to the Society; that the license to operate the station be returned and that lessee is directed to do all things necessary for that purpose; that generally every-	hing be done to return the parties to their original position prior to the entering into the leases; that this proceeding shall be taxed to the defendants except the Woodmen of the World Life Insurance Society; that all ex-
" (Continued on Page 58)
People, Production, Purchasing Power

Judged by these basic factors—people, ability to produce, and purchasing power—no other major market in America holds greater promise of post-war prosperity than does Detroit. Detroit was the Country's fourth largest market before the war. Now its potentialities have been tremendously enlarged by a vast expansion of production facilities to meet the demands for armament, by the influx of MORE THAN A QUARTER-MILLION people, and by the highest earnings and greatest savings in history. Note the following facts:

FACTORY EARNINGS: Average weekly earnings of Detroit hourly paid factory workers were $63.05 in January, 1944, according to the Michigan Department of Labor and Industry.

PRODUCTION: The value of Detroit's industrial output, mostly war materials, for 1943 was estimated at more than $10,000,000,000.

FAMILY INCOME: The average factory worker's family income (more than one person working) is estimated at $109.85 weekly, more than twice as high as in 1940.

BANK SAVINGS: Bank savings deposits in Detroit totaled $471,061,000 in October, 1943—showing an increase of 94% over December, 1937.
Washington News Bureau Established By West Va. Not With Henle in Charge

ESTABLISHMENT of a Washington news bureau under supervision of Ray Henle, veteran Washington correspondent and radio commentator, was announced last week by Howard L. Chernoff, vice-president and managing director of the West Virginia Petroleum Products Co. Mrs. Malvina Stefan- phon, Washington newspaperwoman, will serve on the bureau's staff, and other appointments will be made as personnel comes available and news coverage can be expanded, Mr. Chernoff said.

Describing the development as "a significant one in distinctive radio news coverage," Mr. Chernoff said the bureau will give the re-}

Mr. Henle Miss Stephenson

ional network's listeners "larger and more intimate contacts in Washington news in which West Virginia is primarily interested." The bureau has been under consideration for some months by Capt. John A. Kennedy, network president now in the Navy, and Mr. (NPR) in charge of the Navy's radio.-

Mr. Chernoff also announced that the network is sending Sam Molen, its sports commentator, on a tour in the West. Mr. Molen will be accompanied by an engineer with portable recording equipment to transcribe interviews.

WELLS TO DIRECT OIL SAVING DRIVE

W. W. WELLS, editor of the sports schedule and record pamphlets of Grantland Rice, sports commentator and syndicated columnist has been named secretary of the product conservation committee of the Petroleum Industry War Council, New York. He is directing a petroleum-saving public relations campaign which will break around the first of April.

McCann-Erickson, New York, has been appointed to prepare promotional and advertising material, to be incorporated into the radio and space copy of petroleum advertisers. Material is scheduled for release the week of April 27. Judging from previous experience, radio advertisers will cooperate 100% in furthering the drive on their radio programs, according to Mr. Wells. The council itself will not buy time or space. Campaign ties in with the Gasoline Conservation information program of the office of War Information.

ASA STANDARDS

AMERICAN STANDARDS ASSN. has completed a standard for fixed ceramic-electric capacitors of temperature compensating types. These capacitors are of utmost interest to military radio as they help to keep tuning frequency constant in changing temperature conditions, and also correct a range of temperature variation. This is in conjunction with the society's work on standards for military radio carried out by request of the War Production Board.

KOAI Denver Cited by GE For Transmitter Record

ENGINEERING department of KOAI Denver has been cited by the General Electric Co. for championing the highest top floor of its brand new station in February, 1925, the network's warehouse in Chicago.

KOAI was "off the air" because of the machinery difficulties only 42 seconds. For outstanding performance, a championship plaque will be presented to Robert H. Owen, KOAI chief engineer; C. A. Perezine, control engineer, and Roy D. Carrier, station engineer at special ceremonies.

Invasion Preview

DRAMATIZING the Navy's need for increased production of land- and sea-based warplanes was the broadcast on day March 15, 6:15-6:40 p.m. Representatives of NBC, Mutual, the press, Navy, and the Navy Department took the overnight trip on one of the first of the specially designed planes. Lieutenant William J. Church, former commanding officer of the Navy's Air Division's branch, arranged the actual flight. William R. McAndrews acting news director of NBC Washington, produced the broadcast for NBC.

WIND Main Studio Sought in Chicago

Operational Advantages Are Claimed in Gary Shift

AS A SEQUEL to the transaction for the Marshall House Corp., department store and newspaper owner, of WJJD Chicago for $750,000, subject to FCC approval. [BROADCASTING, March 6, WIND Gary, Ind., filed last week with the FCC an application to change the location of its main studios from Gary to Chicago. The move eliminates the need for the FCC's multi-ownership.

Disadvantages

WIND "has maintained offices and studios in Chicago and Gary for the past five years", the application states. "Gary is part of the Chicago metropolitan area, and as such, it's coverage includes the entire metropolitan area." The object of the move "is to accomplish certain reductions of person nel and economies of operation and distribution."

The competitive disadvantages regarding listener interest was explaining as arising from the fact that other stations in the area identify themselves as having main studios in Chicago. It was also felt that WIND must maintain its Gary studios, but with the majority of programs originating from Chicago.

Ralph L. Atlas, WIND manager, is president and treasurer of John son-Kernegis Equity Corp., license owner of WIND, and is also president of WJJD.

The main studio transfer, it was explained, would not in no wise affect the signal of WIND, since the transmitter location would not be changed.

The wind facilities were formerly those of WIBO Chicago, which lost its license a dozen years ago under the "电台 Amendment because Indiana at that time was under quota in radio facilities, while Illinois was over quota. The case was carried to the Supreme Court which sustained the judgment of the former Federal Radio Commission. Afterward, however, the Davis Amendment was repealed.

Home Appliances Signs

BENDIX HOME APPLIANCES Corp., South Bend, Ind., has named Ruthroff & Ryan, Chicago, as agency. Tentative radio plans are to be announced later.

BENDIX HOME APPLIANCES Corp., South Bend, Ind., has named Ruthroff & Ryan, Chicago, as agency. Tentative radio plans are to be announced later.

J. MANNING JONES, executive vice-president of the General Motors Corp., has been named to the newly created post of chairman of the board of directors of General Motors Acceptance Corp., a new affiliate of the GM unit. Mr. Jones will continue as president of the GM unit. W. W. Grass, executive vice-president of the GM Acceptance Corp., will be named to the post of president of the new GM unit, succeeding Mr. Jones, who has been named to the board of directors of the GM Acceptance Corp.

JOHN N. BENTLEY, president of the National Broadcasting Co., has been named to the newly created post of chairman of the board of directors of the National Broadcasting Co. Mr. Bentley will continue as president of the NBC unit.

JOSEPH M. HART, president of the NBC unit, will be named to the post of president of the National Broadcasting Co. Mr. Hart will continue as president of the NBC unit.

JOSEPH M. HART, president of the NBC unit, has been named to the newly created post of chairman of the board of directors of the NBC unit.

WILSON TO AIR

WILSON & CO., Los Angeles (B.V. meat flavoring), in a 30-day Pacific Coast campaign which started March 1, is using participating in the network's syndicated programs on KIRO KOMO KGW KRN KLX KSFD KFWB, with spot announcements: "KERO, Agency is Davis & Beach Adv., Los Angeles.

AGENCY UNIT

DONAHUE & COE, New York, has ex- panded its operations as the department to handle creative production for its clients. The firm includes the firm's own advertising department, which receives revenue from film accounts, which include Metro-Goldwyn-Mayer, Warner Bros., first Capital Films and Republic Pictures. A Carl Rigid, who has been in charge of radio production of RKO Pictures, New York, joins the new unit next week. March 18. No replacement has been named at RKO.
**Post-War Markets Are Analyzed by Hauser**

Census Executive Sees Population Movements

WAR TIME population shifts point to geographic changes in the American market and suggest the need for modification of marketing practices, according to a survey of post-war prospects of metropolitan areas by Dr. Philip M. Hauser, assistant director of the Bureau of the Census, Dept. of Commerce.

Observing changes in civilian population between April 1, 1940 and March 1, 1943 varying from a gain of 278,000 in the San Francisco-Oakland-Santa Clara, Calif. area, to a loss of 53,000 in the New York City-Northeastern New Jersey area, Dr. Hauser compared these changes to pre-war trends to determine the probability in individual areas retaining shifts in population.

Four Types of Counties

His analysis resulted in the identification of four classes of metropolitan counties as follows:

- **Class A Areas**—Those which had grown at a relatively rapid rate since the onset of the war and which in light of previously observed rapid growth were adjudged as likely to retain their population increases.

- **Class B Areas**—Those which grew rapidly during the war but whose increase, in view of previous small rate of growth, may be regarded as transient unless special effort is made to hold wartime gains.

- **Class C Areas**—Those which have lost population or have grown very little since 1940 but which in view of previous rapid growth may "come back" in the post-war period.

- **Class D Areas**—Those which have lost or gained little population since 1940 and which, in view of previous low rate of growth or decline, cannot be expected to grow rapidly or even to recoup wartime losses in the post-war period.

Dr. Hauser finds that areas which have experienced the most rapid wartime growth are probably areas in which employment is disproportionately concentrated in war production, as compared with civilian output and in manufacturing, as compared with service industries. Expanding civilian enterprises after the war will absorb many war workers and thus insures against loss of "wartime" population increments.

"To the extent that areas with rapid wartime growth are more likely to have disproportionately few persons in service industries and in the production of civilian supplies," he declared, "they contain automatic insurance against complete loss of their wartime population increments in the period of post-war adjustments."

Pointing out that the shifts in population since the war may well influence determinations of sales quotas, advertising allocations and related operations, Dr. Hauser suggested that changes in marketing practices which are effected as a result of these shifts "should be made first, with some attention to the post-war prospects of rapidly changing areas, and second, with the realization that geographic population shifts are not the only, or even the dominant, consideration in the evaluation of a market."

**Pre-War Patterns**

Commenting on the geographical shifts disclosed by the survey, Dr. Hauser found that wartime population growth generally has been more rapid in the South and in the West than in the North and that this growth has apparently followed pre-war patterns of regional development.

"It would be unwise, however," Dr. Hauser cautioned, "to interpret the failure of northern areas to achieve rapid wartime growth or the prediction that these areas will experience post-war population stability or decline as meaning that the northern market will no longer be important. On the contrary, it is safe to assume that northern markets will continue to have great purchasing power, the full potentialities of which will merit careful cultivation, even though at the same time it is recognized that market expansion is more likely to occur in the south and west."

**Post-War Growth Trends**

"Experience gained therefrom may have nationwide applicability more quickly than many realize, and may lead to a better understanding of the fact that a stable or declining population, a locality or in the nation as a whole, need not necessarily result in a decline in either production or distribution."

Herewith is presented Dr. Hauser's classification of 137 metropolitan counties, showing prospects for post-war population:

<table>
<thead>
<tr>
<th>Class A Metropolitan Counties</th>
<th>Class A-1 areas: Those which have grown most rapidly since 1940 and in the preceding period and which are, therefore, on the basis of past growth alone, adjudged to have superior prospects of retaining wartime growth.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actively growing counties (DeKalb and Fulton Co. Ga., Atlanta, Ga.; Wayne Co., Mich.; and Oakland Co., Mich.) which have been in the forefront of wartime growth.</td>
</tr>
</tbody>
</table>

**Audience Acceptability in a War Center**

(WCSC has 50% or more of the Charleston audience in 10 of the 14 hours surveyed by Hoeper for Fall 1943.)

But the real story is our Post-War Market.
Giveaway Pros and Cons: Mostly Pros

Arguments on Behalf of Programs Are Stated by Industry Figures

FIRE AND brimstone continued to erupt last week over money giveaway programs in the all-out debate over the propriety of such features and their legitimacy as audience-building devices.

Spontaneous replies to the article by C. E. Hooper, published in the March 6 Broadcasting, supplementing those published in the March 19 issue, are in the battle. Those who predominantly favored the Hooper position on money programs per se, the bulk of the new comments take a somewhat contrary view. It has been Broadcasting's purpose to present both sides of the issue fully. Broadcasting initially raised the question of money programs in its Feb. 23 issue, taking that position that they tended to build audience artificially. This brought the Hooper rejoinder and the ensuing comments, pro and con.

Broadcasting's interest lies in building sound radio. Small and large station operators, independents and networks, have all participated in money program ventures. As some have pointed out, many national network programs involve money giveaways based largely on the quiz formula.

There has been more than an inkling in official quarters that out-and-out giveaway programs are looked upon with some skepticism as possibly being for worse. Among other things, the involved, a hair-line legal question is raised, it is pointed out. Even if such programs are legal, a serious question arises as to whether it is good radio and sound building.

Broadcasting's position is the conclusion and presents all sides without seeking to grief anyone's ars and without meaning to infer, in its publication of the Hooper article, that it supports his position. Broadcasting does agree with Hooper on the basic question of out-and-out money giveaways, but does not concur in his views on FM vs. AM or his means of solving the problem unless the basis of his measurement of radio listening is broadened as urged by many broadcasters and agencies.

In view of paper rationing, with this issue Broadcasting hopes to conclude the pro and con debate. It will, however, report developments as they occur and project its views editorially.

Editor: Broadcasting:

In your March 6 issue, you carried an article "Clean Out the Funny Money Programs," by C. E. Hooper. While Mr. Hooper's article on funny money programs has merit, I take exception with his thought on FM.

Let's correlate," says Mr. Hooper, "the whole question of the factors. If FM represents a technological improvement, let the station's dispatch be the same with programs being transmitted. AM. Let the radio service be given as a bonus coverage until such time as more listeners tune the FM that day arrives AM can be the bonus service until it no longer remains a service.

What kind of double talk is this? By the same notion of thinking that Mr. Hooper so lightly assigns our successful programs a "bonus coverage" position, so may be assign the Hooper Service as a "bonus coverage" service. All other stations in the other achieves universal acceptance.

WBCA through extensive FM research, has determined promotion and program motion activities in its service area, has built a sizable and responsive audience. Our people have tuned to one hundred and eighty-two local stations, many of whom are sponsors. Several of these local sponsors have been with us continuously for three or more years. I believe you will admit, "@#$%%!" will not be nonexistent on the barreled will expect, and receive at least a moderate return at all times.

WBCA has maintained a full time, six-hour schedule since July 17, 1941, as an independent FM station without any AM income to lean on.

Attention should be called to the casting in the WBCA service area as a bonus coverage would definitely be an unfair trade practice, and unfortunate, if this practice were to be adopted. For the future, in FM is a definite better casting service which the general public would accept when manufacturers get the "green light."

Leonard L. Arch
President Capitol Broadcasting Co., Schenectady, N. Y.

Editor's Note:--This Funny Money Program has been inconspicuously mentioned in the article in the study of C. E. Hooper about give-away shows and in the controversy which followed it. In fairness to the producer of this program, we want to say his piece through by his now for funny radio in Camp Cruger, Okla.

Before Mr. Hooper starts to clean out funny money, let's clear up some facts. This show cannot tie up telephone lines or interfere with listener interest. One unit of our call gives a large operator a listening audience. A large operator is interested, but so are other companies.

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KNOWN generally as one of the Silver States, Colorado should more rightly be called the Molybdenum State, or the Coal State, for both of these minerals far outrank silver in value of annual production.

Approximately 250 useful metallic and non-metallic minerals and compounds are found in Colorado of which about 40 are being produced commercially. The state is especially rich in such rare metals as molybdenum, radium, vanadium, tungsten, tin, and even spodumene, a relatively rare mineral which on contact with salt water gives off gas and, therefore, is invaluable life raft equipment.

Colorado is delivering strategic metals, manufactured products, and farm products today because it was geared to produce them before the war. Production all along the line has been stepped up. More people are at work making more money. More buying and selling is being done today in the Denver region than ever before.

MEAT IS MATERIAL FOR WAR and Colorado raises plenty of it. The state's vast grazing lands, its lush feed crops, and pulp byproduct of the sugar beet industry combine to make stock raising a popular and profitable industry. Denver is the nation's largest livestock market.

LARGEST MOLYBDENUM MINE in the world is located at Climax, Colorado. It produces more than two-thirds of the world's output of this rare metal used in toughening armor plate, in radio tubes, and in heat and corrosion-resisting alloys.
that the station using such an idea, is definitely getting the audience. There is no need for any further discussion of this, one saying that they are listening to Station X, and another that, because that's doesn't mean a thing.

I think it's now time to realize the fact that the audience, who are on their toes, are reaching a new high in audience response. The network-dependent station to wake up and realize the handwriting is on the wall, will find active station owners using this idea does it to build his audience. The proliferation of high-powered, independent, radio stations, seems to have resulted in a pattern comparable to any figure released by Hooper. We do not question the purpose of C. E. Hooper, but we do claim that 14 calls completed within a 15-minute period does not represent a true cross-section of program acceptance. The matter of radio audience measurement has been a sore point in the radio industry for some time. The National Association of Broadcasters appointed a committee to investigate the methods used by survey agencies. No report has been released by the NAB on the results of that investigation. It is our opinion, it might be helpful to the industry to arrive at some conclusion which will get accurate information. Hooper will say they will give the industry a larger picture, if the trade will understand the expense. That suggestion might be the answer. We have no bone to pick with Hooper. We have never said they were dishonest, but we do consider that the service they are buying does not represent a true picture of program acceptance. This statement is based upon the fact that not enough people are contacted.

In conclusion, we are more interested in you for checking with Baltimore stations to determine why they frequently discontinued using measurements of radio listening.

FRANK R. SMITH Jr.
General Manager
WWSW Pittsburgh

EDITORIAL BROADCASTING

Referring to Hooper's story in Broadcasting of March 6 and comments made in its issue of March 13, Hooper may not be too far off the beam relative to programs featuring giveaway offers. The NAB have a Code of Ethics, which was primarily established to regulate program policy and ethics within the industry. It is our opinion that this code may not be regulated by agencies set up within the industry, those people who are close to the business operation.

Networks or even independent operators may go overboard, when they produce programs featuring not funny money giveaways, but genuine money giveaways. If Mr. Hooper is going to be so conscientious as to compare the amount of money given to money giveaways, then it is our suggestion that we make an open issue of the matter and who else they are buying money giveaways from radio productions.

Writing that the economic conditions caused a number of attractive offers to be withdrawn from radio programs, WWSW Pittsburgh might have included in that report, we come to the conclusion that theUnless people who are entering the radio business, with programs which are rendered, funny money programs or what have you do not materially affect the ultimate results of Hooper's measurements. Hooper's figures for the Pittsburgh area, from May 6 to September, show that from 14:00 to 16:00, a total of 14,000 listeners are tuned to WWSW. And a daytime service represents calls made Monday through Friday, a total of 25 days, each month, or a total of 25 days over a five-month period.

If we break that down we find that 14,000 coincidental hits were made each of the 25 days. Further breakdown shows that approximately 14 calls were made each quarter-hour. Hooper's response is that of a 25 percent in use varies from 12 percent to 25 percent of 10 percent in the other half of the industry.

It is regrettable that C. E. Hooper, is living basking in the glory of a system which is only connected with his further profit in the radio business and it is regrettable that his work was taken because of the effect these programs have had. But it has been more dignified for Hooper to have allowed impartial and independent measurement to the other half of the industry.

It is further regrettable that the hearings before the March 7 were derogatory to the Fanny Money Man. That article must have been hurtful to his program, because quick glance readers would feel that he was being attacked.

E. J. SPEERRY
Director of Radio
W. E. Long Co., Chicago

WALLACE ON DISCS

A TOTAL OF 600 stations throughout the country carried transcriptions of a speech by Vice-President Henry A. Wallace before the American Business Congress at the Waldorf-Astoria in New York, March 17. Volumes were available to radio stations in the United States, with the request that they be carried, wherever possible, at the same time the speech was given in New York. According to Harold M. Schwab, executive director of the Congress, the entire cost of thequarter-hour disc were burned "by a very close friend of Mr. Wallace in Chicago." continue to be handled out of Hollywood by Jack Richardson, former western division manager of NBC's radio-recording division.

HOOPER SPEAKS AT BROADCASTING

Vincent Callahan joined Ryan Advertising as vice-president in charge of advertising and radio for the War Finance Division of the U. S. Treasury, recently named an associate of Lewis Dreyfus. With the organization, Mr. Callahan will direct its government liaison, public relations, publicity and radio division, with plans for establishing an information service to persons or corporations interested in war surplus property. Wallace on Disks

The Treasury, Mr. Callahan was responsible for nearly $200,000,000 in advertising contributed to the War Bond program by newspapers, radio and advertisers. Last month he directed the promotion of the Hoover-Morgenthau war production exposition in Washington, sponsored by the WPB and was chosen for the post by the exhibitors; 72 corporations engaged in producing war goods.

A native of Washington he has served on Washington newspapers, with NBC Washington as well as manager of WWL New Orleans, and WBZ Boston.
"That WOV did win the confidence of its listeners is tribute enough, testifying to the toughest public relations job of any American radio station in 1943."

"FILLED THE AIR WITH DEMOCRACY"

In presenting WOV with the award for "Fostering Racial Goodwill and Understanding," Variety, in direct, clearly defined language, draws into sharp focus WOV's famed accomplishments and successes of 1943. We are proud of these results and of the honor Variety bestows upon us. And another recent award we prize highly is the Hillman Periodicals Award for "Tolerance through Music" given to Alan Courtney of WOV's "1280 Club."

Not one, but two awards to WOV... the key to two markets!

RALPH N. WEIL, GENERAL MANAGER
Tube, Battery Supply Prospects Poor

Some Quality, Quantity Improvement Seen
In Merchandise

SURVEYING civilian goods prospects in the next few months, the Office of War Information reported last week that some quality and quantity improvement of minor products can be expected but that there is no early likelihood of production of major mechanical or electrical items including radios.

Only new items to be brought back into production this year, the OWI stated, are articles using comparatively little manpower and materials, those not interfering with military requirements, those not requiring extensive conversion of facilities, and those which would contribute more time and energy to war workers for their jobs.

More "MR" Tubes

The report stated that production of radio batteries in 1944 will be about the same as last year and that supplies of radio tubes for civilian use will continue inadequate. It was pointed out, however, that increased production of the more critically needed types is expected to materially reduce the current shortage.

The dry battery industry last year produced 3,700,000 radio battery packs as compared with 3,600,000 in 1940. It was pointed out, however, that 2% of the 1943 output going to rural users. The quantity of essential civilian batteries produced in 1944, said the report, will be limited by the capacity of equipment not adaptable for production of military type batteries, used in walkie-talkies and other war equipment.

The quantity of radio tubes for civilians will be limited because of increasing military requirements for electronic equipment. For the first time, however, WPB has scheduled in the first quarter of 1944 a minimum of 4,500,000 radio tubes of the "hard-to-get" types. These tubes will be stamped "MR," indicating that they can be used only for maintenance, repair or operating supplies and insuring their being channeled into the civilian market only.

At least 18,000,000 "MR" tubes, or less than half of normal replacements, are anticipated for civilians this year, the report noted, but this amount will probably exceed as manufacturers are permitted to produce "over-runs" above quota if facilities and labor are available after military orders are completed.

The number of tubes needed for replacement in civilian sets in 1944 is estimated at more than 41,000,000 as compared with 33,000,000 manufactured for replacement purposes in 1941. The increase in current needs, the report explains, is due to the backlog of demand, longer radio listening hours and the use of old or repaired radios.

Other Merchandise

The report declares that more equitable distribution of tubes to radio manufacturers will be made possible this year by the WPB directive to manufacturers to trade among themselves the various types each produces. Each company will then have a balanced stock from which jobbers will be able to obtain a certain percentage of their 1941 purchases of each type.

Reviewing WPB orders affecting civilian supplies for 1944, the OWI sees improved prospects for electric irons, ice refrigerators, electric ranges, and central air conditioning, according to WPB. However, WPB has declared war, valentine, baby carriages, silver-plated flatware, automotive batteries, bedsteads, furniture with steel springs, umbrellas, slide fasteners, and nitro-cellulose plastic articles.

Output Prospects

Large scale resumption of production of such durable consumers' goods as radios, electric refrigerators and automobiles must wait until the military situation is more clearly defined, the report declares.

The permitted production of 2,000,000 electric irons this year will require only 1,600 tons of steel and 500 workers, it is pointed out, whereas a comparable refrigerator program would necessitate 15,000 to 20,000 workers and a hundred times as much steel, and proportionately larger amounts of aluminum, copper, tin, rubber and other materials.

Radio & Radar Division

Forms Inventory Unit

TO IMPLEMENT the expanded military electronics program for 1944, WPB's Radio & Radar Division has organized a Component Recovery Section to provide for interchange of inventory surplus radio and electronic parts between prime contractors, the armed services and the division.

Basic plan is to return surplus components to the productive stream and thus smooth the flow of production of end equipment required in the military electronics program this year, which is up to 50% higher than the $3,000,000,000 1943 program.

Like lend-lease, the Component Recovery Section is a "two-way street" for the receipt and distribution of surplus electronic component lists with additional avenues for direct contacts and horizontal transfers between prime contractors holding or requiring components, and between prime contractors and the armed services for the same purposes.

Canada Inquiry

FIRST MEETING of the 1944 Parliamentary Committee on Radio Broadcasting was held at Ottawa March 15. Meetings of the committee are being held on WACO days and the Canadian Broadcasting Corp. will be investigated first by the committee. The Canadian Association of Broadcasters expects to be called towards the end of April or early in May. The CAB is expected to stress licensing of the CBC regulation on power increases of private stations, which has been frozen since CBC came into being with increases allowed only to 1,000 watts. Canadian broadcasters were led to want the regulation lifted allowing them to install power to the limit allowed under the Haven Avenue allocation. Canadian broadcasters also are expected to ask for a judiciary board to administer broadcasting in Canada as resolved at their recent annual convention [Broadcasting, Feb. 21].

Chukker Test

GENERAL FOODS Corp., New York, is conducting in Texas a spot test for Chukker, a soft drink produced by the firm, a division of G-P. Schedule consists of local sponsorship on KTEM Temple of the Mutual broadcasts of Fulton Lewis and the Blue Network. Co-sponsorship is with WACO Waco. Agency is Young & Rubicam, Los Angeles.

Move of WPDQ Approved

KALB Given 580 kc, 1000 w; KMCO Shift Is Granted

ACTIONS of the FCC last week granted consent to the acquisition of control of Jacksonville Broadcasting Corp., licensee of WPDQ, by L. W. Goodwin, Jr., from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis for a total consideration of $180,000. The deal is unique, but was granted change of frequency from 1240 kc to 880 kc and a power increase of from 250 w to 1 kw.

Transfer of 18 share or 60% of the issued and outstanding capital stock are involved in the sale. Mr. McKenzie owned 9 shares (30%), Mr. Black 8% (28.4%), and Mrs. Curtis 1% (4%). Mr. Black and Mr. McKenzie, who owns 25% of WMBL Macon, Ga., stated that the reason for selling their interest in WPQD was the accumulation of a larger investment in a cotton oil business which they jointly own. They have also agreed to resign their offices in Jacksonville Broadcasting.

KALB Grant

Remaining WPQD interest is held by James R. Stockton (nine shares—30%), a director of the license corporation, and WPQD station manager Robert Muir (three shares—10%).

KALB Alexandria, La., was granted its petition for reinstate-ment and grant of application for a construction permit to change its transmitter site, install a directional antenna, change its frequency from 1240 kc to 580 kc and decrease power from 250 to 1 kw. Grant is made upon conditions that (1) the construction will be in accordance with the Standards of Good Engineering Practice of the Commission; (2) in the event undue interference is caused to Mexican station XEMU, the antenna will be readjusted to provide interference; and (3) in accordance with the procedure outlined in the Commission's Jan. 26 policy.

The Commission at the same time granted KCMO Kansas City a modification of its construction permit for changes in its ground system, subject to conditions contained in a previous construction permit relating to blanketing and interference. This previous construction permit granted increase of night power from 1 kw to 5 kw [Broadcasting, Jan. 10].
No peace can be real and permanent, unless it be the peace of understanding. The constantly unfolding miracle of communications is an invitation to men to lay aside age-old suspicions and animosities. This war will not have been fought entirely in vain, if it unscrambles Babel.

Today, the hearing of a shot around the world is no mere figure of speech. It can be heard... and so, just as easily, can a friendly greeting. Man can... and must... harness the genii of his laboratories for good.

Westinghouse Radio Stations have held steadfast to this concept of the high destiny of radio. They conceive their mission to the community to be the dissemination of the truth, providing worthy entertainment, and the more efficient distribution of the products of men's labor.

As we advance toward these ideals, so will we progress toward universal peace, harmony, and freedom.

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - WBZ -WBZA - KYW - KDKA

Consult NBC Spot Sales for available time
Duopoly Order Postponement Beyond May 31 Is Foreseen

Blue Network Denies Earle C. Anthony Charge of Being Forced to Sell KECA Los Angeles

WITH the Blue Network on record denying allegations of Earle C. Anthony, the network was attempting to "compel" him to sell KECA Los Angeles to it [BROADCASTING, March 13], indications pointed to possible reconsideration by the FCC of postponement of the effective date of its "duopoly" regulation, now set for mid-June May 31.

Commissioner T. A. M. Craven, whose motion to delay the effective date was killed by a 3-3 tie vote Jan. 28 [BROADCASTING, Feb. 7], reportedly has been urged to submit the motion, now that the Commission has its full quota of seven Commissioners, with the confirmation of Commissioner E. K. Jett.

On Jan. 28 Commissioner Craven moved that the effective date of proposed Sec. 3.35 (Order 84-A) of the Commission's regulations, be postponed until Jan. 1, 1946. Commissioner F. B. Cossitt offered an amendment to postpone the date to Nov. 23, 1944, a year from the date of promulgation. Chairman James Lawrence and Commissioner Clarence J. Durr and Paul Walker voted against postponement, with Commissioners Craven, Case and Ray C. Wakefield voting for it.

Mr. Jett has not expressed himself one way or the other with reference to the multiple-ownership ban. When his nomination as Commissioner was before the Senate Commerce Committee, he declared that his actions on policy matters would be guided by his own dictates after he had studied the facts. Commissioners Craven, Case and Wakefield have contended that due to wartime restrictions it is not fair to force station owners to dispose of their properties.

In his petition to postpone the effective date, Mr. Anthony alleged that "the Blue Network has been and is relying on the effective date of 3-35" to "compel" him to sell the station. In a telegram to the Commission last Monday, Mark Woods, Blue president, denied that the network or any of its executives "have at any time, endeavored to compel Mr. Anthony to sell KECA at any price".

His telegram follows:

Mr. Anthony to sell KECA at any price. The Blue Network Co. has from time to time during the past two years made offers to purchase KECA which Mr. Anthony was perfectly free to accept or reject. We are in no position to compel Mr. Anthony to sell his station at any price.

It is true that our affiliation agreement with KECA calls for the Blue Network Co. to meet the right of first refusal with respect to the purchase of the station. If we fail within 30 days to meet the terms and conditions of any offer received for KECA Mr. Anthony is perfectly free to accept or reject that offer. We naturally shall expect Mr. Anthony to comply with that provision of our agreement. Beyond the protection of that contractual right we have no interest in Mr. Anthony's negotiations with respect to the sale of KECA.

We are shocked and surprised that the petitioner should use as an excuse for his appeal for an extension of the Commission order the completely unassu-""
"Frankly, Mr. Harris, I still think there's something missing in that proverb."
Television—Post-War Job Maker

(Continued from page 11)

mellowness! Yesee—Ruppert beer is mellow—...

TOM JOYCE: (LIVE REMARKS TO EFFECT THAT: 'Well, in television we don't take your word for it...').

TOM JOYCE: (LIVE REMARKS TO EFFECT THAT: "Well, in television we don't take your word for it...").

Next time, we'll see if it's as good as we think.

TOM JOYCE: (LIVE REMARKS TO EFFECT THAT: "Well, in television we don't take your word for it...").

ANNR: Men, if you're doing a war job...

TOM JOYCE: (LIVE REMARKS TO EFFECT THAT: "Well, in television we don't take your word for it...").

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No. 3

ANNR: Listen, lady—if you could only see your yard...!

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ANNR: Listen, lady—if you could only see your yard...!

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This is what a "commercial" will look like in post-war television—said Thomas F. Joyce, RCA executive. It’s a sight-and-sound ad for "non-rip" overalls as a "live" commercial. The overalls ripped unexpectedly. Commented Joyce: "Television will make for truth in advertising."
The American woman will step into the post war picture with greater prominence after the war when those now empty shelves and display windows will be a wonderland of new things for her to buy. And buying is woman's greatest pleasure. Start your radio promotion for post war selling NOW!

WSPD, Toledo's 5,000 watt, NBC station carrying the top net shows, will tell your story to over a million-and-a-half prospects in this prosperous Northwestern Ohio-Southern Michigan market.

Just Ask Katz
At Joyce Demonstration

A VIRTUAL who's who in television was represented by the head table for the address-demonstration of Thomas F. Joyce, RCA executive. The guest of honor wasAllen B. DuMont, president of the DuMont Laboratories and president of Televisi- 

1. The development of a satisfactory home radio and television set to retail for approximately $290. Our analysis of the consumer demonstrates that 30% of the people are prepared to buy a television set at this price.

2. The rapid expansion of television receivers and broadcast stations across the nation is evident. This year, there are already broadcasting television programs originating at the ABC and NBC studios. And the nucleus of a television network has already begun.

3. A total of 76,400,000 people in the United States have purchased television sets. This represents approximately 28% of the population. The average price of these receivers was $275.00, making a total of $20,100,000,000 for the four years. The average family has purchased two television sets.

4. The development of a network will connect the major cities in the United States. A total of 51 cities are already connected by microwave network. The network will connect the Middle West with the Atlantic Seaboard, the Pacific Coast with the Midwest, and the coasts with each other.

5. It would also be reasonable to ex- 

BOUQUET WAS GIFT of sponsor at initial broadcast of the three-waves-per-second program which starts on Blue California and Nevada sta- 

CONTRIBUTED by the management of the WAVE station. Val Van De Priest, manager of the station, presented the Bouquet to the program. The Bouquet was given to the program producer, W. J. Priest, as a symbol of the station's commitment to the program.

At the Joyce demonstration, Thomas F. Joyce, RCA executive, addressed the audience. The demonstration was attended by many of the who's who in television, including Allen B. DuMont, president of the DuMont Laboratories, and president of Television Broadcasters Assn., who introduced Mr. Joyce; Joseph H. Beam, chairman of the Board of Directors of RCA; George T. Schuphart, Paramount Pictures Corp.; Norman D. Water, president, American Tele- 

Transmitter Technicians Held More Skillful Than Engineer Announcers

NATIONAL Labor Relations Board last week ordered that an election be held at KYVO Denver Colorado, to determine the status of employees at the station. The decision, which was made by the Board, was based on the station’s desire to be represented by the International Broth- 

In its decision granting the elec- 

Let’s ask what Mr. Morris means. Listen to a little of this piano concert the way you would hear it over your radio.

Radio Soap Opera

That might be Brailowsky. It might be Horowitz. It might be Rubinstein. It might be a great great artist with a great talent.

If you did not hear the announce- 

agrant, was a complete success for the operation of the committee, the latter need only to know how to operate it.

As human beings, we are all deaf. We have a television station that is broadcasting. We have a television audience that is listening.

Let’s remember that we have in our television audiences four major groups: farmers, laborers, salesmen, and engineers.

The World-Wide Completes Contract with IBEW

AN AGREEMENT between the World-Wide Broadcasting Corp. and the International Brotherhood of Electrical Workers, Local 1222, covering broadcast technicians employed by the company’s stations, was signed April 12. Samuel H. Wertheim, of Boston, Mass., was appointed IBEW inter- 

The agreement, which is for one year, provides for a scale of hourly wages ranging from $50 to $85 per week, based on a progression schedule. The base rate is $50 per week. The work- 

WAVES Roll In

HARDY had the WAVE-telecasting program going. He was working for WHYN Holyoke than a Springfield girl quit her job and volunteered at the nearest- 

RETURNING war correspondents will be honored at a dinner to be given by the Boston Red Sox at the Sheraton-Prince Hotel. The dinner will be held on March 29, the eve of the opening day. War correspondents just back from overseas assignments will state what they think of the progress of the war and what may be expected next.

Correspondents Honored
"This one event symbolized the kind of service New Yorkers can expect from WMCA."

Variety Showmanagement Citation for Outstanding War Theme Feature "CHRISTMAS OVERSEAS." WMCA—NEW YORK

Nine awards in nationwide competition! WMCA singled out as New York's only independent station to receive an individual citation.

"Christmas Overseas" sounded our opening gun in an aggressive new program policy. Other outstanding features—and we introduce a few newcomers herewith—have followed in rapid sequence.

This may explain why radio folks continue, as Variety puts it, to "whisper in post-mortem conferences 'why didn't we think of that' about WMCA features. It may also suggest a reason why more and more New Yorkers are learning to tune in WMCA more of the time.

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WAKE UP—AMERICA
Novel network quiz debates featuring well-known leaders in all fields. 5:30-6:00 p.m., Sunday.

LET'S LISTEN TO A STORY
Existing story-telling habit for children of every age. "A Christmas Carol," 8:00-8:30 p.m., Sunday.

VERY TRULY YOURS
Norman Jay's pertinent open letters to famous people in the news. Mon.-Fri. evenings, 9:30-9:45 p.m.

FIRST ON NEW YORK'S DIAL—570

THIS IS AMERICA'S LEADING INDEPENDENT STATION
NAVY, NETS AGREE ON BATTLE NEWS

AGREEMENT on network coverage of future naval operations has been reached, according to Lt. Comdr. J. Harrison Hartley, Chief of the Radio Section, Navy Public Relations. The four major networks signed a contract a fortnight ago, providing for a pooling of personnel to cover naval news as it breaks.

As the Navy makes assignments available, the networks will delegate a man to each assignment, each representing the interests of all four networks. Every news dispatch filed, eyewitness description recorded, and the first broadcast of a radio reporter from an available transmitter will be offered to the four networks simultaneously for use on the air.

Network representatives signing the agreement, made through Comdr. Hartley are: Paul White, CBS; G. W. (Johnny) Johnstone, Blue; John Whitmore, Mutual; Francis McCall, NBC.

Another National Award

FOR

WHP

HARRISBURG

THE ONLY STATION IN THE NATION TO RECEIVE THE AWARD FOR

Distinguished Merit

FROM THE

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

FOR ITS

OUTSTANDING CONTRIBUTION IN PROMOTION OF GOODWILL AMONG THE AMERICAN PEOPLE

WHP Expresses thanks to:

MARI YANOFSKY, Writer • DICK REDMOND, Producer and Director

Who Were Given Special Mention for the Presentation of the Programs Receiving the Award

MBS Billings Up

MUTUAL billings for February show an increase of 87.4% over the same month last year, and a decrease of 11.9% from January, 1944, the drop being ascribed in part to the shortness of the past month. Figure for February, 1944 is $1,547,580, as compared to $1,760,299 for January. Cumulative billings for the first two months of the year registered a rise of 81.9% over 1943. Current total is $3,308,159, while the comparable figure last year was $1,918,189.

Fisher Flour on Blue

FISHER FLOURING MILLS, Seattle (Biskit-Mix flour), on March 13 started sponsoring Radio Parade on 15 Blue Pacific stations, Monday through Friday, 1:15-1:30 p.m. (PWT). Contract is for 52 weeks. Bob Nichols writes and presents commentary. Pacific National Adv., Seattle, has the account.

Foreign Language Broadcasters Meet

Council for American Unity Stages New York Session

FOREIGN language broadcasters' most pressing problem is created by European nationalistic interests which tend to inject disunity and sometimes subversiveness into radio programs. It was pointed out at a recent meeting of the foreign language broadcasters arranged by the Common Council for American Unity in New York.

Edward H. Bronson, Office of Censorship, and Lewis Frank Jr., OWI, addressed the meeting.

Concern was expressed over a possible decrease in the amount of foreign language broadcasting for various reasons, prime one being that it tends to "chase away" from the station English-language listeners, but there was no agreement that there was such a trend. Both government officials denied emphatically the suggestion that the government was trying to discourage foreign language broadcasting. One of the big questions in current foreign language radio is how to handle broadcasts on European boundary disputes, in particular the Polish border question. The suggestion was made that such topics be discussed from the point of view of American interests, rather than from that of either country involved.

Participating in the conference in addition to Jacques Ferrand, foreign language radio chief, and Read Lewis, executive secretary of the CCAU, were: Ralph N. Weil, Arnold B. Hartley, WOR New York; G. Lupis and West M. Wilcox, WHOM Jersey City; George Steffanides, WORL and WCOP Boston; Pauline Adams, WHHT Hartford; Frank Johnson; and Mrs. W. Ochrunyowies, Abe Lyman and Peter Lindt, WBNX New York.

Taylor-Reed to R&R

TAYLOR-REED Corp., Mamaroneck, N. Y., manufacturers of Tumbo dessert puddings and Cocoa Marsh, Milk Booster, has appointed Ruthrauff & Ryan, New York, as agency. Spot radio is being used in the New York area.

ON THE AIR, the story of broadcasting, filmed by Paramount for the Westinghouse Radio Stations Inc., was given its first public showings in Boston at a two-week historical radio exhibit in Filene's department store in which more than 15,000 visitors witnessed. Robert White, former WBZ announcer and present KDKA program director is narrator for the film which came to Boston from Pittsburgh, and is now scheduled for Philadelphia.

LONE RANGER WINS

FEDERAL JUDGE William J. Campbell pronounced a $10,000 judgment on March 13 favoring Lone Ranger Inc. (General Mills, Bedroom Corp.) in the suit against Sunrock Shows Inc., and Larry Sunrock, operator of a radio that closed a Chicago engagement, Sunday, March 13. Accused of violating a temporary injunction restraining them from using the name, "Lone Ranger" and a feature set billed as the "Lone Ranger", Sunrock Shows' injunction was made permanent.

Page 32 • March 20, 1944
North Carolina is the South's No. 1 State

IN AGRICULTURE

North Carolina AVERAGE OF NINE OTHER SOUTHERN STATES

$221,768,000 $133,256,000

CASH INCOME AND GOVERNMENT PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY

North Carolina AVERAGE OF NINE OTHER SOUTHERN STATES

$1420.6 $1536.3

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is North Carolina's No. 1 Salesman

NBC 680 KC

FREE & PETERS, INC. National Representatives
Press Commends WLB Tripartite Panel
In Recommending End of Disc Strike

A NEW DELUGE of newspaper editorial opinion, applauding the recommendation of the tripartite panel of the War Labor Board that the transcription strike be called off, but calling upon Congress to amend the labor laws to avoid post-war recurrence of the plan for post-war royalty payments for unemployment relief, appeared last week in the wake of the report.

The New York Herald-Tribune, a persistent critic of "Petrilloism," which described the AFM president as "a symbol of completely ruthless and completely dictatorial labor leadership," criticized the finding in the panel report that the royalty payment basis was "sound social policy." Even with the "proper safeguards" proposed, it stated that without a complete reorganization of AFM it would be impossible to tell whether Petrillo was "subsidizing unemployed musicians with the royalty payments or simply distributing largesse to the heterogeneous multitude enlisted under his banner."

For Duration Only

Calling attention to the War Labor Board's status as purely an emergency agency and that Mr. Petrillo had said he would not have precipitated the fight until after the war if he had known there would have been a War Labor Board, the Herald-Tribune said that unless Congress does something about the labor laws, "there will be no legal protection whatever against the Petrillos."

The Washington Star said it was difficult to see where the panel report is "an important setback to the long-range plans" of Petrillo. If the full board sustains the panel, said the Star, Mr. Petrillo will be checked for the duration of the war. But, it added, there is no reason to suppose that he will not renew his demands successfully when the war ends.

Describing the Petrillo unemployment relief effort as anything but "sound social policy," the New York Times pointed out that for a union to levy a sales tax would enable it to set up its own private system of unemployment relief without adequate public supervision of union funds. To use the "coercive power" of the union to force the employment of unnecessary musicians in wartime is "utterly indefensible," said the Times. And in peacetime it is "merely to deprive workers of other types of jobs while depriving the community of the economic product that such workers would otherwise produce."

Calling the direct payment principle "closely akin to blackmail," the Washington Post pointed out there was no Petrillo-imposed ban on the making of records by companies acceding to the union ultimatum. It defended the position of the panel as "unassailable" and described the talk about banning record-making because the use of canned music "takes bread out of the mouths of musicians" as a "smokescreen concealing the real issues in dispute."

Chicago Campaign

LAUNCHING of a $300,000 advertising campaign designed to re-educate Chicago radio workers under labor shortage classification, imposed March 1, was announced last week by James M. Cleary, Roche, Williams & Cunyngham, Chicago, and Leo Rosenberg, Foote, Cone & Belding, Chicago. Industrial firms will contribute $150,000 to the total, with the remainder in the form of time, space and effort donations involving all forms of media, advertising agencies and executives. Objectives of the copy plans, not yet definite, will be to overcome job shifting, move workers into essential industries, induce greater housewife employment and lessen absenteeism.

Rainey Joins NAM

WILLIAM S. RAINIEY, has been named director of radio of the National Industrial Information Committee, public relations subsidiary of the National Assn. of Manufacturers. He is planning a "Better America" promotion campaign, utilizing radio, together with newspaper and magazine ads to highlight the "post-war ambitions of American enterprise" [BROADCASTING, Dec. 27]. Two plans are still in the formative stage. For three years, Mr. Rainey has been associated with the War Finance Committee of the U. S. Treasury. Before joining the Treasury Mr. Rainey was head of production at NBC.

Look Down South in Dixie!

Looking for a Southern market area that has every essential for successful promotion? Then take Nashville!

This booming trade zone—all of Middle Tennessee and part of Southern Kentucky constitute the Nashville territory—now offers national advertisers an extra choice market for present or pending schedules.

With money to spend as never before, this Nashville market is spending it in a big way for products currently advertised over WSIX, "The Voice of Nashville." For complete information, contact the station.

Member Station, The Blue Network and Mutual Broadcasting System

BROADCASTING • Broadcast Advertising
We certainly did, "Suh"! We've been hearing it since 1935. That's the year scores of new industries began moving into the Savannah Seaboard Market. With all the manufacturers going full blast around here, no wonder the noise they make reaches the ears of advertisers all over the country.

The war has given our humming an added emphasis—six military centers, and 25,000 hard-working Americans in three busy shipyards and other war plants. And such loud humming means the tremendous, opportunity-packed, Savannah Seaboard Market has a lot of extra cash these days. Where they spend it is up to the advertisers who reach these people through their favorite radio station.

Selling the New Savannah Seaboard Market
On Target... Bombs Away!

Behind the mission's success is the trained skill of the bombardier

Bomb release and bomb sight, extraordinary mechanisms of precision, all wait upon the expert hand of the skilled bombardier to bring them into perfectly coordinated action at precisely the right moment to hit the target accurately.

In a similar way, the success of Spot Radio depends upon the skill with which it is applied to each product. If time, locality, and program are perfectly coordinated to build an effective campaign... the product hits the target in listeners.

We concentrate on the study and planning of Spot Radio Advertising and the stations we represent. We believe our success in Spot Radio depends on knowing what to do... and doing it with an expert hand.
Jimmy's Waterloo

LIKE EVERY Caesar, James Caesar Petrillo has met his 'Waterloo'. His first defeat came at the hands of the NWLB panel which, following exhaustive hearings and study, has concluded that when Jimmy stopped his members from recording music on Aug. 1, 1942, he called a "strike" inimical to the war interest.

Arthur S. Meyer and Gilbert E. Fuller, who submitted the majority report, call upon NWLB in Washington to order the strikers back to work. But their report goes far beyond the recording issue. They found that no unemployment exists among musicians and that radio isn't responsible, either directly or through transcriptions, for any decrease in musicians' employment. That has been the contention of radio from the outset of the running fight with Petrillo which began a decade ago.

The panel's report points out the whole radio-music controversy. While it did not find the union's "fixed fee" royalty policy—accepted under duress by most of the transcription and record companies—to be contrary to "public policy", it nevertheless concluded that the demand was "unfair and equitable" under wartime conditions or "customary" in collective bargaining.

Radio owes a debt to NAB, for its determined stand, and to Columbia Recording and to RCA and its recording subsidiaries, for their steadfast refusal to capitulate to Petrillo's arbitrary "private relief" demands. Their wisdom is borne out by the panel's findings. It is difficult to see how NWLB can do other than sustain the Meyer-Fuller recommendations. Their report is clear, cogent and logical, and to us appears to be indisputable as to the facts.

The report brings into focus other Petrillo demands currently being made of radio. If no unemployment exists among musicians, and if radio is in no way responsible for any unemployment which may have existed, how can AFM conceivably demand that stations and networks pay more and more for house bands? And what justification can there be that "platter-turners" at stations and music librarians in AFM members at scales from $65 to $90 per week? Why the requirements for stand-by orchestras, even when military bands perform? The redoubtable Jimmy himself said he never expected to get away with record-turners. Yet, in his current network negotiations, he is demanding them at network-owned and operated stations, which obviously would mean ultimate general enforcement throughout radio.

In its current negotiations, AFM has been getting around the "Little Steel" formula by requiring hiring of additional musicians (most of whom never perform) rather than through increases in pay scales of more than the 15% limit. All these demands have been based on what always has been a fallacious premise—unemployment allegedly caused by radio and what Jimmy blandly calls "canned music". Now it is official—the WLB panel finds there is no unemployment.

In keeping with the panel's recommendation, we trust NWLB forthwith will "terminate the strike" and order the musicians back to work on recordings. The private WPA requirement foisted upon the other recording and transcription companies likewise should be terminated, as the panel recommends.

AFM, through its absolute monarch, Mr. Petrillo, has served notice that it will carry the issue to the Supreme Court if NWLB sustains the panel recommendations. Until there is a final adjudication, AFM demands, whatever their nature, should be held in abeyance.

Hearings also have been reopened by the Senate Interstate Commerce subcommittee on music. The unemployment relief story has been exploded as a hoax and a phoney, since two out of three AFM members earn their livelihoods in other fields.

Even if sustained by NWLB, the panel's findings constitute only temporary relief for the duration. The Clark Committee, we hope, will come up with specific legislation to amend the labor laws so that the whole issue of "made work" and despotic labor rule will be clarified.

Dies Demands

WITH ALMOST monotonous consistency, certain members of Congress have attacked certain news commentators and the commentators, in turn, have loosed their spleen against the particular Congressmen on the air. Now Chairman Dies of the House Committee on un-American Activities threatens an investigation (and legislation) unless he can get Walter Winchell's time to answer Walter Winchell.

Basically, there isn't much difference between a newspaper columnist and a radio commentator. Many highly placed columnists have their copy trimmed sharply by not too highly placed news editors. The same obtains (or should) for radio commentators.

Radio should and does present both sides. If the views of some of our men in elective office were followed, every news or comment program would become a political debate. Democracy has worked pretty well without subjecting the public to such punishment.

Our Respects To—

FRANCIS COLT DE WOLF

A t the war's end, in all probability there will be an international telecommunications conference on allocation of frequencies in the entire spectrum, since the war will have wrought great changes in the radio art. Authority for such an opinion is Francis Colt De Wolf, chief of the State Department's compact but potent Telecommunications Division.

The division, under the recent reorganization of the State Department effected by Undersecretary E. R. Stettinius Jr., has been made responsible for the "initiation and coordination of policy and action in matters pertaining to international aspects of radio, telegraph and cable communications." It also acts as liaison with the FCC, War and Navy Departments, and the Office of Censorship. To carry out the work of his division, Mr. De Wolf, who believes in quality rather than quantity, operates with an office force of only seven—four officers and three clerks.

Appointed chief of the division on Jan. 15 coincident with the reorganization, Mr. De Wolf had served previously as assistant chief since March 15, 1943 under Thomas Burke, who was chief of the old Division of International Communications before leaving the State Department. As new head of the re-organized division, Mr. De Wolf reports directly to Adolf A. Berle Jr., Assistant Secretary of State in charge of Controls, Transportation and Communications. Prior to the reorganization, Assistant Secretary Breckinridge Long was in charge of communications.

Looking after American interests at such a world communications gathering following the war will be Mr. De Wolf, a government career man whose career has been communications. The war, he points out, has necessarily postponed many international communications conferences. In view of wartime interruptions, a general diplomatic telecommunications conference is sure to be held. Now that the "radio art is so far ahead of its structure," as he puts it, more frequent meetings may be necessary.

Mr. De Wolf, who has handled communications work in the State Department for the past ten years, is a heavy-set blonde man, and a veritable dynamo of energy. He was born Oct. 28, 1894, of American parents, in Aix-la-Chapelle, Germany. After elementary schooling in Belgium, and the U.S., he obtained his A.B. degree from Harvard in 1918, after which he took his first, last and only job with private industry, serving in France in (Continued on page 40)
Name a song. Pick a current favorite, or a long-forgotten melody. Chances are a full orchestration of that song is carefully preserved among the 100,000 priceless manuscripts in the musical library at Milwaukee's Radio City, home of WMFM.

Today's swing hits, yesterday's classics and thousands of songs now out of print are at the fingertips of a large and versatile staff of outstanding musicians, singers and soloists, who perform on WMFM.

And thanks to the miracle of static-free, crystal-clear FM reception, this wealth of music reaches WMFM listeners with new warmth, depth and brilliance.

The many FM families in the area served by WMFM are enthusiastic about FM. Thousands of others are anxiously awaiting the return of FM sets to the market. They form the nucleus of a vast postwar audience that will make WMFM a powerful wedge into this rich Wisconsin market.
Our Respects to

Continued from page 38)

1918-19 as representative of an American trust company. He speaks fluent French.

Mr. De Wolf returned to this country to study law at Columbia University. After receiving his LL.B. in 1922, he joined the Department of State as assistant to the legation and in 1929 was a delegate to the anti-smuggling conference at Ottawa, Canada.

From 1931-34 Mr. De Wolf was a member of the Secretariat of the League of Nations at Geneva; he represented the U. S. as a delegate to the fourth meeting of the International Radio Consulting Committee at Bucharest in 1937 and in 1938 attended the International Radio Conference and International Telephones and Telegraph Conference held at Cairo, Egypt. In 1941 he was U. S. representa- tive to the North American Re- gional Radio-Engineering Meet- ing in Washington. In the same year, Mr. De Wolf was named a member of the Coordinating Com- mittee of the Defense Communi- cations Board, operating under the Office for Emergency Management. He was named to his present post June 15, 1944, after serving as assistant chief in 1943.

Allocations Duties

The day to day work of Mr. De Wolf’s division, aside from the national allocations func- tions, consists of checking on interference of foreign stations. Occasion- ally the telephone will ring and a call will be received from the FCC, which might report that a radio station in Mexico is of- fering interference to some long- wave station just north of the border in Texas. Details are re- corded by Mr. De Wolf’s assistant, Helen G. Kelly, and a wire is dis- patched to our Mexican Embassy, which investiga- tes the problem. In nine cases out of ten, Mr. De Wolf says, the Mexican station will merely have some mechanical trouble, usually frequency devia- tion, which is soon solved by re- placement, perhaps, of a spare part—for which our Embassy may, in these times, assist in getting a priority.

Right-hand man to Mr. De Wolf is Harvey C. Otterman, recently named assistant chief of the Telecommunications Division, who acts as liaison official between the sub com- mittees of the State Depart- ment’s Communications Postwar Planning Committee.

Mr. De Wolf is married and has two sons, Francis Col De Wolf, in the Marine Corps, and Bradford Col De Wolf, a student at St. Albans School. Loyd Harvard alumnus that he is, Mr. De Wolf is a member of the Thirty-Second Club of New York, as well as Washington’s Metro- politan and Chevy Chase Clubs. He is a member of the Episcopal church. His hobbies include walk-
A competent typist gives no thought to the location of the various keys on her machine. Instinctively, her trained fingers seek them out, for their position is firmly fixed in her mind.

Instinctively, the people of Southern New England turn to WTIC for the best in radio. This is a habit, too...a habit which can spell sales and profits for the advertiser who capitalizes on it. The constant and attentive audience which WTIC enjoys possesses (according to the latest Sales Management figures) a buying income more than 60% greater than the average for the entire country. Convince these people of the merits of your product. They can afford to buy it...and they will.

Get into the habit of getting results in Southern New England by allocating a part of your radio appropriation to WTIC.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Jack Hartley Receives Lt. Comdr. Commission

J. HARRISON HARTLEY, Chief of the Radio Section, Public Relations, Navy Dept., was commissioned lieutenant commander, U. S. N. R., on last Wednesday, March 15. He has headed the Radio Section since Dec. 8, 1941.

Before becoming a member of the Navy's Public Relations staff, Comdr. Hartley was with NBC New York as assistant director of news and special events. He joined NBC in 1929 and for several years was assistant to Abe Schechter, now a major in the Signal Corps Office, War Dept. Comdr. Hartley went to the Navy's radio section as supervisor of special events in June, 1941, becoming chief six months later.

JAMES L. BILLINGS, associated with the theatrical business for the past 30 years, has joined the BLUE Network central division's production staff.

WILLIAM F. DACEY, former Philadelphia newspaperman, has joined KYW Philadelphia as news editor. He succeeds James W. Ganta, who took over the duties of news director when John J. (Chick) Kelly left to join the Marines.

CARROLL D. ALCOTT, formerly of KYW Cincinnati, has joined WCAU Philadelphia as news commentator.

DAVID M. SEGAL, formerly of KCMO Kansas City and KGGM Albert Lea, Minn., has been inducted into the American Red Cross as news announcer. He recently married Jeanette S. Faller of Albert Lea.

JOSEPH HANCOCK is now with WOR New York. He is the former associate director of KPRK New York.

DOUGLAS E. SMITH, formerly an announcer for WMJY in Cleveland, has joined KHMO Hannibal, Mo.

DELL HOLTON, formerly announcer for WAMU Washington, D. C., joined WOR New York as an announcer on the Blue Network.

PAUL GATES, Blue Hollywood Night writer, is now with WOR New York.

ANN KALAPATAS is a new script writer at WNBC New York. Vernita T. Williams has joined the announcing staff of WOR New York.

JOE BOLAND has rejoined WBBT South Bend, Ind., as sportscaster and special events announcer.

Posthumous Award

LT. ROBERT E. SPEAS, formerly part-time vocalist on the staff of WHEC Rochester, who was killed while on a flight over Germany Oct. 8, has been posthumously awarded the Purple Heart, according to word received by AFA. Lt. Speas is the first AFA member to be killed in action, the union reports. He was a graduate student at the Eastman School of Music at the time of his induction. Surviving are his widow, Virginia Hand Speas of Rochester, and his parents, Mr. and Mrs. C. R. Speas of Sterling, Kan.
No single station, no amount of power, can deliver the loyalty, the intense "listening interest," of this, Maryland's "all home" Network.

You only have to know local geography and local customs to know why the Eastern Shore is as different from Western Maryland as day is from night. And neither have too much in common with Baltimore.

WFBR is Baltimore, WBOC is the voice of the Eastern Shore, and WJEJ is the magnet of the Hagerstown market of Western Maryland.

When the big political candidates are out for votes, they don’t try to do it with a Baltimore station alone. They use the Maryland “all home” Network because they know the full power of local interest.

Actually, Maryland’s “all home” Network can cost less than a single large station. With quantity discounts it’s often considerably less!

GREATER INTEREST – LOWER COST

Yet look at what you get: Baltimore’s favorite station plus the two really vital non-Baltimore stations with their intense local interest and loyalty! A combined “all home” market of over 2,000,000 people.

The Maryland “all home” Network is truly one of the great buys still left open in radio!
Reach the ACTIVE SALT LAKE MARKET

S. S. FOX, President

National Representative JOHN BLAIR & CO.

Bob Premont, formerly with KVLC Victoria, Tex., is the latest addition to the announcing staff of KTSAs San Antonio, Tex.

Robert Wesson, promotion and publicity manager of KGO-Blue San Francisco, has been appointed program director of the station.

Jean Swidersky, formerly on the announcing and continuity staff of KOMA Oklahoma City, has joined the public relations and special events department of WINY New York.

Allen Earle, formerly program director of WBRE Wilkes-Barre, Pa., has joined the announcers' staff of WIND Chicago.

Edward A. Cleland Jr., recently discharged from the Canadian Army, has joined the announcing staff of WLYI Youngstown, Ohio. He had been chief of the copy department.

Al Breaks and George King have joined the announcing staff of WKY Oklahoma City. Mr. King was formerly with KOME Tulsa. Blue Wright is now assistant program director, Ben Morris being inducted into the Marines.

Ed Overby has joined the KFEL Denver staff as program director, coming from KOB Albuquerque.

Graham Gladwin, formerly with the Yankee Network and NBC New York and KGDM Stockton, has joined KQW San Francisco, as announcer.

Sherman H. Dryer, director of radio production at the U. S. Army's M-8, has been named an announcer at WGN, Chicago, as a writer-producer. Mr. Dryer will continue to supervise and produce The Human Adventure, WGN-MBS and U. of Chicago program.

Herb Clark replaces Ben Greer as program director of KSAL Salem, N. B. Mr. Greer is now with WMQ New York as special event announcer. Mr. Clark was formerly chief announcer of KFBI Wichita and recently of KYVB Great Bend. Bob Bundy is a new member of the KSAL announcing staff.

Cliff Johnson, announcer of WBBM Chicago, has reported for duty at the Great Lakes Naval Training Center.

James W. Gantz, news editor of KYW Philadelphia, has been named as program director. He succeeds John J. (Chick) Kelly, who left March 6 to join the Marines.

Don Ward, formerly of KSD St. Louis, has joined the announcing staff of the Blue Network central division.

Ruth Foxx, formerly director of continuity of WAGA Atlanta, has joined the program writing staff of WPIL Philadelphia.

Joe Reeves, formerly with WATL Atlanta, John Davis, formerly with WAGA Atlanta, and James Young, formerly with stations in the Southeast, are new members of the WGAT Atlanta announcing staff.

Ed Stevens, recently discharged from the Army and former announcer of KQW San Francisco, has joined KHJ Hollywood. Roy Rowan, formerly of WGY Schenectady, has joined the KHJ announcing staff.

R. S. Lambert, supervisor of educational broadcasting, CBC Toronto, was elected honorary secretary of the Canadian National Advisory Council on Broadcast Education at its first annual meeting held at Toronto.

Hal Barks, announcer of WJSO West Palm Beach, Fla., and Ruth Cooper, member of the program department of WBIR Bristol, have announced their engagement.

Dick Faulkner, announcer for the past five years at WBMB Chicago, reports April 3 to the U. S. Maritime Service.

Ready to Submerge in the deep blue is Bob Heas, conductor of the Grenadier program on WTMJ Milwaukee, wearing the helmet of Jack Brown, deep sea diver, whom he interviewed on the noon program. Bob wanted a demonstration and Diver Brown is giving it to him in the mop sink.

**NBC-WMAQ Staffs in Armed Services**

**Former Employees of Central Division, NBC, Now Overseas**

Members of the NBC Central Division staff and of WMAQ Chicago, are now fighting on every front in this global war, it was revealed, following a survey which disclosed that 20 of the 74 NBC men and women in the armed forces are overseas.

A breakdown of the total into service branches shows 40 in the Army, 20 in the Navy, four in the Marines, and two each in the WAVES and Coast Guard. Twenty-eight of the NBC staff are commissioned officers. Areas of service include India, the Mediterranean, Africa, England and the South Pacific.

Highest ranking NBC-WMAQ staffers in uniform are: Major Frederic C. Shiddel, attached to the supreme headquarters, AEF; and Major Paul H. Clark, who returned recently from the South Pacific. Both Shiddel and Clark are former engineers. Three employes in the service are women: Ensign Dorothy Sundstrom, Navy nurse, and Kathryn L. James and Susan Hefel, both in the WAVES.

Following is a roster of the personnel in the armed forces.

*Forbes service overseas:"*

Lt. Paul A. Anderson, USMC.
Lt. (Jg.) Norman Barry, Navy.
Capt. Edgar L. Bernheim, Army.
Capt. Maurice M. Boyd, Army.
Lt. (Jg.) Robert V. Brown, Navy.
Pvt. Alvin S. Carver, Jr., Army.
Lt. Henry S. Cooke, Army.
Capt. George A. Crissery, Army.
Lt. (Jg.) Howard C. Creasey, Navy.
Maj. Perc. F. DeTamble, Army.
Lt. George W. Diefenderfer, Navy.

**Barry’s Baby**

Barry Faris, editor-in-chief of International News Service and INS itself have been honored by Army Air Forces in the Southeast Pacific. The lead have members in the first and second elements of a recent aerial attack by the pride of INS and “Barry’s Baby,” named for the news service and its editors. Capt. Kenneth Rapou of Iola, Kan., and Alfred Baun of Fayetteville, N. C., handle the “Pride,” while Lt. Harold Prince of Venice, Cal., gunned “Barry’s Baby.” Both ships were officially christened last week.

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*S. S. Fox, President
National Representative JOHN BLAIR & CO.*

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**BROADCASTING • Broadcast Advertising**

*Incorporated Population Greater Retail Sales*
A NEW STAR IN THE WEST

KODY — NBC Full Time!
The New NBC Outlet Halway Between Omaha and Denver

39 New Clients BOUGHT 55 NEW CAMPAIGNS ON KODY in the last ninety days!

WHY? Because (1) KODY covers a rich agricultural and industrial market with splendid post-war possibilities; (2) KODY is a full-time NBC station in an area not adequately covered by any other NBC station; and (3) KODY has the advantage of experienced WOW management in programming, promotion, and merchandising.

KODY • North Platte, Nebr. • 1240 K.C.

OWNED & OPERATED BY....

RADIO STATION WOW INC.
OMAHA

John J. Gillin, Jr., President
John Blair & Co., Representative

.SetFloat Good
Availabilities

Write

Wire or Phone
Brewers Pay $908,000 For Radio Time in 1941

RADIO accounted for 4.3% of the total advertising expenditures of the brewing industry in 1941, according to a survey just completed by the American Brewer, industry trade paper. Survey was made primarily to determine plans for expansion, budget periods, capital investment and other operational plans. Covering the brewing industry in the U.S. and Canada and based on returns from 108 out of 463 companies queried, some $908,000 of a total $21,058,000 expenditure went into radio.

The overall figure is expected to have increased 22% if advertising appropriations kept pace with sales increases during the past two years; 1941 breakdown is as follows: daily papers, $6,000,000-28.5%; weekly papers, $750,000-3.5%; magazines, $1,500,000-7.6%; point-of-sales, $6,000,000-28.5%; outdoor, $5,800,000-27.6%.

Survey points toward increased production in the post-war period with 66.1% indicating plans for plant expansion. It is estimated $160,000,000 will be expended for new equipment as soon as it is available.

JACK TURNER, CBS script editor, will join the Blue network in a similar capacity, reporting to Stuart Buchanan, script manager. Joining CBS a year-and-a-half ago assigned to the education department. Mr. Turner leaves Robert Perkins, until recently manager of the CBS writing staff.

HUSBANDRY TIPS on production of weekly NBC Date With Judy, were offered by Tom MacAvity (left) Hollywood producer on that series when he turned assignment over to his wife, Helen Mack (right), radio-film actress, in early March. Mr. MacAvity currently is devoting full time to other production assignments. Lewis-Howe Co. (Tuna) sponsors the half-hour comedy-drama show.

A ONE-REEL MOVIE has been released to theatres based on Tom Slier's This Is Fort Dix on MBS. Produced by Columbia Pictures and narrated by Tom Slier, the short is condensed version of the regular broadcast which features interviews and entertainment by soldiers stationed at Fort Dix, New Jersey.

1923-1944

WRC leads in Washington morning, afternoon and night. The second network is in third place in the morning. And the third network is ahead of a non-network station in the afternoon.

But all you need to remember is that WRC always leads in Washington.

Careless Talk and Play Square With Gasoline New Subjects on OWI Packet

TWO NEW subjects appear on the OWI Domestic Radio Bureau packet for the week beginning April 10, five are continued from the previous week, and one returns after a week's absence.

Careless Talk, scheduled on the "K.W." group of stations for Station Announcements, heralds a new campaign which is especially urgent at this time because of the large numbers of soldiers being returned from the fighting fronts under the army furlough system and because of massive preparations for attack.

Listeners will be told that (1) even the most seemingly harmless fragment of war information may be of value to the enemy (2) the fact that thousands of people know some phase of our military operations does not mean that it is safe to talk about it loosely (3) even with family and friends items involving military security should not be mentioned.

Gasoline Messages

Play Square With Gasoline, also new to the packet, emphasizes the military factors in the campaign to destroy Black Market operations and to maintain essential transportation. With the slogan "Gasoline Powers the Attack—Don't Waste a Drop", messages will explain that because we have about the maximum crude oil productive capacity from known reserves to supply military and essential home front requirements we cannot expect to have any more gasoline for civilian uses and we may have to get along with less before the war is over. Listeners will be urged to apply any coupons really needed and to use only the coupons issued to them by local boards.

Sponsors for Careless Talk announcements may be found among general advertisers but places where people congregate are most likely prospects. These include restaurants and taverns, recreational centers, and transportation companies. Likely sponsors for the gasoline spots are service stations, garages, automobile dealers, and enterprises promoting group marketing.

Continued on the packet are messages on War Bonds, Rubber Conservation, Tax Declaration, Victory Gardens and Car Sharing. The campaign to recruit Women War Workers returns after a week's absence.

Inspirational Theme Ads Found Most Effective

THE INSPIRATIONAL theme is the most effective means of advertising today, according to a survey made by Daniel Starch Business Research, New York, for the Assn. of National Advertisers. Survey covered four 3-month periods from October 1942 through September 1943. The "future appeal" theme was somewhat average and showed a declining trend. Straight product advertising showed an important increase during the period. The survey revealed that war production advertising showed a steady increase but that the conservation theme had little popular interest. The report, an analysis of the findings on more than 15,000 advertisements in 15 major magazines and 80,000 interviews, is intended to show the trend of war theme advertising.

"The general preferred hot music on WFDF Flint, so I let him have his way."
What makes this network work?

- These 143 stations, woven into a blanket to cover the 3,026,789 square miles of the United States...
- These 143 stations, interlaced into an extensive pattern of clear channels, regionals and locals...
- These 143 stations, affiliates of the National Broadcasting Company... are what make this network work.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC "The Network Most People Listen to Most."

They all tune to the

National Broadcasting Company

It's a National Habit
Fly Testimony at Lea Probe

(Continued from page 18)

to the barriers in the way of the free flow of press communications from points in the British Empire to the United States as compared with press communications in those British Empire points and England erroneously indicated that Reuters was given preferential rate treatment whereas press associations for dispatches between the same points," he said. "As a matter of fact the low British Empire press rate of one British penny, or a little less than two U. S. cents, a word is available to correspondents of all nationalities between points in the British Empire.

Mr. Fly explained, however, that a Reuters correspondent can transmit dispatches from any point in the Empire to London at the low British rate, whereas American correspondents usually pay considerably higher rates for dispatches from the same points to his headquarters in the U.S.

Even with direct circuits the FCC has been unable to establish comparable to the "low British Empire rate", he added. American correspondents usually transmit dispatches through London because the combination rate is lower than rates direct to New York, according to the FCC chairman.

Describes Monitoring Of Fishing Boats

To a direct question by Mr. Barger, Mr. Fly said the Commission had not granted amateur licenses to any aliens prior to Pearl Harbor "except for a handful discovered when we put on stricter regulations". He added, however, that "there is no way of telling, offhand". Mr. Barger inquired about licenses in the Nisii. Chairman Fly said the Commission had licensed, before rigid restrictions were adopted in June 1940, the following alien radio operators: Austrian, French, Swedish, Polish, Irish and Lithuanian, each one; Canadian 15; English 4 and German and Czecho-slovaks each 5.

Aswering Rep. Wigglesworth's question as to whether Japanese operating radios on fishing boats communicate with the Jap mainland orfleet, Mr. Fly said such would have been possible but that "vessels equipped with radio were monitored by the Radio Intelligence Division in the field". He read from a report that indicated there was "nothing suspicious" on the air.

Chairman Fly denied that the FCC didn't keep a "fulltime watch" on the fishing boats, declaring "we maintained watch over all the specters except the military", although the witness added, under further questioning that "you can't monitor every frequency all the time. To assign men to cover every frequency would take a whole army". Then he appealed to Chairman Lea: "I have no objection to going into all this. I think the thing to do is to go into the RID."

"It's our desire to drop it," said Rep. Lea. "If you refer to an agreement of procedure which precluded touching upon the RID and Foreign Broadcasting Intelligence Service until new general counsel is appointed. When Mr. Barger asked: "If those fishing boats were equipped with radio it would have been a small matter to communicate with the Japanese mainland, wouldn't it?" Charles R. Denny Jr., FCC general counsel, said: "That's RID." Mr. Fly added: "That's RID" and Rep. Wigglesworth asked why.

"That particular thing did not happen," declared Mr. Fly. Rep. Wigglesworth asked the witness to file with the Committee qualifications of 21 employees who operated the Commission's three monitoring stations in Hawaii. Rep. Lea interposed: "Suppose we drop the RID."

Mr. Barger read from a speech delivered in Detroit Nov. 25, 1942, by the witness in which Mr. Fly was quoted as saying that it was "advertised that Hawaii was a hotbed of enemy radio transmitters". Mr. Fly explained that "those rumors came out around Dec. 7." Mr. Barger read from the speech Mr. Fly's advocacy of a unified carrier in the international field and reminded the FCC head that his past philosophy was opposed to monopolies.

"In this particular area of communication I have advanced monopolies on two scores and opposed one other," said Mr. Fly. "In telephone, water, telegraph—monopoly makes the most sense. In the field of international communications there should be a monopoly."

Seeks Views on Monopoly And Unification

Mr. Fly requested that his speech be incorporated into the record as his views on international communications. Mr. Barger pressed for Mr. Fly's views on unification and monopoly. "There is not much distinction between monopoly and unification," said the witness. He explained that unification can be brought about by merger or "organizing a new corporation".

"Do you mean unification of ownership or unification of Government control?" asked Rep. Lea.

"I haven't advocated Government ownership," replied Mr. Fly. "I haven't taken a stand on that. I think the thing to do is to get a strong unit which the Government can back up. The Government wants to be in a position to direct the carrier system and expand when it becomes necessary." He admitted the FCC had made studies looking to a merger of international communications. Mr. Barger asked Mr. Fly to submit for the Committee record a letter he wrote to President Roosevelt March 29, 1943, on an international merger and the President's reply dated June 1, 1943.

Turning to testimony previously given the Committee to the effect that the FBI tried for several months to get 250,000 fingerprints of radio operators from the FCC, Mr. Barger asked: "Is it fair to assume the delay in getting those fingerprints was due to (1) your agreement with the unions and (2) that the prints become a part of the permanent FBI records?"

Mr. Fly denied that the agreement with operators' unions had anything to do with the delay in turning over the prints to the FBI, but he did repeat that "we insisted they process them". Following argument on the fingerprint question Mr. Fly declared: "I might say he (J. Edgar Hoover, FBI director) didn't find any spies in that group of fingerprints. To this date no spies have been found in that group."

Rep. Wigglesworth, referring to the labor leaders with whom Mr. Fly previously testified, said he had an agreement not to use the fingerprints except for FCC purposes, asked: "Do I understand you want to leave the impression with the Committee that the FBI has no understanding between you and them was more important than the internal security in time of war?"

"The request for those fingerprints came in September 1941," replied Mr. Fly. He parried further questions, saying "you'll find my views in the record." Questioned by Rep. Lea and Mr. Barger, Chairman Fly admitted that operators licensed by the Commission were in a position to "damage national defense if they were so minded". He appealed to Chairman Lea that he hadn't been permitted to present his own statement with reference to the fingerprints except through cross-examination. He filed for the record a statement including correspondence between the FCC and Attorney General regarding the fingerprints.
Top photo: From ten million big citrus trees like these came $40,000,000 in golden grapefruit and luscious oranges during the last crop year. A tropical latitude, fertile lands and irrigation from an ample water supply makes this possible.

Bottom photo: A typical plant in which the fresh, juicy, delicious citrus fruit is inspected, selected and packed for shipment.

Top photo: Here is a glance at the $24,000,000 mid-winter vegetable industry. This spinach will go to market at premium prices due to timeliness and finest quality.

Bottom photo: In this plant the grapefruit juice is extracted and canned from fruit of good quality but of poor appearance, thus saving vital vitamins in delicious form . . . and providing much revenue from otherwise unmarketed fruit.

**Here's What Makes This Important!**

KRGV is the ONLY single media which covers this market thoroughly. 91% of the 23,481 radio listeners are tuned in on KRGV! Consider that fact for a people who deposited a record $51,000,000 in their banks at the close of 1943 as a consequence of having received $82,657,000 for their agricultural products during the year! KRGV is a MUST on Texas schedules. NBC Network. Address: Weslaco, Texas.
"Now, if we were only staying at THE ROOSEVELT!

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

Rooms with bath from $4.50.

**HOTEL ROOSEVELT**

**MADISON AVE. AT 45TH ST., NEW YORK**

— A HILTON HOTEL —

ROBERT P. WILKOFF, General Manager

Other Hilton Hotels From Coast to Coast:


**PROGRAM THE HEADLINERS!**

**NBC**

**RECORDED PROGRAMS**

* The Name You Will Remember*

**William Lang's five-minute verbal sketches of the Famous... news of people-in-the-news... is a real attention-getter. Lang's punchy style gets across... packs a tremendous wallop and leaves a lasting impression. 175 five-minute shows—arranged 6-week broadcast. Merchandising and publicity plan supplied. And remember the title "The Name You Will Remember" is perfect tie-in for the sponsor's name and business. Send for audition records.

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

WBNX broadcasts daily to Metropolitan New York's worst covered area which com-
prise 70% of the population. These mil-
lines... billing them... hold other our own churches, newspapers and radio stations, provide WBNX pro-
gramming and public service, the rea-
on why many NBC advertisers are using WBNX consistently, if your product is merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0335.

**Hughes Who**

**Now, if we were only staying at THE ROOSEVELT!**

**FRANK SOUTH**, formerly with Mac Ad Agency Peoria, Ill., and later was with Consolidated Products Co., Danville, Ill.

**CONFORMAL FOOTWEAR Co.,** division of the International Shoe Co. St. Louis, has appointed Guilford Ad Agency, New York, to handle advertising for Conformal Shoes. Radio is being considered.

**QUAKER OATS Co.,** Petoctor, Ont. (Puffed Wheat and Sparkles) has assigned weekly auditions to Country Music and Radio Stations in the Midwest.

**Hoffman Radio Corp., Los An-

gles, new to radio, on March 13 starts sponsoring weekly five-minute wa-


**AMERICAN HOME PRODUCTS**

**Corp., Jersey City, N. J. (Anacin)** on March 20 began sponsorship of Ro the Story Goes, a transcribed quarter-

**Hughes Who**

**March 13** begins sponsorship of Lucky Kitty by Fox, KFBQ San Francisco... series on Katherine Kinchen's program on KWG Stockton and KFBI Sacra-

mento; and thrice weekly on KHIL Chico, Calif. Gerth-Pacifc Ad Agen-

cy, San Francisco and Los Angeles, has the account.

**GLINGSMITH CO.** southern representatives of Belfour jewelry, has scheduled two March and April campaigns for James Mason Co., Chicago, its account. The accounts are handled by James P. Healy, Chicago.

**MIDLAND RADIO & TELEVISION**

**Chicago, Illinois** has announced the sale of its Radio and Television stations to KPRC Houston, Texas.

**MARCEL SCHULHOFF & Co.** New York Account, has moved from 15 West 44 St. to 17 East 45 St. Telephone is Murray Hill 2-3708.
Presto has it... the smoothest cutting disc you ever used, easier on your cutting needles, simpler for your less experienced personnel to handle because it doesn't require fussy adjustments of the cutting needle to make a noiseless recording.

Presto has a disc for every purpose... the Green Label Disc, glass base, for your finest recordings... the Red Label Disc, glass base, same as the green label but lower priced because it has some tiny imperfection, somewhere, that prevents its being passed as a Presto "first"... the Monogram Disc, composition base, for reference recordings, economical both because it costs less and because it's coated with the same high grade recording medium used on the Presto glass base discs. MONOGRAms won't cause the needle wear experienced with other low priced discs.

Presto Aluminum Base Discs are again available but only in limited quantity and only for military, government and commercial uses. Broadcasting stations and recording studios may use aluminum discs for recording commercial transcriptions that must be mailed or which must be protected from breakage because of their importance. But it is our prime responsibility to make these discs for the armed forces and release only the excess for commercial use during wartime.

Kindly order in advance of your requirements. We regret that we are no longer able to clear all disc orders daily. No serious delays but no shipment within the hour on telegraphed orders.

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
GRAYBAR APPOINTS LA MARQUE TO POST

J. W. LA MARQUE, former manager of the radio broadcasting department at Riverside Electric Co., New York district office, on April 1, becomes radio sales manager at the company's executive headquarters New York, replacing D. B. McKey [Broadcasting, March 13]. Having had 16 years' experience in radio, Jim La Marque has been associated with RCA and Haynes-Giffen and later served as eastern sales manager of the Crosley Radio Corp. In 1928 Mr. La Marque was special sales representative for Graybar on the Western Electric Radio, Sound Systems and Hearing Aids Department, New York City. Since that time he has been closely identified with radio broadcasting and the electrical industries in the eastern district.

ANNUAL WE REPORT SHOWS '43 DECLINE

DESPITE an all-time record of 83% production for Government and an all-time record of more than 60 million dollars in sales during 1943, Western Electric Co. showed a decrease of $16,000,000 in net income for 1943 as compared with 1942, the company's annual statement, issued last week by Clar- ence G. Stoll, president, was disclosed.

Sales totaled $741,356,000 last year, as compared with $757,956, -000 in 1942 and $401,021,000 in 1941. While Government purchase of telephone equipment have steadily increased from $41,421,000 in 1941 to a peak of $596,112,000 last year, with sales to telephone companies declining 58% from 1942, while labor and other costs continued to rise," the report stated. "The maintenance of October 1941 prices under OPA regulations resulted in a very low rate of profit on this part of the business."

Sales to the Bell System declined from $264,043,000 in 1941 to $284,027,000 in 1942 and $118,226,000 last year. Net income for the company was $15,305,000 in 1943, compared with $14,110,000 in 1942.

Radar, together with radio, telephone and other newly-developed electronic equipment were the predominant items in the WE war program. In addition to highly-specialized war products the company manufactured large quantities of telephone material to fill special needs of the Government, including lend-lease requirements for foreign countries.

STOPS DISC BREAKAGE

WKCR, New York, has adopted a large express sticker that is displayed prominently on each disc. The sticker is not sent out from its station. The idea for the sticker was sent to the station by a Chicago advertising agency and was adopted necessary because of record breakage in transit.
A million people heard the word SYPHILIS*...and liked it!

PUBLIC SERVICE is just as integral a part of KFI as its 50,000 watts of power. Whether it is a matter of bringing the fight against syphilis into the open, or sponsoring the debut of a promising local concert pianist—KFI regards Public Service as an obligation, a privilege, a promotional opportunity.

Such Public Service programming unites the station and its listeners in the common bond of local interests. And this mutuality of interests builds confidence and strong acceptance for all KFI program offerings.

This is another reason for KFI's undisputed leadership in Los Angeles.

*SYPHILIS...is being fought in Los Angeles with a microphone!

For over six months, KFI's provocative dramatic programs "The Unseen Enemy" have been the promotion spearhead of a local fight against venereal diseases...a plague which has risen to alarming importance in Los Angeles as in other major wartime population centers.

And the dramatic programs have not been without dramatic results. The series is credited with having induced many local industrial institutions to broaden the scope of their medical programs. It has been endorsed by educational directors in schools and in military posts. Requests for blood tests at clinics throughout the city and county have shown marked increases.
EVER GET JUGGED IN CALABOOSE (KENTUCKY)?

We don't know whether there's a jail in Calaboose (Ky.). But there must be a few people, even though WAVE doesn't ask you to pay for them in our coverage! WAVE conceals the back hills to the big stations! We concentrate on the Louisville Trading Area and its major slice of all Kentucky's business. Thereby we save you a lot of waste, a lot of dough—and still give you big results. Want the facts?

A. MAESCHER, Jr., for 11 years with Ridgeway Co., St. Louis, as treasurer, production manager and account executive, has joined Oakleigh French & Assoc., St. Louis, as director of client service, space buyer and account executive.

DOUGLAS WOOD GIBSON has joined N. W. Ayer & Son, New York, as copywriter in the agency's radio department.

HAROLD L. MCCINTOSH, vice-president in charge of radio for N. W. Ayer & Son, New York, is in California for several weeks.

J. R. McDERMOTT, formerly of the CBS press information department, has joined David G. Alber Associates, New York, publicity firm.

CHARLES C. GREENE, formerly vice-president and account executive of Buchanan & Co., Chicago, last Wednesday joined Doremus & Co., Chicago. Before joining Doremus & Co., Mr. Greene was with the Chicago Tribune.

BILL ROUSSEAU, for the past year with Benton & Bowles, New York, as producer of Prudential Family Hour and Saturday Night Special, is now serving as general supervisor of daytime programs of Pedlar & Ryan, New York.

BERSHAY, formerly associated with Phillips H. Lord Inc., New York, production firm, and previously with NBC, is now serving as general supervisor of daytime programs of Pedlar & Ryan, New York. Bill Bette, formerly on the CBS production staff, has been made assistant in the radio production department.

FELIX M. SUTTON has been appointed vice-president of WNSU, New York, with the Navy. Before joining WNSU, Mr. Sutton served with the Erwin Wasey, Lord & Thomas, and Brown & Williamson advertising agencies.

ANN BRAE, Dorothy Mallinson, and Robert Stevens have joined the radio department of Kenyon & Eckhardt, New York. Miss Brae, formerly with J. D. Prather & Co., New York, and Miss Mallinson, formerly with Earl Ferris, publicity agency, have joined the commercial writing staff. Mr. Stevens, formerly with the Blue Network, has joined the radio production staff.

NORMAN GLADNEY has been appointed director of radio production for Leon S. Golnick & Assoc., Baltimore. Mr. Gladney was formerly with WLIB Brooklyn and WITH Baltimore.

IVAN N. SHIU, owner of Advertising Counselors of Arizona, has announced the final dissolution of Advertising Counselors Inc., predecessor of the present concern.

SMILING APPROVAL over the new contract just signed, Freddie Miller, "The Hy-Ten Man," shakes hands with Robert Foley, seated, president of the Foley Advertising agency, after signing for the Hy-Tex show carried on WJW Cleveland, Monday through Friday from 12:15-12:30 p.m., sponsored by Bar- ton Chemical Co. Chicago, Hal Waddell, national sales manager for WJW, watches.

KATHERINE WELLSBROOK, formerly assistant director of the American Institute of Baking, has opened an advertising agency, and consumer and public relations office under her name at 105 Fifth Avenue, New York. Telephone is Murray Hill 2-8850.

DONALD J. POWERS, formerly director of public relations of Celotex Corp., Chicago, for the greater part of the last 14 years, has joined The Caples Co., Chicago, as account executive.

EDWARD SIMMONS, a radio director with the Wade Adv. Agency, Chicago, has been appointed director of public relations and account executive of Compton Adv., New York.

ELIZABETH SIMPSON, formerly one of the traffic staff of Advertising, Belling, New York, has been named manager of the traffic department of Polite & Smith & Rose, New York.

WOODFORD C. ROADES, former contact man with Parker-Allston Associates, New York advertising firm, has joined the copy writing staff of Alley & Richards Co., New York.

MARCEL SCHULHOFF & Co., New York Advertising agency, has moved from 10 West 44th St. to 17 East 44th St. in New York. Telephone number is Murray Hill 2-3708.

NINA ANTHONY, news editor of CJOR Vancouver, has joined the radio department of Stewart-Lovick, Vancouver agency.

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

**The Bee Line**

**McClatchy Broadcasting Company**

Sacramento, California

Robert A. STREET

National Sales Manager

Paul W. BAYMER CO.

National Representatives
Here's That Bandwagon Again

Once in a blue moon it comes along... that symbol of great opportunity so dear to the heart of every progressive American—the Bandwagon!

This time the Bandwagon is Television. You've been waiting for it. Do you recognize it now that it's time for the first seats to be taken?

Television stands today where radio stood a few years ago... where movies stood a few years earlier. Americans who were the first to climb aboard are still congratulating themselves!

Men who can judge the future by the past are already climbing aboard this 1944 Bandwagon. They know that television, which combines the best in radio and movies (plus a few things of its own), promises to converge the skeptical and reward the enterprising by soaring to the greatest heights of all... soon.

Plan now for your telecasting studio. Reserve that equipment now... equipment that insures low cost of operation. These things can be done. DuMont will do them for you.

Allen B. DuMont has specialized in television since it was a laboratory curiosity. When he developed the DuMont Cathode Ray Tube, he earned the title, "The Man Who Made Commercial Television Practical"; he put the wheels on the television Bandwagon. Climb aboard!

The man who made commercial television practical can make it profitable for you.

DuMont Precision Electronics and Television

Allen B. DuMont Laboratories, Inc., General Offices and Plant, 2 Main Avenue, Passaic, New Jersey
Television Broadcasting Studios and Station W2XWV, 513 Madison Avenue, New York 22, N. Y.

Copyright 1944, Allen B. DuMont Laboratories, Inc.
War Programs Dominated CBS in Year; Net Income Up, Annual Report Shows

WAR TIME operations of CBS are highlighted in the company's annual report to stockholders, made public last Friday, which reveals that of the network's $31,592 individual broadcasts during 1943, more than 17,000 dealing with war projects, representing 3,380 hours or approximately 36% of CBS total operating time.

In presenting the report in the absence of CBS President William S. Paley, on leave on a special foreign mission for the OWI, Paul W. Keeten, executive vice-president, stated: "That your company prospered during 1943 is a source of less pride to its management and, I feel sure, to its stockholders, that it met and fulfilled the urgent and multiplied needs of the armed forces, the United States Government, American industry and the American people at war."

Net Rises

Annual financial statement, submitted by Frank K. White, vice-president and treasurer, shows a gross income of $75,166,441 during 1943 for CBS and its subsidiary companies, an increase of $15,954,868 over 1942's gross of $62,211,573. Net income for the year, after providing $7,575,000 for federal taxes, was $6,505,941 or $2.54 per share, an increase of $412,243 over a net of $4,123,698, or $2.40 per share in 1942.

Looking to the future, the report states that "while television publicly seemed to stand still... the impact of wartime progress upon post-war television has made almost certain television pictures of larger size and higher fidelity, richer in detail and in full and natural color, although continued transmission of lower quality pictures of pre-war standard may be necessary during an interim period."

War themes during the year increased from 48% to 58% of all CBS programs, the report says, with almost half the time sold for commercial use devoted to war projects. The 90 CBS advertisers in 1943, not including Pacific Coast and regional advertisers, purchased a total of 3,268 hours of network time.

Year's total of 9,329 hours of CBS network broadcasting included 31,592 programs, originating from 33 foreign and domestic points, the report reveals.

During 1943, the report states, 16 stations joined CBS and five affiliated, with FCC permission, increased their power. Internationally, CBS erected two new high-power shortwave transmitters for the Government at Wayne, N. J., has one under construction at Brentwood, L. I., and is planning others in California, in addition to the three it already operates to beam programs to foreign listeners and to our own troops abroad.

TWO NAVY SHOWS TAKE UP OPTIONS

BAN placed on use of Navy personnel on sponsored broadcasts will have a definite future impact against Chicago Navy shows but several other midweek programs will be permitted to continue under existing contracts.

Paley-Honeywell Regulator Co., Minneapolis, on April 2 will take up the remaining 26 weeks of its weekly contract for "Rochester Gentleman"" and "Dickson Lewis & Associates, Minneapolis, is the agency.

Hall Bros. Inc., Kansas City, Mo. (greeting cards), effective April, renews sponsorship of Meet Your Navy for the remaining 26 weeks of its contract. This program will be heard on 160 Blue stations Fridays 8:30-9 p.m. Henri-Hurst & McDonald Inc., Chicago, handles the account.

Communications Probe Funds Are Requested

A RESOLUTION authorizing the Senate Interstate Commerce Committee, or a subcommittee to investigate "international communications under terms of State Resolution 187 introduced last October, was introduced last Monday by Sen. Wheeler, chairman of the Committee, and co-sponsor of the original resolution. Last week's document, which would authorize an expenditure of not over than $5,000 for the probe, was referred to the Audit & Control Committee."

During hearings last Tuesday before the House Select Committee to Investigate the FCC, James Lawrence Fly, Commission chairman, expressed the hope that Sen. Wheeler's resolution (SRES. 267) "will lead to a full consideration of the problem and to the development of a legal basis for unification" of international communications. He added: "We don't need much investigation on that. I think the committees are pretty well informed on that. I don't believe much testimony will be needed. I think a $5,000 fund would be adequate."

N. Y. AFM Pacts

LOCAL 802 of the American Federation of Musicians has negotiated new contracts with WMCA and WNEW New York, effective April 1, calling for 15% increases in the present scale of $75 a week. Scale for one-time commercial broadcasts will go up from $10 for one hour or less to $12 for 30 minutes or less and $16 for 30 minutes to a full hour.

Railroad Special

CHICAGO, BURLINGTON & QUINCY Railroad, Chicago, will sponsor a special broadcast from Lincoln, Neb., April 10 on the full Blue network from 12:45-1 p.m. Agency for the Burlington is Reineck-Elis-Younggreen & Finn, Chicago.

EDGAR KOBAL, executive vice-president of CBS, March 21 will address the Women's Washington Advertising Club, and on March 22 will address the Baltimore Advertising Club.

Lease Cancelled

(Continued from page 16)

Society pursuant hereto are to be paid by the lessee."

Justices Paine, Carter, Messmore and Wenke voted to cancel the lease, while Justices Yeager, Chappell and Neff dissented, finding the lease was adequate and legal. Members of the board of Woodmen, headed by D. E. Bradshaw, president, had held that the reasons for disposition of the station to the Gillin company were several.

Among these were recited interference with duties of officers of the Society for the purpose of fraternal insurance; possibility of station income being subject to income tax; possibility of its operation causing a taxable levy on the gross income of the Society; possibility of legislation preventing a fraternal insurance society from owning and operating a station; station ownership drove the Society into iews on certain subjects discussed over WOW; caused difficulties in relationship between employees of the Society and station, due to wage scale differences; fear among employees of possible de-stroying station value; area covered by the station had been materially reduced, affecting its advertising medium value; additional FM and television costs might have come up.

The opinion brought out that Mr. Bradshaw desired to see Mr. Gillin participate in the management and possession of the station and to give him high tribute to him for the station's success. Mr. Gillin has been directing head since 1932.

Eso Garden Book

ESSO MARKETERS, New York, is offering radio listeners a book on gardening through its Eso Reporter programs, heard on some 37 stations. Two million copies are being released, and another printing is planned on the basis of response to last year's winner of a similar booklet. Special editions adapted to regional agricultural conditions are prepared in each state by Standard Oil divisions in consultation with the local state department of agriculture.

First in Prestige! First in Audience! First for Advertisers!

Edgar Kobal, executive vice-president of CBS, March 21 will address the Women's Washington Advertising Club, and on March 22 will address the Baltimore Advertising Club.

Page 56 • March 20, 1944
HELP OF INDUSTRY
PRAISED BY DAVIS

The radio industry and the Radio Executives Club of New York were praised at the luncheon meeting last Thursday in New York by Norman H. Davis, director of the American Red Cross “for the outstanding contribution you have made through radio in connection with the 1944 war fund goal of $200,000,000.”

Mr. Davis’ letter was read by Lindsay Macharrie, American Red Cross director of public information in Great Britain.

“The radio industry,” Mr. Davis wrote, “as a whole has given and is giving a graphic picture of the Red Cross in action in these troubled times. Please accept the deep appreciation of the American Red Cross.”

Praises Nets, BBC

Mr. Macharrie, a former producer of Blue and Benton & Bowles, New York, praised the BBC and the four American networks for their cooperation in making programs and facilities available to the armed forces.

Guests were Fred Goddard, KDKA Pittsburgh; John T. Carey, WIND Gary - Chicago; George Lasker, WORL Boston; Ed Gley, WIBG Philadelphia; Frank Smith, WWNW Pittsburgh; William Eichelberg, MBS; Hal Seville, WJRE Hagerstown; Jack Gross, KPMB San Diego; Mr. and Mrs. Dutch Cassill, WNYQ New York; G.A. Lacey, WJDX Jackson Miss.; Rhoda Maggi, Mildred Heleen and Don Hayworth, BBC.

WANTED

RADIO NEWS WRITER

News writer for KSD, St. Louis, on NBC affiliate. Give draft status and details of experience. Must be fast on typewriter. Availability certificate required.

WRITE

NEWS EDITOR

RADIO STATION KSD

ST. LOUIS, MO.

New Relay Suitable for Video Sought By AT&T Between New York, Boston

PLANS for “a commercial trial” of a radio relay system suitable for the transmission of television programs as well as telephone messages were announced last Friday by the American Telephone & Telegraph Co. Application was made last Thursday to the FCC, AT&T said, for approval of the construction of a radio relay between New York and Boston, work to proceed as rapidly as the war situation permits.

Relay will take at least two years to complete and will cost in excess of $2,000,000. According to AT&T, the system will be operated by radio relays of a type under development at Bell Telephone laboratories before the war, with directed radio beams at ultra-high frequencies operating simultaneously in other directions and relayed at stations spaced at about 30-mile intervals along the route.

Principal purpose of the trial, the company states, is to determine by practical operation in commercial service the relative advantages and disadvantages of radio relay in transmission of long distance messages and television programs compared with transmission by wires and cables and the recently developed coaxial cables.

Announcement of these radio relay plans, as well as plans for the construction of 6,000 to 7,000 miles of coaxial cable, also capable of carrying television programs (BROADCASTING, March 6), has been sent by AT&T Vice-President Keith S. McHugh to a number of executives of companies with television interests, together with a letter which points out that AT&T’s interest in television “is primarily the same as our interest in broadcasting, namely, in furnishing facilities for the transmission of television program material.”

In addition to outlining the company’s post-war plans for intercity television network facilities by both coaxial and radio relay systems—plans which he states “are necessarily subject to a good many qualifications because of present uncertainties”—Mr. McHugh explains that “within the same city, television can be transmitted over ordinary telephone wires, with the addition of suitable terminal and intermediate equipment, or over special conductors provided for the purpose.”

Feldman in India

ARTHUR FELDMAN, assistant manager of the Blue’s London news office, has arrived in New Delhi, India. He was heard on the network from his new post last Wednesday.

How To Do A Better Sales Job on WIBW

One of a Service Series

Include WIBW in those plans because of (1) the tremendous clarity and penetration of our signal—5 on SRO; (2) the admitted preference of farm and small town listeners for WIBW programs, personalities and service; (3) our long, enviable record of RESULTS for other advertisers.

Do A Better Sales Job . . . on WIBW!
COVERAGE attained in a nationwide listener campaign, involving the voluntary cooperation of 128 CBS stations, is presented in an oversize illustrated folder released by the network. Brochure constitutes a report by the cooperating stations on the CBS 1943 program promotion campaign "to invite the mass of the American people to listen to CBS programs" and to appreciate that they were getting the best in radio fare. Included is a list of the exact quantities of promotion material supplied to the stations by the network followed by a page-by-page account of how much was used in each of seven media. Total reader "impression opportunities" are reported at half a billion for newspapers and at over a billion for car and bus cards, with "uncheckable" millions in posters and postcards. "Listener opportunities" totalled nine billion, representing a daily average of 13 radio messages addressed to 25,000,000 CBS radio families over a period of 28 days.

WOWO Dinner

ACHIEVEMENT Award dinner was held by WOWO Ft. Wayne, Ind. on March 19 as tribute to the men and women in the WOWO tri-state area who have made significant contributions to agriculture and home economics during the past year. Present at event were Governor Henry F. Schricker, the featured speaker, Harry D. Reed, dean and director of the Purdue U. School of Agriculture, and other agriculture leaders and representatives.

KSD St. Louis has begun a promotional scheme with three taxicab firms, Yellow, Black and White and Victory Cabs, to carry signs on the space between the taxi's rear window and bumper featuring the call letters, KSD, with bordering slogans such as "NBC Outlet in St. Louis", "Tops in Programs", "AP News", and "$500 on your dial!". The signs are printed in red with black and white trim.

KNX Trade Paper

KNX Los Angeles is now issuing a monthly KNX Trade Talk newspaper covering radio, news of foods and drugs. With the first issue, March, paper now goes to more than 90% of all food and drug retailers in Southern California. National circulation includes agencies and advertisers.

WHBQ Folder

PROMOTION done in connection with advertisers' accounts is now presented by WHBQ Memphis to advertisers in a specially printed folder containing tear sheets of ads and other promotion. "News for You—From WHBQ" is slogan of the folder which has one corner folded back for quick opening.

FM in KANSAS CITY

EVERETT L. DILLARD
General Manager

PORTER BLDG., KANSAS CITY

BROADCASTING • Broadcast Advertising

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

"Even more than his first volume of radio dramas, this collection demonstrates the extraordinary breadth of his versatility."—CLIFTON FADiman. Just published, $3.

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

"Promoting excellence in advertising"
Clark Committee
(Continued from page 19)

Chairman Clark announced his plan to reconvene the committee.

Members of the committee, in addition to Chairman Clark, are Tunnell (Del.), McFarland (Ariz.) and Andrews (Fla.), Democrats; and White (Me.) and Tobey (N.H.), Republicans.

Senator Clark has not indicated the lineup of witnesses beyond Dr. Maddy. Presumably the committee will determine its course following the initial hearing. It appeared evident, Senator Clark said, that the committee would like to inquire into the circumstances surrounding the current network negotiations and in light of the Labor Board decision.

Smith Letter

Mr. Smith's letter to Senator Clark, copies of which were sent all members of the NAB board, follows in full:

As you are probably aware, the radio networks are at the present time negotiating with Mr. James Petrillo of the American Federation of Musicians for a new labor agreement. In fact, I believe that the most pressing agreement has been reached between them.

Certain portions of this agreement, in my opinion, will have disastrous effects upon the broadcast station operators throughout the entire United States. In this letter, I should like to explain to you why I believe this. Because of my past experience in the Petrillo matter, I should like to ask any advice or relief it is possible for you to give.

The networks have agreed that only members of the IBEW will be permitted to handle phonograph records and transcription in their stations. This duty at the present time is performed by technicians. There are two main technicians unions, one of these being the A. F. of L. affiliate, the International Brotherhood of Electrical Workers. The other, which controls technicians on NBC, the Blue Network and their affiliated stations, is known as the National Association of Broadcast Engineers & Technicians. The deal that has actually been made by the networks is that they will force NABET into IBEW, as a concession to IBEW, for giving up their phonograph record and transcription handling privileges. It is my understanding that IBEW on the Pacific Coast is desirous of making this change, NABET also opposing it to the best of their ability.

It is very obvious to anyone familiar with the broadcasting business that this concession on the part of the networks is of negligible importance to them. It is also obvious that Mr. Petrillo's purpose in requesting it is to establish the principle of musicians having comparable conditions and records. Having established this principle, it will not be difficult for him to expand it to virtually all radio stations in the United States. This, in itself, will still not be a move of major importance to the Musicians Union. However, once having established musicians in a necessary capacity in the radio station, AFM is then in a position to force studio bands upon all stations, most of whom now employ no musicians. At present a strike of musicians is not looked upon by the average independent station with too much fear. However, if the musicians could control the phonograph records and transcription, and the technicians and announcers, through their contracts, were not permitted to touch them, a strike of musicians would automatically put the stations out of the air. This is the point Mr. Petrillo desires.

Mr. Petrillo's original demand on the networks was for a music cost equaling 4% of their gross revenue. Mr. Petrillo has lowered this demand materially. I believe, in consideration for having this amount reduced, the networks are making an effort to help Mr. Petrillo get his revenue from the radio stations rather than from the networks. Already, to my knowledge, two stations, RPI and KBEA, the NBC and Blue outlets in Los Angeles, have been notified by the musicians that the June 1st, they may employ musician platter turners.

In view of the foregoing, I believe you will understand why I feel that the networks, in gaining concessions for themselves, have given away the rights of independent and affiliated stations to do so. This has been very little publicized and the networks are not aware of the critical situation facing them. I am somewhat at a loss to know which direction to turn for relief. I hope a certain amount of security may be added to our position by having this information in your hands.

New Senate GOP Leaders Express Radio Interest

NEWLY organized Republican leadership of the Senate places three senators having more than cursory interest in a free radio in the forefront of party councils. Senator Wallace H. White Jr., of Maine, was continued as acting leader in succession to the late Senator Charles L. McNary, of Oregon. He is the co-author of the present radio act and also was largely responsible in the drafting of the basic provisions of the White-Wheeler bill (S-614) now pending before the Senate committee.

Senator Arthur H. Vandenberg, of Michigan, named acting chairman of the Senate Republican conference, and Senator Robert A. Taft, of Ohio, elected chairman of the new nine-man Republican steering committee, have both addressed the Senate on freedom of radio in recent months. Mr. Vandenberg has a news publishing background and has evinced avid interest in freedom of the press and radio. Senator Taft, son of the former president is related to Hubert Taft, publisher of the Cincinnati Times-Star, which owns WKRC. He recently lashed out against the FCC on program control.

Weir to OWI

WALTER WEIR, vice-president in charge of creative work of Kenyon & Eckhardt, New York, will take a leave of absence from the agency to join the Overseas Branch of OWI around the first of April. He will be assigned to overseas duty in a forward combat team, operating as a member of the Psychological Warfare Branch of Allied Force Headquarters. Vernon Bowen, associate copy chief of J. M. Mathes Inc., New York, has resigned from that agency to join K & E where he takes over Mr. Weir's creative activities. Mr. Bowen will serve as assistant to Mr. Weir on the latter's return.

The Service Airea of WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S. C.

you gives you MORE RADIO HOMES than

LOUISVILLE (127,000 against 79,000)
or

ATLANTA (127,000 against 63,000)
or

MEMPHIS (127,000 against 61,000)
or

BIRMINGHAM (127,000 against 58,000)
or

RICHMOND (127,000 against 45,000)
or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)
or Denver (91,000)

so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK

FREE & PETERS, INC.
Exclusive National Representatives

March 20, 1944 • Page 59
Opposition Voiced in Senate To Sharp Cut in FCC Fund

BITTER opposition by Administra-
tion forces to a two-million dollar reduc-
tion in the FCC's 1945 fis-
cal year budget developed last
Thursday in the Senate during de-
bate on the Independent Offices Ap-
propriations bill (S 420, HR-4070), al-
ready passed by the House.

Led by Sen. Mead (D-N.Y.), the
debate saw Sen. Wheeler (D-
Mont.), chairman of the Interstate
Communications Committee, and co-Con-
thor of the White-Wheeler Bill
(S-814) to revamp the Communica-
tions Act of 1934, line up on be-
half of FCC Chairman James Law-
rence Fly and restoration of the

cuts.

Duplication Claimed

After adopting a Committee
amendment which reduced the FCC
budget request for normal activi-
ties from $2,209,000 to an even
$2,000,000, Sen. Mead called on
Sen. Barkley (D-Ky.), Majority
Leader, agreed to reconsider its
action. Sen. Mead then offered an amend-
ment to restore the full amount of the original budget re-
quest for so-called national defense ac-
tivities.

Sen. McKellar (D-Tenn.), acting
chairman of the Appropriations
Committee, and Sen. Bridges (R-
N.H.), Committee member, vigor-
ously defended the Committee's re-
duction of $650,000 above the
House cuts [Broadcasting, Nov. 13]. The House had lopped
off $1,654,857.

Sen. McKellar, informing his collea-
gues that evidence before the
Appropriations Committee showed
that the radio intelligence work
done by the FCC duplicated that of the
Army and Navy, declared: "We gave Mr. Fly two or three
days before the Committee to es-
establish his claim, with maps, spec-
fications, and testimony. I am sure the
Senator (Sen. Mead) will recall that
when it was his turn to testify, there
was another opportunity to submit reasons why
there was no duplication. Such rea-
sions were never presented to the Committee. I do not think anyone
would deny that there is a dupli-
cation."

"I know that the distinguished
acting chairman of our Committee
gave Mr. Fly unlimited time," said
Sen. Mead, and I am sure he
would satisfy Mr. Fly a little bet-
ter if he gave him less time and
more money to operate the agency." He denied that the record showed
the Commission was "engaged in
radio intelligence of a military
nature".

Defending the Commission's ac-
tivities Sen. Mead asserted that
"the Army and Navy must occa-
sionally depend upon the FCC for
the performance of certain tasks, military in character. ... Another point is that it is the FCC, not the military, which does the monitor-
ing of broadcasts coming from en-
emy countries. It is the United

States FCC which does the policing of the U.S. radio nets and no one in
Washington, D.C., not Mr. Mead,
Mr. Tobey, or anybody else.

Sen. Tobey (R-N.H.) defended the Joint Chiefs of Staff and the
Secretaries of War and Navy, who
recommended in February 1943
that radio intelligence activities be trans-
ferred from the FCC to the armed
forces. When Sen. Mead read the President's letter, dated Sept. 7, 1943, in which Mr. Roose-
velt told Secretary Knox and
Stimson to iron out their differ-
ences before the Board of War
Communications, Sen. Tobey as-
sented.

"The FCC is practically a one-
man Commission. James Lawrence
Fly dominates the board. I know
that to be a fact. The board to
which the Senator referred, the
BWC to which to make appeals,
is also dominated by James Law-
rence Fly. So Mr. Fly acts in both capacities." Following an exchange
between Sen. Mead and Mr. Tobey, Sen. Wheeler interposed that "Mr. Fly is one of the ablest and most intelli-
gent men in the public serv-
vice today."

Sen. Wheeler paid glowing tribu-
tute to Chairman Fly, declaring:
"While I have not always agreed with him at times, in my opinion
he has been one of the most ma-
ligned men in public service in
Washington during the last few
years. Mr. Fly has had one of the
most difficult jobs to perform in
this city. When it comes to regulat-
ing radio, and radio communica-
tions, and to dealing with those
gagged in the industry, with all the
selfishness displayed by them, one
must recognize what an extremely
difficult job the chairman of the
Commission has."

Sen. Mead read into the Congres-
sional Record letters from military
and other governmental person-
nel, commending the Commission's work
in the radio intelligence field. That
brought from Sen. Bridges the ques-
tion: "I should like to have the
Senator tell us exactly what propor-
tion of the time of Mr. Fly and the
FCC has been spent in the cam-
paign or crusade to obtain these
endorsements from minor Army
officials all over the country?" Sen.
Wheeler responded:

"I happen to know that Mr. Fly
was attacked before one of the com-
mittees of the other House, and cer-
tain statements were made. I
assume that when those statements
were made he possibly asked per-
sons who were familiar with the
work he was doing to write letters.
It will be recalled that he was not
permitted to testify before the
House Committee in answer to the
charges. I assume—and I think it
is true—that he did ask certain
persons in various executive de-
partments who had been using the
service to say what they thought
about it and these letters were in
response to that request.

It was reported on Capitol Hill
Friday that some Senators had in-
quired into Sec. 201, Title 18, U.S.
Code, which prohibits the use of
moneys appropriated "to influence
in any manner a Member of Con-
gress, to favor or oppose, by vote
or otherwise, any legislation or
appropriation by Congress, whether
before or after the introduction of
any bill or resolution proposing
such legislation or appropriation".

The law specifies that any "officer
or employee" of the U.S. found
guilty of violating the statute
"shall be removed" from office and
"shall also be guilty of a misde-
meanor." A $500 fine and/or year
in prison are specified.

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BROADCASTING • Broadcast Advertising
Boler Denies Intimidation, Defends Fly in Case Letter

EDITOR Broadcasting:

In view of the fact that you have published Congressman Case's innuendos in your publication of March 6, 1944, page 53, I think perhaps it might be only fair to Chairman Fly and the writer that you also publish this reply.

-JOHN W. BOLER, President
North Central Broadcasting System Inc., St. Paul, Minn.

March 4, 1944

Hon. Francis Case
House of Representatives
Washington, D. C.

Dear Sir:

I received an airmail special delivery envelope postmarked Washington, D. C., this morning with no return address or other identification which contained a copy of your speech to Congress on Feb. 28, 1944. From its contents, it is very evident that you, with some other Congressmen, are using the FCC as a political football. I request that this communication be put in the Congressional Record, because statements which you have made and interpretations of my letter and contact with you were misconstrued, and therefore, your statements were false and misleading.

James Lawrence Fly, chairman of the FCC, did not meet with Congressman Don Martin, National Republican Committee, and solicit our sympathy or support.

Being the licensee of two radio stations and the operator of a regional network, I have business with the FCC, and I was the one who called Congressman James Lawrence Fly regarding business that I have with the FCC, which I have the opportunity to do very often.

The only statements that ever get before Congress, or that ever get obtained just consideration by Congress or the House Select Committee investigating the FCC, are statements, innuendos, and derogatory accusations hurled at James Lawrence Fly and the FCC. The House Select Committee never allowed anyone to appear before the Committee in an open meeting that had any statement to make favorable to the FCC, the Commissioners, or its chairman, Congressmen Cox and Navy Attorney whom the Committee hired, appeared prepared against the FCC from the beginning, and their resignation is proof of something or other.

As a voter, I have the right to contact those representatives and senators in the State of South Dakota——your state—and ask him to send his vote to be cast to you. However, you choose to call it intimidation, instead of investigating further.

You say that the Committee's action was to withhold the approval to the contract based wholly on the recommendations of the Joint Chiefs of Staff and the Secretary of War and the Secretary of Navy, which was sent to the President with a strongly worded letter. As I recall, the House Select Committee spent a considerable amount of time interviewing members of the Army and Navy, and many attempts were made by the House.

Lt. Jerome K. Bowers
SECOND Lt. Jerome K. Bowers, former announcer of WMSL Decatur, Ala., has been killed in action in the European theatre, the War Dept. announced last week. Lt. Bowers, whose home was in Birmingham, became staff announcer of WMSL Dec. 22, 1941. He enlisted in the Army Air Corps Jan. 5, 1942. He was the son of William J. Bowers, Birmingham.

The license of our broadcast stations in the U. S. The listening public and the voters should not permit you, or any other Congressman, to use this branch of the Government as a political football, which you are doing, and I intend not to permit it if I can contribute anything toward that end.

I object to your speech to Congress, placing in the Congressional Record a statement embodying comments which I have made and the contact of a friend of mine in your state as a means of hurling another blow at the FCC and call it "intimidation of our good Congressmen representing "we the people." We have the right, I believe, to contact our Congressmen and tell them how we feel and how we would like them to vote and represent us in Congress, as that's what we send you there for. Therefore, you are not being intimidated. The FCC did not solicit political support and did not solicit my intervention or contact with you and never has requested any such support. I want this in the Congressional Record so that every Congressman will know it.

The telephone calls and postcards from Greater Kansas Citians, plus letters from the other Kansas points and Canada (a neat bonus for KCKN night-owl advertisers) have convinced us beyond any doubt that KCKN's 12 midnight to 6 A. M. schedule reaches and sells a hefty chunk of Greater Kansas City's in-the-money, eager-to-buy, responsive market.

Value wise-time-buyers are fast “discovering” KCKN—discovering the loyalty of its audience, the potency of its program format, the dollars-and-cents results that KCKN gets for its advertisers.

Better phone or wire your nearest Capper office—TODAY, before the better availabilities are gone. You'll be glad you did.

THE 1945 annual convention of the Canadian Association of Broadcasters has been set for Quebec City, Feb. 12-14. Hotel accommodations at Montreal, where the next convention was planned, do not allow for a convention under one roof, so that the CAB has decided to go back to Quebec where they recently held their 1944 meeting.

"Terrifie" is an understatement of Greater Kansas City's reception of the 'round the clock service offered by KCKN since January 1st.

The phone calls and postcards from Greater Kansas Citizens, plus letters from far away U. S. points and Canada (a neat bonus for KCKN night-owl advertisers) have convinced us beyond any doubt that KCKN's 12 midnight to 6 A. M. schedule reaches and sells a hefty chunk of Greater Kansas City's in-the-money, eager-to-buy, responsive market.

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Better phone or wire your nearest Capper office—TODAY, before the better availabilities are gone. You'll be glad you did.

The Voice of Greater Kansas City

BEN LUDY, GEN. MAN. KCKN, KANSAS CITY, MO WIBW, TOPEKA
ELLIS ATEBERRY, MANAGER, KCKN

CAPPERS PUBLICATIONS, INC.
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MUTUAL OUTLET

MARCH 20, 1944 • Page 61
In Canada for WAVES
TO EXCHANGE radio ideas with the Canadian Wrens so that there may be further cooperation between the Allied Services, Lt. Hazel Kenyon Markel, director of national network radio relations for the WAVES, is now in Canada, by invitation of the Dept. of National Defense Naval Service, Lt. Markel is serving with the WAVES while on leave as education director of KIRO, Seattle CBS station. Before going to KIRO, she was director of education of the Portland schools, and also manager of KRPS Portland, where she was known as Hazel Kenyon.

Hollender to London
AL HOLLENDER, of the Overseas Branch of OWI, is leaving for London where he will serve in the radio division of the Psychological Warfare Branch, Allied Force Headquarters. His post in New York as assistant chief of the Radio Program Bureau, in charge of the radio outpost division, goes to Robert Newman. Mr. Hollender was formerly assistant to the president of WIND-WJJD Chicago. Mr. Newman has been editor of the outpost radio division. Before joining the OWI he did freelance scriptwriting.

WARTIME development of new and ingenious products, in increasing quantities, has required Sylvania Electric Products' radio division home plant in Emporium, Pa., to add a two-story brick addition.

TO DEMONSTRATE that women without technical experience can be trained quickly for wartime jobs as studio operators, the NAB, in cooperation with the four major networks and RCA Institutes, has graduated an experimental class of 12 students in a 12-weeks course conducted during evening hours.

Selecting its initial group from the 70 most promising applicants screened from more than a thousand inquiries, received in a recruiting campaign in New York, all of the original class was found to possess the natural aptitudes required and "show promise of developing into capable studio operators after experience is gained working on the jobs they are now seeking," according to Howard S. Frazier, NAB director of engineering.

Personal qualifications largely governed the selection of candidates for training, as evidenced by the following from the screening bulletin sent to initial applicants:

She is alert, ambitious and possesses more than average intelligence. She may have a college education but this is not essential.... She is resourceful, thinks quickly and has the natural aptitude necessary to coordinate eye, ear, mind and hand.... The women we are looking for may not drive a car, but if she does, her driving is better than average. She is not too young to realize the obligation of assuming responsibility nor is she too old to learn quickly and with minimum effort.... She is never late for work, she is never absent without good reason and after having made previous arrangements.... We are looking for unusual women.

Selection of candidates for training was made by Mr. Frazier and John Cose, assistant superintendent of RCA Institutes. Networks contributed their studios and provided control men who served as lecturers. In addition to actual operating experience given at the control consoles, courses included basic principles of acoustics, care and use of microphones, purpose and functions of studio control equipment, various types of program material, use of volume indicator, mixing and fading, operating procedure, remote pickup operation, instantaneous lacquer recording, and operation of low-powered transmitters.

All of the students are securing restricted permits and many are now available for immediate placement with stations. NAB has cataloged the regional employment preferences of the graduates for broadcasters interested. Full particulars on graduates available or the NAB training techniques may be obtained from the NAB Engineering Dept., 1760 N Street, n.w., Washington 6, D. C.

Way Quits OWI Post
RESIGNATION of William B. Way, general manager of KVOO Tulsa, as OWI regional consultant for Oklahoma and Kansas was announced last week by John D. Hymes, deputy chief of the Domestic Radio Bureau. Robert D. Enoch, general manager of KTOK Oklahoma City, has been appointed to the position. Mr. Way held the OWI post for a year-and-a-half and resigned because of pressure of other business.

RECENT GRADUATES of the studio control training course held at various studios in New York as a joint effort of the NAB and the four networks and conducted by the RCA Institutes are (front row, l to r): Mrs. Zonia Andreyev, Alice Wolfson, Barbara Steinschneider, Ruth Broderick, and Christine Woborn. Second row: Helen Herbstz, Esther Lewis, Anna Byers, Hilda Reigl, Mrs. Patricia Dewell, Mrs. Helen Donaldson and Mrs. Virginia Doane. Broadcasters interested in the employment of these women should communicate with NAB.

Appeals TO THE WOMEN AUDIENCE
The only daily syndicated women's fashion release exclusively for radio. The W. E. Long Co. will put EVELYN DAY'S NEW YORK FASHION LETTER on your station on sustaining basis at no cost to you.

Write Now for Details!

THE W. E. LONG CO.
155 North Clark Street
CHICAGO 1, ILLINOIS

NAB TESTS SHORTCUT TRAINING
Graduates Dozen Women in 12 Weeks Course
For Jobs as Studio Operators

CHATTANOOGA
IN THE HEART OF TVA
5,000 WATTS
D A Y AND N I G H T
PAUL H. RAYMER CO.
Army's Lip Mike Debut On CBS 'Vox-Pop' Series
"LITTLE SCHICKELGRUBER," the Army's T-45 "lip" microphones went on the air publicly for the first time Monday, March 13, on the CBS "Vox-Pop" program. Wartime service will be discontinued at the close of business Sat., April 15. All Mutual service will be discontinued at the close of business April 15. The two-point hook-up, devised by the network executives, is an effective device for speech transmission, which could override the tremendous noise of the battle field. Post-war possibilities include its use for clear communication from unusually noisy areas, such as subways, light stations, stadiums, etc.

MBS Adds Three
MBS has announced that it is not renewing its affiliation contract with KGLI in Des Moines, Iowa. Mutual service will be discontinued at the close of business Sat., April 15. MBS has already announced that it will not renew its contract with WGAC in Augusta, Ga., another Mutual station, when the contract expires June 13. Mutual added WKEU in Pensacola, Fla., March 19. KKSU Rock Springs, Ariz., joins the network April 1, bringing the total of MBS affiliates to 22.

Underwood a V-P
CECIL UNDERWOOD, Hollywood manager and producer, joined Underwood, Los Angeles, and is a member of the board of directors of the American Theater Owners Association.

NETWORK ACCOUNTS

**All Time Eastern Wartime unless indicated**

**New Business**

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh (institutional), on March 13 started a musical program on 68 Blue stations, Mon.-Sat., 7:19-1:30 p.m. Agency: F. W. Kohler, Inc., N. Y.


NOXCEMA CHEMICAL Co., Baltimore, Md. (Nexmasan), on March 14 started for 2 weeks "Happy Trails" on 114 Blue stations, Sat.-Sun., 7:45-9:30 p.m., with West Coast repeats Sat., 7:45-9:30 p.m. Agency: R. Ralph McKenna & Co., Inc., N. Y.

ENGLANDER BED Co., Brooklyn, N. Y. (institutional), on March 14 started for 13 weeks "We Who Dream" on 86 CBS stations, Fri. & Sat., 5:30-6:30 p.m. Agency: Low Co., N. Y.


LIBBY, McNEIL & LIBBY, Chicago (Libby's 100 Foods, Baby Foods), on April 17 started "My True Story" on 105 Blue stations, Mon. thru Fri., 10:15-10:45 a.m. Agency: J. D. Tarcher & Co., N. Y.

RENEWAL ACCOUNTS

LEVER BROS., Cambridge, Mass. (Swan soap), on April 4 renew for 52 weeks Burns & Allen on 129 CBS stations, Tues.-Sat., 9:50-10:30 a.m. Agency: Young & Rubican, N. Y.

FROSTER & GAMBLE Co., Cincinnati (Lever's soap, Oxydol), on April 3 renew for 52 weeks "Love & Laundry Mystery on 33 CBS stations, Mon. thru Fri., 7:45-8:15 p.m. (Rebroadcast 11:30 a.m.) Agency: Compton Adv., N. Y.

PABST SALES Co., Chicago (Pabst Blue Ribbon), on April 12 renew for 52 weeks Burns & Allen on 105 Blue stations, Sat.-Sun., 9:35-9:50 p.m. (Rebroadcast 1:50-2:05 p.m.) Agency: Compton Adv., N. Y.


ESQUIRE Inc., Chicago (Coronet), on March 30 renew for 52 weeks "True Love" on 35 news stations for 52 weeks Blue Ribbon on 112 CBS stations, Mon. thru Fri., 8:40-9:30 p.m. Agency: B. L. Loeb & Co., N. Y.

SEWER INC., New York (institutional), on March 12 renew for 52 weeks "Love's Last Call" on 20 stations at the same time adding 61 Blue stations, making a total of 121 Blue stations, Mon. thru Sat., 9:30-10:15 a.m. Agency: Schwimmer & Scott Adv., Chicago.

LEVER BROS., Cambridge, Mass. (Swan soap), on April 3 renew for 52 weeks "Swan's Secret" on 87 stations at the same time adding 73 CBS stations, Mon. thru Fri., 11:30-1:30 p.m. Agency: Young & Rubican, N. Y.

KELLY DOUGLAS Ltd., Vancouver (Nabob Coffee), on March 13 renew for 52 weeks "Nabob Coffee" on 133 CBC stations from Monday 10:30-11:30 p.m. Mon.-Wed. to 11:30-12, noon. Agency: Harris, Inc., N. Y.

Net Changes

H. J. HEINZ Co., Pittsburgh (soups), on April 3 shifts "Instant Heinz" on 133 NBC stations from Monday 10:30-11:30 p.m. Mon.-Wed. to 11:30-12, noon. Agency: McJunkin Adv., N. Y.

VICK CHEMICAL Co., New York (Vita- mine Plus), on March 17 discontinued Dr. J. O. on 125 NBC stations, Mon. thru Fri., 9:30-10 p.m. Agency: Grant Adv., N. Y.


CAMPANA SALES Co., Batavia (Dressin', Bald, Cool), on March 8 started "The Shadow" on 22 MBS stations, 5:45-6 p.m. Agency: Rubican & Co., N. Y.

DELWARE LACKAWANNA & Western Coal Co., New York (Blue Coal), on April 16 discontinued "The Shadow" on 22 MBS stations, 6:30-7 p.m. Agency: R. Ralph McKenna & Co., Inc., N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (Planters nuts, peanut oil), on March 16 shifts "The Shadow" to 22 MBS stations, 6:30-7 p.m. Agency: Erwin, Wasey & Co., San Francisco.

RCA VICTOR, Montreal (records) has extended "Voice of Victor" from April 2 to April 27 on 22 Canadian stations, 5:45-6 p.m. (Pacific). Agency: W. C. Foster & Co., Chicago.

ARTHUR MCJUNKIN, New York (Texas) extends "Metropolitan Opera" for four additional weeks on 50 Blue stations, Sat., 9:30-11 p.m. Agency: Rubican & Co., N. Y.

THE COASTAL BROADCASTING COMPANY, INC.

Chances Fade for Legislation

(Continued from page 9)
ed upon by Chairman Wheeler, who repeatedly has criticized failures of stations and networks to provide equal time to candidates. Utilities to answer Administration spokesmen, was encountered by the Legislative Committee almost everywhere. Much agitation over the broadcasts of such commentators as Winchell and Pearson has focused attention on a guaranteed “fairness” provision, with Sen. Wheeler immediately demanding that the same time and facilities be given the respondent in all such cases of personal attacks, or where “vulgarization” is allegedly involved.

Members of the legislative committee last met with Chairman Wheeler on Monday, March 13, at which time the NAB’s proposed changes were advanced. President-elect J. Howard Ryan also met with the Committee. The members, all of whom were present, are James D. House, WLW-WSAI Cincinnati; Clair R. McCollough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafato, WIS Columbia, S.C.; Nathan Lord, WJIL Louisville; Ed Stocum, KGHU Billings, Mont.; J. Leonard Reinach, WSB Atlanta.

Air NAB Study

Chairman Elias and Mr. Reinach remained in Washington to work with the NAB war activities director, Robert T. Bailey, and special legislative counsel, Karl A. Smith, on the revisions to the Wheeler draft. Mr. Elias conferred several times with Sen. Wheeler and Mr. Craney and afterward submitted to Sen. White the proposed NAB revisions.

Mr. Reinach was to be in Washington this week as legislative committee representative, drafting the formal assumption of executive duties at the NAB by Mr. Ryan, who expects to take over April 15.

In a nutshell, the view was that some sort of bill would be drafted soon and submitted to the full Committee, several members of which followed the hearings on new legislation avidly and who, from the questions they asked, appeared to favor a revised law or a series of amendments which would spell out the precise functions of the FCC and prevent any unification of authority not implicit in the act. Moreover, the preponderant Committee opinion appeared to be that something should be done to prevent the FCC from gradually assuming control of “the composition of that traffic” as expressed in the so-called Edink further opinion of the Supreme Court of May 10, 1943.

While Chairman Wheeler has refrained from public comment, he is represented as feeling that the views of both sides should be reconciled in legislation. On several occasions he has indicated that he desired only maintaining any unanimity of view on legislation at this session and might be disposed to throw the whole proposition overboard.

Nevertheless, at this writing, he appeared to be following through on a revised legislative draft, and indications were that he would confer with Sen. White about changes, with the hope of getting a substitute bill agreement from the Committee is called together in executive session.

The preponderant view of those familiar with the terms of the original tentative draft was that it would be better to have no legislation at all than of the local sort. But they had in mind the legislative processes ahead and the intense interest expressed in the House on new legislation stemming both from hearings held two years ago on the Sanders bill and the Select Committee inquiry into the FCC.

Aside from legislative suggestions sent to Chairman Wheeler by the NAB Committee, the FCC and the major networks also are understood to have advanced suggestions. One of the last proposals received was from Louis G. Caldwel1, as counsel for the Clear Channel Broadcasting Service, representing I-A stations, sharply opposed to the 50,000 W limitation on standard broadcast facilities (FM would not be included) and proposing other changes in the measure. Mr. Caldwell, who was invited to appear for the clear channel group during the hearings but did not, asked for and was given a copy of the Wheeler preliminary draft, following which he submitted the overall recommendations.

WTAG Search

WTAG WORCESTER, with the cooperation of the Red Cross chapter, initiated a broadcast urging all listeners to “turn detective” to aid in locating missing persons for whom the Red Cross had been searching. Letters from relatives in conquered countries received by the Foreign Inquiry Service of the Worcester Red Cross, served as clues to the whereabouts of the missing. Results were very successful with several persons located and one still being sought in other states, three located through churches, and only one turned up totally uncompleted connection.

Navy Unification Plan Announced

International Communication Firms to Be Consolidated

FORMULATION of a comprehensive plan by the Navy Dept. providing for legislative unification of all American international communication enterprises into one privately owned and organized company was reported last week by reliable sources.

The proposal seeks a merger of radiotelegraph, cable and telephone facilities and is understood to be based on the Navy Dept. position that only complete unification can result in maximum utilization of the equipment and frequencies used in record and non-record radiocommunications. Anything less, it is felt, would retain the present competitive situation in the prevailing system of American international telecommunications.

Recent Advances

The plan is believed to take into account the tremendous advances in radio and electronics in recent years and the probability of frequency shortages after the war as the result of increased demands to be expected from international aviation expansion.

The Navy Dept. merger plan would be confined to foreign communications only and would be completely separated from manufacturing enterprises in the United States or abroad, it is reported, although the corporation would engage in research necessary for its operations.

No provision or necessity for Government ownership, financial participation or control is included in the proposal but representatives from departments most interested in communications would serve on the board of directors to advise on policies affecting the national interest or on an advisory council.

The FCC would be confined to regulatory activities over rates and practices, under the reported plan.
Jansky & Bailey, Maj. Armstrong Seek Model FM Outlet for Washington, D. C.

A MODEL high-power commercial FM station to serve the nation's capital, as well as to carry on experimentation, is sought in an application filed with the FCC last Friday by the little-known names in FM—Maj. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., and Stuart L. Bailey, members of the Washington consulting engineering firm of Jansky & Bailey. The station, to be constructed at a cost of approximately $160,000, would be a Class "D" outlet designed to serve a 20,000 square-mile area, with Washington as the basic metropolitan area. The frequency sought is 43,900 kc.

Jansky & Bailey constructed Washington's first experimental FM station, now in operation. The proposed site of the new station is near Olney, Md., about 20 miles from Washington. The station would use an NEL 40,000-watt transmitter, a General Electric 420-foot antenna, and Western Electric speech input equipment.

Similar to Alpine

The applicant is FM Development Foundation, with Maj. Armstrong as 50% owner and Jansky & Bailey holding the other 50%. The equipment would be substantially the same as that used in the Jansky & Bailey Laboratories that will supervise the testing and will be capable of demonstrating by its service over the capital area the full possibilities of the FM system.

Plans were formulated prior to Pearl Harbor, said the statement, and their fulfillment will depend upon favorable action by the Commission and the termination of hostilities. An estimated period of six to nine months will be required to construct the station. Legal aspects of the application were handled by the Washington law firm of Dow, Lohnes and Albertson.

**SENATORS DISCUSS SPEECH FREEDOM**

MONTANA's two Senators, Burton K. Wheeler and James E. Murray (both Democrats and both of Butte) will air their views this week on radio news commentators and freedom of speech on Richard Eaton's program (9:15-9:30 p.m.) on WWDC Washington, WMCA New York, WDBS Philadelphia and WITI Baltimore.

Mr. Eaton has propounded six questions which he will ask the Senators and others about radio. Do you believe that there is sufficient freedom of speech in time of war? Do you believe that a radio commentator, unlike the editorial writer of a newspaper, should not express his opinions on the air? Do you believe that the right of reply should exist on the air and in editorial columns of newspapers? Do you believe there have been complaints by labor that it has not had a fair chance to be heard on the air? Do you care to comment on that? Do you feel that reproducing sessions of Congress on the air? Do you think the ASCAP board did not agree on the handling of the Society's negotiations with broadcasters, which resulted in a rupture of radio-ASCAP relations.

Following the ASCAP acceptance of a Government consent decree and its subsequent reorganization, Mr. Mills resigned from ASCAP in the summer of 1941, joining SPA as executive director. After 18 months in this post, he resigned this year (BROADCASTING, Jan. 17). It soon became apparent that his plans for a reorganization of SPA would have to be held up until after the close of the war.

**Consultant Office Is Opened by Mills**

**To Specialize in Commercial Uses of Copyrighted Works**

EDWIN CLAUDE MILLS, for many years general manager of ASCAP and more recently executive director of Songwriters Protective Assn., has opened offices at 630 Fifth Ave., New York, as a consultant on the commercial uses of copyrighted musical works, especially in the fields of public performance, mechanical reproduction, electrical transcription, television and synchronization rights. His services will be available to a limited number of clients with non-conflicting interests, he said, explaining that he would not currently represent a music licensing organization and an association of its licensees, for example, although at different times he may work for both buyers and sellers of musical rights.

Active Music Roll

Joining ASCAP in 1919, when the organization was just getting under way, Mr. Mills played an active role in the licensing of music to radio from the beginning and he was instrumental in developing both the 1932 and 1935 contracts between ASCAP and the broadcasters. For a three-year interlude in his association with ASCAP, between 1929 and 1932, he was president of Radio Music Co., and NBC subsidiary. In 1940, when he was chairman of the ASCAP administrative committee, the ASCAP board did not agree on the handling of the Society's negotiations with broadcasters, which resulted in a rupture of radio-ASCAP relations.

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**Brewery Plans**

ATLANTIC BREWING Co. Chicago (Tavern Pole branch) named Campbell-Mithun, Chicago, to handle its advertising. Plans have not been announced for a future enlarged radio campaign.

Six more stations have signed with Press Assn., for the special AP radio news wire, it was announced last week. They are: KOCA Kilgore, Tex.; KGKB Tyler, Tex.; WDSM Superior, Wis.; KUSD Vermillion, S. D.; WDNC Durham, N. C.; WCOL Northfield, Minn.
TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . .

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WMCA Policy on Controversial Issues Promotes Discussions, Strauss Asserts

THE NEW policy of WMCA New York making commercial as well as sustaining time available for the discussion of controversial issues [BROADCASTING, Feb. 28] "does not abridge any right to free time enjoyed by an organization under the NAB code but affords an appeal from the otherwise unappealing judgment of a station manager as to who should or should not be heard on the air," Nathan Strauss, WMCA president, declared last week in a letter to J. Harold Ryan, president-elect of the NAB.

Everyone Included

Replying to a notice from Willard Egolf, assistant to the NAB president, that the industry association "feels some concern over the announcement of the WMCA policy" [BROADCASTING, March 6], Mr. Strauss describes as "specious" Mr. Egolf's argument that this policy "places money in the balance against the manager's judgment in deciding the weight of a controversial issue." Expressing "deep resentment" against the implication that "our policy is intended to increase the station revenue by allowing improper or unworthy programs to be heard," Mr. Strauss pointed out that the WMCA code "does not vary in principle" from the NAB ruling on controversial issues but expands this principle to increase the opportunity for public discussion.

The NAB letter termed the right of the air listener to "listen to the foundation of the code" and denied that there is anything in the WMCA policy by which the proponent of one side of a controversial issue can obtain the air more readily than under the NAB code. "As a matter of fact," the NAB declared, "your policy provides a means whereby he may be kept off the air altogether, conclusively and effectively. His opponent, by your own statement, need only say that he is unable or unwilling to spend the money for a reply."

"Under the code of the NAB a station manager may schedule a broadcast on a controversial issue if he deems it in the public interest. If no one on the opposing side chooses to make a reply, both sides are held to have had their 'day in court.' Thus, at least, station management is vindicated in the exercise of unbiased judgment in the public interest."

The argument that the WMCA policy might keep an organization off the air if its opponent were not willing to buy time is "preposterous," Mr. Strauss replied. "No one, who under the NAB code could be heard, would be denied a hearing under our code," he averred, "but many, who under the NAB code would be unable to obtain time on the air, may under our code be able to present their views if the opposing groups interested in the discussion are ready to present their pleas at their own expense."

"In our belief the problem is whether the decision of a single individual, the station manager, shall be permitted to foreclose public discussion of an issue by radio on the ground that he personally deems the matter of insufficient public importance to grant it free time, even though a representative community group insists that it should have a right to present its views."

"Whatever may have been the original intent of such a policy, its effect has been to bar discussion of important topics and the dissemination of interesting views by responsible groups. The evidence is overwhelming that the policy of the NAB does not accord that freedom of the air which must be the continuing consideration if we are to be given a Federal license to operate a broadcasting station."

"When a station manager's judgment is in conflict with a responsible organization over what constitutes 'public interest', in controversial issues, that organization should, in our belief, have the right to obtain radio time through means other than gratuities."


PRODUCTION LINE at RCA's Lancaster, Pa., radio tube plant by its inspection as Frank M. Folsom, recently named vice-president in charge of the RCA Victor Division, watches Anna Stank working on a punch press. Mr. Folsom was former chief of the Procurement Branch of the Navy.


Electronics Session

LABOR, management and military leaders who met at the Palmer House, Chicago, last week, heard Col. Warren J. Clear of the War Dept., one of the Army's experts on the Orient, discuss global combat problems with emphasis on supply and communications in the Pacific area. The meeting was the first Army-Navy Electronics War conference. Other speakers were Brig. Gen. Edgar L. Clewell, commanding general of Western Signal Depot; Lt. Melvin F. Lanphar, Navy incentive officer, for Chicago District and Army, Navy and Marine Corps combat veterans. Motion pictures and type of communications equipment were demonstrated.

THE FOUR VANCOUVER, B.C., stations (CBR CJKM CJOR CKWX) joined forces early this month to produce an hour broadcast for the Red Cross campaign. Local and internationally known artists participated in the program.

WSSICINNATI coverage of the Cincinnati Reds spring training activities is being handled for the station by its reporter Dick Bray and Cincinnati Enquirer sports editor Lou Smith.


DR. ARTHUR J. MAY, U. of Rochester graduate and long-time medical researcher, spoke on "Sustained Action" as he kicked off an eight-week series of "Major Programs" features in a program broadcast in Rochester, N. Y.

AMERICAN Communications Assn., Broadcast Local No. 1, representing the announcers and engineers union, released the following statement: "It is with concern that we view the remarks of some communications workers the other day concerning the Palmer-Morgan program, which shows how the news is gathered and the Philadelphia Board of Education and all of the Philadelphia radio stations, newspapers and radio news of instructive to develop engineers and technicians for replacements at the local stations."

WTCN, Minneapolis-St. Paul on March 1 was host to 40 teen-age girls representing the pilgrimage tour of the Minnesota D. A. R. The guests appeared on a special broadcast with Ann Glenn, state radio chairman of the D. A. R.

EIGHTH American Exhibition of Educational Radio Programs "sponsored by the Institute for Education by Radio at Ohio State University, Columbus, Ohio, on May 5-6, will feature certain WBBM Chicago programs."

RKO Radio Pictures, New York, has released a short film feature dramatizing the activities of the typical war correspondent and declaring that 320 war correspondents, including 16 who have lost their lives in action. It shows the news is gathered and transmitted by short-wave radio, picked up at listening posts and telecast to newspapers and radio news rooms. Propaganda activities of the OWI Overseas Branch are also depicted.

Studio Notes


WSYR
The Only NBC Station Covering Central New York

- including over 40% of farms in the state.

5000 Watts at 570 Kc Syracuse, N. Y.
Represented by Raymer
Five Seek Video, 7 FM CP Permits

Standard Stations Sought in Dublin, Ga., Rochester

NEW applications received by Thursday of last week at the FCC request facilities for five new commercial television stations, seven new FM outlets, two standard stations and one non-commercial educational station. Applications for transfer also were filed by Upstate Broadcasting Corp., Saranac Lake, N.Y., license of WBIZ; KLCN Blytheville, Ark. and KiUL Garden City, Kans.

Upstate Broadcasting application asks consent for voluntary transfer of control of WNBZ from Carl F. Woese, sole owner, to WNBZ general manager, John F. Grimes. Sale of 253 shares common stock for $24,400 is involved. Mr. Woese, who is engaged in war work, states 'tis he no longer able to devote full attention to the station. Mr. Grimes is also writer for the New York Times and the Syracuse Post Standard.

Station Applicants

Homor A. Ellison requests in the KJUL application to sell his interest in the station to his partner, Frank D. Conrad, for "$18 and other considerations". Mr. Ellison is now in Government service. In the KLCN Blytheville, Ark. application, voluntary assignment of license is requested from Fred O. Grimson, sole manager to general manager Harold L. Sudbury for $15,865.12. Mr. Grimson now is engaged in war work.

Applicants seeking new commercial television outlets are Havens & Martin, Richmond, Va. (license of WMBO), Channel 3, 3 kw aural, 4 kw peak visual; Bamberger Broadcasting Service of Baltimore, D.C.; Channel 4, Philadelphia, Channel 7; Louis Wamer Inc., Spokane (KGK-KHQ license), Channel 1; Allen B. DuMont Labs., Washington, D.C., which has applied for a construction permit for reinstatement of W3XWT with 2 kw aural, 4 kw peak visual, and special and A 5 emission.


New local standard station requests are: Rochester Broadcasting Co., Rochester, N. Y., 250 w unlim. time on 1240 (facilities of WSAY when vacated); George T. Morris, Wilmer D. Lanier and J. Newton Thompson, d/b Dublin Broadcasting Co., Dublin, Ga., 250 w. unlim. time on 1340. Evening Press Inc., Port Angeles, Wash., has petitioned for reinstatement of its application for 250 w unlimited time on 1450 kw. The non-commercial educational station is sought by the Board of Education of Atlanta. Facilities were not given.

Space Sale Tips

"IT IS up to newspaper advertising salesmen to show retail stores that it is profitable to stick to the tried and proven medium—newspapers, in preference to experimenting and the more glamorous but more expensive medium radio," according to a 32-page book of Data for Retail Newspaper Salesmen, published by the Retail Promotion Committee of the Newspaper Advertising Executives Assn.

Book is largely a report of information presented at last year's NAEA meeting by the Retail Promotion Committee, which was organized in June 1943, following announcements of the Radio Retail Promotion Plan. H. H. MacLean, manager retail advertising division, Scripps-Howard Newspapers, is chairman of the committee.

Citing breakdowns of the manufacturer's dollar for 1947, when newspapers got 44.6%, magazines 44.2% and radio only 1.2%, and for 1942, when newspapers got 25.9%, magazines 31.3% and radio 42.8%, the book declares: "Radio's position in retail advertising today might be very appropriately compared with their position in national advertising about 16 years ago..." Radio may be a baby in the retail advertising field but getting tired of the baby act—and intends to do something about it.

After presenting the advantages of radio's use by retailers, the book devotes most of its remaining space to material which newspaper salesmen can use to discourage the use of radio by their retail accounts.

Hooper Survey Booklet Explains Urban Ratings

DIFFERENCES in make-up and use of the new network standard cross-section ratings and U. S. urban cross-section (89 city) ratings to be issued by C. E. Hooper Inc. in April and the regular network "Hooper Ratings" are explained in a 12-page booklet now being distributed by the research organization.

Written by Dr. Matthew Chappell, technical consultant to Hooper, the booklet explains that the network rating, covering 32 cities in which all four nationwide networks have coverage, is qualitative, measuring the capacity of the program network to recruit listeners, and therefore must be "strictly comparable" for all sponsored network programs. The urban cross-section ratings are quantitative, measuring coverage and therefore must reflect all significant conditions influencing program coverage or network competition, which is not the same in all 89 cities.

Joe Lowe Spots

JOE LOWE CORP., New York, manufacturers of Creamsicle, Fudgsicle and Popsicle, starts a nationwide spot radio campaign for the latter product in the early spring. A 15-second jingle will be used. Station schedule is in preparation. Business is placed through Lowe's new advertising agency Abbott Kimball Co., New York.
Lee H. D. Baker has been appointed vice-president in charge of Marketing Appliances of the Admiral Corp., Chicago.

William E. Mansfield and Robert W. Sierotz have begun their 14th consecutive year as engineers of KMOX St. Louis.

Otis Wright has rejoined the engineering staff of WNOO West Palm Beach, Fla., replacing Tiny Baker.

George Humphrey, formerly with KICA Cloris, N. Y., has joined the engineering staff of KGW Santa Barbara, Cal.

Jack Eisman has returned to the engineering staff of KYW Philadelphia, having received a medical discharge from the Army.

Edward W. Blair, formerly an engineer with NBC Chicago's staff, has been appointed night traffic supervisor of the Blue Network central division.

Pfc. William Hunter, formerly on the WPAT Patterson, N. J., engineering staff, is slated to become chief engineer for a local military radio station in the South Pacific.

Seymour Pollack, released from the Army, has joined the engineering staff of WOR New York. John G. Ryan has replaced Joseph Mahlin at the transmitter in Carteret, N. J.

Walter Schorr is a new member of the engineering staff of WSRS Stamford, Conn.

E. A. Hiatt Jr., formerly chief engineer of WHLD Niagara Falls, N. Y., is now a 1st lieutenant in the Signal Corps, serving in the South Pacific area.

### PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

**PAUL F. GODLEY**

CONSULTING RADIO ENGINEERS

MONTCLAIR, N.J.

MO 2-7859

**GEORGE C. DAVIS**

Consulting Radio Engineer

Munsey Bldg., District 8450

Washington, D. C.

**JOHN BARRON**

Consulting Radio Engineers

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington 4, D. C.

Telephone National 7757

**WOODWARD & KEELE**

Consulting Radio Engineers

Earle Bldg., District 4871

Washington 4, D. C.

**RAYMOND M. WILLOTTE**

CONSULTING RADIO ENGINEER

From FCC Application to Complete Installation

1469 Church Street N.W., Washington, D.C.

**PAUL A. DEMARS**

Consulting Electrical Engineer

“Pioneer in FM”

1900 F St., N.W.—Washington, D. C.

Phone: Metropolitan 0540

### Actions of the FEDERAL COMMUNICATIONS COMMISSION

**MARCH 11 TO MARCH 17 INCLUSIVE**

**Decisions . . .**

**MARCH 15**

WPQD Jacksonville, Fla.—Granted acquisition control by L. M. C. Miller for transfer of 18 shari of 66% from Ernest D. Black, E. C. McBenten and W. A. Curtis for $816,025.75.

KOMA Kansas City.—Granted mod. CP for changes in ground system.

KALB Alexandria, La.—Granted petition reinstatement and grant application for CP, change transmitter site, install DA change 1240 to 580 kc, increase 250 w to 1 kw. Conditions.

**MARCH 16**

Commodore Broadcasting Inc., Decatur, Ill.—Placed in pending file application for CP new FM station.

Maryland Broadcasting Co., Baltimore—Same.

The Monumental Radio Co., Baltimore—Same.

Plaza Court Broadcasting Co., Oklahoma City—Same.

Southlands Industries Inc., San Antonio, Tex.—Same.

Susquehanna Broadcasting Co., York, Pa.—Same.

Trans Herald, Dubuque, Ia.—Same.

Westchester Broadcasting Corp., White Plains, N. Y.—Same.

**Applications . . .**

**MARCH 13**

Allen B. duMont Labs., Washington, D. C.—Reinstatement of WPWT and request change transmitter site, 1000 wural and visual to 2800 wural and 6000 w. visual, change type transmitters, change emission from 100 to 250 w to 1 kw.

York Broadcasting Co., York, Pa.—New FM station, 45,100 kc, 150 kw.

KIU Garden City, Kan.—CP increase 100 w to 250 w, make changes in transmitting equipment. Vol. assign. license from Homer A. Elliman and Frank D. Conard.

WJNO West Palm Beach, Fla.—CP new FM station, 34,100 kc, 5 kw.

**MARCH 14**


KLCN Blytheville, Ark.—Vol. assign. to Harold L. Sutod.

Blue Network Co., New York—Authority to transmit programs originating in Blue Network studio to stations licensed to A. J. Byington Jr., Brazil, Ind. (Dismissed). (Unnecessary.)

Havens & Martin Inc., Richmond, Va.—CP new commercial television station. Channel 2, 5 kw wural, 15 kw visual.

Board of Education of the City of Atlanta, Atlanta, Ga.—CP new non-commercial educational station.

Montgomery Broadcasting Co., Montgomery, Ala.—CP new FM station, 14,500 kc, 17,299 sq. mi.

**MARCH 15**

FCC Extends Sympathy

Chairman James Lawrence Fly of the FCC in letters to commissioners of the Interstate Commerce Commission and to General C. D. Young, acting director of the Office of Defense Transportation, expressed his regret and those of his fellow commissioners, on the death March 15, of Joseph B. Eastman, director of the OD T.

Western Electric Co. directors met March 14 and declared a 50 cents per share dividend on its common stock payable March 31, to stock of record at the close of business on March 24.

### ENGINEERS PHYSICISTS

**RADIO ENGINEERS ELECTRONICS ENGINEERS PHYSICISTS**

A non-profit research laboratory engaged in urgent war research must increase its scientific staff. MEN OR WOMEN (COLLEGE GRADUATES), with experience in vacuum tube circuit design, construction of aircraft radio equipment and design of small electronic devices are needed.

Salaries range from $3,000 to $5,000, depending upon experience, ability, education and past earnings. Re-lease statement and USES consent needed.

*Apply By Mail*

**AIRBORNE INSTRUMENTS LABORATORY**

**COLUMBIA UNIVERSITY DIVISION OF WAR RESEARCH**

Box 231 Mineola, N. Y.
Help Wanted

PRODUCTION MANAGER—Southern 50 kilowatt draft station. Five full time employees. Reply Box 45, BROADCASTING.

TRANSMITTER ENGINEER—For Southern 50 kilowatt. Experience on 50 kilowatt or better. No floaters. Reply Box 36, BROADCASTING.


Radio Salesman—Man or woman, wide-area city, unlimited opportunity. A-1 references. No floaters. Box 22, BROADCASTING.

STATION MANAGER—Must be versatile, able to handle commercial accounts, including writing continuity. Station is 250-watt located in Southeastern city, network affiliate. Please state all, includ- ing salary expected and position being applied for. Box 36, BROADCASTING.

ANNOUNCER—Immediate opening for dependable announcer. Good salary. Reply Box 32, BROADCASTING.

OPERATOR—First or second class. Draft up to 300 watts. Excellent opportunity for anyone with experience. Reply Box 23, BROADCASTING.

Studio Director Wanted—Build programs, handle news, be225,000 winner. Box 19, BROADCASTING.

WANTED—Experienced announcer five years or more. Permanent position. Salary $300 per month and fees. Send picture, article, and references to position, full particulars with application. Intercontinental Broadcasting Corp., Salt Lake City, Utah.

Radio Engineers Wanted—Should have average announcing voice, any class license, plenty of experience. $1,000 per month. Box 21, BROADCASTING.

Chief Announcer—Wanted by progressive two Network California Station. Excellent opportunity for right person. Salary depends only on your qualifications. The position is permanent. Box 28, BROADCASTING.

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

WANTED—Young announcer not afraid to work who is interested in advancement to Program Department. Excellent opportunity. Excellent announcing experience and good refer- ences. No floaters. Box 17, BROADCASTING.

Chief Engineer—Southern Blue- Mutual Station. Can provide living quarters and salary according to experience. Age 28. Box 19, BROADCASTING.

ANNOUNCER—Progressive Southern NBC affiliate has opening for draft- ed announcer. Prefer experienced an- nouncer from small southern station. Financial position. Give details. Box 18, BROADCASTING.

WANTED—Announcer—First class draft deferred for 250 W Network Station. Excellent salary and position. Reply Box 14, BROADCASTING.

Are You Thinking Ahead? Existing Southern California Station with plans already in the fire on FM and television will need a program director, new engineer, sponsor, or sales manager, and have you to train. If you qualify, together with expected starting salary. We may be interested in you right now. If you want to start at a reasonable figure looking toward your future box 60, BROADCASTING.

Wanted—Operator, first class; draft de- fered. Can work either forty or forty- eight hour week. Salary $300. Reply Box 82, BROADCASTING.

ANNOUNCER-SALESMAN—wanted— announcer from small southern station, experienced, steady, stable. Reply Box 26, BROADCASTING.

CHIEF ENGINEER—For 5 kw Station. Capable of taking complete charge. Experienced in new construction, installation, etc. Reply Box 26, BROADCASTING.

WANTED—Experienced announcer from small southern station. Age 28. Salary $225. Reply Box 26, BROADCASTING.

ANNOUNCER-Edgar media—Shore Eastern Network affiliated station. Very good experience. Salary $300. Reply Box 26, BROADCASTING.

High Type Salesman—Desires position with Eastern Network affiliated station. Must have good city experience and salary. Go to Broadway and 44th Street Box 26, BROADCASTING.

Radio Executive Contemplates ESTABLISHING STATION—WANTED, SEVERAL YEARS WITH 54- PLUS, INCLUDING CENTER, SOUTHERN CITY, 300 WATT, 239 G. BOX 792, BROADCASTING.


McKee's—Shore Western Network affiliated Station. 200 kw, 1000 kw, 5000 kw. Reply Box 26, BROADCASTING.

WANTED—Painting and modula- tion equipment. Reply Box 26, BROADCASTING.

WANTED—First class man, 4-F, married, 23, 3rd class permit—operating radio and answering phone—prefer small station. Box 20, BROADCASTING.

First class production man, program direc- tor and announcer, now employed Columbia 5000. Reply Box 16, BROADCASTING.

ANNOUNCER-Trainee—Limited experi- ence. Any locale. Box 16, BROADCASTING.

ANNOUNCER—Capable, industrons. News and Spotting facts. Reply Box 26, BROADCASTING.

WANTED—250 watt transmitter, studio equipment, tower, ground wire, frequency monitor. Box 10, BROADCASTING.

One kwatt or five kwatt transmitter. Write Chief Engineer, WBNF, Belden, Michigan.

WANTED—250 watt transmitter, studio equipment, tower, ground wire, frequency monitor. Reply Box 26, BROADCASTING.

CASH ON THE LINE—For equipment for 250 or 100 Kw station, also interested in buying towers. Box 7, BROADCASTING.

EQUIPMENT WANTED—5 kwatt late model RCA or Westinghouse, field moni- tor, phase monitor, two 200 foot towers. Box 4, BROADCASTING.

WANTED—One winchiper or any gured 175,000 to 800,000. Excellent equipment, 1,000 Watt antenna tuning unit, 500 foot 87/2 or larger Coastal Cable and gas equipment. One 1,000 watt transmitter complete with tubes. Box 926, BROADCASTING.

WANTED to buy into, or outright, small radio station. Forward particulars. Box 17, BROADCASTING.

WANTED—to buy 250 or 1 Kw transmitter; also portable recording machine; modula- tion monitor and frequency monitor. Address: O. D. Drayer B84, Greenwood, Mississippi.

HELP WANTED

WANTED—Modulation and frequency monitors for 100,000 to 1,000,000 watt transmitters. Cash, Box 11, BROADCAST- ING.

WANTED—In Travais—Electric—8 transmitter re- veiver, etc., 250- 500 Watts, Price $250.00. Write Chief Engineer, WBNF, Belden, Michigan.

(a) 1 Short wave transmitter, dismantled, includes equipment, etc., 250- 500 V Power Supply. 1-5 Modulator driver 2-49B, 4-6LA-2's. 2-802's, Oscil- lator 4-6AS-4, 2-49B. Final 2- T-85. Will sell complete or piece- meal. (b) 2 Canvas covers for Jensen enclosure B 15. 23 x' 30 x' 12 1/2". (c) 2 Western Electric P. M. Helio- units, 86 pounds each, 500 ohms, and composition horns 3% feet, 22 inch bell, in wooden case, (d) 200 feet, 2 conduc- tor, 1 inch diameter, 2 aluminum cable. (e) 1 Northern Electric input unit model 8325. 1-13 channel 50 or 600 ohm to grid. Box 38, BROADCASTING.

1 Pratts Model EU Amplifier with built in Monitor Speaker, installed in Far- mable Table Rack in good condition; 1 New Lindenberg Pickup for lateral and vertical, complete with Equalizer; 1 Stromberg-Carison Model 58 Loudspeaker in Control-Room Cabinet; 1 85 db Rem- ler Amplifier in carrying case, 200 Volts Input, 560 Ohm, 6 1/2 push pull Output; sale, or rent. Box 11, BROADCASTING.

WANTED—For Sale

WRITING WRITER AVAILABLE IN SIX WEEKS

Now under contract on two network shows. Ten years experience; want change, prefer freelance work.

BOX 981, BROADCASTING.

ANNOUNCER

WANTED to handle news and commercial copy. 50 Kw Station. Submit references. Address: Box 21 BROADCASTING

WRITING

Good Pay For Experienced

ANNOUNCER

Good Salary and Excellent Opportunity for advancement.

1 kw. Outlet

WCR

PONTIAC, MICHIGAN

CLASSIFIED

Advertisements

BROADCASTING • Broadcast Advertising

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WANTED—Buy (Cont'd)

WANTED—Modulation and frequency monitors for 100,000 to 1,000,000 watt transmitters. Cash, Box 11, BROADCAST- ING.
Coverage of 'Gripsholm' Is Curtained By Late Arrival of Repatriate Vessel

DELYED arrival of the repatriate ship Gripsholm, and general lack of repair material for special feature broadcasts, resulted in exceptionally scant network coverage of her arrival March 15 at a Jersey City pier.

Heled up by bad weather, the boat docked at 1:45 p.m. instead of 12:30 p.m., and by the time those who could be interviewed were coming down the gang-plank, the networks were pushing into heavy commercial late afternoon and evening schedules which they were not inclined to interrupt to any great extent.

Interview facilities

Early debarkes were those who could or would not be interviewed including 35 wounded soldiers, State Department officials and other important Government officials who were in a hurry to be off to Washington and other points. The Navy Public Relations Bureau, U.S. Naval District, had set up special arrangements for facilitating interviews with the non-official passengers of the ship [Broadcasting, March 13], but it was late by the time they came off, and many of them were not willing to talk about their experiences.

WOR New York, which goes after special feature "firsts" in a big way today, has a new network affiliate with an on-the-scene broadcast—a five-minute feature at 4:25 p.m., when Dave Driscoll read over Mutual a prepared state-

ment from S. Pinckney Tuck, charge d'affaires of the American Embassy of Victory's is head the diplomatic contingent aboard.

Interview broadcast with Red Cross workers, arranged in advance by WOR and MBS through Red Cross officials overseas, went on the air at midnight as a recording and repeated the next day, having been delayed by late arrival of the ship and the necessary censorship processing.

CBS carried a two-minute interview with a Red Cross nurse by Bob Trout, news analyst, at 8:45 p.m. The Blue covered the event only in its regular news programs, and NBC at 6:02 p.m. featured an on-the-scene commentary by announcer Ben Grauer.

The March of Time interviewed one passenger on its NBC broadcast March 18.

Captain and crew of the Gripsholm will be the contestants in a broadcast of Mutual's Double or Nothing from the salon of the ship Friday, March 24.

EverSharp Series

Eversharp Inc., Chicago, starts Let Yourself Go on the Blue Tuesday, March 21, 7-7:30 p.m. Sponsor invites listeners to write in about some secret ambition, then selects four or five to appear as central character in reenactments of a suppressed wish. Cash prizes go to those who appear on the program. Milton Berle, comedian is m.c. Jacques Re-

nard's orchestra supplies the mu-

sic. Scheduled to start March 7, the program has been postponed twice pending final approval of the format. Sponsor has been using announcements on WNEW New York, to promote the show and to secure letter one Agency is Blow Co., New York.

Death on the Air

A DISCREET and dignified method of handling obituaries by radio was suggested last week by Charter Heslep, former night news editor of NBC, now with the Office of Censorship in Washington. Plan calls for a station reporting an obituary to write a brief note to the survivor, attaching a copy of the obituary as it was read over the air, as a permanent record for the family Bible. Mr. Heslep cautions radio public relations not to "pull out all the stops," however, on this promotion idea.

CONVENTION PLANS ARE MADE BY BLUE

A CORPS of Washington comment-

ators and correspondents, augmented by Time and Life staffs, will report the Republican and Democratic National Conventions in Chicago next June for the Blue Network, it was announced last week.

G. W. (Johnny) Johnston, direc-

tor of news and special features, will supervise the Blue's conventions' coverage, assisted by George Mine, chief engineer in charge of technical operations; Ralph Allen, central division manager of news and special features, and Bryson Rash, Washington director of special features. Offices and studios will be maintained at the Hotel Stevens.

Mark Sullivan and Ernest K. Lindley, Washington columnists, will do special assignments, with Mr. Sullivan reporting the Repub-

lican convention and Mr. Lindley the Democratic sessions. Earl God-

win, president of the Radio Cor-

respondents Assn., will head a corps of Blue analysts, including William Hillman, H. R. Baukbage and Henry J. Taylor. The Blue also plans to originate programs of Dorothy Thompson, Drew Pearson, Leonard Medcalf and Harold Ram Swing at the convention.

Record Regulation, Under Advisement

Michigan Net Opposes Due to Pinch of War Restrictions

INDICATION that the FCC is in-

terested in news commentaries and political talks with reference to its proposed rule (Order 119) to require networks to record all programs was disclosed last Wednes-

day at a meeting on the rule. The proposed regulation was taken under advisement.

In one of the shortest oral argu-

ments on record Philip J. Hen-

nessy Jr., on behalf of the Michi-

gan Radio Network, told the Com-

mission the regional network would require two recorders, three full-

time operators, 225 16-inch discs and filing cabinets for 2,700 discs if the rule becomes effective and "we just don't know where we're going to get any of these materials or manpower".

MBS Challenge

Chairman James Lawrence Fly asked what percentage of the net-

work's programming was "news com-

mentaries or political broadcast". When Mr. Hennessey said, that the Michigan network retains a complete script file of "all voice broad-

casts at the FCC chairman inquired if the file included "speeches, polit-

cal talks and comment".

"Our experience over a period of years demonstrates there is no need for us," Mr. Hennessey said. He emphasized, how-

ever, that his client's sole basis of opposition is "the unavailability of materials and manpower".

MBS filed a brief challenging the Commission's right to adopt the rule which, the network contended, "would be outside the jurisdiction of the Commission" with reference to defamations. CBS protested the regulation on the grounds that equipment and man power are not available. NBC and the Blue filed letter requests. [Broadcasting, March 6, March 13].

Soup Promotion

STOX, a dehydrated soup mix for the past year and a half, is being introduced this spring in a spot radio and newspaper campaign in Cincinnati, Louisville, and Indiana, and a number of smaller cities in the Midwest area. Station schedule got under way March 6. Through newspaper copy and transmit-

ted spot announcements heard three times daily five days of the week on an undetermined number of stations, Standard Brands is of-

ferring one package for one cent, and another for 11 cents for a limited period. Advertising is han-

dled by Kenyon & Eckhardt, New York.

Morrell Extends

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), will expand its quarter-hour program, Bob Becker's Pet Parade, Saturdays, NBC, from 88 stations to the full 150 stations of the NBC network, begin-

ning April 1. Agency is Henri-

hurst & McDonald, Chicago.

DIRECTOR SPEAKS

LINDSAY MACHARRIE, director of public relations of the Red Cross in Great Britain, and formerly of the BBC production department, will be the principal speaker at next Thursday's meeting of the radio executives club at the Hotel Shelton in New York. His talk will be broadcast on WJZ New York.

"Cut Him Off Before He Starts Giving Moose Calls"

IRE AND AIEE are jointly spon-

soring a six-week series of televi-

sion lectures, given each Thursday through April, by Advertising Engineering Societies Bldg., New York. Series started last Thursday with a lec-
ture on "Fundamental Principles" by P. Mertz, Bell Telephone Labs. Remainder of the schedule is: March 23, "Pickup" by R. E. Shel-
by. March 30, "Broadcasting" by J. E. Keister and H. D. Fancher, General Electric Co.; April 6, "Reception" by Dr. Thomas T. Goldsmith Jr., Allen B. DuMont Laboratories; April 13, "Weird Unit in Gold" by Dr. P. C. Goldsmith, CBS; April 20, "Inspection" by a speaker to be announced.

LEONARD JOY has resigned as popu-

lar record musical director of RCA Victor and joins Decca Records as a recording director March 20. Successor has not been named by RCA Victor.
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
The Oklahoma Publishing Company Announces

the appointment of

DIXIE B. MCKEY

as

TECHNICAL SUPERVISOR OF RADIO

Effective April 1, 1944

Preparations under way for postwar FM and Television

In both the fields of publishing and broadcasting, the Oklahoma Publishing Company has been characterized by its eagerness and courage to plan for the future. Applications for FM and Television licenses for both WKY and KLZ are now on file with the FCC and similar applications are planned for station KVOR.

These stations expect to pioneer these developments in radio transmission in Oklahoma and Colorado as they did standard AM broadcasting.

Delving into the mysteries, problems, and behavior of these new radio developments is too big and important a job for part-time handling by even the topnotch engineering staffs of these stations.

That is why one of radio’s most competent technical experts has been secured for this job. For thirty years, Dixie B. McKey has been exploring the frontiers of radio knowledge, advancing the horizons of technical information. He will continue exploring practical operation of FM and Television both in the plains region of Oklahoma and mountain area of Colorado.

McKey is one of the industry’s outstanding technical experts

DIXIE B. McKey resigned his position as general communications engineer of the Graybar Electric Company with which he was associated since 1923 to join the staff of the Oklahoma Publishing Company.

His first 10 years of radio training began in the U. S. Navy, in 1914, graduating from the Naval Sound Radio School, Aviation School, and Radio School.

In 1923 McKey joined Graybar as a member of A. T. & T's technical staff attached to Station WEAF. Three years later he was transferred to trans-oceanic radio telephone development and was made resident engineer of the station at Lawrenceville, N. J. By 1930 he was a member of the technical staff of Bell Telephone Laboratories in charge of development and design of aircraft radio telephone systems.

In 1936 he was made sales manager of broadcasting equipment for Graybar's Atlanta branch, and later manager.

Since 1942 Dixie McKey has been general Communications engineer for Graybar, which position he leaves to join the staff of the Oklahoma Publishing Co.