do you play the ocarina while listening?

AN ODD QUESTION to ask people? Perhaps. Would Crossley, Inc.'s personal interviewers ask it of listeners in the WOR area? Maybe, if it advanced the knowledge and understanding of how and why people listen to your program.

Month after month, you see—for more than two and one half years—Crossley's trained research sleuths have knocked on hundreds of thousands of listeners' doors. Each month they ask one specific opinion question, over and above the penetrating personal quiz they give people for WOR's "Continuing Study of Radio Listening."

Most always the answers to these opinion questions break fresh trails on radio's frontier; uncover new and surprising angles of value to the industry, to WOR, to the clients this station serves.

What are these opinion questions like? Typical are the following:

"Do you object to advertising on news programs?"

"Do you have a child? If yes, what is the best time of day for you to listen to a radio program especially directed at children?"

These are but two samples from a working file of more than twenty-two questions and their detailed answers. And the list grows, month by month. Is it any wonder that WOR can advise you wisely when you're time buying; when you want to dig below the obvious and add to the value of your radio investment?

Make it a habit to call WOR when you're planning that next buy, or fidgeting about your present one. WOR can tell you things about listening that nobody else can. And its answers will bring you a greater per-penny profit on every penny you invest.

that power-full station

WOR

at 1440 Broadway, in New York
IN TOWN...

E. J. Hillier, shipping clerk for Skinner Point Company, owns his own home in Galesburg, Illinois. The Hilliers have four children, three of them at home and 19-year-old Ernest with the U.S. Marines somewhere in the Pacific. Backing up her Marine son, Mrs. Hillier is making airplane parts at the Gale Manufacturing Company. The pictures show Mr. Hillier checking out at Skinner Paint Company and the family at dinner: Left to right, Howard, age 17, Mrs. Hillier, Mr. Hillier, Velma, 15, and Carol, 10.

THE SAME FAMILY... in Town and Country

They think and react alike

HERE in Midwest America, you'll find the same type of folks in the cities and towns as you do on farms, people with the same likes and interests. Many of the folks in the cities still have relatives on the farm. Take these two groups, for example. The C. A. Hillier family farm 117 acres near Galesburg. His brother, E. J., lives in the town itself, where he is shipping clerk for a paint company. Both families are regular WLS listeners... and buy WLS-advertised products! Checking last year's purchases in classes of goods advertised on the station, we found 42% of the city Hilliers' selections were brands advertised on WLS, and 34% of the farming Hilliers' selections were WLS-advertised. Here's definite evidence that WLS advertising Gets Results!

THE SAME FAMILY... in Town and Country

...AND COUNTRY

C. A. Hillier, farming 117 acres near Galesburg, is a brother of E. J. Hillier, who works and lives in town. The Hillier farm home, one of the show places of the county, has every modern convenience-electric stove and refrigerator, running water, stoker-fired steam heat. The family have four cars and four trucks, plus tractor. In addition to his farming business, C. A. Hillier is distributor for an oil company, also has a garage and auto supply firm. The photos show C. A. Hillier with milking machine, and the family: Zelma, Galesburg businesswoman; Donald, 14, Russell, 12, Mrs. Hillier and C. A. Hillier, Another daughter, Mary Jane, attends the University of Iowa.
It's DISTRIBUTION that COUNTS!

Why not get the BEST results in Philadelphia, by using "The Station that SELLS"?

WPEN
950 ON THE DIAL • 5000 WATTS
Milwaukee has its Marquette

Omaha has its Creighton University

Omahans Are Strong for Higher Education

Sports page followers are familiar with the prowess of Creighton's athletic teams... particularly basketball. And, educators are thoroughly aware of its high scholastic standards.

Prosperous, responsive Omahans are justly proud of their educational facilities... from kindergarten through college. People with such a "bent" for education are certainly worth "educating" for whatever product or service you are selling.

To reach them most directly, and at lowest cost... KOIL is THE Buy. Let us send you availabilities.

A PRIME MARKET

According to Sales Management; DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power... during the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.
QUIZ FOR TIME-BUYERS!

☐ What Are The Communities With a Population of 25,000 and Over in America's 4th Largest Market?

☐ What Are The Program Preferences in This Market? Morning? Afternoon? Night?

☐ What Is The Comparative Rating of ALL Stations by ¼ hour periods—day and night?

☐ What North Jersey Station Pulls Over a Half Million Pieces Of Mail Annually?

Whether you're buying time—or someone's buying it for you—knowing the answers to these vital questions will provide you with the important key to the vast buying power of the 3½ million people in America's 4th Largest Market!*

Now for the first time, the answers to these questions (and scores of others) are available to you in a complete radio study—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Smart time-buyers are already using this informative data to great advantage. Are you? If not, write or phone today.

National Representatives (Outside New York Area) Spot Sales, Inc.

“DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY”

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
Hassell W. Smith
General Manager, Hillman-Shane-Breyer, Inc., Los Angeles

Says—“Spot broadcasting is a natural for any product on which distribution is spotty”

• Far be it from us to put words into your mouth, Mr. Smith, but it seems to us you could then go on to say “— and that means spot broadcasting is a natural for 999 out of every thousand products made in America”!!

• Come to think of it, we’d like for all you agencies and advertisers to tell us the name of even ten consumer-products which have uniform and ideal distribution in every good trading center in the United States. For all the rest, we’re sure you’ll agree, there is a definite and measurable place for spot broadcasting.

• And, incidentally—if any of the markets at the right are “low spots” for your products, we’d certainly like to discuss the matter with you.
Industry Moves to Avert Manpower Crisis

McNutt Is Asked to Clarify Radio Status

DESPITE assurances from War Manpower Commission headquarters that broadcasting as an industrial entity is retained on the list of essential activities, serious unrest developed in radio circles last week as some local draft boards reclassified station executives and employees in the I-A category with little regard to industry or occupational essentiality.

Confusion over the status of broadcast executives developed in the wake of the virtually total elimination of the age bracket 18 through 25, except where critical war work is involved. Local draft boards, according to reports from stations, were throwing out deferments for station managers, other executives and technicians in the age brackets up to 38. Little effort was being made to get preferential treatment for those in the lower age group, since it appeared evident such appeals were futile.

McNutt Ruling Sought

Strenuous efforts were made last week through Commissioner E. K. Jett, of the FCC, chairman of the Coordinating Committee of the Board of War Communications, the NAB and other station and network representatives, for a reaffirmation by War Manpower Chief Paul V. McNutt that broadcasting, as an essential field, should not be stripped further of its needed manpower in the age group over 26.

The managers of two important Washington stations last week found themselves reclassified in 1-A after having held 2-A or "essential industry" deferments. Reports from other areas were largely the same.

At Selective Service headquarters, Broadcasting was informed that the current effort deals only with men under 26 and that if a sufficient number of selectees can be procured, local boards should go slowly in inducting men above that age. Some registrants over 25, however, it was said, are bound to be "caught" in the current drive to fill quotas. In such cases, it was advised unofficially that employers immediately should go to the State directors and have the cases reopened and reconsidered.

The State director, it was emphasized, is becoming more and more the key figure. While the term "essential" retains some significance, it has lost much of its strength. Those employees in occupations classified as "critical" in the brackets above 25 have a better chance for deferment but not necessarily an automatic one, it was emphasized.

'Critical' Requirements Cited

What is being done now, it was declared, is to establish the policy for the 18-25 group, and thereafter to approach the next segment, possibly covering men in the group 22-29, and finally the group 30 through 37, inclusive. Those in the 22-29 group, for example, it was pointed out, would not be deferable unless they are in highly skilled pursuits. In communications, there are 18 occupations listed as critical, including chief engineers, whether in broadcasting or common carrier fields.

To procure a deferment, a showing must be made that the particular employee is making a substantial contribution to the war effort and that he is "critical" to the industry. He cannot be replaced by a person with less than two years' training.

The new "hard-boiled" policy, it was stated on high authority following a meeting of the Inter-Agency Committee on Occupational Deferments last Friday, deals only with the 18 through 25 age group.

Commissioner Jett declared following the sessions there were "informal assurances" that those in the higher group will be given further deferments for some time to come.

An official of the WMC pointed out that local draft boards are at liberty to ignore completely the list of essential activities or occupations and that they are paying no attention to them in proceeding with the induction of men under 26. The boards are giving consideration "in varying degrees" to the manpower stabilization policy and that inclusion of broadcasting freezes employees as essential workers, preventing diversion of employees to other industries.

As far as the deferment of men under 26 is concerned, WMC expressed doubt that the communication industry would receive consideration in the formulation of a new list of "supercritical" industries in which younger men can be deferred. It was pointed out that

(Continued on page 68)

New Federal Post for Fly Discussed

Revived Reports Also Mention Closing of House Inquiry

ALTHOUGH confirmation was lacking in official quarters, reports were current in Washington last week of an impending reorganization of the FCC, with Chairman James Lawrence Fly to be elevated to a federal position post. Predictions were that the reorganization would develop within 60 days.

The revived talk of impending changes, circulated widely on Capitol Hill as well as "downtown," embraced also the likely termination of the House Select Committee investigation into the FCC, promised upon Mr. Fly's assumption of other duties. Moreover, there was tied into the conversation the view that the drive toward new radio legislation at this session would be dropped.

Post-War Post?

Several possible new assignments for Mr. Fly were speculated upon. Foremost was the report that he would be named to an important post in international communications, looking toward post-war developments. Credence appeared to attach to this because of Mr. Fly's avid interest in this field and in the light of the action last week by the Senate in approving a resolution for an initial $5,000 fund for the investigation of international communications by the Interstate Commerce Committee authorized several months ago.

Mr. Fly has advocated a unified common carrier communications system capable of competing with the far-flung British monopoly in the post-war era.

Also involved, in the event the coordinator's assignment is permanent, was possible designation of Mr. Fly to the chairmanship of the Tennessee Valley Authority, where he served as general counsel prior to his appointment to the FCC in 1939 by President Roosevelt. Yet another possible post is the vacancy on the U. S. Court of Appeals for the District of Columbia, created by the appointment of Associate Justice Fred M. Vinson as Director of Economic Stabilization.

No word has come from the White House regarding these reports. Nothing has happened, however, to indicate that the Chief Executive does not have complete confidence in Mr. Fly, who has been "in the saddle" on radio and communications virtually since his appointment, and in the face of mounting Congressional opposition. Moreover, it is an open secret that Mr. Fly's FCC stewardship has been opposed by many officials close to the President.

Should the new Fly assignment eventuate, it was logically presumed that the chairmanship of the Commission would fall to one of the Democratic leaders, T. A. Craven, Clifford J. Durr, or Paul A. Walker. Also mentioned as a possibility is Commissioner E. K. Jett, appointed as an Independent, which presumably would qualify him for the chairmanship, even though not a Democrat.

Commissioner Craven's term expires June 30 and he has not yet indicated whether he will be a candidate for reappointment. In informed quarters, it is thought he can be renominated by the President for another seven-year term. Commissioner Craven would have strong Congressional and industry support.

(Continued on page 67)
Department Store Group to Test Radio

Joske's, in Texas, To Start Clinic About May 1

RADIO is to demonstrate to the retail trade what kind of a job it can do with broadcast advertising.

On the eve of the National Retail Dry Goods Assn.'s three-day conference in Cincinnati April 4-6 Lewis H. Avery, NAB director of Broadcast Advertising, announced last week that a clinical test will be conducted in a half dozen cities, beginning about May 1 in San Antonio.

Joske's Test

At the invitation of Joske's of Texas, San Antonio, largest department store in Texas and leading retail outlet in the Alamo city, along with officials of San Antonio's stations, Mr. Avery and Paul W. Morency, general manager of WTCIC Hartford and NAB District 1 director met with officials of Alamo Purchasing Corp., New York, and Joske's, to work out a 52-week campaign. It was agreed that the clinical test will be conducted under the guidance of the NAB.

During the last few months both Mr. Avery and Mr. Morency have met with Russell A. Brown, sales promotion manager of Allied Stores; James H. Calvert, managing director, and James Reeman, advertising manager, of Joske's; J. N. Pitluk, president of Pitluk Adv. Co., San Antonio, which places all of Joske's radio time; representatives of the five San Antonio stations — KABC KMBC KONO KTSO WOAI. Mr. Morency headed the NAB Retail Promotion Committee which sponsored the Retail Promotion Plan.

In addition to Joske's, the clinical test will be conducted for several other stores, among which will be: Jordan Marsh, Boston; Timken and Sons, Cincinnati; O'Neil & Co., Baltimore; Dey Bros. & Co., Syracuse, all affiliates of Allied Stores Purchasing Corp. Definite dates on the tests others than San Antonio, however, have not been set.

At the request of Joske's the NAB is interviewing candidates for the post of supervisor of the campaign. Although several men and women outstanding in the retail and radio fields are under consideration, Mr. Avery said a selection will not be made until an exhaustive search has been conducted and some 80 or 40 candidates have been interviewed. The person chosen for the post must have wide experience in both retailing and broadcast advertising. Headquarters probably will be maintained in San Antonio until the campaign gets underway. The appointed also will supervise other clinical tests.

Not New to Joske's

Broadcast advertising is not new to Joske's. For some years the store has effectively used radio, but for conferences with Mr. Avery and San Antonio station managers, Mr. Calvert expressed a willingness to participate in the clinical test on an all-out basis. For that purpose he informed the NAB that 20 to 25% of his advertising budget for a one-year period will be directed to radio.

In addition, Joske's budget for radio time will be augmented by funds from national manufacturers of items featured by the store in a cooperative move to give radio the acid test. The proposed increased appropriation for radio, however, is not intended to replace unavailable newspaper space. Rather it is to augment the store's overall advertising expenditures.

Check on Merchandise

Broadcast advertising will be used by Joske's for specific items of different departments and for institutional copy. Throughout the test, Joske's will keep a close check on merchandise turnover to ascertain what sales can be traced to broadcast advertising. Facts and figures compiled during the test will be available for use in the NAB for use in other localities and in the NAB's bid for a larger slice of the retail advertising dollar.

Merchandising, promotion and every art known to successful radio advertising will be used to demonstrate that radio can produce outstanding results at low cost. Plans contemplate the assignment of an experienced copywriter and production person to work fulltime with Joske's, the Pitluk agency, the NAB, and San Antonio stations participating in the test.

Once the staff is organized and ready to move, the advertising, promotion and merchandising goals of Joske's will be evaluated. Surveys will determine what segments (Continued on page 55)

Retailers Eager to Know About Radio

Radio and Stores Will Blend Ideas During NRDGA Panel

By LLEWELLYN HARRIES
Manager, Sales Promotion Division National Retail Dry Goods Assn.

IT HAS LONG been felt that if retailers and radio people could be gotten together at a central point and if constructive criticism could be handled by a group of experts that perhaps the main differences that have arisen in the past concerning radio advertising could be erased once and for all.

Numerous surveys have been made and the conclusions have been the same—how can retailers benefit from radio and how should a radio program be set up?

How Radio Aids

The Sales Promotion Division of the National Retail Dry Goods Assn. at the coming session on Radio Advertising on April 6 at the Netherland Plaza in Cincinnati, may once and for all do away with surveys and get on the ground floor of what retailers expect from radio and how retailers can build their program.

The session has been built around the idea that we will have co-chairmen: one from a department store and one from the retail field, plus a panel of five or six experts to answer any and all questions regarding retail radio advertising.

Three of the best-known men in radio have been chosen to represent that industry. These men, we feel, know the answers that retail promotion men are seeking.

On the other hand we have three retail publicity directors who have been many years of experience in advertising by means of radio. These men, we believe, can help the broadcasters and retailers in telling how to organize a successful radio program.

Good Radio Ads

The Sales Promotion Division of the NAB feels that retail radio advertising has progressed in leaps and bounds in recent years and that the majority of stores throughout the country will find definite need in setting up individual radio departments manned by people who know the answer to successful retail radio advertising.

Many retailers have played around with the old adage for many years “not to shoot that slunk, it may turn out to be a silver fox” and they are just realizing how true the adage has been. The radio has proved to be the silver fox of retail advertising.

Stepping up retail advertising to a new pitch is one of the first tasks that retailers will face during the post war period. They feel that now is the time to find out the basic principles of good radio advertising. It is hoped that the Radio Session will supply these answers.

Test Plan

This session on radio advertising is a combination of one of the joint programs that is being carried out by the National Broadcast Advertising Committee and the Sales Promotion Division of the NRDGA. It is believed it can set a pattern for future clinics and be indicative of the future of radio and retail broadcasting.

The Radio Session is lined up as follows:


Afternoon Session: 12:15-2:30—Panel Discussion Chairman—Statement by chairman. John H. Ochter Jr., WSB Atlanta PANEL—Experts on platform Radio will be: Panel discussion on national campaign John Surrick, WPIL Philadelphia One expert to be announced 1:15—Open Discussion

CEDRIC ADAMS, newscaster of WCCO Minneapolis, made an appeal on his noon time broadcast requesting six pianos to be flown by plane to a Marine base in North Carolina, where many Minnesotans men are stationed. Within a half hour after Cedric's request went on the air, seven listeners offered pianos.

Piano Request

BROADCASTING • Broadcast Advertising

Page 8 • April 3, 1944
Retail Use of Radio Time Starts Flowing

Gains Registered This Year Disclose Pronounced Upward Trend

By LEWIS H. AVERY
NAB Director of Broadcast Advertising

ACCORDING to a survey, conducted by the Department of Broadcast Advertising and supervised and tabulated by the Research Department of the National Association of Broadcasters, 326 department stores are using 1,591 programs and announcements per week over the 208 radio stations that responded to the questionnaire.

Designed to measure the short-term results of Program Promotion Plan, “Air Force and the Retailer,” and the increased industry sales efforts on department stores, the survey revealed that the reporting stations carried 269 department store business in the first two months of 1944 than in the same period of 1943. This compares with total in local retail advertising in 1943 over 1942 of 22.8%. Even that gain was considerably greater than the gains registered in the total national, regional network or national spot fields.

Growing Interest

Clearly reflecting the increased interest of department store executives in the auditory medium, this steadily growing use of broadcast advertising is a factual tribute to the concerted and intelligent sales efforts of station managers, commercial managers and retail radio salesmen. If the present pace is continued, local or retail radio advertising may well exceed $100,000,000 in 1944, registering nearly a 60% gain over the total for 1942.

NRDGA RADIO PANEL

Retailers to Discuss Use Of Air Medium

UNUSUAL interest in both the retail and radio profession has been evidenced by the National Retail Dry Goods Assn. three-day Sales Promotion Clinic in Cincinnati [Broadcasting, March 27].

The Sales Managers Executive Committee of the NAB will meet jointly Tuesday with the NAB Research Committee. The sales managers group will hold a separate meeting Wednesday and participate in the Thursday panel.

Lewis H. Avery, NAB Director of Broadcast Advertising, reported scores of inquiries from播送ers and agencies regarding the full-day session which they will devote to broadcast advertising Thursday. Retailers have displayed more than usual interest in radio as an advertising medium, it has been indicated.

Other articles on the Sales Promotion Committee’s radio’s relations to the retail field on pages 8 and 20.

Thomas F. Joyce, manager of the radio, photo, television, department of RCA Victory Division, Radio Corp. of America, will discuss the place of television in the future at the Thursday luncheon.

Wildroot Plans

WILDROOT Co., Buffalo, maker of toilet preparations and hair tonics, in March increased its spot schedule for Creme Oil Formula to a total of 91 stations, using transcribed and live announcements, and a wide variety of program types including news, music, and drama, at varying frequencies. Also included is the twice-weekly quarter-hour program on 33 Don Lee Network stations, initiated last fall when the spot schedule for Creme Oil went under way [Broadcasting, Aug. 9, 1943]. At the conclusion of the spot drive for Creme Oil, Wildroot will reduce its schedule and concentrate on promotion of all its products in selected markets. The account is handled by BBDO, Buffalo.

The following table shows the distribution of radio programs:

<table>
<thead>
<tr>
<th>TYPE OF SERVICE</th>
<th>Per Cent Date</th>
<th>No. of Programs</th>
<th>No. of Announcement</th>
<th>Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>News and ...</td>
<td>48.5%</td>
<td>192</td>
<td>192</td>
<td>1.6%</td>
</tr>
<tr>
<td>Musical Clocks</td>
<td>17.9%</td>
<td>67</td>
<td>67</td>
<td>8.6%</td>
</tr>
<tr>
<td>Children's Programs</td>
<td>6.9%</td>
<td>25</td>
<td>25</td>
<td>7.6%</td>
</tr>
<tr>
<td>Drama</td>
<td>5.5%</td>
<td>20</td>
<td>20</td>
<td>5.3%</td>
</tr>
<tr>
<td>Quiz Shows</td>
<td>5.2%</td>
<td>20</td>
<td>20</td>
<td>5.3%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5.2%</td>
<td>20</td>
<td>20</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Total No. Accounts | 999 | Total No. Announcement | 100.0% | 999 | 100.0% | 327 | 100.0% | 327 |

The breakdown provides an interesting comparison with the figures developed in the summer of 1943 from a combined study of the

ANNOUNCEMENTS

<table>
<thead>
<tr>
<th>No. of Programs</th>
<th>No. of Announcement</th>
<th>No. of Accounts</th>
<th>No. of Programs</th>
<th>No. of Announcement</th>
<th>No. of Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chain Breaks</td>
<td>5.2%</td>
<td>20</td>
<td>20</td>
<td>5.3%</td>
<td></td>
</tr>
<tr>
<td>Chain Breaks and One Minutes</td>
<td>2.6%</td>
<td>10</td>
<td>10</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Chain Breaks and 100 Words</td>
<td>2.6%</td>
<td>10</td>
<td>10</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>One Minutes</td>
<td>2.6%</td>
<td>10</td>
<td>10</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Newscasts and Commentaries</td>
<td>1.1%</td>
<td>5</td>
<td>5</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Women's Programs</td>
<td>1.1%</td>
<td>5</td>
<td>5</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Music (various types)</td>
<td>1.1%</td>
<td>5</td>
<td>5</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1.1%</td>
<td>5</td>
<td>5</td>
<td>0.2%</td>
<td></td>
</tr>
</tbody>
</table>

The answers to the question, “How long has the store been on radio?” disclosed that the weighted average of department stores’ use of broadcast advertising is three years, 7% months. The results of which this information was furnished had been on the air a total of 1571 years.

Interestingly, 38 of the 217 department store accounts in cities where “Air Force and the Retailer” was shown last fall had just started or had been on the air less than two months. Thus, 11.4% of the accounts in those cities were new to radio. On the other hand, only four of the 22 department store accounts in cities where the Retail Promotion Plan was not shown—6.5%—were new to the medium.

The purpose and use of broadcast advertising by department stores provides even greater proof of the increased acceptance of the medium for direct merchandising as opposed to the institutional use which had long been promoted by radio stations. Here is a breakdown of the responses to the question, "Why is the store using radio—Direct Merchandising? Store-wide Promotions? Institutional? Other?"

PURPOSE OF RADIO ADVERTISING

<table>
<thead>
<tr>
<th>No. of Accounts</th>
<th>Total %</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Merchandising</td>
<td>291</td>
<td>45.1%</td>
</tr>
<tr>
<td>Institutional</td>
<td>174</td>
<td>26.5%</td>
</tr>
<tr>
<td>Store-wide Promotions</td>
<td>106</td>
<td>16.4%</td>
</tr>
<tr>
<td>No Answer</td>
<td>32</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

TOTAL | 668 | 100.0% |

Because of the widespread discussions that have taken place in the industry regarding daytime programming, the survey was tabulated to determine the attitude of the station management toward the department store programs' inclusion. The question was phrased: “Do you regard the store program as excellent? good? fair? Here is a summary of the results:

EVALUATION OF STORE PROGRAM

<table>
<thead>
<tr>
<th>No. of Accounts</th>
<th>Total %</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>170</td>
<td>25.6%</td>
</tr>
<tr>
<td>Good</td>
<td>177</td>
<td>26.5%</td>
</tr>
<tr>
<td>Fair</td>
<td>96</td>
<td>14.4%</td>
</tr>
<tr>
<td>Poor</td>
<td>31</td>
<td>4.7%</td>
</tr>
<tr>
<td>No Answer</td>
<td>24</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

TOTAL | 668 | 100.0% |

The somewhat critical attitude toward department store programs, as expressed in the foregoing table, augurs well for the future of retail radio programs. Obviously, a large number of department store executives are less concerned with the fact that a department store is now using a program and more concerned with the fundamental necessity that the program and time must be right to do the job intended.

The answers to the question, "How does your department store business for the first two months of 1944 compare with the same two months last year?" provided some very interesting figures. While 32 stations failed to answer the question, the average of the three returned reports decreases ranging from 2% to 30%. A total of 55 reported such business the same as last year, while 21 stations reported decreases ranging from 6% to 15% which had long been promoted by radio. Here is a breakdown of the answers to the question, "Why do you think your business is down?" including the significant reasons:

<table>
<thead>
<tr>
<th>Reason</th>
<th>No. of Accounts</th>
<th>Total %</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No change</td>
<td>37</td>
<td>5.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>More competition</td>
<td>101</td>
<td>15.2%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Slower economy</td>
<td>133</td>
<td>20.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Poor location</td>
<td>240</td>
<td>36.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Increased food cost</td>
<td>116</td>
<td>17.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Other</td>
<td>76</td>
<td>11.5%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

TOTAL | 668 | 100.0% | 15.0% |

Time limitations at present have kept us more than any other reason for selling department stores — no quarter or half-hour strips available at present.

Of the 208 stations that answered the questionnaire, 145 reported increases ranging from 2% to 400%. Some of the significant increases were: five returned 60%; seven reported 50%; three reported 75%; 12 reported 100% and two reported 200%. Calculated as a weighted average omitting only the 32 who failed to answer the question and the six who reported business was up, department store business is up 36% in the first two months of 1944 over the like period of 1943.

BROADCASTING • Broadcast Advertising

April 3, 1944 • Page 9
Score of Affiliates Get CBS Rebates

Stabilized Payment Plan of Network Is Discontinued

MORE than a score of CBS stations last week received substantial checks from CBS together with letters informing them that the network was discontinuing its “stabilized payment plan” whereby those affiliates who benefitted most in extra billings from the CBS full network discount plan would share with the network the costs of these extra discounts, currently running at the rate of about $3,000,000 a year.

Letter, signed by Herbert V. Ak- erberg, CBS vice-president in charge of station relations, points out that when the plan was advanced just a year ago [Broadcasting, March 29, 1943] to 45 CBS affiliates, the network agreed that it would be unfair to the stations that did accept if a substantial part of the group did not. Since nearly half of the 45 did not accept the deal, which called for a graduated scale of rebates by contributions to CBS on business resulting from the full network plan, it has been called off. Stations who accepted have had their original rates of payment restored and have also been reimbursed retroactively for all contributions they have made under the stabilized rates.

Pointing out that the problem remains, CBS states that in attempting to find another solution, “we hope to find a balance between the interests of our stations and the interests of our advertisers which will not put too prohibitive a cost upon the network.” Letter also says that no full network plan has tended to create congestion for some smaller stations accustomed to heavy schedules of local programs and that full network business has tended to conflict with long standing local commitments. CBS express hope, “to give some flexibility in this respect, perhaps providing an optimum rather than a maximum of full network business for the smaller stations.”

TIME CAPSULE containing numerous items of a unique and an income tax statement appropriately labeled “Oh, Hell” is placed by Russell E. Campbell (r), assistant manager of the station in St. Louis, in the walls of the newly remodeled KMOX newsroom. “With plan in hand,” reported Charles Barrington waits to finish the job of sealing the archives.

WLB Grants AFM Request, Orders Disc Hearing April 7

Board Will Review Report of Tripartite Panel; Four-Employer Question Will Be Argued

THE WAR LABOR BOARD announced last week that it has granted the request of the Ameri- can Federation of Musicians to reconsider oral argument before the full Board on the tripartite panel report on the transcription dispute and will hold a public hearing April 7 at 10:30 a.m. in the Dept. of Labor auditorium, Washington, D. C.

Reviews Comments

The Board’s decision to call a hearing was made after reviewing comments filed by both sides in the case. The following report of the panel that the 20-month strike against the recording and transcription companies be terminated and that conditions prevailing on July 31, 1942 be restored [Broadcasting, March 27]. The Board will also hear arguments on the question of whether the four-companies agreement made with the AFM involves a wage or salary increase and, if so, whether or not such in- crease is consistent with the national wage stabilization policy. Parties to this agreement were invited to the hearing as well as the network recording subsidiaries involved in the dispute.

Notification of the hearing was sent to Joseph A. Padway, AFM counsel; Ralph F. Collin, attorney for Columbia Recording Co.; Robert F. Myers, counsel for RCA Victor Division of RCA; Standard Radio; Empire Broadcasting Corp.; Lang-Worth, Feature Programs Inc.; Milton Diamond, attorney for Decca; and C. P. MacGregor.

Efforts will be made to hear all parties in one day but there were indications that the hearings may be carried over for a second day. It is expected that the provision in the four-companies agreement calling for payments by the employers to the union for the benefit of its unemployed, which both RCA and CBS have taken exception to in their comments on the panel report, will be given considerable attention by the Board.

Duopoly Delay Action Seen As Two More Seek Relief

With action to reconsider the effective date of the FCC “duopoly” order (84-A), now set for May 31, expected momentarily, two more petitions seeking relief from the rule have been filed with the Commission, bringing to 10 the number of petitions protesting the May 31 deadline to four.

The Oregorn Publishing Co., licensee of KGW and KEX Portland, and Louis Wasmcr and Maj. Louis Wasmcr, an individual, licensees of KHTQ and KGA Spokane, through Fisher & Wayland filed petitions seeking to have the effective date postponed indefinitely, contending that in view of the “freeze” order on equipment, to sell equipment of their stations now would cause undue hardship.

Materials Problem

Commissions T. A. M. Craven, Norman S. Case and Ray C. Wakefield have favored postponement of the effective date in view of restrictions on building materials and broadcasting equipment. Chairman James Lawrence Flrey and Commissioners Moore, F. C. and Paul A. Walker have favored clamping down on multiple-ownership on May 31, regardless of the circumstances. To that end several stations whose license have expired, have been put on temporary license, until May 31.

By a 3-3 tie vote Commissioner Craven's motion to postpone the effective date of 84-A was killed Jan. 28 [Broadcasting, Feb. 7]. Commissioner E. K. Jeff has taken a leave of office since that time, however, and the motion never has been considered by a full seven-man Commission. Because of the petitions urged delay, a “duopoly” order, coupled with informal requests for more time to dispose of holdings, the multiple-ownership ban rule has been further curtailed informally at the Commission in recent weeks, it was learned.

It appeared imminent that Commissioner Craven once more would attempt to forestall the order, in view of the “freeze” order and since many of the stations affected are operated from the same general office, will result in no equipment. His original motion was to postpone the effective date to Jan. 1, 1946, but Commissioner Case offered an amendment to make the date Nov. 23, 1944, one year after the order was adopted.

Should the Commission act favorably on postponement, one of three courses appeared likely. Postponement through Jan. 1, 1946, as originally proposed by Commissioner Craven; delay until Nov. 23, 1944, as recommended by Commissioner Case; indefinite postponement, with the restriction that the license is lifted and equipment once more becomes available. Should the last-named course be adopted, the ban on multiple ownership probably would be suspended for the duration, it was reported.

The Oregorn Publishing Co. requests: (1) Suspension of the effective date of rule 33.35 (Order 84-A) indefinitely; (2) in event the rule stands the Commission find that the regulation is “inapplicable to licensees”; (3) falling in either the Commission grant license re- newals “in order to permit the orderly disposition of properties”; or (4) the FCC fail to grant relief, the petition for delay be set for hearing to permit licensee to present evidence and arguments in support of its contention.

Louis Wasmcr Inc. and Maj. Wasmcr, now on active duty with the Army Air Forces, petitioned the Commission to: (1) postpone the effective date indefinitely or until Maj. Wasmcr has returned to civilian life and can dispose of his property in an orderly manner; (2) in event postponement isn’t granted, the petitioners be granted a hearing; (3) that licensees be regularly continued and (4) petitioners be accorded “such relief as to their individual operation” of KHTQ and KGA “shall be just and equitable”.

B&W Renewals

BROWN & WILLIAMSON Tobacco Co., Louisville, will renew sponsorship of its two programs, "Red Skelton and People Are Funny," originating out of the Woodrow on the full NBC network. Red Skelton re- newal is effective April 26; *People Are Putz" effective April 28. Negotiations were handled by E. C. Hope, NBC account executive. Contract is for 52 weeks. Agency is Russel M. Seeds Co., Chicago.

Corinthia Expands

CORINTHIA, INC., New York, has expanded its spot radio campaign for GE film on FM, which is being handled in the general eastern area, and plans to continue to increase its presence as "Drive to Start in January, using spot announce- ments and quarter-hour shows, principally recorded music programs. Agency is Arthur Rosen- berg Co., New York.

ANPA FM Session

INDICATING the interest of newspaper publishers in development of FM, an entire session April 27 of the annual meeting of the American Newspaper Publishers Assn. in New York, is devoted to the new broadcasting art. Walter J. Damm, Milwaukee broadcasting executive, and president of FM Broadcasters Inc. and Dr. W. R. G. Baker, vice-president of General Electric Co., are scheduled to address the ses- sions. There will also be displayed the FM equipment, which has been shown throughout the U.S.
When Payrolls Shrink in '44

There's bound to be some tapering off in the need for certain war materials. But Baltimore is sitting pretty. 2/3 of the war workers are now employed in work needed all-out in 1944. They'll have wants and needs. Reach them through the sales-producing, low-cost station W-I-T-H. If there's time available . . . grab it!

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

WITH

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed
DIES WARNS BLUE TO RESTRICT ‘UNJUST’ ATTACKS BY WINCHELL

Claims ‘Wave of Public Indignation’ as Mail Comes in Following Sunday Night Debate

REP. MARTIN DIES (D-Tex.), chairman of the House Special Committee on Un-American Activities, wired Mark Woods, president of the Blue Network Co., that mail following the Walter Winchell-Dies broadcasts March 26 disclosed a wave of public indignation and that unless the Blue takes steps to assure equal time to persons "unjustly attacked" or to curb the commentator, immediate "equal rights" legislation will be enacted by Congress.

Mr. Woods declined comment other than to say that the Blue Network still is giving the matter consideration. In the meantime four Congressmen pleaded with their colleagues last week to "forget" the Winchell-Dies incident, while Rep. Hoffman (R-Mich.) continued to take a stand against the commentator.

Swarm of Letters

As BROADCASTING went to press Rep. Dies had received some 10,000 letters and telegrams, about 95% of which were in support of his radio address immediately following Mr. Winchell's broadcast and each mail was bringing about 500 additional letters, according to Robert E. Stripling, chief investigator of the Committee. Rep. Dies left after his Sunday night broadcast for his home in Orange, Tex., to be with his son who is home on furlough from the Navy.

Mr. Stripling said investigators and analysts are reading Mr. Winchell's scripts and newspaper columns for the last two years (subnamed by the Committee) to ascertain whether there is a basis for further investigation.

Last Wednesday Rep. Hoffman told the House that FBI Chief J. Edgar Hoover had written to Mr. Winchell in a Washington restaurant and hinted that the Appropriations Committee should inquire whether alleged charges of Mr. Winchell that there were "abusers in Congress" had been investigated by the FBI. Rep. Dickstein (D-N.Y.) called upon the House to "stop wasting our time and energy on such idiotic things and get back to the serious problems confronting our nation at present". Rep. Ramey (R-Ohio) echoed Rep. Dickstein's sentiments, saying that so far as Mr. Winchell is concerned "let's quit abusing him and get down to business". "If we simply ignore untrue stories made by Mr. Winchell, or anybody else, they would fall of their own weight," said Rep. Ramey. "If they were true they would speak for themselves."

Questioning the authority of the Dies Committee to subpena Mr. Winchell's scripts, Rep. Dickstein said: "Newspapermen and radio commentators are not exempt from the law of slander or libel, and it would seem to me that they do not have to account to Congress or any other Government agency for their opinions. To hold otherwise would be to make a mockery of freedom of speech and the press."

Limited Authority

Telling his colleagues that he was co-author of the original resolution setting up a committee to investigate un-American activities in 1934, Rep. Dickstein continued: "The language of our resolution was identical with the resolution setting up the Dies Committee and there are certain things that just cannot be done under this resolution and one of them is to subpoena the scripts and records of a newspaperman or commentator who is a loyal American citizen, just because he attacks the way the Committee investigation is being carried on."

Rep. Dickstein also declared that "Congress now has practically become a co-sponsor of Jergen's notions. All the free publicity we have been giving this product must have boosted its sale quite a bit."

Rep. Magnuson (D-Wash.), member of the House Naval Affairs Committee, on Thursday defended Mr. Winchell's Naval record and gave his history as first a seaman and later a lieutenant commander in the Naval Reserve.

He, too, pleaded with the House to drop the Winchell matter, asserting: "We have a war to fight. Let us quit fighting one another. We are all patriotic. We take some of these preposterous statements, take these little mole hills and make mountains of them until the soldier boys are wondering what the devil they are fighting for, if we cannot believe and act intelligently at home, and in particular in this body. I think if we get down to business and forget about radio commentators and other things we will be well advised. Truth always stands on its own pedestal."

Rep. Sabath (D-III.), Rules Committee chairman, declared that in his 38 years in Congress no session had taken so much time to discuss any one individual as the present Congress has consumed in talking about Mr. Winchell. "It behooves me that it would not only be in the interest of the Congress but in the interest of the members whom Mr. Winchell has answered that both sides would cease this distaste," he said.

Rep. Hoffman introduced a bill last Monday (HR-4490) to amend the U. S. Code relating to the Navy to make it an offense for a Naval officer to serve in the Navy. The bill was referred to the Naval Affairs Committee.

Asks Name of Official

In his broadcast March 26 Rep. Dies called upon Mr. Winchell to disclose the name of the high Government official who told him, as Mr. Winchell had reported on the air previously, that he could better serve on the air than in the Navy. Last week the New York newspaper PM quoted Mr. Winchell as saying Adm. Hepburn was the man who suggested he remain on the air after he had asked for active duty.

500 for Ford

CLIFF RIAN, promotion director of WCTN Minneapolis, broadcast a 7:45 morning newscast as "John Ford," on March 28 completed a 500 consecutive broadcast. Mr. "Ford" arises at 4 a.m. gets to the studio by 5, works frantically for 23½ hours, then goes on the air at 7:45. He has never missed a broadcast.

WHEELER, GURNEY ON TOWN MEETING

SENATOR BURTON K. WHEELER, co-author of the Wheeler-Wyeth and chairman of the Interstate Commerce Committee, will take part in a forum on "Freedom of Speech on the Air", on America's Town Meeting of the Air on the Blue network April 6 with Senator F. Warren. Also a member of the Committee; Gilbert Seldes, CBS director of television, and Ed Barrows, NBC commentator. Program will originate from WSAI Cincinnati, first stop in the spring town meeting tour. Broadcast is prompted by the Winchell-Dies controversy. Both Mr. Wheeler and Mr. Dies have been invited by George V. Denly, Town Hall moderator, to air their views on Town Meeting, but have asked for a postponement until a mutually convenient time can be found.

Winchell 24.6, Dies 22.8

Hooper Survey Reveals

SPECIAL SURVEY of the audience to Walter Winchell and Rep. Martin Dies on March 26, made by C. E. Hooper Inc., for the Blue network, gave the Winchell quarter-hour a rating of 24.6 and the Dies period 22.8. Winchell rating is about the same as usual, compared with 25.9 for March 5 and 27.1 for March 19, when the regular Hooper surveys for the month were made. Winchell's share of the total listening audience also remained at about its average March level. Mr. Dies' rating, however, while slightly below that of Winchell, was well above the 8.0 rating for the March 5, 0.1 for March 19. The Winchell 19 broadcasts of Chamber Music Society of Lower Basin Street. Rep. Dies broadcast in the first 15 minutes of the regular Basin Street period, was made available for him by Associated and was a sponsor of both programs, to allow him to answer Winchell to the Winchell audience. Results indicate that most of Winchell's Cabinet audience remained tuned in to hear Rep. Dies, but that few additional listeners were attracted to hear either of the speakers.

Plan GOP Coverage

ANN GILLIS, of the NBC eastern division news and special events department, and George McElrath, NBC operating engineer, have joined central division officials in conferences at Chicago, to discuss coverage of the Republican national convention in Chicago, beginning June 26.

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BROADCASTING • Broadcast Advertising
national network originations make WXYZ a great station!

Direct from the studios of WXYZ—Detroit (to a nation-wide Blue Network) is originated "THE GREEN HORNET"—a drama of high adventure, warming the blood of millions of listeners as he tracks down the saboteur and propaganda enemies of our Nation!
Sirica New House Probe Counsel

Fly Tells Lea Committee He's Against Radio Legislation

APPOINTMENT of John J. Sirica, Washington, D.C., as general counsel succeeding Eugene L. Garey, who resigned in February, opposition to any new radio legislation engineered by FCC Chairman James Lawrence Fly and thrust of contempt action against Charles R. Denny Jr., Commission general counsel, featured hearings last week of the Select Committee to Investigate the FCC.

Chairman Lea (D-Calif.), following an execution session Friday afternoon, announced the appointment of Mr. Sirica, former assistant U. S. Attorney for the District of Columbia. The vote was understood to be taken with Reps. Hart (D-N.J.) and Magnuson (D-Wash.) voting with the chairman and Reps. Miller (R-Mo.) and Wigglesworth (R-Mass.) opposing the Washington minority members are understood to have felt that Harry S. Barger, chief investigator who had been acting general counsel, should have been given the appointment.

Wide Experience

Mr. Sirica, a native of Waterbury, Conn., was born March 19, 1904, educated at Columbia Prep. School and Emerson Institute, Washington, and graduated from Georgetown U. Law School with a LLB degree in 1926. He was in general practice until August 1, 1939, when he was named assistant U. S. Attorney. On Jan. 18, 1934, he returned to private practice, specializing in trial work. Of him Chairman Lea said:

"Mr. Sirica has had wide experience as an attorney. His ability and integrity are well attested by the bench and bar of Washington. Two of the most essential qualities for this investigation, fairness and ability, are recognized by all who know him. He has no alliances that should embarrass him from conducting a thorough and fair investigation."

Following his appointment the new general counsel said: "My only interest is in getting the facts before the American people. I shall depend heavily on Mr. Barger, whom I have known for many years. I sincerely hope he'll see this through with me." Mr. Sirica was attorney for Joseph V. Moreschi, president, and Achilles Persion, secretary-treasurer, of the International Hod Carriers, Building & Common Laborers Union, under indictment in Washington on charges of misusing union funds.

Returning to the witness stand last Tuesday Mr. Fly urged Congress not to pass new radio legislation and he particularly opposed the White-Wheeler Bill (S-814) because it would, he said, "kill the network regulations and restore the big networks to monopolistic practices." Again he referred to his "dead mackerel" description of the NAB, 'uttered following the hectic 1941 NAB convention, and asserted: "It stank then and it still stinks."

When Mr. Denny declined to answer direct questions Wednesday as to whether Stefano Luotto, Italian-speaking announcer and formerly of WGES Chicago and WHOM Jersey City, should he, while his Rep. Miller (R-Mo.) moved that the FCC counsel be given "24 hours to think it over and come in here and answer the questions or be cited." Mr. Denny answered the questions Thursday and in so doing gave Mr. Luotto a clean bill of health so far as the Commission is concerned, although he said that when Mr. Luotto was taken off the air in May, 1943, there was "justification" because the announcer was not a citizen then and the country was at war with Fascist Italy.

As Tuesday's hearing opened Mr. Fly submitted a breakdown of frequencies assigned to Government agencies and departments (see page 24), in connection with functions of the Interdepartment Radio Advisory Committee.

Chairman Lea asked the procedure of Government agencies applying for frequencies. Mr. Fly said he "would imagine" representatives appear before IRAC meetings and make the requests. Commissioner Jett interposed that applications are made in writing and that each member of IRAC is given a copy before meetings.

Referring to his prepared statement Mr. Fly cited several Supreme Court decisions in which "public interest" had been interpreted and said that the "purpose of Congress in setting up those standards (for public interest) is simply because they enter into such a flux of factual conditions in the technical fields that require continuing study."

"The need for flexibility is nowhere clearer than in the radio field," he asserted. He reviewed the history of radio legislation and testified:

Mr. Denny told the Committee that the Commission was faced with "many problems of avoiding interference," He touched on the economic stability of a licensee, the ability to carry out technically and added: "The old Radio Commission and my predecessors in the FCC have given some substantial attention to the problem of program quality, engineering standards, the field of monopoly."

Urges Local Ownership

He dwelt on "monopoly" and told the Committee the FCC has made exhaustive studies in that field to bring about "diversity of control" and how the Commission had been interested in having "all sides of controversial issues."

"For some time," he asserted, "the Commission has considered the radio practice of offering stations. He said that in many cases "outside interests" with no appreciation of local problems had established stations in various communities and the "local atmosphere" had been lost. He braced into the common carrier field and told the Committee the problem of rates was an issue, that the Commission was interested in the welfare of employees and adequate wages. He outlined various other "considerations" which he said the Commission must give in granting licenses, then said:

"If Congress attempts to spell all these out, you'll have something comparable to the Napoleonic code."

Mr. Fly returned to his prepared statement to defend the FCC Network Regulations. His testimony was substantially the same as given before the Interstate Commerce Committee last November and December during hearings on the White-Wheeler Bill (S-814). Quoting from the Congressional Record of 1938, Mr. Fly said Rep. Wigglesworth and Rep. E. Cox (D-Ga.), former Select Committee members, were among the proponents of an investigation into "monopolies." When he commented that Rep. Cox had changed his views, Rep. Wigglesworth was said: "My views have changed since 1938 in many ways."

Mr. Fly presented each Committee member with a copy of the eight regulations, urging them to "read them carefully." Again he accused the "two big networks" and the NAB of attempting to dis-credit the FCC's advertising "to restore monopolistic practices". He used the same statement he gave the Senate Committee on "the composition of that traffic," charging

(Continued on page 58)
800 books—60,000,000 words—20 books a week...

That is the reading and analyzing done by the Script Division of NBC's Program Department to select for dramatization on NBC's "Words at War" series the most vital and important books of the year.

Typical of the 40 books selected to date for "Words at War" dramatization was Selden Menefee's "Assignment: U. S. A."

Menefee covered America in a 15,000-mile trek. He put in his book what he saw and heard: racial prejudice, anti-Semitism, indifference.

NBC opened the book and gave dramatic life to cold type with a forceful, driving broadcast that blasted the nation with truth.*

The result: Variety said: . . . "this was, and will remain, among the outstanding programs of '44." John K. Hutchens wrote in The New York Times: "... the boldest, hardest hitting program of 1944 . . . there are things that need to be said and the National Broadcasting Company had the courage to allow them to be said."

"Words at War" is only one of the many NBC built-and-produced programs that go out over the nation throughout the day, early evening and late night.

* * *

It is the combined skill of the NBC writers, directors and producers—all experts in their craft—which has contributed in large measure to the truth that NBC is "The Network Most People Listen to Most."

They all tune to the National Broadcasting Company

It's a National Habit
Nothing Can Escape the Wire Recorder

By MAJ. FRANK E. PELLEGRIN
Public Relations Officer, Allied Force Headquarters in Italy

From Foxhole to Living Room, Sturdy Gadget Covers the Conflict

in Naples it is 40 cycles, 150 volts; in Rome (we think) 48 cycles, and so forth. The best solution lies in U. S. Army Signal Corps generators—when one can be found. Up forward these are understandably few and far between; thus the recorder's mobility was reduced accordingly.

But your correspondent located a worn-out generator and managed to "borrow" it, the promise to return it being satisfactorily indefinite. Then he found a trailer to hold the generator. Then appeared Major Luther J. Reid, former CBS public director, now in this theater on special assignment from Army Service Forces, War Dept., to report on ASF operations as he finds them. And Then a Jeep

En route here from Africa he had also negotiated the "loan" of a jeep which had been requisitioned along with many other items of war equipment from some unit here, on condition that after using it "briefly" he would consummate the delivery to the ultimate consignee—a very sensible arrangement as all will agree, especially your correspondent and Maj. Reid.

The trailer was hooked behind the jeep and hauled to an Ordnance Repair Depot, where the old generator was exchanged for a rebuilt job which functions perfectly. We have now been added, by obvious methods which need not be detailed at this point, several power leads now totaling a couple of hundred feet; a few necessary tools; two folding Army cots, and some miscellaneous field equipment.

Now, by the simple expedient of tossing in our bedrolls, we are a Mobile Unit. We take the wire recorder and its own power supply wherever a jeep can go (which is almost everywhere), and when that remarkable vehicle fails, there are always plenty of willing hands to manhandle the generator over the rough stretch of rocks or mud or hill.

Rare Opportunity

To compensate Major Reid for his very considerable contribution to this menace it is necessary to tell many ASF operations, but I hasten to add that this has been a distinct pleasure and often a rare opportunity.

It has enabled the machine for example to record the heart-warming story of the miraculous cures being effected by the use of penicillin on gas gangrene cases, in Army hospitals under shell fire; of blood transfusions given to their wounded buddies by frontline soldiers, who knock off 24 hours for the job and then go back to their foxholes; of the mobile QM bath units that by the doughfoot to get their first hot shower in five or six months; of the unsung heroes of the mule pack train, who tube over "at the end of the line" and lead their overloaded animals up shell-torn mountain trails in the black of night, to supply at constant risk of their lives with food and water and ammunition the fighting men dug in on the mountain cliffs and crags; even of the "frontline M.P." whose job it is—believe it or not—to police the most advanced cross-road and keep people from straying accidentally into the German lines. These stories, and many others, have been made possible by the simple expedient of pooling our resources.

Shows the Strain

So, as we started out to say, the recorder has seen a bit of war. It shows the strain, and continues to function only by grace of the technical wizardry of Capt. Frederick O. Wickham, Signal Corps, former director of the police radio network in Missouri, the War Dept. theater on special assignment, and by Lt. Carl Zimmerman, former Milwaukee announcer.

But the payoff came last night. For a week one of our guests has been Capt. K. C. Harvey of the British Army, former BBC announcer and London music critic, who had just finished two piano compositions. He went over to join his division at the front in three days. He was saying that he would have no opportunity to score the melodies once he joined his division, and that when he might finally find the time, perhaps not until after the war, it was entirely possible that parts of his compositions would be forgotten. Then he spoke the resourceful Maj. Reid.

"Hey, Pellegrin, here's one for your wire recorder."

Recording Music

When the workings of the machine were explained to Capt. Harvey he was enthusiastic almost to the point of rapture. In almost no time the project was under way.

There is a piano in the apartment of Signor and Signora Gino Cacace, a manufacturer who lives one floor above us in the Villa Elena (named for his wife). They speak no English; we speak no Italian. But they sensed the situation because no one could have more charming and co-operative.

The generator was hauled into the courtyard last evening; the power line was run outside the building and into a Casino window. The recorder, very cold, was warmed up by Signor Cacace's own electric heating pad, and her lovely furniture was all cluttered up with recording equipment only two days back from the Casino front.

When you cannot converse with a foreigner in his own tongue it helps somehow to talk a foreign language anyhow. He can't understand it but the psychological effect was even better.

(Continued on page 57)

NAVY WAR FILMS BEING TELEVISION

NAVY FILMS may be televised within 36 hours after they arrive at the Navy Dept., according to the Navy Office of Public Relations. The service, available to all networks, has been in operation for over a year, and has been used several times by NBC.

Battle film, made either by the Navy or by newsreel war correspondents, is flown from the front to the Navy Dept. where it is processed, reviewed and cut for network use. It is then sent to the newsreel firm which, by a rotating arrangement, is next in line to receive it. Official Navy films are screened before representatives of networks, OWI, March of Time (movies), the Army Special Coverage Division, and newsreel company reviewers, to whom duplicates are made available for television use.

NBC has requested several Navy films for televising within the last year, among them "Battle of Midway", "Navy and Its Planes", "Navy and Its Men", "Navy and the Engineer", "Ships and Medicine", "History of Naval Aviation". All of these were made for the Navy by the March of Time.
In the heart of every territory that produces bulk billings for radio stations — there you will find a Weed office, with ear to the ground for new advertising developments.

On any given business day, Weed offices across the nation have men on the job for stations whose letterheads and advertisements say: "Nationally Represented by Weed and Company."

Weed offices are merely headquarters; Weed territory is the nation.

*Slogan for stations: "Weed 'em and reap!"*

**WEED AND COMPANY**

**RADIO STATION REPRESENTATIVES**

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
MOSKOVICS NAMED TO NEW YORK POST
GEORGE L. MOSKOVICS, sales manager of the Columbia Pacific Network, Portland, Oreg., will move to the New York office of the Radio Sales Division of CBS, sales representative for the network's owned and operated stations, it was announced last week by Donald W. Thornburgh, CBS vice-president for the Pacific area.

Mr. Moskovic's name is on the coast.

Mr. Moskovic, a member of the KNX Los Angeles sales staff when the station was acquired by CBS in September 1936, continued in the position until February 1939 when he was named West Coast sales promotion manager for CBS. In last fall's realignment of CBS sales personnel, he became sales manager of the CBS Pacific network, succeeding Arthur J. Kemp, who was appointed manager of the CBS office in Detroit.

Mr. Morin joined CBS in January 1937 as a salesperson in San Francisco and in 1941 was put in charge of the San Francisco office. In September 1945 he was transferred to New York as eastern representative of the Pacific network.

DISC SUBSIDARY IS STARTED BY WOR
WOR Recording Studios, subsidiary WOR New York, is expanding its activities in the phonograph record field with a 100-cent disc under its own label "Feature Records." First releases from this label, which has issued records by Jan Garber's band — will be issued April 7. Platters will be independently processed and will be released at the rate of at least two a month for the present — about 25,000 processing per record, says the recording studio serving as its own distributor.

Release of phonograph records under its own label will not affect WOR Recording Studio's current transcription and recording activities. Studio now has 12 or 18 transcriptionists and other employees using its facilities, including Key Note, Sonora, Classic and Signature, a half dozen more. Feature records will come under the control of Thomas M. Kehoe, general manager of WOR Recording Studio.

The project fits in with the station's contacts with orchestras through its numerous remote music band pickup opportunities, according to Theodore M. Streiber, WOR general manager, who added their talent will be limited to the orchestras, however. Enterprise is expected to work two ways, feature records building up remote band pickups for WOR, and the records in turn deriving promotional advantages from the broadcasts.

Gospel Rally
GOSPEL TABERNACLE, New York, sponsored by "Life is a Battlefield" Sunday show, in WOR, will broadcast Sunday show, "WHN-B." One of the musical highlights will be the door Sunday show, "WHN-B." One of the musical highlights will be the program's "Healing Hour" directed by Dr. George A. Haywood, New York, under its "Lectures of Life" series. The program, which begins at 12 noon, will feature the Rev. Charles E. Morin, who has been representing the Columbia Pacific network in New York, will assume Mr. Moskovic's post on the coast.

Perfume Co. Expands
COUNTY PERFUMERY CO., Bloomfield, N. J., has been using spot radio in Minneapolis for Brylcreme, hair lotion for men, and is now entering the New York market the first part of the month with a 13-week series of one-minute electric transcriptions on three stations with further expansion being considered. Spot announcements combining straight copy with a theme song will be heard from six to seven times weekly on WNEW, WOV, WEA starting the first part of April. Advertising is through Abelson & Currier, New York.

Four to the Bar
FATHER OF the quadriplegics born at St. Luke Hospital for Women in New York Hospital for Women in New York will be Harry Zarief, assistant concert master of CBS Columbia Symphony Orchestra.

Brooklyn Games
BROADCASTS of the pre-season games of the Brooklyn Dodgers got under way on WHN New York last Sunday, April 2, under sponsorship of P. Lorillard & Sons, New York, which has radio rights to all home and away games of the Club. With the exception of the Atlantic City games with the Yankees April 2 and 3, covered by Western Union wire reports, all events will be broadcast live. There are ten pre-season events in all, the series concluding May 16. Red Barber and Connie Desmond, who have been signed to handle games, have both been reclassified 1-A, but will continue broadcasting until they receive their induction orders.

Circus N. Y. Spots
RINGLING BROS. Barnum & Bailey Combined Shows Inc., Sarasota, Fla., on March 27 started a heavy spot schedule on 10 New York stations, to continue after the New York opening of the circus April 5.

Release of phonograph records under its own label will not affect WOR Recording Studio's current transcription and recording activities. Studio now has 12 or 18 transcriptionists and other employees using its facilities, including Key Note, Sonora, Classic and Signature, a half dozen more. Feature records will come under the control of Thomas M. Kehoe, general manager of WOR Recording Studio.

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AMONG THE MANY friendly between session get-together at the NBC War Clinic held at the Los Angeles Biltmore Hotel March 20 through 22 were the respective executives of Top (1 to 5) are: Clarence L. Menses, NBC vice-president in charge of programs; John F. Royal, NBC vice-president in charge of international relations and new developments; Earle C. Anthony, owner of KFI-KREC, Los Angeles NBC and Blue network outlets respectively; Roy C. Witter, NBC vice-president in charge of sales. Bottom are: S. S. Fox, owner-manager of KDFY Salt Lake City; Henry H. Fletcher, manager of KSEI Pocatello; Phillip J. Merryman, NBC research director; Harold Ritter, manager KYCA Prescott.

SPENCER REELECTED AT WASH. MEETING
ON MARCH 24-25 Oregon and Washington broadcasters held a series of meetings in Portland.

The morning of the 24th separate meetings of broadcasters from the two States were held. Washington broadcasters adopted new by-laws and elected the following officers: Harry E. Spence, X & R O. Mr. Spence, Aberdeen, Wash., re-elected president; Loren B. Stone, KCIRO Seattle, re-elected vice-president; Robert E. Prieho, KRSC Seattle, re-elected secretary-treasurer; R. G. McBroom, KEQO Spokane, and J. A. Murphy, KIT Yakima, trustees.

The outcome of the Oregon Broadcasters Association election has not been reported. On Saturday, March 25, a meeting was attended by representatives from the 17th NAB district, which embraces Oregon and Washington, under the direction of Shaha & Baum Advertising; Fred A. Goddard, KXRO, and Arthur House, a Portland advertising man, delivered talks. The meeting was presided over by Chet Wheeler, KAST Astoria.

TRANSFER GRANTED KBIZ, WDAK, WKBV
KBIZ Ottumwa, Ia., last week was granted by the FCC to the involuntary assignment of its license to the University of Dubuque, Iowa; from L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, and other owners doing business as the Valley Broadcasting Co., a partnership, to the same partners except Aubrey Gay, offering to sell his license as the Valley Broadcasting Co., a partnership, to the same partners except Aubrey Gay, offering to sell his license for $1 and other valuable consideration to Leila A. Duncan.

WKBV Richmond, Ind., last week was granted voluntary assignment of license to Knox Radio Corp., to Central Broadcasting Corp. No monetary consideration is involved. Since July 13, 1943, Central Broadcasting has controlled WKBV through its subsidiary, Knox Radio; the grant eliminates the intermediate corporation. Major interest (40%) in Central Broadcasting is held by its secretary-treasurer, C. E. Albright, who is auditor for WIRE Indianapolis.

Award to Friedman
EXCEPTIONAL Civilian Service Award, highest War Dept. reward for meritorious civilian service, was awarded last March 30 to William R. Friedman, director of Communications Research of the Army Communication Service, A.S.F.
"WE GROW 'EM ALL WOOL, A YARD WIDE, and More of 'em than any other territory!"

When Nebraska's sheep harvest hits the market there's cash aplenty changing hands. For Nebraska has more sheep and lambs on feed than any other state. I heard that straight from the Nebraska College of Agriculture, broadcasting on KFAB.

Stock feeding, whether it’s sheep, cattle or hogs, is mighty popular with all Nebraska farmers. Mighty profitable, too, for our farm income ranks right up with the highest.

That's because the KFAB area is a diversified farming section. A leader in many crops, and sure of high income. In good years, and bad, we've plenty of cash to spend for the things we need... naturally we turn to those products we've heard about through our friend and neighbor, KFAB.

"The BIG Farmer of the Central States"
Rochester Store Is Sold on Radio

Children’s Hour, News, Symphony Sponsored By McCurdy's

WHEC’s, Rochester's largest, well-established and familiarly known department store, is undertaking a large radio series that may well cut a pattern for other retailers embarking on a "first" radio campaign.

Meanwhile the Rochester showing of "Air Force and the Retailer," NAB retail promotion film, the Hutchins Adv. Agency of Rochester called in representative from the three local radio stations, WHAM, WHEC and WSAY, and asked for program recommendations. The campaign had a three-fold objective: Association of the name of McCurdy with civic and community projects of highest type; selling the radio audience on the various services and merchandise of this long established department store; establishing the use of radio as an integral part of the McCurdy advertising structure.

Popular Appeal

Consultations with the Hutchins agency showed that a substantial radio budget had been set up. After a discussion of the advertising objectives, and the radio campaign objectives, several programs were worked out: (1) McCurdy's Symphonic Hour, broadcast one-half hour weekly on WHAM; (2) McCurdy's Journal of the Air, broadcast a quarter-hour Mondays through Fridays on WHEC; (3) McCurdy's Children's Program, broadcast a quarter-hour Tuesdays and Thursdays on WHEC; and (4) several spot announcements and chain break announcements daily on WSAY.

For a program with mass appeal the program manager, Gunnar O. Wiig and William J. Adams, program manager, after a long analysis of program types and with a local service angle in view, presented a news and feature presentation titled McCurdy's Journal of the Air . . . a radio newspaper whose columns combine news and features with a feminine appeal and a local interest story.

Using an announcer and a dramatic narrator, column 1 of the Journal is devoted to a dramatic story of one of Freedom's Heroes. A Press Association feature specially rewritten for the program, column 2 is a direct selling commercial. Column 3, Today's Rochesterian, is the local feature of the program and it is this column that salutes an average individual who is doing an outstanding job either in public service or in one of the many Rochester war plants. Typical of this column are the stories of Evelyn Lanni, blind girl optical worker, who is working as an inspector at Bausch and Lomb Optical Company, and whose four brothers are in the armed services; of Bill Wheeler, 30 times a blood donor in the past nine years and a male volunteer nurse; of Pearl Dailey, who edits a semi-monthly news letter going to all Rochester Gas & Electric employees in the service. Despite the five-a-week necessity for the stories, the program producer is always seven to ten ahead—thanks to the cooperation of individuals and companies in supplying story material and phone tips.

Column 4 of McCurdy's Journal of the Air is a five minute summary of the latest world news, followed by a commercial. Then the feminine interest feature Women in Today's World, rounds out the presentation. This feature tells a personal story about the unusual activities of women in a world at war, their strange and odd jobs, their increased opportunities and their success stories. McCurdy's Journal of the Air is written and produced by William J. Adams, WHEC program manager and 1942 Peabody Award writer and producer of The Home Front.

For the children's program, on the recommendation of the WHEC program department, McCurdy's began the Streamlined Fairy Tales produced by the Koralites for the Harry S. Goodman Agency and presented by transcription.

WHEC's program promotion is continuous on both the Journal and Children's Hour, both via the spot announcement and radio highlight column carried in the two local newspapers.

On WHAM, Tuesday evenings from 7:30-8 p.m., under the direction of Charles Siverson, McCurdy's Symphonic Hour is heard. The little symphony type orchestra is composed of 30 leading Rochester musicians. On the initial program a check for a thousand dollars was presented on behalf of McCurdy & Co. to Dr. Howard Hanson, Director of the Eastman School of Music. The check was presented by Gilbert J. C. McCurdy, President of McCurdy & Co. for Eastman School scholarships.

In accepting the check, Dr. Hanson said, "I have two special and personal interests in these broadcasts. First, it seems to me indicative of the constantly increasing interest of the public in good music that McCurdy & Co. sponsors this series of broadcasts by a little symphony orchestra, composed of Rochester's outstanding instrumentalists and featuring distinguished soloists.

"It also indicates the vision of Gilbert J. C. McCurdy, president of the company, in the presentation of Eastman School of Music scholarships to further the education of talented young musicians. Later, we hope to have one or two of the outstanding students appear in this series. Rochester is rapidly becoming known throughout the world as one of America's important musical centers, and it is most gratifying to me that a firm like McCurdy & Co. takes this active and important part as a public service to further that development."

Public Spirited Programs

Stated Mr. Milton J. Mers, advertising manager of McCurdy & Co., "Our new set-up provides for: (1) a program based on community service and cultural advancement, association of the business organization with this high type feature; (2) a news and feature presentation, high in public service and with a tremendous mass mail call at a direct selling approach; (3) entertainment for children to build sales for a large and growing young people's shop and to help spot announcements and chain break announcements designed to acquaint women with merchandise as well as style trends. It is a well-rounded campaign which I think will pay off in results."

MA PERKINS FIRST IN DAYTIME HOOPER

IN THE MARCH daytime Hooper ratings reports, Ma Perkins heads the list of 'Top Ten' weekday programs followed by When a Girl Marries. The broadcasts of Breakfast at Sardi's, 11:15 a.m. and Our Gal Sunday, and Life Can Be Beautiful. Theatre of Today rates first, and Let's Pretend, second, among the Saturday daytime shows.

Ma Perkins also has the highest sponsor identification index of those programs included in the list of overtures to the C. E. Hooper, Inc. service. Subscriber program with the largest number of women listeners is Lawrence Jenson's Bawkhage Talking has the largest number of men listeners per set, and Jack Armstrong the most child listeners.

Average daytime program rating is 4.9, down 0.4 from the last report, down 0.1 from a year ago. Average female audience is 71.6, down 1.6 from last report, down 1.8 from a year ago.

OVERSEEING OPERATIONS as Merritt R. Schoenfeld, assistant general manager of the Blue central division, carves a ham at the reception following the marriage of Mary Marjorie Snyder, daughter of Glenn F. L. Snyder, vice-president and general manager of WLS Chicago, to Pfc. Ned George Maxwell, on March 11, are kibitzers Chick Freeman (left), WLS sales manager; George Cook, WLS treasurer, and Harold Safford (right), WLS program director. Before her marriage, Mrs. Maxwell was secretary to M. S. Wetzel, Blue production executive.
THIS IS BOB "UP-IN-THE-AIR" HOPE!

"THIS is Bob "Up-in-the-Air" Hope telling you that this new WKY tower is a cloud-scraping whopper, and that if you use Pepsodent, you'll have gleaming white choppers!"

This would be a typical Bob Hope impression of the new WKY transmission installation now nearing completion in Oklahoma City.

"This tower is so tall," Bob might continue, "that folks for a hundred miles around use it as a sun dial . . . practically solved the alarm clock shortage in Oklahoma. It's so tall, in fact, that all a program has to do is to fall off the top of it and the Oklahoma wind blows it farther than some stations can throw it."

As a matter of fact, WKY's new antenna will be 910 feet high and the second highest in this hemisphere. Already completed is WKY's elaborate and untramodern new transmitter building. When these new transmission facilities begin operation, WKY will step still farther out into Oklahoma, adding thousands of new listeners to its already superior coverage and giving better reception to all those in between.

Even now, WKY reaches more listeners morning, afternoon and night than any other Oklahoma City station.
RICHFIELD REPORTER RENEWS

Oldest Network Commercial Show on Coast
-Begins 14th Year For Richfield Oil

ROUNDING out thirteen consecutive years on NBC Pacific stations, the six-weekly Richfield Reporter enters its fourteenth year under sponsorship of Richfield Oil Corp., Los Angeles, with April 6 broadcast. Oldest network commercial program on the West Coast, it's characteristic salutation, "and a good, good evening," has now ushered in nearly eleven million viewers of the meeting, during a total of 4045 broadcasts.

Nightly quarter-hour newscast started as an experiment in April of 1931 with release on NBC Pacific stations (KPO KFI KWOM KQIE KQW KQIC KQRA). Station schedule has since been expanded to include KXJ KTXB KYUM KQOA KGLU KJWJ KYCA. John Wald, the present Richfield Reporter is a 7-year veteran who succeeded Sam Hayes, the original newscaster, in June 1937 as reporter with Ken Barton, and later Don Forbes. Since May 15, 1942 when Forbes joined the U. S. Signal Corp., Wald has carried on alone as newscaster. Wayne Miller has been new editor for the past nine and a half years.

Seed Offer

Primary advertising media for the Richfield Oil Corp., the newscast series presents ample proof of its pulling power in its thirteen consecutive years record, according to Robert M. Hisxon, vice-president of Hisxon-Donnell Advertising Inc., Los Angeles agency servicing the account. "Each year the Richfield Reporter is given the toughest test of any radio show: carrying the 'news' to a six-week-long give-aways. Premiums have included maps, wildflower booklets and more recently vegetable seeds.

Last year's three-week garden seed offer drew more than a half a million requests. The seed offer is believed to have costed for the current planting season with equally gratifying results."

W. T. Dinkins, vice-president and general sales manager of Richfield Oil Corp., stated, "One-hundred and forty-two thousand dollars of our annual advertising budget is allocated for the Reporter. We consider it a profitable pleasure to support an institution that permits our organization to be invited into the homes of nearly two million westerners each evening."

Falstaff Beer Show

FALSTAFF BREWING Corp., St. Louis, on April 3 started The Falstaff Show, thrice-weekly 11:15-11:30 p.m. over the Blue's midwest and southwest stations. Contract, which is for 52 weeks, was placed through Dancer- Sample-Fitzgerald, Chicago. In addition, Falstaff early in April will sponsor Dizzy Dean and Johnny O'Hara, St. Louis sports announcers, who will air play-by-play reports of the Cardinals and Browns over South and Southwest stations. Day games originate on WEE St. Louis, night games on WTVM E. St. Louis.

Vitaphath Spots

VAPO-PATH Inc., Dayton, Ohio, (Vitaphath vitamins), plans a series of spot announcements, covering Ohio, Michigan, Indiana, and eventually Illinois and Pennsylvania markets, to begin within the next two months. Three to five weekly spot announcements will promote the Vitaphath vitamin Check Chart. Agency is John de Mark Advertising, with Clarence R. Edward-stein, Curtis W. Van De Mark account executive.

NBC Video Site Planned at Denver

Hedges Sees City as Key in Western Television Setup

DENVER will become talent center when NBC builds a quarter-million dollar television station in that city, William S. Hedges, NBC station's vice-president, said on an inspection trip. Transmitter may be built on some nearby mountain site. Mt. Evans, Peak, other peaks are possibilities, but some lower elevation may be used because mountains tend to cause television to fail. Availability of electric power and roads to peaks are factors which will play an important part in deciding site.

Engineers are now being assigned to study the problem. “Site to be selected must be at high elevation so we can get wide coverage in line of sight, if power is available,” Mr. Hedges said, “or we might develop a small hydro-electric power source in immediate vicinity. We hope, however, to obtain power from regular sources. Program might be transmitted from downtown studio to mountain station,” he said, and we expect Denver to become the key station of a regional network, which might extend to Salt Lake City, Albuquerque, up into Wyoming, Montana, Idaho. Eventually, it would be hooked into other national networks to East and West, becoming part of nationwide network.

Video's Part

"While this is postwar development, and we are now facing acute manpower problems," he continued, "we think it is a good time to plan now, as television development offers opportunity to serve as a great cushion against unemployment. Probably, television sets will be sold as low as $60-70 with quite a good set around $200. Price will be a matter of mass production. Radio industry is set aside so enormously for war production that it will be in a position to furnish peacetime mass production.

Vitaphath” is a giant industry, he said, and during the next five years, American Tel & Tel with whom NBC is conferring, plans to lay 1,000 miles of coaxial cable, four miles of line being planned, in addition to Denver regional net. One—from New York to Washington; Two—New York to Boston; Three—between Charlotte, Atlanta, Birmingham, Shreveport, Dallas, El Paso, Phoenix, Los Angeles, San Francisco (no plans yet to extend from San Francisco to Pacific Northwest); Four—Washington to Harrisburg, Pittsburgh, Cleveland (with branch to Buffalo, Toledo, Chicago, Milwaukee, Des Moines, Omaha, Kansas City). With Denver linked to route four, link may be Omaha-Denver. NBC has budgeted $1 million dollars for the four remaining networks. Meanwhile, next five years will have FCC to modify rate limiting any company to three television stations.

REPRESENTATIVES OF MUTUAL network affiliates met March 20-22 at New York's Waldorf-Astoria Hotel for a three-day session, covering programming, sales and new television service (BROADCASTING, March 27). Among those who attended the Program Committee meeting on Monday were (seated, l to r): David W. Lauer, SWRC Cincinnati; Felix Hinkle, WHBC Canton, O.; John Schilling, WHB Kansas City, Mo.; John Boler, North Central; Rex Howell, KFXX Grand Junction, Colo.; Les Johnson, WHBP Rock Island, Ill.; James Mahoney, Mutual's western division station relations; Fred Fletcher, WKRAL Raleigh, N. C.; Bob McManey, WCBJ Columbus, Miss.; Charles Godwin, assistant director of station relations for Mutual; Tom Slater, MBS special features director.

RULING RESERVED IN OPERA'S ACTION

A NEW INSTALLMENT of the long drawn out court fight of Opera On Tour against alleged interference with its attempts to present opera with live principals but recorded orchestra and chorus on the part of American Federation of Musicians and International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, last week, when New York Supreme Court Justice Morris Eder reserved decision on a motion by the opera company counsel to examine James C. Petrillo, AFM president, before trial of the company's suit for $90,000 damages against him and Richard Walsh, president of the IATSE.

Charging that the AFM had blocked Opera On Tour's performances by getting the IATSE to call a sympathy strike of its members at theatres engaged by the opera company, Opera On Tour in 1938 secured an injunction from the New York State Court, which was reversed by the Appellate Division and reinstated by the Court of Appeals. Company now claims that the unions have disobeyed the terms of the injunction and thereby have been damaged to the extent of $90,000, according to its attorney, John H. Jackson.

Henry A. Friedman, counsel for the unions, said the case had been marked dismissed when the company failed to appear when the case was called on March 15, and that Opera On Tour will have to get the action restored to the court calendar before proceeding. Mr. Jackson admitted there had been a confusion in dates but said it was being straightened out.

Video Survey Course

A FIVE-WEEK survey course titled "Television is Here", has been scheduled by the New School for Social Research, New York, beginning April 5 at 8:30 p.m. Four Tuesday night broadcasts by C. L. Menzler, NBC vice-president in charge of programs.
Pulling Power?
Yours for the Asking When

You’re on the Spot!

One-half of the nation’s usable timber, including the largest stand of White Pine in the world, is located in this area. Top Programs, plus Complete Coverage, gives KHQ dominating Pulling Power. Its Primary Coverage alone, carries your message to over three-quarters of a million wealth-producers in 27 counties*. KHQ is the only single medium completely covering this area.

*Not including recent increase which, in Spokane alone is estimated at over 28% above 1940—mostly permanent.
Total of 5,096 Frequencies Used by U. S., Fly Declares

Army Leads With 2,189, Chairman Tells House Committee, With Navy and CAA Following

GOVERNMENT agencies have been assigned a total of 5,096 frequencies, ranging from 10-182,000 kc., F.C. Chairman James Lawrence Fly told the House Select Committee to Investigate the Commission, last Tuesday. He submitted for the committee's request, a list of frequencies assigned to various Government departments.

Of the total frequencies assigned to Government, 1,700 are exclusive; 941 are shared with one or more Government agencies; 668 are shared with non-Government sources and 1,778 are shared with both Government and non-Government users of the air, the report shows.

Fly Balck

Mr. Fly objected to providing the breakdown, when Rep. Wigglesworth (R-Mass.) requested it on March 24 [BROADCASTING, March 27]. He declared: "We have a couple of other wars to fight and it will take two man-days to assemble those figures." He added, however, that Chairman Clarence F. Lea (D-Cal.) and Rep. Warren B. Magnuson (D-Wash.) concurred in Rep. Wigglesworth's insistence.

Army leads the list of Government agencies using frequencies, with a total of 2,189. Of that total, the Army has 875 exclusive frequencies, 271 with other Government agencies; 245 with non-Government and 78 in both Government and private industry.

Navy is second with a total of 1,882 frequencies. Of that number, 550 are exclusive; 276 are shared with other Government agencies; 274 with non-Government and 782 with both Government and non-Government. Third on the list is the Civil Aeronautics Authority, with 352 frequencies, of which 106 are exclusive. The Coast Guard, with 316, is fourth, sharing all but 82 of its frequencies. Agriculture Dept. is fifth, having been assigned 132 frequencies, of which 38 are exclusive. Mr. Fly explained that most of the Agriculture Dept. frequencies are used for fire-prevention work in forests.

The Dept. of Commerce has 30 frequencies, exclusive of the CAA, the figures disclosed. Six of those are exclusive, 18 shared with other Government agencies and six with both Government and private licensees. The FCC has 19 frequencies, 12 of which are exclusive, 3 shared with other Government departments and 2 with both Government and non-Government and civilian licensees.

Mr. Fly told the committee the "only Government bureau not now in existence that has had assign-
If You Are Looking for a Receptive Market with a Great Post-War Future PEORIAREA is Very Important to You!

ITAL IN WAR

Peoria, center of heavy earth-moving equipment manufacture, has been called the 'most important city in the world to the U. S. Engineers Corps'. "Caterpillar" tractors, LeTourneau and Hyster equipment have built the roads, leveled the flying fields, smoothed the landing areas that are carrying our armies forward.

ITAL IN PEACE

There will be no problem of reconversion for Peoria industries when peace finally comes. The same equipment that leads our fighting men now will rebuild a battle scarred world and restore the many domestic construction and road building programs.

WMBD

—covers the market composed of the people who are employed in the manufacture of this heavy earth-moving machinery. Their incomes are above the average now... and their buying power is assured by the essential nature of the equipment they build, so vital in war and peace. That these people listen to WMBD, is proven by same people listen to WMBD, is proven by Hooper and Conlan listening audience surveys. LeTourneau Angledozer being operated with "Caterpillar" tractor on road building job.

WMBD

—covers the market composed of the people who are employed in the manufacture of this heavy earth-moving machinery. Their incomes are above the average now... and their buying power is assured by the essential nature of the equipment they build, so vital in war and peace. That these people listen to WMBD, is proven by same people listen to WMBD, is proven by Hooper and Conlan listening audience surveys. WMBD dominates the listening audience with coverage "tune-in" of 50.2%. Reach the stable PEORIAREA market thru WMBD, Peoria's home station.

臂guards with armored "Caterpillar" tractor, Munda Air Field, New Georgia Is.

Signal Corps photo of Peoria-built tractor coming ashore in the Aleutian Islands.

"Caterpillar" tractor and crane erecting radio aerial in Iceland. Signal Corp photo.

LeTourneau Angledozer being operated with "Caterpillar" tractor on road building job.

Hyster arch being used with "Caterpillar" tractor to handle felled timber in woods.

Send for 'Fingertip Facts' Brochure about WMBD and rich Peoriararea.

PEORIA BROADCASTING COMPANY

Peoria, Illinois

FREE AND PETERS
National Representatives

BROADCASTING • Broadcast Advertising

April 3, 1944 • Page 25
Invasion Trade
ALL BBC broadcasts dealing with the invasion will be available to American stations for at least the initial stages of the operations, the BBC announced in New York on March 24, on the return from London of Lindsay Wellington, North American director. Reciprocally, American network representatives in London have agreed to make their invasion material available to the BBC for domestic broadcast in Britain, the announcement said.

RADIO TUBES may become a "controlled item" in Canada to straighten out current distribution troubles. Munitions & Supply Minister C. D. Howe stated at Ottawa, this week. Members in Parliament had reported a black market in radio tubes and urged increased production. Mr. Howe reported no difficulty in obtaining materials but a shortage in manufacturing capacity. "There is nothing more urgent required for war purposes than radio tubes, and there is no field in which we have made a greater attempt to expand capacity," he told Parliament.

Resistor Shipments Up
WITH monthly shipments of resistors numbering 45,000,000 units in February, WPB officials said last week that an additional 10% may be available in March. Although the resistor industry will probably be able to meet all military requirements for 1944 as indicated at present, civilian supplies of electronic resistors must come from surplus inventories and factory over-runs.

KNOWING CROSSLEY Employes Conferences on Company Planned
AN IMPORTANT series of radio conferences, to begin April 3 will be held by the broadcasting division of the Crosley Corp., in order that all members will have an opportunity to "know radio stations and their jobs better," according to George C. Biggar, assistant to the vice-president and director of employee relations for stations WLW-WSAI-WLW.

The conferences are to run for nine 1 hr. periods each Monday through April 24, with introduction of all department heads who will lead discussions concerning the most important functions of their departments. WLW-WSAI top executives, representatives of sponsors and agencies will also take part.

Some of the topics to be discussed are: Why a Crosley Square radio conference; the engineering picture; the American scheme of broadcasting; Crosley stations in the broadcasting industry; program policies of the Nation's stations; from Chungking to Crosley Square; FM and television—technical aspects; looking ahead in broadcasting; and others, each of which will be followed by a question and answer period.

Farnsworth Plans
OPINION that projection tube receivers will replace the pre-war picture tube sets, in which images are viewed either directly or by reflection from the receiver tube, was expressed by B. Ray Cumming, vice-president in charge of engineering of Farnsworth Television & Radio Corp., in an address last Tuesday before the Television Press Club of New York.

Joseph H. Spear
JOSEPH H. SPEAR, member of the writing staff of the Radio Council of the Chicago Public Schools, died March 18 in New York City. He had been a member of the Pan American Council in Chicago until recently, when he resigned to accept a position on the educational research staff of the U. of Chicago.

Big Used Car Budget
KELLEY KAR Co., Los Angeles (used car dealers), on March 18 revised its advertising budget and increased radio appropriation to $12,000 per month. Firm sponsors the nightly 60-minute "Mercury Go-Round" and Sunday morning recorded music and news program as well as daily spot announcements on KNX; twice daily transcribed version of Mutual program, "The Tom Clark Family," a weekly 45-minute musical program and announcements on KHJ; six-weekly Mississippi Jamboree and five spot announcements per week on KEA; daily 60-minute recorded "Love Ballroom, Saturday Night," on KFI and 1 spot announcement weekly on KFWB; daily 15-minute newscast and 16 spots weekly on KFAU; daily participation in "Chuckwagon on KFI; participation several days a week in Spanish program on KGPF; and quarter-hour "Tales in Spanish" seven times weekly on XEMO in Spanish.

Tommy Dorsey — "That Sentimental Gentleman of Swing" — has agreed to provide a continuous flow of library transcriptions for the exclusive use of Lang-Worth subscribers. Featured with Tommy Dorsey and his 27 piece recording orchestra will be Bob Allen and Betty Brewer vocalists, "The Four Clark Sisters" and Gene Krupa... first recording immediately.

LANG-WORTH, INC. 420 Madison Ave., N.Y.C.
And well they earned it, in '43, by their stellar participation in Pittsburgh's most-favored participation programs. The almost incredible popularity of "The Shopping Circle," conducted by Janet Ross, and "KDKA Home Forum," presided over by Evelyn Gardiner, is attested by 110,087 letters received in that year.

This means that KDKA not only reaches but serves the radio homes in the KDKA area... serves the average home-maker by keeping her abreast of the times in a swiftly moving world that bristles with problems... problems that are analyzed, and solved, in an intimate, informal, friendly, and authoritative manner on these programs.

This proved listener-interest, plus well-established buying power, creates an ideal low-cost-per-inquiry setup on KDKA. Contact NBC Spot Sales for availabilities.
YOU CAN STILL GET PROMPT POST-WAR DELIVERY IF YOU RESERVE YOUR GENERAL ELECTRIC BROADCAST EQUIPMENT NOW

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
LARGE as is the amount of broadcast equipment already on reservation with General Electric, the tremendous war-gearied G-E manufacturing facilities can produce all this reserved equipment for quick post-war delivery. Even twice this amount can be built within practically the same time if we know now what will be required and can plan for its production.

General Electric has the plant, the machines, and the skilled engineering and factory personnel, to swing into peacetime production virtually overnight. No extensive reorganization of production methods will be necessary at G.E. . . . since much of the equipment needed for commercial broadcasting is in the same basic pattern as that which today is proving its high standard under the acid tests of war.

Prompt post-war delivery is only one of the benefits you gain by reserving your G-E broadcast equipment NOW.

Your contact with us will enable you, your staff, and your consulting engineer to develop the details of your post-war station during the period before new construction is authorized. Then, you will be fully prepared to proceed with the building of your station.

General Electric can help you in any of the three broadcasting fields—FM—TELEVISION—or AM. You can benefit from exclusive G-E developments such as the FM circular antenna or the S-T relay system which permits you to establish your station for maximum coverage . . . your studio for maximum convenience. You can obtain from G-E any broadcast equipment, either station or studio, together with associated equipment for FM, AM, or television. No other manufacturer can offer such complete system experience and “know how.”

Come to Schenectady and See for Yourself!

General Electric operates five proving-ground broadcasting stations at Schenectady—AM, International Shortwave, FM and Television. Broadcasters and prospective broadcasters are invited to inspect these facilities and discuss their problems with our station personnel.

* WRITE for your copy of the G-E Equipment Reservation Plan, and application forms. Electronics Department, General Electric, Schenectady, New York.

* Tune in General Electric’s "The World Today" and hear the news from the men who see it happen, every evening except Sundays at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.
HERE ARE THE RESULTS OF CINCINNATI'S
"Blindfold Test"

A Radio News Quiz, held through blind ads in all Cincinnati's papers, brought 1608 replies. Received and tabulated by two impartial Cincinnati Advertising Agencies, these replies show that WCPO overwhelmingly leads as the station Cincinnatians listen to their news on, also WCPO was picked as the station listened to most all day long, by most of the people!

<table>
<thead>
<tr>
<th>Questions</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>I listen mostly to the news on Station</td>
<td>WCPO: 9 B, 1622 C, 64 D, 135 E, 497 TOTAL</td>
</tr>
<tr>
<td>Which station do you listen to most during the daytime?</td>
<td>WCPO: 23 B, 796 C, 164 D, 181 E, 440 TOTAL</td>
</tr>
</tbody>
</table>

*In some answers two or more stations were given. In such cases credit was given to each. To other questions no reply was made. For this reason the totals in right hand column vary. Complete contest tabulations are on file at WCPO.

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPS, Memphis, Tenn.

WGN ANNOUNCES THEATRE CONTEST

COMPLETE details of a $10,000 contest for its "theater of the future" will be announced within 60 days by WGN Chicago. Competition for a prize winning building design will be judged by a group of WGN radio experts. Prizes will be: $5,000 first prize; $2,500 second prize; $1,000 third prize, and 15 prizes of $100 each.

Projected plans include a seating capacity of 2,000, a stage, 60 feet square and capable of seating a 75-piece orchestra, and control rooms, fly loft, lighting equipment, and storage space.

Anticipating post-war television, a studio will be constructed capable of adapting the sound producing qualities of its auditorium to radio.

Suit Sustained

APPELLATE Division of the New York Supreme Court has sustained the suit of Gem Music Corp. and Denton & Haksins Corp. against the individual directors of ASCAP and also reversed the lower court's decision by reinstating the publishers of the ASCAP board are affiliated as defendants. Plaintiffs, publisher members of ASCAP, are seeking for an accounting of the society's finances, charging misuse of funds by the directorate.

Hospital Plan

HOSPITAL SERVICE Plan Commission of American Hospital Assn., Chicago, is discussing the possibility of sponsoring a network program to promote the prepaid hospital service offered as a non-profit community service by local Blue Cross organizations, of which 77 are currently in operation. Funds would have to come from the public relations budgets of the local units, since the national organization has no money for promotion.

Dr. Buss Takes Over

DR. CLAUDE A. BUSS has officially taken office as director of OWI's Pacific Bureau, with headquarters in San Francisco. He declared that the area of operations will be increased and the work of the OWI intensified. Already new shortwave transmitters are scheduled to be added to the five on the West Coast. With these OWI will blanket North China, the Netherlands East Indies and Japan even more thoroughly than now.

Shellmar Award

SHELLMAR PRODUCTS Co., Mount Vernon, O., has signed for the full Blue Network April 8, 5-5:30 p.m. to broadcast their Army-Navy "E" award ceremonies. John Stover Co., Columbus, Ohio, is agency.

WESTINGHOUSE ELECTRIC & MFG. CO., Pittsburgh, will omit commercials on the Easter Sunday broadcast of its NBC program featuring John Charles Thomas, in honor of the holiday. Agency is McGann-Erickson, New York.
FIRST "PUBLIC APPEARANCE" OF A GREAT PLANT

We have been so busy exploiting the phenomenal results of our comparatively new (since October 7, 1942) 50,000 Watts service, that we have unconsciously neglected to pay tribute to our ultra modern engineering facilities that have played a major role in our development.

And so, for the first time in print, we picture the mechanical heart beat of our outstandingly successful service. Modern in its every line; efficient in its every detail; dependable in its every function; this WWVA plant, with its 50-D R. C. A. Transmitter, is performing yeoman service in carrying one of America's most highly personalized broadcasting services to—

123 PRIMARY AREA COUNTIES
in Ohio, Pennsylvania, West Virginia, Maryland and Virginia

1,747,955 Primary Area Radio Homes

WEST VIRGINIA BROADCASTING CORP. — HAWLEY BLDG. — WHEELING, WEST VA.
... OR HOW RETAIL ADVERTISERS CAN BUY BIG-TIME SHOWS ON LIMITED BUDGETS

- You can stew and sweat and worry and fret about your radio program OR you can solve this problem the easy way—as so many retail advertisers are doing—with one of NBC's top-flight "package" shows. Among the NBC Recorded Programs building sales for retail merchants in more than 187 markets are:

Betty and Bob—The story of "ordinary folk who lead extraordinary lives"—tops in serial drama, in a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts. Used by department stores (10), retailers of furniture (2), clothing, drugs, groceries, baked goods, etc.

Flying for Freedom—Vivid saga of daring and courage of United Nations airmen. 30 half-hours. Broadcast by shoe stores, dress shop, men's clothing, department stores and others.

Let's Take a Look in Your Mirror—Timely sparkling program by Stella Unger—helpful suggestions about today's problems for today's women. 156 5-minute programs. Used by department stores (8), women's dress shops (10), furriers (4), furniture stores (3), cleaners and laundries, and many more. Many of these stores also used Stella Unger's "Hollywood Headliners"—personality sketches of the movie greats—156 5-minute programs, still available in some markets.

The Name You Will Remember—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 156 five-minute shows. Sponsors include furniture stores (5), jewelers (3), women's wear shops (3), department store, shoe store, men's clothing, etc.

Happy the Humbug—Fanciful, enchanting children's story for Christmas promotions—grown-ups, too, enjoy it. 12 quarter-hours. Sponsored in 1943 by department stores, bank, retail merchants association, super-market and others. Offered now for Christmas, 1944.

EASY DOES IT! Just prepare sales messages to be read by the local announcer—select your station and time—and your program is set! Many other NBC recorded shows, in addition to those listed above, are ready to go to work for retail advertisers. Ask your local station to audition them—or write us direct.

---

OWI PACKET, WEEK APRIL 24

Check the list below to find the war message announcements you will broadcast during the week beginning April 24. All station announcements are 30 seconds and available for sponsorship. Tell your clients about them. Plan space for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORK ANNOUNCEMENTS</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT ANNOUNCEMENTS</th>
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<tr>
<td></td>
<td>Group KW</td>
<td>Group WACS</td>
<td>Ind.</td>
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<td></td>
<td>Aff.</td>
<td>Aff.</td>
<td>Ind. Live</td>
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<td></td>
<td>Trans.</td>
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</table>

War Bonds
Fight Waste
Play Square With Gasoline
Victory Gardens
WACS

See OWI Schedule of War Messages 105 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WAC Recruiting Returns to OWI Radio Packet; Garden Campaign Now at Peak

AFTER AN ABSENCE of six weeks, the campaign to recruit WACs returns to the OWI Domestic Radio Bureau packet for the week beginning April 24, with transcribed messages scheduled on both the "KW" and "OI" groups of stations.

To replace men in non-combat jobs as rapidly as possible, the War Dept. is seeking to triple the present rate of enlistments in the Women's Army Corps and fill approximately 200,000 specialized Army jobs now open to WACS. Radio appeals will be directed to stressing the great need of recruits and to interesting women not now in essential employment or persons whose home responsibilities are not so great as to prevent them from serving.

Continuing on the week's schedule are messages on War Bonds, Play Square With Gasoline, and Victory Gardens. The bond drive, assigned to both Network and Station Announcement allocation plans, carries appeals to listeners to maintain steady purchases by having more of their wages put into bonds. Gasoline messages, assigned to the National Spot Plan, continue the anti-black market theme, appeals emphasizing enormous military demands and urging conscientiousness with rationing rules and restricting use of fuel to only essential needs.

The Victory Garden campaign enters its peak period, with network messages and station announcements reaching listeners at the height of the planting season. Stations should find the transcribed messages on this subject a fruitful source for sponsors among the various local merchants featuring gardening supplies and equipment.

The overall Fight Waste campaign, assigned for network treatment, returns to the packet after an absence of three weeks.

McKesson on Blue
McKesson & Robbins, Bridgeport, Conn. (drugs, cosmetics), on March 23 started sponsoring the weekly travel quiz show, Stop & Go, on 153 Blue stations, Thursday, 10:30-11 p.m. (EWT), with transcribed West Coast repeat, 9-9:30 p.m. (PWT). Joe E. Brown, radio-film comedian, is m.c. Cash prizes ranging from $2 to $20 are awarded winning contestants in the audience participation program. In addition a film or stage guest star is featured. Patty Malneck is musical director. Bill Krauch has been assigned program director, with Herb Allen announcer. George Merek, New York producer of J. D. Tarcher & Co., was in Hollywood to start the series. Initial broadcast saluted Good Looks and Good Health week, observed by druggists of America, and featured Dorothy Lamour as guest star.

'Cause on V-Discs
ALL SEVEN musical numbers played on the April 2 broadcast of Coca-Cola Co.'s CBS program, The Pause Time Refreshakes on the Air, were recorded for "V-Discs," Army project supplying U. S. overseas services with recorded music. 8,000 pressings were made of each number, commercials and commentary deleted. Arrangements were made by Capt. Robert Vincent, chief of "V-Discs," music section of the Army's Special Services Division in New York, and by Paul Louis, producer-director, of D'Arcy Adv., Coca-Cola agency.

Cotton Week Spots
RADIO promotion will again figure in this year's Cotton Week, May 22-27, according to the Cotton-Textile Institute, New York, which handles the promotion in conjunction with the National Cotton Council. Some 60 national radio advertisers outside of the textile industry usually promote Cotton Week on their programs as a good-will gesture towards their markets in the South. In addition local stations in the cotton belt present sustaining programs and spot announcements prepared for the occasion by local retailers and other business groups. The Institute prepares background material on the week, which is keyed to the slogan "First in War—First in Peace".

---
IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

FIFTY-FIVE BUSINESS FIRMS WILL SUBSTANTIATE THIS CLAIM!

Over three years ago, a new radio station opened in Springfield, Ohio, a prosperous and enterprising city of over 82,000 people. Occasions of this kind are naturally supported by merchants proud to have their first station, plus the novelty that goes with being on the air for the first time.

But something happened—advertisers found they were getting unusual response from their sales messages, and it was no longer a novelty, but continued day after day—week after week.

Today fifty-five advertisers — yes, 75% of the original accounts that opened the station, are still on the air . . . further proving that WIZE gets amazing results.

There is still time available — write today.

BLUE NETWORK

WEED & CO. NATIONAL REPRESENTATIVES

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

BROADCASTING • Broadcast Advertising

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Service Story
A BOOKLET titled “War Broadcasting Activities, 1943” and published by KMBC Kansas City, lists the various governmental and private agencies and drives in which the station devoted time on the air. First part is devoted to the presentation of the theory behind each of the contributions, and manner of presentation followed by a list and description of particular drives, such as: Waes at Work, Dogs for Defense, Red Cross Blood Bank, Third Missouri Infantry, Overseas Morale, War Bonds, The War and the Home, The War and the Farm, and The War and Public Health. The remainder of the brochure is devoted to listings of the agencies served, number of announcements and the time devoted to each.

Canadian Rationing
WARTIME PRICES & Trade Board, Ottawa (ration authority), is using live spot announcements and flashes several times daily on all Canadian stations from March 21 to March 31 in connection with the distribution of Canadian Ration Book No. 4. Account is placed through the Wartime Group of the Canadian Advertising Agencies, Toronto and Montreal.

CBS Invasion Crew

Pacific Meeting
PACIFIC Advertising Assn. will hold its third Wartime Conference in Fresno, Cal., June 12-14, with Maurice Heaton, president, presiding. Clyde F. Gouls, manager of KARM, is entertainment chairman, with Keith E. Collins, manager of KMJ, in charge of registration and tickets.

KWKK Loses Suit
DAMAGES were awarded Tohakian, Masaji and Arthur Goto, JapaneseAmerican brothers in their $7,000 suit against Southern California Broadcasting Co., operator of KWKK Pasadena, by Pasadena Superior Court on March 11. Amount of damages for alleged injury to their crops through construction of KWKK radio towers will be fixed after an inspection of the acreage by Judge Pink C. Collier. Case had been on the calendar for more than two years. Plaintiffs were brought to Pasadena for the hearing from Gils River (Ariz.) Relocation Center in custody of a War Relocation Authority agency, on an Army pass.

YUGOSLAVIAN PARTISAN Army was heard in action March 27 during Mutual’s Peat Loaf Feature, with an accompanying description by a BBG correspondent with the armies of Gen. Tito. Program was recorded abroad.

PERFECT FURLOUGH is registered in expression on face of Aviation Cadet Dick Enroth, formerly a WGN Chicago announcer, now in training near Atlanta, when he recently visited Chicago studio and found waiting admirers (1 to r): Laura Priedbeck, Florence Bader, Virginia Thelen and Dorothy Furrman, members of WGN staff.

Demand for Sets
A POLL conducted by The American Home magazine on post-war buying plans, showed that the radio or radio-phonograph rates high in a list of eight specific items which the home-maker would desire to purchase within the next year, if they were available. Automobiles rated first with the largest percentage of consumers with 33%, radio item and rug next with 29% rating, followed by home freezing units, electric irons, television sets, electric toasters and air-conditioning, in the order named.

Red Top Discs
RED TOP BREWING Co., Cincinnati, has adopted the theme, “Puts a Song in Your Heart” for its series of 90-second transcriptions made at WOR-MBS studios in New York for release in 28 States for spring promotion. Sixteen take-offs of favorite old melodies are included in the series which converts popular “Ciri Biri Bin” into “Cheery Beery Beer.” Agency is Joseph Adv., Cincinnati, and Eli Cohen is account executive.

Page 34 • April 3, 1944

BROADCASTING • Broadcast Advertising
ANNOUNCING

The Appointment

of

THE KATZ AGENCY, Inc.

as our

NATIONAL REPRESENTATIVES

Effective April 1st, 1944
DOING THE REAL
FOR THE ADVER
IN THE GREAT
CINCINNATI MA
JOB
PIONEER
in the
MARKET

L.B. Wilson

WICKY

N POWER ∙ C B S
Buying to Sell

WELL WITHIN the memory of both broadcasters and retailers are recollections of the chilly receptions accorded radio salesmen who knocked at the door of the men who sell to consumers.

Many broadcasters were resigned to the belief that those who run stores were interested only in layouts of pretty drawings and attractive price lists.

But times have changed. So also have retailing and advertising methods. With that change has come an amazing advance in use of the broadcast medium. Among the last to join the sweep toward radio have been retailers.

Now the worrisome "retail problem" approaches a solution. With the help of energetic missionary work by radio executives and their salesmen thousands of retailers have shown a respectful interest in the newest of the media. More than that, large numbers of stores have bought time, as shown by results of a questionnaire sent out by the NAB (see page 9).

Interest in retailing by radio reaches a high spot this week at the Cincinnati meeting of the National Retail Dry Goods Assn., culminating in an all-day radio forum Thursday. There a panel of experts from both radio and retailing will answer the questions that store executives ask most frequently.

The intense interest in radio is a healthy sign. It is healthy for each group since it shows that retailers are willing to be told and it shows that radio is willing to do the job of telling.

While the panel will be interesting and instructive, an even more important event is about to occur—a clinical test of radio as an advertising medium for retailers. The test is announced in this issue of Broadcasting (see page 8).

First experiment will start about May 1 when Joske's, largest store in the largest State of the Union, will devote a good slice of its budget to radio. Later other department stores in the nationally known Allied chain will stage similar experiments.

Out in the open, where all can watch, these big stores will put radio to the test. They will blend their merchandising skill with the broadcasters' skill in carrying sponsor messages to the public and influencing buying habits.

Both sides have much to gain by the test. Retailers will have little to lose for even if their money were hopelessly misspent the aggregate would not be important.

Broadcasters, however, have much to gain and much to lose. The experiments will be watched closely by every person interested in selling and advertising.

The entire project will come under the watchful eye of Lew Avery, the NAB's capable Director of Broadcast Advertising. Knowing intimately the problems of both groups, he will see that the experiments are conducted to the satisfaction of the retailers whose money will be spent.

Selling is the business of these men who run the country's great retailing industry. And helping sellers bring their message to the public is the business of the men who run the nation's 900 broadcast stations.

As bulwarks of their communities retailers are desirable clients for stations, whose managers recall how fast national advertising dropped off during the bad days of the past decade.

Broadcasters contend that retailers should buy time to sell goods. Retailers are ready to be convinced. So let's see what happens!

The Eastman Credo

OF ALL the administrative agencies in Washington, the Interstate Commerce Commission has been the least criticized. One of the most respected and revered Government administrative officers has been Joseph B. Eastman, ICC chairman and wartime director of the Office of Defense Transportation, who died March 15 virtually with his boots on.

Last February, on the eve of his fatal illness, Mr. Eastman was guest of honor at a dinner given in his honor that was attended by 25 years as an ICC member—dating back to the Wilson administration. He outlined in that address his "credos" for administrative agencies, a sort of blueprint evolved by experience.

Twelve items were enumerated. That they have worked is reflected in the impeccable record of the ICC and of such other administrative agencies as have followed its pattern—the Federal Trade Commission, for example.

Seldom, if ever, has the charge of "bureaucracy" been leveled against the ICC. It has functioned as a quasi-judicial body. Its members call one another "dear brother," as is done on the highest courts.

Granted, then, that Mr. Eastman's credo works in practice. Here were some of his high points:

Political domination will ruin such a tribunal. * * * That should not be understood as meaning domination or influence of either the President or Congress, or of anything else than their own judgment of the facts and the law. There is no safe substitute * * * for full hearing and argument of the issues when they are in controversy. * * * This takes time, but it is time well spent.

The statutes which the tribunal administers should be clear, simple and carefully framed, but the personnel who does the administering is more important than the wording of the statute. Good men can produce better results with a poor law than poor men can produce with a good law. Zealots, evangelists and crusaders have their value even as an administrative tribunal, but not on it.

Other important qualifications are patience, courtesy and a desire to be helpful to the extent that the law permits. There is nothing more important than to curb abuse of power, wherever it may reside, and power is always subject to abuse.

The importance of sound public regulation cannot be minimized, but it must be magnified to the exclusion of those factors in financial success upon which ordinary private business must rely.

The FCC is an administrative agency. It doesn't take a student of administrative government to detect why the ICC is so respected and why the FCC isn't.

JUDITH WALLER

FIRST LADY of Radio. Judith Waller's life of service to the industry has deserved for her that title. And now, as Public Service Director of the NBC central division, she is daily proving herself worthy of it.

As a radio pioneer, who from the very beginning felt that radio should offer something more than entertainment, Miss Waller made arrangements for hundreds of instructive lectures over WMAQ Chicago, of which she was director from April 1922 until 1932.

It was she who suggested that actual pick-ups of classroom lectures at Northwestern University and the University of Chicago were feasible and desirable; it was she who arranged for what was very likely the first musical appreciation hour, a program which made its debut on Oct. 12, 1922, with Mr. and Mrs. Marx E. Oberndorfer as commentators on the work of the Chicago Symphony Orchestra; it was she who pioneered the children's field with a Hearing America First musical series, Miss Georgine Paulkner's Story Lady series, Russell Pratt's Toppy Turvy Time program and a thrice-weekly program presented in collaboration with the Chicago Public Schools, and it was she who not only conceived the idea of the internationally famous University of Chicago Round Table program, but who also saved the program from possible oblivion by persuading NBC to retain it when WMAQ joined that network in 1931.

In 1942 plans were laid for the NBC-Northwestern U. Summer Radio Institute. The success of the plan carried into its second year and now Leland Stanford University and UCLA will be added to the colleges offering students instruction in all practical phases of radio. Miss Waller originated and carried out the plan.

As public service director of the NBC central division, Judith Waller is responsible for all cultural programs, all talks except political ones, outside lecture pickups, women's activities and children's programs. As the representative of NBC at annual meetings and conventions in these fields, she is one of the most widely-traveled executives in radio, having visited broadcasting centers in Italy, Germany and Great Britain as well as most cities in the U. S.

The School Broadcast Conference in 1940 selected Miss Waller for its annual award of merit, turning the spotlight on a woman described by a famed columnist as "a quiet unassuming person who has labored hard for (Continued on page 40)
Since WMFM took to the air in April of 1940 as the first FM station west of the Alleghenies, it has had a simple, twelve-word creed...

Distinctive, quality programs, keyed to the wants and needs of the community.

"Milwaukee Through the Years" is an example of that creed in action. Starting as a WMFM sustaining program in September of 1941, it has flourished and grown to one of Wisconsin's outstanding radio programs. Since May of 1943 it has been sponsored over WMFM and sister station WTMJ.

Here is a program truly keyed to the community. Each Sunday "Milwaukee Through the Years" goes back into the songs, the news and views of days gone by, as remembered by Manfred Gross, "The Old-Timer." A 25-piece Radio City orchestra, the chorus of ten and an array of soloists bring back fond memories with "yesterday's" hit songs.

Such programs are reason enough for a community to take a station to its heart. Add to this programming the miracle of static-free, crystal-clear FM reception, and it's easy to understand the eager reception Wisconsin is affording WMFM, the station that brings them "Distinctive, quality programs, keyed to the wants and needs of the community."

Today, tomorrow, whenever you make plans for using FM, remember the call letters of one of America's outstanding FM stations...

WMFM, Milwaukee.
many years in the educational phase of radio. Her experience, however, has not been confined to education. As director of WMAQ under Bill Hedges, then WMAQ president and now station's vice-president, she has many "firsts" to her credit notable among them the first play-by-play broadcast of a major league baseball game. Although WMAQ's Series game had been aired in 1924, Miss Waller's interview with William Wrigley Jr. led to the first play-by-play broadcast of a regular game in the morning of 1926. And her idea it was to describe the first running account of a football game, with the game between the University of Chicago and Brown University in 1924. Her station was the only one in Chicago to broadcast the inauguration of Coolidge, March 4, 1923, and prior to that it had been one of the first to broadcast the Democratic and Republican National conventions by land wire in 1924.

And then NBC

Miss Waller also is responsible for booking such diverse radio programs as the first Chicago Symphony Orchestra broadcast and the debut of Amos 'n' Andy. On Dec. 25, 1928, Miss Waller authorized the first international broadcast when John Gunther, Chicago Daily News correspondent in London conversed with J. O'Hara Ryan, then foreign news editor in Chicago, regarding the condition of the ailing King George V. The cost was merely $75 in toll charges, but it brought the wrath of AT&T down on her head because of a rule forbidding the broadcasting of telephone conversations.

When WMAQ joined NBC in 1931, Miss Waller became the network education director in the central division, she began to devote most of her time to education in radio. Since, in addition to the Round Table, she has been responsible for developing such programs as Music & American Youth, the High School Studio Party, presented in cooperation with the Radio Council of the Chicago Board of Education, Student Opinion, an ad lib discussion program for high school students, Parent-Teacher Association programs and the American Medical Association’s series, Doctors at Work, and Doctors at War.

A native of Oak Park, Ill., Miss Waller attended Oak Park High School before becoming associated with the J. Walter Thompson Adv. Agency. Chicago. In 1925 she was asked by the Chicago Daily News to manage WMAQ, which it then owned. A comely, active woman who has always enjoyed good health, she figures in no space, considering herself a "career woman" wholeheartedly devoted to her work. She lives with her mother and sister in Evanston, Ill. Her hobbies are reading, photography, the theatre and music. Her only idiosyncracy: periodically firing her secretary, Mrs. Grace Netherly, who has been with her since 1925 and who frequently never pays any attention to her frequent "dismissals."

Our Respects To

(Continued from page 38)

J. LEONARD REINSCH, managing director of WSBB Atlantic City, has been appointed to membership in the Allocations Committee of Panel 5 of the Radio Technical Planning Board.

JAMES BELLAMY, salesman of ABC, Cincinnati, has been inducted into the Marines.

G. RICHARD SHAFTO, former manager of WIBS Associated Press, has been named president of the Forest Lake County Fair and Mayor of the Columbia Kiwanis Club.

MERLE S. JONES, manager of KMOX St. Louis, has been appointed to represent radio in a reorganized St. Louis Food Industry Advisory Committee.

HARRY B. SHAW, sales manager of WJSB Winston-Salem, N. C., is the father of a girl.

Hugh T. Terry, manager of KLX Denver, has been named to the governing board of the Denver Gyro Club.

ED REMBLE, account executive of Dea Lee Broadcasting in Hollywood, has joined the Marines.

JOE SLAVSKY, account executive of KROW Oakland, Cal., is father of a boy.

Reg Beattie, Toronto, has been appointed commercial manager of CHML Hamilton. For the last two years he has been an account executive of All-Canada Radio Facilities, Toronto.

VICTOR STAPLES, formerly commercial manager of CJOC Lethbridge, and chairman of the commercial department of CKCK Regina, has joined the Toronto office of All-Canada Radio Facilities.

PERRY SEABORN, former treasurer of Northern Broadcasting & Pub. Co., Timmins, Ont., now with the RCA Package, has been promoted from flight lieutenant to squadron leader.

Earl R. Salmon on April 3 replaces Lawrence Haysbrouck on the Blue's spot sales staff. Mr. Salmon was formerly with Headley & Reed, New York. Joseph Horsay McGillivray Inc. and WOR Recording Service Inc.

ivon kenway, special assistant to Edgar Kobak, executive vice-president of the Blue, has been appointed to the weekly of the Blue's station relations department.

Edward Kobak, executive vice-president of the Blue, described the growth of the network as an independent company since 1942, in an address before the Akron Rotary Club. Tuesday, March 28, Mr. Kobak, and the executives of six rubber companies were guests of honor at an all-company dinner and dance held at the Blue's Hotel given by S. Bernard Berk, owner and operator of WAKR, Blue affiliate in Akron.

J. T. PAUL KANE, formerly of the sales department of WIP Philadelphia, and mady Kelly, former member of the station's program department, have been married.

H. Bob) Nichols, manager of WTN Greenfield, Mass., is the father of a boy.
from the Smoke of War...

finer Radios for Peace

War's demands for better weapons have added mightily to the progress of radio. Here at Detrola we are in the forefront of it. Detrola engineers are giving their knowledge and experience to the perfection of new and finer electronic equipment. Detrola production workers are learning and employing new short cuts in the mass manufacture of quality products. Our work today is providing us with ideas for a great variety of postwar radio-electronic devices . . . and new ability to translate them into products of finest quality. Every War Bond You Buy Helps Bring Victory Closer. Buy Another Today.

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 8, MICH.
C. RUSSELL FELDMANN • PRESIDENT

BROADCASTING • Broadcast Advertising
Behind the Mike

BILL STEWART, formerly of WJZ Baltimore, now on KFRC San Francisco, has returned to private farming. He will do a monthly broadcast Bookshelf for the CBC. He is succeeded by Harry J. Boyle, assistant manager of farm broadcasts, formerly of CKNX Wingham.

CY CAIRNS, formerly of CFQC Saskatoon, has joined CKWipeg as news editor and announcer.

AL LOEWEN, announcer of CKRC Winnipeg, has joined the RCAF to train as pilot.

MILTON BELL has joined CKW's Kingston as announcer.

DICK CHARLES, formerly in charge of the production department of the Blue Network, has been appointed producer-director of the Blue, replacing Robert Stevens who resigned to join Kenyon & Eckhardt's television department in New York. James Sheldon, formerly assistant on recordings, has taken charge of recordings and John Mitchell, who has been night program secretary has replaced Sheldon. Enn Abbes of the guest relations staff is the new night program secretary.

WAYNE HENRY LATHAM, program director and war production manager of WSPR, Blue affiliate in Springfield, Mass., has been appointed a member of the local board of license commissioners.

GEORGE SACHS, assistant announcing supervisor of the Blue Network, was to be inducted into the Army April 1.

EMERSON COLE is a new member of the announcing staff of WICC Bridgeport, Conn.

PHIL CONNOR, announcer of WTHF Baltimore, is the father of a girl.

CHARLES EDWARD BARNHART, commentator and director of KMOX St. Louis, has been inducted into the Navy. Philip Sherman Chapman has joined the KMOX announcing staff. He formerly was with WHN WKAT WBBZ Buffalo.

ROBERT LARRABURE, formerly of WBYN Brooklyn, and NBC international division, has joined the production and announcing staff of CBS shortwave division.

JAMES JEWELL, who operates his own producing agency, Jewell Productions, Chicago, resigned his duties with WLS Chicago, effective April 1, to freelance and to continue production of his Blue Network show. Jack W仵ing, former manager of WLS Chicago, will replace Mr. Jewell at WBBM.

VIRGINIA ROWE, N. Y. World Telegram feature writer has been taken on an assignment with Hillman Periodicals to do radio dramatizations of America's Magazine, for distribution to radio stations. Hillman has also employed an editor, feature writer, to prepare broadcast material from its women's group of magazines.

LINDSAY MacHARRIE, formerly producer-director of the Blue, returned to the network's production staff April 1, after a period as director of public relations for the Red Cross in Britain.

Col. Slater Retired

LT. COL. BILL SLATER, program m.c. and sportscaster, has been transferred to inactive status after two years with the Army Public Relations Branch in Washington. For the past year he has been a producer on the Blue network program Army Service Forces Presents. He will re-enter the commercial radio and other entertainment field. Before entering the Army he specialized in football broadcasts, handling At-Bowl, refinishing Co. programs, and other sports programs for NBC and CBS.

BILL HOLMES, formerly news writer of Blue Hollywood, has joined KFI-KRCA Los Angeles as producer. He replaces Sid Goodwin who joined the Blue production staff.

JAMES H. LEWIS, formerly of CBS Hollywood junior staff and now with the Army assigned to essential staff section of headquarters, 13th AAF, has been promoted to captain.

HELENE STONE, formerly editorial assistant with Dartnell Corp., Chicago, and prior to that with a control operator at WBEZ Chicago, has been appointed assistant to continuity chief of WJJD Chicago.

WARRIN ANDERSON, formerly of KWID and KYA San Francisco, has joined KFRC San Francisco as announcer.

BOB LAWS, director of publications at U. of California and formerly sports reporter on the San Francisco News, has succeeded Bob Wesson as promotion and publicity manager of KFRC San Francisco. Mr. Wesson has been promoted to program manager.

CHARLES ROSS, former announcer of KFSD San Diego, has joined KGJO Los Angeles. Ed Kerz, formerly of WEMP Milwaukee, has also joined the KGJO announcing staff.

RALPH L. POWER, Los Angeles radio counselor is now editing Micro-Tops, a bi-weekly house organ of Universal Microphone Co., Inglewood, Calif.

CAPT. HERBERT O. MORRISON, formerly of WCAE Philadelphia, now stationed in the Army Air Field in Oklahoma City, has been promoted to major.

JOHN BARRY, freelance producer and writer, is now program manager of WAAB Worcester.

DR. J. M. COOPERSMITH, director of the WOR New York music library and copyright division, has returned from the Dominican Republic where he made a three-month study of musical resources.

BILL WILLIAMS, former announcer on WAGE Syracuse, New York, has joined the announcing staff of WNEW New York.

EDWIN HALBERT, formerly of the announcing staff of WKEN Youngstown, Ohio, has been named program manager of WIP Philadelphia. He succeeds Donald Dawson, who has joined the producing staff of KYW Philadelphia.

AIME GAUVIN, newscaster of WNEW New York, leaves for the Armed Forces April 1.

NAT ABRAMS, manager of the entertainment bureau of WOR New York is setting up his own independent recording plant in New York, Nat Abrams, New York City, N. Y., which he expects to have in operation by the first of July.

ALEXANDER D. NICOL, Blue Network controller, has been elected a member of the Controller's Institute of America.

RALPH BRASS, formerly on the announcing staff of WCOA Pensacola, Fla., as well as with WLW Cin- nati, has joined the announcing staff of CBS, New York.

Mary Mason Leaves

NANCY OSGOOD, WRC Washington, producer directing the all-feminine program, Now Is The Time, will replace Mary Mason, director of the WRC Home Forum, on April 16, according to Carleton D. Smith, station manager. Miss Mason is to be married. She was at WRC eight years. Her radio experience dates back to 1927 and since that time she has been with major stations and networks producing, writing and furnishing in all types of programs.

Buffington to Navy

ALBERT B. BUFFINGTON of WBAL Baltimore, originator and patentee of Quiz of Two Cities, has been commissioned a lieutenant (jg) in the Naval Reserve, reporting for duty April 25 at Princeton University. His wife, Dorothy Baer, will take over the handling of the program at that time. Contracts have just been completed for the show with ten outlets (KFJH KFJW KFJO WCCO WTCN WBEN WNAC KMOX KTRH) with sponsorship by Lambert Pharmacal Co., St. Louis, for Lic- sterine, except on WCCO Minneap-olis, where sponsor will be Colgate-Palmolive-Peet, Jersey City, N. J.

BILL BAILEY, promotion manager of KWTO Springfield, Mo., has en- tered the Navy.

MARTY GLICKMAN and Connie Desmond, sportscasters at WHN New York, have both been accepted for Naval service and are waiting call.

TRIO OF GIRLS work in the employ of WLBW-WSAI Cincinnati. They are (1 to r) Mrs. Nancy Lazarus, Jean Koop and Evelyn Overberg. All have studied journalism.

If you buy or plan advertising for Iowa, you need.

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO. 912 Walnut St., Des Moines, Iowa.
ALL NIGHT
they are listening
to WBAL in 22
Eastern states

Since W B A L has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail—including “cash enclosed” orders—from 22 Eastern states we realized that W B A L was really blanketing the East from midnight to dawn.

Here’s how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that W B A L is one of the few stations that can be heard clearly in these “wee” hours—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by W B A L at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at W B A L’s low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.
DEDICATED in behalf of the broadcasting industry and emphasizing radio's contributions to America in war and peace, KMBC Kansas City in its trade paper advertising has reviewed the usual procedure of testimonials and is obtaining appropriate expressions of tribute from typical radio listeners throughout the "Heart of America," according to E. P. J. Shurlick, promotional director of KMBC.

People from all walks of life are being interviewed to determine how radio has served their needs, such findings being incorporated into KMBC's regular trade paper advertising space. First in the series consists of a testimonial by Robert L. Mehornay, president of the Kansas City Chamber of Commerce, and includes a tribute to a typical shop girl.

Record Library

DESIGNED for use by CBS Western affiliates as aid on local program problems, a transcription library of programs has been compiled at network's Hollywood headquarters. Under radio program clinic plan, conceived by Edwin Buckalew, CBS western division Manager of station relations, at least one requested recording with history and figures on that show is being forwarded each week to Pacific Coast and mountain affiliates. Upon completion of the current round-robin, new program material will continue to be transcribed for similar circulation.

BYMMA

AS A SUPPLEMENT to conference ads and personal letters to stations on audience promotion, Mutual is sending out a weekly newsletter titled BYMMA (Between You and Me and the Mutual Audience). Letter will be used to disseminate ideas on promotion to commend stations for good advertising and to request reports on network commercial accounts. Promotion material on network shows is included.

Salvage Awards

PAROCHIAL and public school winners of the Chicago wastepaper salvage contest were presented with awards by Edward J. Kelly, manager of Chicago, on the BLUE Network Breakfast Club, March 25. The contest was conducted under the auspices of the Chicago Newspapers Publishers Association.

WSGN Signs

WSGN Birmingham, has set up the fifth in a series of windows and counter displays and publicizing its Blue Network programs. Now displayed in local dealer and grocery stores are two-and-three color signs sponsored by RCA, Philco, McKesson & Robbins, National Biscuit Co. and Van Camps Inc.

Winnebagoa Coverage

"COVERING Winnebago like a blanket," says the folder put out by WOSH Oshkosh. The folder shows a map of the area covered by the station and guesstimated market data for "Winnebagoa." Station time rates and announcement rates are included on the back.

Listening Guide

THE newly organized Radio Council of the Omaha Area has issued a "Guide to Balanced Radio Listening," containing a list of recommended programs broken down according to various categories such as "War Against Post-War," "Home Service," "Quiz" and others. Out of a total of 117 broadcasts listed, 15 are local shows, and the remainder are network. A total of 6,000 copies have been issued. Purpose of the Council is to promote or revive interest by developing the closer cooperation between local organizations and radio stations and utilization of radio as an educational medium.

Elgin Oleo Boost

REVERSE plate blue and black folder has been released by the Yankee network telling the story of the Elgin Oleomargarine participation in the 8 a.m. edition of the Yankee Network News, Monday, Wednesday, Friday and Saturday over WNAC Boston and the entire Yankee network, "blanketing New England from Bangor to Bridgeport." Brochure has been sent to all grocers in that area. Elgin Oleo is a product of the B.S. Pearsall Butter Co., Elgin, Ill.

Time Dial

TIME evaluation dial of KWK St. Louis showing percentage of listeners for each of the four area stations must deliver at a given time to justify its rate has been sent out by KWK. The chart, based on one-time-quarter-hour rates, is arranged to show the varying costs of radio time four days of the week, from 7 to 7. On the back of the chart are letters from advertisers telling of the success of programs on KWK.

Hav-a-Snak

STUDIO AUDIENCES attending broadcast of Dr. Walter Eddy's Food and Home Forum at WOR (New York) theatre, receive a pre-broadcast snak of the sponsors' product. Dual purpose of placing the weary shop-goers in a receptive mood as well as making a studio display of sponsor's products most tactful.

KCKN Folder

TWO-COLOR folder issued by KCKN Kansas City reports on reception of the station's "round the clock" service, which was inaugurated January 1, as "terrific." Titled "Burning the Candle at Both Ends," folder presents typical responses to the new service.

WPEN Stickers

TO CALL attention to key programs, Rhoda Otis, promotion director of WPEN Philadelphia, has devised a scheme for guesstimated stickers to be sent out on all outgoing mail. A different program is featured each week. Stickers bear the station's colors of blue and yellow.

RCA Tube Booklet

A COMPREHENSIVE "Tube Substitution Directory," designed to help radio dealers and service men use the best in place of hard-to-get types in servicing civilian radio receivers, has been published by the RCA through its Commercial Engineering Section, Harrison, N. J. The booklet suggests more than 2,000 substitutions. Window displays are available for 10 cents through RCA distributors, or directly through the RCA Commercial Engineering Section, 596 South Fifth St., Harrison, N. J.

Window Display

PEGGY KILEY, WEEI Boston, marketing expert on Food Fair Program and also in charge of window displays, has completed arrangements with the S. S. Pierce Co. for showing of the Food Fair window exhibit. The display is now installed in the Copley Square store, where it will remain for three weeks. Display has a country fair theme.

KCMO Folder

"The Golden Kansas City Market" where "millions of dollars are crossing the counters" is part of the drawing power presented in a blue and gold promotion folder released by KCMO Kansas City, basic Blue outlet for that area. Mailing piece suggests "Put your money on the Blue" as "The Blue is your "sure thing" radio bet" in Kansas City.

WLV Decals

DRUG trade relations department of WLW Cincinnati is furnishing more than 3000 drug stores in the WLW area with special decals giving the opening and closing hours for each store. Decals are printed in a four-color combination. On the bottom of each decal is the plug "WLW broadcasts WLW advertised products."

ASSN., of National Advertisers will hold its semi-annual membership meeting at WAXY at Westchester Country Club, Rye, N. Y. May 1-3.

A MERCHANDISING & PROMOTION

Record Library—BYMMA—Salvage Awards

Time Dial—RCA Booklet—WLW Decals

WBBW NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.
1 Hatchery
using
10 Quarter-Hour Programs
sold
61,415 Chicks!
over

KFEQ
ST. JOSEPH, MISSOURI BLUE NETWORK 5000 WATTS - 680 Ke.

If you want a farm station reaching down-to-earth farm listeners in Missouri, Kansas, Iowa and Nebraska—use KFEQ—the Mid-west Market Station—with a background of more than 21 years of Farm Market Service!

Thirty-four farm accounts are reaching this Farm Audience NOW with regular schedules on KFEQ . . . for availability data on the outstanding Missouri Valley Farm Station call the . . .

HEADLEY-REED COMPANY
New York Chicago Detroit Atlanta San Francisco

For Complete Result Story—Write KFEQ
NEW GRANT BRANCH IN MIAMI UNDER DEY

JOHN A. DEY, vice-president of Grant Advertising, Chicago, has been appointed to direct the activities of the new branch office opened by the agency in Miami, Fla., as well as the Grant Caribbean division which has been increased to a total of seven branch offices with the acquisition on April 1 of Monroe Advertising, 25-year-old Havana, Cuba agency, and the Caracas, Venezuela offices of Publicidad Inter-Americanas, Latin American agency.

Will C. Beach has transferred from his position as art director of Grant Advertising in New York to direct art work for the Miami branch. Don B. Ransburg, account executive for the Grant Chicago office, has also transferred to Miami.

Mr. Dey, who has been elected president of the Miami Advertising Club, was formerly with Pan American Airways for five years as advertising manager of the eastern division, and prior to that was on the staff of the Miami Herald and the Miami Daily News. He published his own newspaper in Millburn, N. J. in 1933.

Publicidad Inter-Americanas, Havana, has been named Cuban representative of National Export Advertising Service, New York, which is represented in seven additional Latin American countries. Publicidad has been handling press advertising for National Export, and now takes on radio and other media as official associate of the agency. Cuban advertising on Dr. Sloan's liniment, Richard Hudnut, Carter Products and other National Export accounts will be handled through Publicidad.

Award Goes to CBS

CBS will be awarded the 1944 Scroll of the Pan American Colonial Society on Pan American Day, April 14. Presentation will be made to Edmund A. Chester, director of Latin American relations, and in absentia to William S. Paley, now overseas with the Office of War Information. The honor goes to CBS "for activities in promoting the welfare of the peoples of the New World", through its Network of the Americas. Organization, with headquarters in Havana, was formed to further inter-American understanding and to perpetuate the memory of Christopher Columbus.

H-S-B Names Three

WITH appointment of Hassell W. Smith as general manager, Hillman-Shane-Breyer, Los Angeles agency, on April 1 added Sally Martin as publicity director. Formerly associated with several Southern California magazines, she succeeds Eileen Holben who has been named fashion director. Mrs. Margaret Lambert, formerly associated with NBC New York public relations research departments, has also joined the radio division of the Los Angeles agency.

EDUCATORS ELECT

OFFICE NO. 2 of the Assn. for Education by Radio for the coming year, recently elected by mail ballot, are: president, I. Keith Tyler, director of radio, Ohio State U., Columbus, O.; vice-president, Luke Roberts, KOIN Portland; second vice-president, Robert Hudson, Rocky Mountain Radio Council, Denver; secretary, Elizabeth Goudy, U. School of Education; treasurer, George Jennings, acting director of the Radio Council, Chicago Public Schools. Installation of the officers will take place at the meeting of the Institute for Education by Radio, Columbus, O., May 5-8.

John P. Patterson

JOHN P. PATTERSON, president of Norris-Patterson, Canadian agency, died suddenly at Miami, Fla., on March 24, while recuperating from a heart ailment. Starting in the business department of the Toronto Mail & Empire about 50 years ago, he joined Woods-Norris advertising agency at Toronto in 1911, and two years later the agency's name changed to Norris-Patterson. He is survived by his widow, a sister and a brother.

NO "lard" IN GREASY CREEK (Ky.)!

We'll leave it to your imagination about the sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE covers the Louisville Trading Area. No other NBC station does! You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

LOUISVILLE'S WAVE

5000 WATTS - 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

Page 46 • April 3, 1944
Today 9 out of every 10 American military planes have Western Electric equipment aboard. Supplying Command Sets by the tens of thousands to keep pilots in touch over every front has been a vast and intricate production job.

But that is just one part of Western Electric's war work. Add to it radio transmitters and receivers for many other uses, mikes, headsets, crystals by the millions and scores of other items for the Army, Navy, Marine Corps and Coast Guard.

Then you will begin to understand why Western Electric is today the nation's largest producer of electronic and communications equipment for war.

Buy War Bonds regularly—all you can!
Agency

ROBERT BUECHNER, former account executive of N. W. Ayer & Son, New York, has been appointed assistant account executive of BBDO New York. Jeanne E. Avery, formerly on the announcing and script writing staff of WHCU Ithaca, New York, has joined BBDO, as a radio commercial writer.

WINTHROP HOYT, formerly president of Charles Hoyt Co., New York, now on leave with the armed forces, has been promoted to major. New intelligence officer of the heavy bombardment group, he will be assigned to overseas duty shortly.

FEDERAL, Adv., New York, is conducting a 15-week course on media, radio, art and layout, and other agency operations for its employees.

ROY S. DURSTINE Inc., New York, has moved from 580 Fifth Ave., to 730 Fifth Ave. in New York. Telephone number is Circle 6-1400.

HUGH HORTNER, radio director of MacLaren Adv. Co., Winnipeg, has been transferred to the radio department of the head-office of the company at Toronto.

KOLLIN Advertising, San Francisco, has moved its southern California office to 630 W. 6th St., Los Angeles. Thomas J. McNamara, formerly with J. Walter Thompson, San Francisco, has joined Kollin as account executive.

FRANK WRIGHT, marketing consultant, has announced the opening of new offices at 651 Market St., San Francisco. Phone is Exbrook 3838.

MARY FURLONG MOORE, publicity director of S. Duane Lyon Inc. has announced the opening of her own public relations offices at 11 E. 48th St., New York. Phone is Plaza 3-3832. She will specialize in food and industrial accounts.

JACK THOMPSON, who headed his own investment business in Kansas City, has joined Little & Co., Los Angeles agency, as copy writer. Evelyn Oliver, formerly of Warwick & Legler, New York, has joined the Los Angeles firm as office manager. She succeeds Alice Walsh who resigned to establish her own agency at 412 W. Sixth St., Los Angeles.

Palmor to K & E

FRANK PALMER, who handled spot time buying for Benton & Bowles New York, has been appointed radio timebuyer for Kenyon & Eckhardt, New York. Wilson Shelton and Harry Dodsword have joined K & E's copy staff. Mr. Shelton was formerly on the copy staff of BBDO Minneapolis, and previously with the Arrow Co. in a similar capacity. Mr. Dodsword was formerly on the copy staff of Ruthrauff & Ryan, New York. Shirley Wolfson, formerly in the radio regional office of the War Food Administration, New York, has joined K & E's publicity department.

SOT. FRANK O'CONNOR, producer of the transcribed Melody Roundup and assigned to Armed Forces Radio Service, Los Angeles, is father of a girl.

DAVE TAYLOR, Hollywood producer of Poolee, One & Only, has been placed in charge of all regional network shows for western clients of the agency.

MARY DUYER, formerly radio estimator of Putnam & Lord, New York, has been named assistant spot time buyer of the agency. Before joining Pedlar & Ryan, Miss Duyer was radio estimator for Ruthrauff & Ryan, New York.

WOODY KLOSE, former director of daytime radio for Young & Rubicam, New York, has resigned to devote full time to his dairy farm in Dutchess County, New York.

WILLIAM L. SHINICK, former account executive of General Foods Corp. at Benton & Bowles, Inc., New York, has joined the overseas branch of the Office of War Information. He will serve in the Asiatic theatre.

G. T. WRIGHT, formerly advertising executive of Register and Apparel Arts, and previously in the retail business, has joined Kinney Co., New York, as executive vice-president.

ARTHUR D. OSBORN, formerly of Calcines & Holden, and the G. M. Birdwood Co., New York, has joined the writing staff of McCann-Erickson, New York.

JOHN F. BARRY, film executive, formerly with Young & Rubicam, New York, as head of its newly created Motion Picture Division. F. & R will expand its television field through the division, with plans to start television program on W2XW, Allen B. DuMont Labs, station sometime in May. Formerly president of Minneco Production, Mr. Barry served for 17 years as a distribution and exhibition executive of Paramount Pictures.

AL PAUL LEFTON Co., Philadelphia, has opened a Washington office at 601 Thirteenth St, S.W., to maintain closer contacts for its clients in the capital. In charge of the new office is Col. Charles M. Piper, who is a vice-president of the agency. He joined Lefton after two years on the Industry Council of the Office of Price Administration, he was formerly with Goodyear Tire & Rubber Co., and general sales manager of Fiske Rubber Co. The Lefton Agency has branch offices in New York, Chicago and Hollywood.

MAXWELL J. HUNTER has resigned as vice-president and San Francisco manager of Simpson-Reilly Co. to join Duncan A. Scott & Co., San Francisco.

CARL D. DENNIS Jr. has been appointed assistant to the president of Cockfield Brown & Co., Montreal. He joined the agency in 1930, and was formerly Montreal manager of Lord & Thomas of Canada.

HAL BYERS, WCCO Minneapolis newscaster, has joined BBDO Minneapolis as radio director.

ESSANAY ELECTRIC MFG. Co., Chicago, has named McDonnell-Cook's Chicago office to handle its account.

Page 48 • April 3, 1944 BROADCASTING • Broadcast Advertising
Columbus, Ga., has really put on weight. Its percentage gain of civilian population (22.2%) is one of the largest of any American City. Not boom growth, either—but permanent! Columbus is listed (BROADCASTING, Jan. 17th) as one of the cities most likely to retain its war growth. In addition, Columbus offers the plus bonus of Fort Benning, world's largest permanent infantry school. This new major market is best covered by WRBL, which Hooper shows has 2 out of 3 Columbus listeners.

*Bureau of Census report on changes in Civilian Population of Metropolitan Counties, 11-1-43.

WRBL
COLUMBUS, GEORGIA . . . . . Represented by Spot Sales, Inc.
**Why Does A Chicken...**

WHY does a hen like Earl May's Sarah (below) produce over 300 choice eggs a year, while average hens do well to equal 90?

**Earl May of KMA**

"It's pedigree—or history—that counts", Earl May will tell you. And his answer would be exactly the same if you asked him, "How does KMA, a 5000-watt regional in a small town, outpull most 50-kilowatt metropolitan stations?"

The KMA pedigree dates back to August, 1928. Its choice regional frequency of 960 kilocycles, the unusually good soil conductivity of the area, and its smart, rural programming—all have made KMA one of the nation's outstanding sales producers.

Though it has a full-lineup of Blue Network commercials, and carries some top Mutual commercials, too, KMA devotes 70% of its broadcasting time to the specific needs of its audience. These tested programs can do a job for you—if you want a big job.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office today.

**KMA**

Blue Network

**The No. 1 Farm Station in the No. 1 Farm Market**

**152 COUNTIES AROUND SHENANDOAH, IA.**

**Radio Advertisers**

DURKEE-MOWER Inc., Lynn, Mass., on April 2 started its annual promotion on the 12:15 p.m. edition of its network program over WNAC Boston and the entire Yankee network. Suffolk Cooperative Savings & Loan Assn., has renewed five-minute Salute to Saviors, Thursdays and Saturdays, on WNAC. Agency is Bresnick & Solomon, Boston.

SUPPLEE-WILLS-JONES MILK Co., Philadelphia, has scheduled a second eight-page poster campaign featuring Jewish programs on WDAS Philadelphia in the interests of its dairy products being made available during the Passover holidays. With each program tag, "The Hebrew Hooper Report" is featured, the series was launched on March 21, continuing until April 6.


GARGOYLE Co., Milwaukee, Wis., has announced that starting immediately, it will handle advertising for Northland Shoe Polish of Chicago, to handle advertising. Radio is not planned at present.

GRIFFIN & ASSOCIATES, of Los Angeles, is handling the advertising for the Los Angeles Extension of the World's Fair. It will sponsor a 20-minute program of transcribed music on KMPC Los Angeles. Featured each week is an address by a representative of allied business organizations. Contract is for 26 weeks. Allied Advertising Agencies, Los Angeles, has the account.

ENZT & RUCKER HARDWARE Co., Los Angeles, on April 1 started sponsoring a half-hour program of household and gardening tips, "Hubby's Hobby", on KJL Hollywood. Contract is for 26 weeks. Firm in addition is sponsoring a total of 50 spot announcements during that period to promote program. Henry W. Welch Advs., Los Angeles, has the account.

JIM DOLAN, Los Angeles (used our car desk for new-to-radio, on March 21), started sponsoring a local schedule using 4 spot announcements daily on KMPC. The hour spot program, "Let's Talk About KMPC", is handled by Allied Advertising Agencies, Los Angeles, has the account.

LITTLE & Co., Chicago (Kwik-Dri spinach), has appointed Gourman-Gobbs Adv. Agency, Chicago, to handle advertising. Radio plans have not been announced.

JUSTER Bros., Minneapolis men's clothing and radio advertisers for more than 20 years, has begun a men's style guide with merchandise awards on KSTP Minneapolis, as part of the three-weekly newscast sponsored by the concern. Quot is conducted by F. B. Juster.

SCHOLL MFG. Co., St. Paul (foot appliances), has announced its campaign on 11 Northern stations. Account was placed by F. H. Hayhurst Co., St. Paul.

DEPT. OF FINANCE, Ottawa (Sixth Victory Loan) on April 10 starts 25 minute recordings of Canada's Armed Forces Personnel on 75 English-speaking Canadian stations. Recordings will run on staggered schedule before and during Victory Loan drive. Account was placed by Whitehall Broadcasting Co., Montreal.

KMA, Wingham, Ont. (farm feeds) has started daily newscasts, weekly musicals and Campfire Gap. E.1., a weekly Canadian station. Account was placed by Whitehall Broadcasting Co., Montreal.

LYMAN AGENCIES, Montreal (Tintex dyes) has started participating in various Canadian stations. Agency is Ronalds Adv. Agency, Toronto.

WESTMINSTER CANNERS, New York (potted fruits), which has started Hollywood Radio Theatre weekly program on WNAC Seattle, is now in negotiations with WOR New York. Account was placed by Cockfield Brown & Co., Vancouver.


CITIZENS NATIONAL BANK, Los Angeles, (esthetic), on March 1 started sponsoring a half-hour public relations program on KMPC Los Angeles. Account was placed through J. Walter Thompson Co., New York.

GOLDEN GATE DAIRIES, San Francisco (milk) has begun sponsoring its advertising Canadian radio program Through A Woman's Eyes on KPO San Francisco. Length of contract was not revealed May 10. Agency is BBDO, San Francisco.

QUAKER OATS Co., Chicago (breakfast foods), March 20 started sponsoring WMAQ Chicago of the five minute news period, Mondays through Fridays featuring Clifton Cole, commentator. Contract is for 52 weeks. Agency is E.1., a newly-formed agency.

BROADCASTING is named By Home Products

**Stedman Is Named By Home Products**

Will Direct Advertising With Hazelrigg Publicity Head

IN A MOVE to integrate the advertising, public relations and publicity activities of its member companies, American Home Products Corp., New York, has created a new post of director of advertising and director of public relations.

William M. Stedman has been placed in charge of advertising, heretofore directed by the advertising plans board headed by H. W. Rock, who retained the chairmanship to head the newly-formed Food Division. Hal W. Hazelrigg is public relations head.

Stedman's Background

Mr. Stedman, formerly assistant director of the plans board, was previously coordinator of advertising for R. H. Macy & Co., New York department store. Prior to that, he was New York manager of George Harrison Phillips Inc., advertising agency. Mr. Hazelrigg was formerly chief of the national section of the Office of Civilian Defense, assistant Sunday editor and feature writer, New York Herald Tribune; and editor for Scripps-Howard newspapers.

A wide expansion of American Home's public relations program was forecast by Walter F. Silber- sack, executive vice-president and general manager. This includes more closely integrated stockholder relations; post-war employee relations and a speaker's bureau and program service. Last year's total advertising expenditure of nearly $11,000,000 is expected to be exceeded in 1944, he said.


**WWNU** sportscaster, will handle its entire the city's CBS broadcast of the Kentucky Derby. May 6. Sponsor is Gillette Safety Razor Corp., Maxon Inc., Detroit.
GOLD...and the San Francisco Market

Back in the days of the Forty-niners, San Francisco grew into a great western market...

And it's never stopped growing. Though ships and planes and trains and modern industry have replaced the covered wagon and the placer pan, economically, San Francisco still rides high, wide and handsome—flushed with the greatest prosperity in its colorful history.

Employment is up 91%; payrolls have increased 164% since last year. Retail sales have gained 22% over 1942; carloadings are up 24%.

Yes, San Francisco is an essential market for American business...and KPO is the essential station for advertising in that market.

That's gold in them thar hills.

KPO—SAN FRANCISCO
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, essential things come first. Here's why these eleven stations are essential to you—essential to your coverage of the biggest, most prosperous markets in the U.S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation's average.

Essential? Yes, indeed. These eleven stations are essential to American business for its sales—both now and in the postwar period.

KPO—SAN FRANCISCO
WEAF—New York
KGY—Schenectady
KYW—Philadelphia
WBZ-A—Boston-Springfield
WRC—Washington
WTAM—Cleveland
KOA—Denver
WOWO—Fort Wayne
WMAQ—Chicago
KDKA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA
This meeting of
SIGHT AND SOUND
may have mapped your future!

The foundations of a great post-war future were laid more than 15 years ago when Farnsworth television research synchronized sight with sound electronically and transmitted the two to experimental receiving sets.

By that important operation, they assured wide public reception of modern electronic television. Its advance has been rapid — and nowhere more productive than at Farnsworth, where 18 years of television research have led to equipment of fine technical excellence. Television waits peace to blossom as the next great industry . . . presenting an unusual opportunity for the far-sighted individuals who will organize and operate telecasting studios and networks.

If your interest and experience have been in radio, you will find this new sound-and-sight industry particularly appealing.

Today, all Farnsworth facilities are producing only military communications equipment and highly specialized electronic devices, but our advertising is concentrated on building television’s market, explaining television’s possibilities to tomorrow’s sponsors and audiences.

But, after the war, Farnsworth Television will be on the market . . . first, studio equipment and special commercial applications . . . and finally, home receiving sets. And all Farnsworth facilities and experience will be available to help you.

*Another in a series of advertisements depicting milestones in the history of television.*

Look for the Farnsworth Television advertisements in April 3 Newsweek, April 15 Collier’s.

FARNSWORTH TELEVISION

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers: Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

- Broadcasting • Broadcast Advertising

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Dominion Has 1,887,217 Radio Homes; Central, Eastern Sections in the Lead

By JAMES MONTAGNES

A GREATER percentage of radio homes in central and western Canada than in eastern Canada is shown in the latest census of radio homes released this week by Elliott-Haynes, Toronto, market research firm. A total of 1,887,217 radio homes are listed in the Dominion which has a population of 11,000,000 or approximately 2,000,000 rural and urban families.

The estimate of radio homes in Canada is the result of a continuing tabulation of radio homes since May 1939. In May 1940 the firm issued its first listing of radio homes, and the present tabulation is the second to be issued. The continuing tabulation has been kept by counties and census divisions, and the percentages have been applied to the number of families within each county or census division as reported in the government census of 1941, in order to project the percentages in terms of radio homes.

Special studies have been conducted in those isolated areas which are not normally within the scope of marketing researchers, and special checks were likewise made in those counties or census divisions where the percentage of radio homes appeared to be abnormally high or abnormally low.

Most radio homes are located in Ontario with 737,364 or a percentage of 39.1 of all radio homes, compared to 33 percent of the total Canadian population located in Ontario. Quebec has 407,881 radio homes, or 21.6% of the total in Canada, while Quebec's population is 29 percent of the total Canadian population.

The following table, by provinces, shows percentage of radio homes and percentages of rural urban families and total population:

<table>
<thead>
<tr>
<th>Province</th>
<th>Radio Homes</th>
<th>Population</th>
<th>Rural Families</th>
<th>Urban Families</th>
<th>Total Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prince Edward Island</td>
<td>11,156</td>
<td>4%</td>
<td>2,600,000</td>
<td>10,341,000</td>
<td>11,948,000</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>80,997</td>
<td>4.4%</td>
<td>2,077,000</td>
<td>2,077,000</td>
<td>2,077,000</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>56,098</td>
<td>3.0%</td>
<td>1,385,000</td>
<td>1,385,000</td>
<td>1,385,000</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>147,881</td>
<td>7.9%</td>
<td>3,583,000</td>
<td>3,583,000</td>
<td>3,583,000</td>
</tr>
<tr>
<td>Ontario</td>
<td>737,364</td>
<td>39.1%</td>
<td>1,887,217</td>
<td>1,887,217</td>
<td>1,887,217</td>
</tr>
<tr>
<td>Manitoba</td>
<td>175,895</td>
<td>9.1%</td>
<td>432,649</td>
<td>432,649</td>
<td>432,649</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>182,201</td>
<td>9.5%</td>
<td>467,401</td>
<td>467,401</td>
<td>467,401</td>
</tr>
<tr>
<td>British Columbia</td>
<td>138,881</td>
<td>7.2%</td>
<td>34,871</td>
<td>34,871</td>
<td>34,871</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,887,217</td>
<td>100%</td>
<td>5,100,000</td>
<td>5,100,000</td>
<td>5,100,000</td>
</tr>
</tbody>
</table>

Deakins Named to Head RCA Victor in Canada

FRANK R. DEAKINS, executive assistant to the general manager of the RCA Victor Division of RCA Camden, N. J., since the start of the war, on April 1 assumed new duties as president of RCA Victor Ltd., Montreal. He succeeds the late Elmer C. Grimley, who was drowned in a boating accident last summer.

Mr. Deakins came to RCA from General Electric Co., Schenectady, where he served as sales manager of the radio department. He joined RCA, Camden, in 1930, as assistant to the president. In 1931, he was named manager of the engineering products division, and in 1932 was transferred to the Montreal RCA Victor company where he served as executive vice-president from 1932-34. He resumed management of the engineering products division in Camden in 1934.

Canada Coverage Maps

FIRST coverage maps of the newly-formed Canadian Bureau of Broadcast Measurement (BBM) are expected to be out early in July. The Canadian Assn. of Broadcasters has notified members. Stations were asked to have membership applications to the Toronto office by March 31, fees being payable monthly at two-thirds peak hourly rates. Eight of the nine members of the BBM board of directors have now been elected, only the member for the Canadian Broadcasting Corp. not yet having been named. Representing the Assn. of Canadian Broadcasters is T. H. Spencer, president of ACA, and vice-president of Sterling Products, chairman; Lewis Penner, RCA radio committee, president of Canadian Cellulocotton Products; A. U. Haynes, advertising manager of RCA Victor of Canada. Representing the Canadian Assn. of Advertising Agencies is T. L. Anderson, Cockfield Brown & Co.; Adrian Head, J. Walter Thompson Co.; Ray Barford, J. J. Gibbons Ltd. Representatives of the CAB are Henry Goodenham, CKCL; Horace Stovin, Stovin & Wright, all of Toronto.

Canadian survey near completion

A COVERAGE SURVEY of every broadcast station heard in Canada is now nearing completion, Elliott-Haynes Ltd., Montreal told Broadcasting this week. The survey, which is expected to be completed in a few weeks, will list coverage of every station in the Dominion by counties and census divisions, with data obtained from a mail ballot system sent to the CBC. The station ballots went to a representative cross-section of the population in each census division and county, asking listeners to list all stations heard, how many nights a week and how many hours, days, 1 or more nights, days, and less than 1 night or day per week. Income checks are made as to ownership of car and number of radios.

This survey is somewhat similar to that planned by the recently formed Bureau of Broadcast Measurement, which survey was made by Elliott-Haynes will be made available to stations with maps showing their primary, secondary and tertiary day and night coverage, as recorded in this survey.

Elliott-Haynes also plan to issue, during April, a monthly continuing survey of volume of radio advertising for all Canadian stations. This will list all national and network volume by station, by network and products, and is similar to a newspaper lineage audit which the firm recently conducted. Incidentally, this newspaper lineage audit for February, just issued, shows that the volume of radio programs advertised in 79 out of 86 daily in Canada, using 67,985 lines at an estimated cost of $4,656. Two-thirds of this volume was used in all 35 Ontario dailies.

CBC Has Too Many Net Shows, Says Dr. Frigon

THAT the Canadian Broadcasting Corp. had about reached the maximum number of network commercial broadcasts, and that the CBC was justified in witholding permits of private stations to over 1,000, information of possible postwar changes in the radio industry, were highlights in the testimony by Dr. Augustin Frigon, O.C, acting general manager, before the Parliamentary Committee on Broadcasting in Ottawa.

He said CBC officials felt there were now enough commercial CBC network programs and that "we've got as much as we can handle and... still do the job listeners have the right to expect us to do in the way of engaging talent and providing facilities for cultural, educational and entertainment broadcasts." He reported that only about 5% of the CBC network income was actually profit because of the commissions and expenses.

He reported the evidence that most privately-owned stations agreed on the desirability of continuing the present arrangements with the CBC. He felt that the CBC was justified in continuing to refuse power increases to the limits of the stations in the postwar period to Canadian stations because of difficulties in obtaining equipment and important postwar changes in radio.

Page 54 • April 3, 1944

BROADCASTING • Broadcast Advertising
More Variety Programs Urged by CBS Stations

TYPES of radio entertainment chosen by CBS station managers as most enjoyed by their audiences agree closely with the preferences expressed by listeners, except that the station executives give higher ranking to sports broadcasts and to juvenile entertainment than is usual in listener polls, according to the results of a survey conducted among its affiliated stations.

Responses from 111 stations, tabulated in an amusing but informative fashion in a booklet titled *Believe It or Not I Am Waiting for a Pork Chop*, show that while most station managers thought CBS program-byrating types was about 10% right, there was considerable feeling that the network should have more variety programs, both day-time and evening. Booklet also contains a detailed analysis of the station's opinion of CBS sustaining shows, as well as their votes for the best program of each of 32 types, regardless of network, with CBS winning in 20 categories.

**CBC Clears $1,243,353**

For Year, Says Frigon

CANADIAN Broadcasting Corp. profits for the past year were set at $1,243,353 by acting general manager Dr. Augustin Frigon, appearing before the Parliamentary Committee on radio at Ottawa on March 28, according to press reports. He stated that Dominion government advertising, including Victory Loan commercials, had amounted to $230,000 plus artists' fees. Hearings this week were mainly on CBC staff. Dr. Frigon reporting that 367 employees received below $2,000. There were 261 employees who will in a number of years receive between $2,000 and $3,000 annually, and 181 who will ultimately receive over $3,000 a year. He was asked about salaries of United States station and network executives, and stated that he had heard some private station executives in Canada paid income taxes in excess of the CBC general manager's salary (about $13,000).


**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

---

Department Stores to Test Radio

(Continued from page 8)

of the public must be moved to attain those goals and analyses will be made to ascertain how best to reach those segments most effectively and economically.

Various types of programs will be used, depending upon the product and the audience to be reached. Although some spot announcements probably will be included, the campaign in the main will be built around live talent and transcribed programs.

Wide Appeal

Too many times, Mr. Avery pointed out, advertisers using radio for the first time are inclined to select programs which appeal to them personally but do not have wide audience acceptance. In the clinical test all types of program planning will be used to reach certain segments of population. Joake's will not be loaded with a heavy burden of radio broadcasts, however, the NAB executive said. When the plan gets underway it may take less than the appropriated budget but at any rate, the plan will be made to fit the budget, he stressed. Mr. Avery emphasized that the NAB does not want abnormal cooperation in the test.

"We know radio can do a job," he said. "That's why we insist that normal cooperation and coordination be extended us. We want this to be a clinical test in every sense of the word, one which can be duplicated in everyday business in other parts of the country."
Rep. Case Reads Boler Letter On FCC Budget Into 'Record'

President of North Central Requests Restoration Of Military Radio Intelligence Funds

WITH CONFERENCE not scheduled to act on Senate amendment that had been to the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070) until May, Rep. Francis Case (R-S. D.) last week read into the Congressional Record a letter written Feb. 26 by John W. Boler, president of the North Central Broadcasting System, St. Paul, to Harvey Jewett, Aberdeen, S.D. broadcaster and Republican National Committeeman, urging Mr. Jewett to use his influence to persuade Rep. Case to change his views with reference to the FCC military radio intelligence appropriation. Mr. Jewett was asked to send copies of "any correspondence" to FCC Chairman James Lawrence Fly.

McKellar Amendment

The Senate March 24 passed the measure with still greater economies and restrictions than the House had imposed. The FCC budget request was cut a total of $2,163,857, of which the Senate made a $509,000 reduction despite a last-ditch stand by Administration spokesmen, aided by Sen. Robert M. La Follette (F-Wis.) [Broadcasting, March 27].

An amendment offered by Sen. McKellar (D-Tenn.), acting Appropriations Committee chairman, requiring Senate confirmation of all Government employees in executive and independent offices whose salaries are $4,500 annually or more was adopted, but faces a House fight.

Rep. Woodrum (D-Va.), chairman of the House Appropriations subcommittee on Independent Offices, said the bill would not reach conference until May, due to the absence of some members. Although House conference had not been named as broadcasting went to press, it has been tradition to appoint the Wodom subcommittee to confer with the Senate group. They are, besides the chairman; Reps. Fitzpatrick, N. Y.; Starries, Ala.; Hendricks, Fla.; Democrats; Wigglesworth, Mass.; Dirksen, Ill.; Case, Republicans. Senate conferences are: Class, Va.; McKellar, Tenn.; Russell, Ga.; Truman, Mo.; Green, R. I., Democrats; White, Me. (acting Minority Leader); Bridges, N. H., Republicans.

In his speech last Tuesday favoring adoption of a resolution HRES. 465) authorizing a Select Committee of 21 on Post-War Military Policy, Rep. Case disclosed Mr. Boler's letter to Mr. Jewett, asking the Aberdeen broadcaster to wire or phone Congressman Case and express your views, which I know are in favor of the FCC'.

Mr. Boler figured in an FCC news release March 22 when it was announced that KSJB Jamestown, N. D., which he heads, had been given a conditional grant to operate a local outlet with 100 w day and 250 w night on 600 kc, a regional channel.

Rep. Case told the House of a telephone call from Mr. Jewett on Feb. 29, and of receiving a letter from Mr. Boler, accusing him of using the FCC as a "puppet for the ball" [Broadcasting, March 6, 20, 27], and of an interview with the broadcaster March 18.

"Mr. Boler stated that he had called Mr. Fly on other matters, that he had asked Mr. Fly how things were going...and whether there was any way in which he could be of service to them," said Rep. Case. "That brought out the subject of the reduction or prospective reduction in appropriations, according to Mr. Boler, and after the telephone conversation was over he looked up a list of the membership of the Appropriations Committee which he had on his desk, discovered that a member of the House from South Dakota was on the Committee, and accordingly wrote Mr. Jewett.

Case Reply

"Naturally I pointed out to Mr. Boler that I was not a member of the Select Committee Investigating the FCC, nor did I have access to their files, nor had I followed their hearings, nor had I considered any evidence other than that which came before the Appropriations subcommittee handling the FCC appropriations," Rep. Case said.

"I pointed out to Mr. Boler that the action had been taken by a majority of the Committee, and ratified by the House, while his letter to Mr. Jewett he has singled me out as having opposed allowing the Commission a proper budget, and wondered how he could or would have done that had not Mr. Fly brought my name into their telephone conversation."

Boler then read into the Record Mr. Boler's letter to Mr. Jewett, text of which follows:

Dear Harvey: While talking with Mr. Fly, chairman of the FCC this morning, I learned that the Appropriations Committee in Congress is trying to knock out a million, five hundred thousand dollars from the FCC budget.

This budget is used and badly needed by the FCC to carry on their work in connection with the war effort.

Francis Case (Republican), South Dakota, is on the Appropriations Committee and to this point has been opposing allowing the Commission a proper budget. From our previous conversations you will recall that the House Select Committee under Congressman Cox was carrying on an investigation of the Communications Commission which was very definitely uneconomic and unjustified and which we all opposed. Due to this investigation I am confident that many Congressmen are opposed regarding the operations of the FCC, and I have prejudiced against the Commission. And of course, relations between the FCC and Cox and his Committee.

I would deeply appreciate it if you would

DESPITE HIS SMILE as he points to his new 1944 plates, Tommy Stewart, WHO Dayton salesman, complains bitterly that the excellent identification WHIO provides, helps his creditors spot him, hinders his dodging them.

JOHN MECK INDUSTRIES, Ply., have received both RCA and Hazelnet licenses to manufacture radio receiver sets, which according to John Meck, president, "is a constructive step in our planning for postwar production."

Write, wire, or phone Congressman Case and express your views, which I know are in favor of the FCC.

Will you send James Lawrence Fly copies of your correspondence or the details regarding any action you may see fit to take, when I assure you he will appreciate.

Kindest personal regards,

Sincerely yours,

John W. Boler

TRI-CITIES

Families in Tri-Cities spend 24% more for drugs than the average U.S. family (1943 Census).

The "Farm Machinery Capital of America."

Howard H. Wilson Co., Natl. Representatives

WHBF

5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS
two a tests. a pole, Mike der, fastened with wire, and the to bono. came 'tures of broom stepladder. Then appeared and or hall-tree about if Signor I piano. to...

Mike on Curtain Pole
In pidgin French and English I wondered aloud, with gestures, if Signor Cacace owned a hat-rack or hall-tree about so high. He disappeared and came back with a stepladder. Then I asked for a broom handle, to the accompaniment of graceful sweeping gestures above the Cacace rug. He came out with a curtain pole. Multo bono.

So the curtain pole was stuck through the top steps of the ladder, fastened to the wire, and the mike was hung at the end of the pole, extended, boom-like, to the very spot where Capt. Harvey's expert ear had directed it in some tests. Then, his artistry not the least bit hampered by this Rube Goldberg contraption, and with Major Reid pulling faithfully at a piece of string tied to an alluring laciness on the machine, the two lovely compositions, "Neapolitan Countryside" and "Sonata Elena" were solemnly recorded.

Today, through the cooperation of Maj. Walter Brown, former NBC engineer, Capt. Warren S. Bell, formerly of WOL Washington, and Sgt. Richard Brabec, ex-Minneapolis radio technician, the wire recording was dubbed off onto wax at a portable PWB recording van which happened to be anchored on a nearby hilltop. The precious disk was promptly shipped by Captain Harvey back to his home in London.

This simple story has several dramatic elements if one would take to develop them: inter-allied cooperation and hands-

**BBC's Leathernecks**

New Show Traces History of Marines for British

NEW British Broadcasting Corp. series, They Call 'Em Leathernecks, continues the cycle of the Army, Navy and Marines which the BBC is presenting to acquaint the British public with U.S. fighting forces and vice versa. Produced by Roy Lockwood, script by Merrill Dennis, special music written by Richard Arnell, with the USNR Midshipman's School, New York, furnishing the choral effects, the show depicts the history of the Marines from their earliest formation in 1775 through the historical battles still raging in the Pacific. The entire production was in close cooperation with the United States Marine Corps.

League Studies FM
EDUCATIONAL directors and news editors of the Cooperative League of the U. S. A. will meet at the Hotel Morrison, in Chicago, April 24-25, to discuss educational plans for the immediate present and for the post-war period. Discussion will cover a plan for the acquisition of FM stations to promote the co-op movement. Sponsorship of another radio series, such as Here is Tomorrow [Broadcasting, Jan. 18, 1944] will also be considered. Should the FM plan be approved, application for licenses would be filed shortly. Chairman of the two-day session will be William Torma, educational director, Central States Cooperative.

KCLZ, self-styled as the station that delivers the Denver market, has received favorable comment on its use of the Sonovox recorded station breaks. Words and music of the recordings are especially suited to the western country served by KCLZ.

across-the-sea; Mars devoths to Dallas Athena—and so on. Anyhow, the music is preserved for posterity. The wire recorder is taking no chances. It is serving two masters. For the hot, tempered present it records cacophonous orchestrations of war; for a saner future, it gathers to itself a gentle sonata, in a moonlit-dotted villa on the Bay of Naples.

**At the Peak!**

Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast . . . delivering broad coverage with maximum dependability.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

**FLASH!** The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Bee-line

Robert A. STREET National Sales Manager
Paul H. RAYNER CO. National Representatives
McClatchy Broadcasting Company Sacramento, California

BROADCASTING • Broadcast Advertising
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Fly Opposes New Legislation

(Continued from page 14)
that the NAB and the "big networks ripped those five words from their context".
He charged that Neville Miller, former NAB president, "inspired" newspapers throughout the country to attack the regulations and Supreme Court decision of last May 10. He promised to submit reports to show that the four major networks "did better in 1943 than any year in their history". He alleged that the NAB hurriedly called its Legislative Committee for a session June 3, 1943, to urge legislation that would restrict the Commission.

Charges Miller With Inspiring Editorials

"I may say that the Legislative Committee of the NAB was rejuvenated," he commented, but when Rep. Miller asked him to name the personnel, Mr. Fly replied: "Aw, I don't know, but if you want it, I'll get their names for you." Mr. Fly didn't finish his prepared statement. The remainder of Tuesday was taken up by Rep. Miller's questions on Mr. Fly's charges that the NAB had inspired editorials and that Neville Miller had written the "very competent bleeding hearts editor for the Washington Post" blaming the "Commission for Soap Operas."

Refers to Activities Of Network Officials

Mr. Fly said there were "several hundred instances" in which the former NAB president "inspired" editorials against the Commission's regulations and the Supreme Court decision, but he couldn't recall any newspapers. "I think this Committee should subpoena the records of the NAB," he asserted. Under cross-examination by Rep. Miller, the FCC chairman said "heads of the two bigger networks were very active". Congressman Miller asked for names.

"Take them from the top down and you can include them all," he replied. "The two local vice-presidents are very active." Questioned as to whom he referred, he said "Harry Butcher and Earl Gammons, both are very competent men and very splendid men for that kind of job." He explained his appraisal of Comdr. Butcher, former CBS Washington vice-president, and Mr. Gammons, who succeeded the commander, as being able to "meet effectively and deal effectively with Government officials and most especially Congressmen."

"If you had been over to the Senate hearings you would have seen the NBC presidents bringing Senators in by the arm," he asserted. When Rep. Miller asked who the NBC representative is, Mr. Fly said: "Frank Russell—Seminole Russell, a very good man."

Rep. Miller asked whether the Supreme Court decision gave the Commission what is "commonly understood to be control over the composition of that traffic."

"Not as the term is commonly understood," replied Mr. Fly, "but rightly understood it means control over the technical problems and not programs. The decision added nothing to the power of the FCC. It merely sustained the FCC power to make these monopolistic regulations."

Denies Ethridge Study

Affected Monopoly Order

Rep. Miller asked if the President didn't appoint Mark Ethridge, a former Judge of the "Louisville Courier" in Kentucky, to the FCC as Journal and president of WHAS, to conduct a newspaper-radio ownership survey and whether or not Mr. Ethridge was good about conditions under FCC regulations.

"I think the President wrote to Mark Ethridge a letter—I don't know there was any appointment," replied Mr. Fly. "Ethridge complained about various conditions of the industry. . . . I agree with Mr. Wigglesworth;" he added, referring to a statement made on the floor in 1938 by Rep. Wigglesworth on behalf of an investigation.

"Do you think he is right in insisting that the gage be lifted so that various Government officials might testify before this Committee?" asked Rep. Miller. Mr. Fly declined to comment. He said he had taken no position in the Ethridge study but remarked: "I didn't think anything would come of it and I was right." When Rep. Miller asked if Mr. Fly hadn't released the Commission's monopoly decision "30 days before Mr. Ethridge was to start his investigation?" Chairman Fly said:

"The monopoly proceedings had nothing to do with the Ethridge study."

Rep. Miller referred to the NAB

OPPORTUNITY

In Ole Alabam'

The spendable income of both workers and farmers in ole Alabam' has reached an all-time high, so now's the time to tell them about your client's product. . . When you think of Alabama, think of WSGN. It is Alabama's number one station in coverage; its morning Hooper is nearly double that of the next station; and, regardless of the hour, its spendable time has the best rating of any spendable time in Birmingham.

WSGN

BIRMINGHAM

The News-Age Herald Station

For Information or Availability, Contact HEADLEY-REED

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ENGINEERS OF WAIT Chicago, who wanted to fly through the air, as well as be on the air, have formed an aviation club, headed by Ed Humphrey, WAIT news editor, and partner of Ravenswood Airport, Chicago. Among engineers who fly one hour weekly are (l to r) Ed Humphrey, instructor; Jerry Dee, Ed Jacker and Walt Stebbins.

1941 St. Louis convention at which Mr. Ethridge criticized Mr. Fly and the FCC chairman issued his now-famous epitaph about the NAB resembling a "dead mackerel in the moonlight; it both shines and stinks." Mr. Fly denied he and Mr. Ethridge engaged in a "verbal battle of invectives" but declared that after Mr. Ethridge had addressed the convention "the gavel went down as I arose to speak."

Pressed further regarding his relationship with the Louisville publisher-broadcaster at that time, Mr. Fly declared:

"We didn't consider Mark Ethridge at all. It was somewhat intrusive on his part to move in and try to control the Government at this juncture." He repeated the statement when questioned by Rep. Miller.

Says Broadcasters

Solicited His Aid

"Isn't it a fact that you had some feeling against the NAB and you enlisted the aid of one John Kennedy of WCHS and WSAZ to get a rump organization started in opposition against the NAB?" demanded Rep. Miller.

"No, I think the following day, after the meeting had adjourned, a committee of representatives of the NAB came to see me. John Kennedy may have been amongst them. Johnny Gillin of Omaha was there. So was Ed Craig. There
may have been one or two others," Mr. Fly answered. Asked by Rep. Miller if the committee hadn’t "entreated you to reply to Mark Ethridge’s remarks," Mr. Fly said:

"Yes, 24 hours later. The damage had already been done." Under further questioning Mr. Fly denied that Mr. Kennedy "was involved in acquiring WGKV in violation of your regulations." The FCC chairman said the Commission had never granted Mr. Kennedy (now a captain in the Navy) a license to operate WGKV, but that "Mr. Kennedy had a security interest." He said he had "never looked it up" but that Mr. Kennedy was not the "administering officer of the licensee".

"Mr. Kennedy came to me and said he had an opportunity to operate a second station in Charleston but I advised him against it," said Mr. Fly. "I told him the Commission wouldn’t grant it."

Returning to the "dead mackerel" charge hurled by Mr. Fly, he told the Committee he had reference to "Neville Miller, Mark Ethridge, and the two big networks" but that aside from them he always had a "very kindly feeling" toward the NAB.

**Declares Craney Was Not Favored**

Mr. Fly said he opposed enactment of the White-Wheeler Bill because it would "kill the network regulations." He denied he had anything to do with the proposed organization of an association outside the NAB although he declared that "broadcasters are entitled to a better organization" than the NAB.

Rep. Miller asked if Ed Craney, general manager of the Z-Bar Net, who has been working with the Senate Interstate Commerce Committee on S-814, had asked for any "favors" from the Commission.

"No more than any other broadcaster," replied Mr. Fly. "You could accuse any broadcaster in the industry of asking for favors . . . they all come in at some time or another for favors." He denied that Mr. Craney had "gotten any "unusual favor," saying he wasn’t "aware of it" if he had.

At the close of Tuesday’s hearing Rep. Miller announced that in view of the fact that Harvey Walker, investigator-attorney and assistant to Mr. Barger, was soon to enter the Navy, and the legal investigating staff would be down to one man—Mr. Barger—the Committee should appoint new counsel and investigators. He paid tribute to the "splendid job" Mr. Barger has been doing as acting counsel, but said: "He is greatly handicapped."

Rep. Wigglesworth joined his colleague in demanding new counsel, stating it was "over a month since Mr. Garey resigned" and no new members of the staff had been appointed.

"I agree with you in that matter," said Chairman Lea. "As chairman I will attempt to take action." When the meeting adjourned Rep. Miller addressed Mr. Fly:

**Denny Denies FCC Intrusion on OC**

"For your information, I was out of the city when you stated I got up when you sat down." Mr. Fly smirkingly apologized: "I’m sorry." Mr. Barger on Wednesday read an excerpt from the minutes of a special FCC meeting Oct. 31, 1940, regarding a proposed executive order defining the authority of IRAC, in which he quoted Mr. Fly as instructing Mr. Jett (then chief engineer and FCC representative on IRAC) to "write to IRAC and tell them that the Commission’s views on the matter are very well understood, that the Commission does not see any point in discussing them further at this time and it is our opinion that it is wise to submit any executive order to the President on this matter at this time. I think the Budget Bureau will probably anchor it down." Mr. Barger added: "The minutes do not reflect any formal vote by the

**BROADCASTING HOT QUARTET** sang "Sweet Adeline" and cameras rolled at recent telecast at General Electric’s television station, WGKV Schenectady, N. Y. Members of G-E publicity department and broadcasting departments took part. They include (1 to r) E. E. DeLong, G-E publicity; A. O. Cocquishall, program director and A. G. Macdonald, sales head of WGKV; and R. L. Walorsa, G-E publicity.

**LET’S LEARN SPANISH**

This Dramatized Series of Radio Programs Teaches Spanish the Easy Way

Exclusive Rights Have Been Sold in 53 Cities

Sole Distributors

**WBNX**

broadcasts daily to Metropolitan New York’s social groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country’s largest advertisers today are using WBNX exclusively. If your products are merchandise in Greater New York, WBNX should be on your list. Write 343 5th Ave., N. Y., for availabilities. Or call Maudine 2-0233.

39 TRANSCRIBED QUARTER-HOUR PROGRAMS NOW AVAILABLE

BROADCASTING • Broadcast Advertising

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Mr. Denny appealed to Chairman Lea that there be a "quagmire-stopped beating your wife" question. Chairman Lea insisted on a reply. The answer was "No." Mr. Denny said newspaper reports of hearings in New York inferred that the FCC was mixed up in a $500,000 expenditure by Shortwave Research but Rep. Lea reminded him: "The record itself doesn't show the FCC had anything to do with it."

Still 'Scared'

CHARLES R. DENNY JR., FCC general counsel who a fortnight ago told the House Select Committee to Investigate the Commission that he was "scared to death" of the Committee's record, [BROADCAST, March 27] reiterated his assertion following last Thursday's hearing, but pointed out that his fear was based on the "one-sided" state of the record. "It's the most one-sided record I ever saw," he said. Mr. Denny apologized to the Committee informally after the hearing adjourned for his failure to answer certain questions the previous day. He explained his reluctance to testify was based on a ruling from the Attorney General that information involving certain investigations was "confidential" and that he wanted to get the Attorney General's opinion before answering the questions as to how far he should go.

"Did his being an officer of the Dante Alighieri have anything to do with his dismissal?" asked Mr. Barger. Mr. Denny said it did, but he denied that the Commission had anything to do with the dismissal, other than a representative gave the information to Mr. Lang.

Mr. Denny declined to voice an opinion as to the Society or Mr. Luotto and said he would tell the Committee his views in executive session. Reps. Miller and Wigglesworth challenged his attitude. Mr. Denny insisted that information sought by the Committee had been classified by the Attorney General as "confidential" and that he couldn't disclose it in public hearing.

Doesn't Think Luotto a Fascist

"I'd like to observe that whatever claim of immunity the witness has, this Committee is not governed by the Attorney General," interposed Rep. Miller. Chairman Lea wanted to know if Mr. Denny was prepared to answer. Again the Commission witness said he would reply in executive session.

"It doesn't seem to me there
Republic Using Radio To Promote New Release
TYING-IN with the personal appearance of Roy Rogers as star of the Rodeo in Pittsburgh, starting April 17, Republic Pictures will use spot radio as well as posters and additional newspaper space to promote the April 8 opening of the film "Hands Across the Border" in that city.
Station schedule includes spots on KQV, WWSW, WCAE KDKA. Similar theatre tie-in advertising, and promotion, will be employed in the Washington territory, where the cowboy star appears the week of April 25; and in Toronto, where he is scheduled the week of May 2. Agency is Donahue & Coe, New York.

Discuss Removal Of Luotto From Air

Following the executive session Thursday morning in Chairman Lea's private office, the full Committee filed into the hearing chamber and the chairman asked Althea Arceneaux, stenographer, to read the unanswered questions. Mr. Denny informed the Committee he was prepared to answer "yes or no" and asked permission to give brief explanations following each direct answer.

To Rep. Wigglesworth's question, Mr. Denny said: "From the Commission's standpoint there is no reason why he (Stefano Luotto) should not be permitted to broadcast. I'm speaking now as general counsel for the Commission. The seven members have not voted on

Denny Declines Direct Answer

"Wan't the whole thing done under cover?" demanded Rep. Miller. When Mr. Denny replied in the negative, Rep. Miller said: "I want the record to show you haven't given this Committee any information." Rep. Wigglesworth asked if "there is any reason from the Commission's standpoint why or not Stefano Luotto should be permitted to broadcast."

"The Commission has seen no objection to Stefano Luotto," replied Mr. Denny.

"Have you any knowledge that would justify his exclusion from the air?" asked Chairman Lea. Mr. Denny started to say: "If I were a licensee ..." and the chairman told him to answer the question. Again he started to refer to the licensee's viewpoint and lengthy arguments followed. Finally Rep. Lea said: "I'd like to make one more effort to get you to answer the question. You have said the Commission had nothing to do with his dismissal. You have said the Commis-

AUSTRALIA'S STAR radio personality, Kay Dunoon, is bid farewell by Syd Morgan (center), managing director of 3KZ Melbourne, and A. J. Murray, assistant manager, as she leaves for America to be married to an American corporal. Her career has included radio acting, writing and editing, increasing membership in the Children's Session from 200 to 30,000, and m.c. for the only all-women program on the air there, Women in Uniform. She has presented innumerable shows before Australian and U. S. soldiers.

should be any quibbling," commented Chairman Lea.

"I've never taken the position that Stefano Luotto is a Fascist," said Mr. Denny. "I don't think Stefano Luotto is a Fascist, no."

"I want the record to show that after 10 minutes of equivocation, the witness conferred with members of the audience, presumably members of the FCC staff, and finally answered the question," remarked Rep. Miller. Mr. Denny was pressed further as to whether he spoke for the Commission. He said:

"On the basis of information I have, Luotto is not a Fascist. . . . I'm doing my best to represent the Commission as its general counsel." His last statement was in reply to Rep. Wigglesworth's question: "That goes for the Commission as well as yourself?"

"You've stated that as far as you know," continued Rep. Wigglesworth, "Mr. Luotto is not a Fascist. Do you know any reason why he shouldn't be on the air?"

"If I am required to answer questions like that," replied Mr. Denny, "then the FCC is put in the position of passing on these people. That is not our function."

"Certain individuals were deprived of their right to broadcast simply because of the FCC," said Rep. Wigglesworth. "Can't you tell us whether or not the FCC knows any reason why Mr. Luotto shouldn't be on the air?"

"If I attempted to make a decision, it wouldn't be on behalf of the Commission," replied Mr. Denny. "The Commission doesn't pass on the fitness of any individual. . . . If the Commission should find that a licensee in time of war had made his microphone available to questionable persons, if enemy propaganda had been broadcast, then the Commission, as a legal matter, would have the power to deny a renewal of license."

Further questions brought from Mr. Denny the assertion that he didn't know of "anybody" who could speak for the Commission and tell the Committee whether or not there were reasons why Mr. Luotto should not broadcast.

Denny Declines Direct Answer

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KOY FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG., KANSAS CITY

BROADCASTING • Broadcast Advertising

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this question. If I were asked whether a station hiring him should lose its license my answer would be no.'

Replying to Chairman Lea's question as to whether he thought there was justification in taking Mr. Luotto off the air, Mr. Denny said:

"Yes there was justification for his being put off the air at the time. He was put off by Lang, manager of WHOM. Mr. Lang has put several persons off the air in the years he has been in broadcasting. He put Luotto off the air May 18, 1943. At that time Stefano Luotto was not a citizen; he was an alien. He came here in 1933 and did not apply for citizenship until 1940 I think it was. Gene Dyer put him off the air at WGES Chicago before that... At that time we were at war with Fascist Italy."

Mr. Denny said that at one time prior to Mr. Luotto's application for citizenship Mr. Dyer quoted the announcer as saying he "wasn't sure what was thoroughly sold on the U. S., but the FCC counsel added: "Mr. Luotto has told this Committee that now he is thoroughly sold on the U. S. and has made application for citizenship. His brother, Andre, I understand, is a citizen. I don't want to hurt anybody in the course of these hearings. On the basis of what I know I would not recommend that Mr. Luotto be kept off the air."

Refers to Letter From WGES Executive

Referring to a letter written in October, 1942, by Arnold B. Hartley, former program director of WGES Chicago concerning Mr. Luotto, after an alleged conference with FCC officials in Washington, Rep. Hart asked Mr. Denny if he conceded the truthfulness of the letter (read into the record last Aug. 4 by Mr. Garey during examination of Gene T. Dyer, WGES owner).

"No air," replied the witness. "I don't say it's false. I think there's a mixture of truth and falsity." He said he didn't think there was any "deliberate falsity". Rep. Hart referred to this phrase from the letter: "If we want to sleep at night Luotto and Conti will have to go. They will have to get off the air," explaining it left the inference that Mr. Hartley had been given the information by the FCC.

Plugs Own Shows

A MEANS of plugging your own program has been devised by WIBG Philadelphia. The station announcer who is to do the station's peak spot announcement prefaxes the spot, alive or transcribed, with something on the line: "Immediately after you hear this transcription, Franzy Murray's Sports Program will be heard."

WAR NEWS SPEEDED BY RICA, SAYS DALY

INSTALLATION of an RCA shortwave radio system at military press and radio headquarters in Naples has measurably improved the transmission of news from the war correspondents to this country, John Daly, CBS correspondent, just back from 14 months abroad, told a press luncheon given last Wednesday by CBS at the Hotel Ambassador, New York.

American newspaper correspondents have merely to give their copy to the censor, he said, and it is then passed along to RCA and "10 minutes later its in New York." Radio men, he continued, get their copy cleared and then walk up one flight and go on the air. The service is now 98% perfect, he stated and a vast improvement over the former situation.

Correspondents at the front send their copy back to Naples via 298 transmitting units, which will carry code only, for retransmission to America. Even at the beachheads, these 298's are installed and in operation.

Mr. Daly reviewed in some detail the military and political situation in Italy, expressing the opinion that it may be June or July before we will be in a position to capture Rome. He gave high praise to the British and American troops, pointing out that many of the men have been on the front lines for far longer than occurred in World War I.

Poslam Tests Radio

EMERGENCY LABS, New York is making a trial use of spot radio on WNEW, New York and other stations after 38 years of advertising in newspapers and magazines exclusively. Products are Poslam Soap and Ointment. Agency is National Advertisers, New York.

The CBS station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. Spartanburg, S. C. CBS. Represented by Hollingsby

This law prohibited a licensee from diverting control of his station.

The FCC counsel said the timebroker problem was one that had the Commission "worried at times, inasmuch as some foreign-language stations sell large blocks of time to the brokers in turn, sell the time to various sponsors." We ought to set down for renewal of license some of these stations when we get around to it."
MONEY GIVEAWAY ADDENDA

FOLLOWING are two additional letters to the editor on the mooted issue of money giveaways. Although BROADCASTING had called off the debate, these final letters are published because they reflect a viewpoint in support of such programs and in opposition to the position taken by this journal in an active industry controversy:

EDITOR BROADCASTING:
We do not have telephone money shows on our station, but after reading the opinions as expressed mainly by management at 50,000 w NBC stations, they must be pretty good programs since the boys were torn up over what money programs did to the telephone ratings.

It is quite funny to me that the NBC boys would be so unhappy about money programs, yet ever since I can remember, NBC has been giving away money, automobiles, encyclopedias, diamonds and everything in the books.

Only a short time ago I was listening to WFAN, 60,000 w NBC Dallas outlet. The program originated on the West Coast, and the high frequency non-commercial system was tuned to WFAN they would win cash. The announcers made the call, and the home was tuned to WFAN, and the people won what that full" of money. The next week the NBC outlet in another city would make a similar call, and so on.

Someone please tell me (and Mr. Hooper) what the difference is, and why the "cricket" with Hooper is repeated if NBC is the one giving the cash away.

Looks like Frank R. Smith Jr. of WSW Pittsburgh called the turn on "Heyman calling sales contest only 1.6 Pittsburgh people per quarter-hour over a period of 20 days—within a five months span—and Hooper calling that a survey.

In fact, this station does not have a telephone money program; but, if they cause NBC and CBS networks to lose so much sleep, they must be fine, so, effective today, I am looking for a sponsor for a telephone money program.

FRANK MCDONALD
KPLT Paris, Tex.

March 25

EDITOR BROADCASTING:
Ted Gallup has never asked me, nor has Mr. Hooper, nor have you.

That makes it practically unanimous. About what I think of money giveaways:

It's not a military secret, and I'm willing to be quoted. I think they are awfully fine. And I am a representative of the radio industry—that part spelt with a small "r."

Honestly, I don't care what you think of them. Nor do I care what Mr. Hooper thinks of them. You fellow you can listen to soap operas all day, if you want, and I will merely look on in amazement.

But please, when you start telling the world that the industry with a large "I" thinks of money giveaways, let's get it straight.

EDWARD BRENNER, President
KVFD Ft. Dodge, Ia.

March 27

Stetler Named


HALLICRAFTERS, manufacturer of short-wave radio equipment, has issued a salute to the Signal Corps in the form of a promotion folder, which description of "the giant of military radio", the Army's SOR-299 communications unit, manufactured by Hallicrafters. Material is reprinted from the Signal Corps issue of Radio News, Jan. 1944.

What we've done for these we can do for others!

**. . . We are pleased to tell you that you did the best of any of the 24 stations we placed similar contracts with east of Denver. Thanks again for WHBQ's outstanding performance.**

**. . . response from your station has been far above the average.**

*Identity of these National Advertisers on request.*

. . . and backing up this statement comes a NEW order for 2½ times the original schedule.

Yes, we still have some choice opportunities—

Wire or call.

Represented by Rambeau

WHBO

"MY FRIENDLY MUTUAL" MEMPHIS, TENN.

5,000 Watts 620 Kilocycles

NABC RED NETWORK

Represented Nationally by EDWARD PETRY & CO., INC.

CHNS

The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York
WING Dayton, Ohio, carried the exclusive coverage of the launching of the USS Dayton from the New York Ship Building Co., March 19. The program was facilitated through special links from WP Philadelphia.

WCKY Cincinnati has a faithful though limited audience in the crew aboard the Babe Ruth, a ship in the Maritime Service, according to a letter from the vessel's radio officer to WCKY's chief engineer. The vessel has been operating in the Atlantic.

KOWH Omaha and the Omaha World-Herald have inaugurated weekly We Buyers' Radio, WP 700, weekly series to interest the public and school pupils those school experiences in school designed to give training in citizenship and character development.

KD KA Pittsburgh and the Fort Pitt Brewing Co. celebrated a birthday March 21, with the broadcast of various musical shows on Top Time, on that date beginning its seventh consecutive year on the air. Fort Pitt's sales during the time it has presented Top Time have increased by 300 per cent it was stated and officials of the company have praised the music as a major contributor to their organization's ranking among the 25 leading brewers in the United States. Program is fed to a West Virginia network of stations including WGBS WPAP WBLK WHIS. Agency is BBDO.

WWL New Orleans celebrated its 25th birthday by buying extra War Bonds and going in a group to the Red Cross Blood Donor Center.

KFEL Denver is awarding $1 for each letter submitted by listeners and purchased by the radio station, so that no complaint is made about nighttime commercial advertising, there were no complaints on nighttime commercials. The reaction was formally demonstrated in the case of a named client who used jingles during the day and straight live copy at night. During this period. Final conclusion is that the transition from song spots to quality music is too great, and that the change is apt to create ill will for the advertiser as well as for the station.

Search for Solution

For a year WWXR has attempted to find a solution, by creating special transcriptions for its clients—tailor-made to fit its clients' standards. An example is the Pepsi-Cola jingle, heard on WWXR on a regular basis.

WXR advertisers whose "singing commercials" will be dropped include: Adam Hat Stores ("I like the guy who wears Adam Hats"); Horowitz-Margareten Co.; S. A. Schonbrunn Co. (S-A-V-A-R-I-N) and Ward Baking Co.

How?

They've been working it for years and know that

About Stations in the Nation Can Equal KOA's Dominance!

THE GOVERNOR of Indiana and other state officials attended the WWYO Fort Wayne "Achievement Award" dinner held March 16 in the Anthony Hotel as the state's Tri-State area who have made significant contributions to agriculture and home economics during the past year. Left to right: L. M. Busche, Assistant County Agent; WWOU farm director; Gov. Henry F. Schricker; J. B. Conley, WWO general manager; Jap Jones, member of Indiana State Highway Commission.

WWXR WILL BAR
'SINGING PLUGS'

A POLICY barring all "singing commercials" on WWXR New York, was announced last week by Hugh Kendall, WWXR vice-president, in charge of sales. The few advertisers affected will be allowed to continue until expiration of shorter-term contracts. Sponsors using jingles will have the choice of leaving the station, substituting straight copy or using non-lyric musical commercials.

During a daytime trial period station found that while there were "a great many complaints" about daytime advertising, with jingles the object of attack, there were no complaints on nighttime commercials. The reaction was formally demonstrated in the case of a named client who used jingles during the day and straight live copy at night, during this period. Final conclusion is that the transition from song spots to "quality music" is too great, and that the change is apt to create ill will for the advertiser as well as for the station.

Sylvania on Coast

SYLVANIA ELECTRIC Products, New York, has opened a West Coast headquarters office at 115 Sutter St., San Francisco, under the management of R. E. Wiestrom, Pacific coast sales manager for the firm's lighting products. C. W. Dickinson, manager of the Northwest division, is assuming Mr. Wiestrom's duties. The company has also opened offices in Los Angeles, Seattle, and with G. W. (Chick) Field as manager of the California division which includes Nevada, Utah, and Arizona.
MR. PETRILLO'S ATTITUDE
By N. L. ROYSTER
Program Manager, WRIF Washington, D. C.

I HAVE been reading with a
great deal of interest the many
articles and letters, pro and
con, regarding the Petrillo-
AFM case, and I'll admit that many
times in the past two years I have
been tempted to write to you on
the subject.

I might say to begin with that I
am very sympathetic with the
Unions as a whole, and formerly
belonged to a theatrical union, and
I think unionism carried on open
and above-board, in a fair and
square manner, is absolutely justi-
fied and a necessity, but I don't
think that some of the high-handed
moves of the ASCAP board
unions have passed out of the pic-
ture; hence, most of the real mu-
icians of those days are working at
permanent positions, although
perhaps holding their union cards,
is okay.

But when Mr. Petrillo declares
that the fight does not involve a
war industry and that recordings
have been plentiful, he either is
under the influence of some of his
union oath, or he is ignorant of the
top situation. And when he says,
"Had we known there was going to
be a War Labor Board we probably
would not have started this
fight until after the war."

Now, I ask you, isn't that a ra-
ther high-handed way of looking
at the matter, and isn't it just
a bit on the highhanded side of
life? No shortage of records, eh?
Well, I can tell him that for the
past year at our station we have
had to play the old-fashioned ten-
inch records until people have
turned off our station in disgust,
and what few new records we have
secured have either been black mar-
ted recordings, or they have paid
through the nose to make the new
ones.

As to platter-turners, isn't that
subject rather nauseating? Isn't it
disgusting to think that you have
hired capable announcers, only to
find that they haven't sense enough
to turn a record, but must hire
some union musician to turn them?
Why in the name of all that is
holy should it take a musician to
decide on a record to put on the
air? The program and production
departments are responsible for the
musical settings and selections to
be played. It is they who set the
musical numbers and still the
young announcers can't put the record on the table, but
must have a musician do it."

Announcer Key Man

I think every man in business,
or in any position, deserves the
best possible break in salary, and
I do think that a great many sta-
tions in the United States have
made a grave mistake by hiring
announcers at the cheapest pos-
sible price. But there must be some
limit to which even radio stations
may go.

In my opinion, the radio an-
ouncer is the station's first con-
tact with the public. That an-
ouncer must be not only a good
salesman on the airwaves, but
he should have a bit of personality
in his voice, and he should know
just how to go in projecting that
personality on the listening public.
Therefore, the announcer who
meets these requirements should
be among the highest paid. He's
the salesman who sells the adver-
tiser's message to the buying pub-
ic. He is the real contact man. But
I don't think that any announcer,
no matter how dumb, needs any
musician, union or otherwise,
to turn platters for him.

The entire theory of Mr. Pe-
trillo is wrong. And the
funny part of it is that I can't
understand just why the WLB
has waited so long to clarify a
question, when an air-minded business man
who had dissolved the subject
long ago, without forcing the radio
stations to endanger their position
with a public that has been most
lenient.

Value of WFD Discs

ASCAP Quarterly Melon
Reaches All-Time High

ASCAP will distribute to members
between $1,650,000 and $1,500,000
for the first quarter of 1944, an all-
time high. Deems Taylor, president of
ASCAP, told the annual member-
ship meeting last Wednesday at
the Ritz-Carlton, New York. Mr.
Taylor also reported that ASCAP
overhead in 1943 had been cut
from 25% to 21%.

At the annual dinner following
the meeting, a number of radio personalities
were seated at the speakers table, including
E. Mullen, former president of
NBC; A. L. Ashby, NBC vice-presi-
dent and general counsel; FCO
Chairman James Lawrence Py; Isaac D. Levy, chairman of the
board, WCAU Philadelphia; and a
director of CBS; Frank E. Mullen,
NBC vice-president and general
manager; Edward J. Noble, Blue
network chairman of the board;
Mark Woods, Blue president, and
Robert Sweezy, Blue secretary and
counsel.

Clyde Gray

CLYDE D. GRAY, 67, of Pelham,
N. Y., retired chef engineer of
G. White Engineering Corp., New
York, died March 29 in New Roch-
elle Hospital after a long illness.
Associated with the firm from 1901
until his retirement in 1940, Mr.
Gray designed electrical machinery
and equipment, including power
stations for radio companies such
as Marconi Wireless Telegraph
Co. of America, and RCA; was at one
time vice-president of the
New York Engineering Society,
later was a fellow of the National
Institute of Electrical Engineering.
He leaves a widow and a daughter.

Revlon Shifts

REVLOn PRODUCTS Corp., New
York, which discontinued its Ger-
trude Lawrence show, Revlon The-
atre on the Blue network, Sunday
10-10:30 March 26 after a 26-week
run, has shifted its account from
William C. H. Weirnbaum & Co.,
New York, to McCann-Erickson Inc.,
New York, it was announced last
week. There are as yet no definite
plans for further radio.
only the highly critical end product war plants would be included, such as landing craft, bombs, radar and equally important military equipment.

It was expected that a final listing of these "super critical" activities will be issued this week and that this list will apply "with force" to registrants under 26.

Jett Submits Report

As Broadcasting went to press, meetings were being held with WMC Chairman McCutty at which representatives of various government agencies submitted reports to formulate a program for handling occupation deferments of men between the ages of 22 and 26. This program will provide a list of vital war activities and plants for use of Selective Service boards in giving special consideration to requests for continuation of deferments.

At the first of the meetings on Thursday, Commissioner Jett submitted a report on behalf of the common carrier which, he stated, also applied to broadcasting. He explained that shortage of time prevented preparation of detailed manpower data on the industry.

Appearing as chairman of the Coordinating Committee of the Board of War Communications, Jett urged that the non-common carrier services, including broadcasting, as well as the telephone, telegraph and other common carriers, be given full and sympathetic consideration in adopting policy with respect to deferments in critical occupations.

In his presentation covering domestic communications, Mr. Jett asked that whatever considerations are given to men under 26 should not weaken the protection for men over 26 in these critical occupations. He relayed the Board's position that deferments be handled on an individual basis. "The primary consideration should be the job the man does and the situation of the company and the community where he is employed," he said.

Instructions to local draft boards to proceed with the induction of men under 26 in occupations deferred classifications were issued previously by Maj. Gen. Lewis B. Hershey, director of Selective Service. He directing State directors to begin reviewing these registrants "without regard to existing deferment termination dates," he stated that under the new procedure authorization has been given to the war agencies to designate representatives in each State to endorse special requests for deferment of key registrants under 26 engaged in war activities other than agriculture.

The procedure provides that if the State Selective Service Director accepts the deferment recommendation of procurement or industry representative, he will forward the 42-A special form to the appropriate local board. When the local board receives this form it will consider the registrant for deferment or reopen the classification even though the registrant has already been classified as available for service.

"The procedure," Gen. Hershey advised, "is effective immediately and will apply although requests of war activities and establishments are not yet available to the State Directors. It is contemplated, however, that the procurement agencies will furnish a new list of war activities and a list of establishments within those activities in which key registrants under the age of 26 may be considered for occupational deferment to Selective Service within the near future.

"When the list of war activities and establishments within those activities have been issued by the State directors they will constitute the only activities and establishments in which registrants may be considered as exceptions to the general restriction against the occupational deferment of registrants under the age of 26 ordered by the Selective Service Feb. 26."

Preparing Bill

With regard to men now classified as available for limited military service only in Class I-A, or as unfit for any military service, Gen. Hershey stated it was intended to permit them to be classified into Class II-A or II-B if they are contributing to war production or in support of the war.

Meanwhile, Congress considered legislation to draft an estimated 1,000,000 4-F's now in non-essential jobs into non-combat work battalions. Robert B. Patterson, Under Secretary of War, testified before a House Military Affairs subcommittee chairman Costello (D-Cal.), that an amendment to the Selective Service Act would be desirable to place men in an enlisted reserve for war work. He suggested that 4-F's now in essential activity could be given occupational deferments and be retained in their present jobs.

Chairman Costello announced on Thursday that his committee would present a bill to the full committee in about two weeks embodying Mr. Patterson's recommendations. The measure would provide for auxiliary battalions, with administration of industrial replacements under local draft boards.

One provision of the bill would carry out a suggestion made by Mr. Patterson looking to induction later of men up to 29 or 30 now classified as occupationally deferred. This amendment would call for the gradual stepping up of the non-deferrable age group as the under 26 are indentured and their replacement by 4-F's.

A cursory survey of the age composition of men employed in broadcasting indicates that more than 50% of the technical staffs are of draft age and that about 10% are under 26. In one Washington station, 21 of the 23 technicians are under 26 and two are under 24. An estimate based on a year-old survey of NBC's engineering employees in New York shows 80 of its 420 employees between 18 and 38 and 97 between 18 and 24.
DUAL EVENT it was for G. A. (Dick) Richards, when KMPC moved from Beverly Hills, Cal., to new studios in Hollywood, on March 19. It was also his 55th birthday. On hand for the occasion were (l to r, front row), Leo J. Fitzpatrick, vice-president and general manager; Fred Richards, president; and WJR WGAN KMPC; Carl George, director of operations, WGAB Cleveland; (back row), John Patt, vice-president and general manager of WGAB; Owen Uridge, asst. manager of WJR Robert O. Reynolds, v-p and of KMPC; Eugene Carr, executive assistant to Mr. Richards.

SUMMER PROGRAMS BEING SCHEDULED
SUMMER plans for at least three network programs are now pretty well set. Jack Benny will not go on the air for his new sponsor, American Cigarette & Cigar Co., until the fall. American Tobacco Co., AC&Co. parent company, will fill his Sunday 7-7:30 p.m. NBC spot June 4 with Your All Time Hit Parade, which vacates the Friday 8-9 p.m. spot on NBC. AC&Co. discontinues Believe It Or Not on Mutual, Friday, 9:15-9:30 p.m. on April 14. Effective July 5, Bristol-Myers Co. will replace Eddie Cantor on NBC Wednesday, 8-9:30 p.m. with Alan Young, formerly of CBC Vancouver. Duffy's Tavern has been renewed for 32 weeks on the Blue, effective Oct. 10. Program will take a 13-week summer hiatus starting July 4. Pepsodent Co. will replace Bob Hope on NBC Tuesday, 10-11 p.m. with Charlotte Greenwood, actress, starting June 13.

Spot Sales Is Appointed As KALE Representative
Spot Sales Inc, as exclusive national representatives for KALE Portland, was announced last Thursday by C. W. Myers, president. The action is consistent with the NAB regulation banning dual ownership of stations in the same or overlapping areas. Mr. Myers also is president and principal stockholder of KOIN Portland, CBS outlet.

Following promulgation of the "duopoly" order last fall, Mr. Myers separated the local sales staffs of the two stations and otherwise took steps to make each station a separate operating entity. Both KOIN and KALE heretofore had been represented nationally by Free & Peters, which retains its exclusive KOLE representation. Minority ownership in both stations is held by the Journal Publishing Co., publishers of the Oregon Journal. The newspaper, however, has not been identified with the management of either station.

CBS M&O STATIONS
HOLD 3-DAY MEET
NETWORK operating problems were thrashed out in morning round-table discussions during a three-day meeting of the managers of eight Columbia-owned stations, held March 27-29 in the network's New York headquarters with Frank N. Stanton, CBS vice-president, presiding. In the afternoon network executives discussed plans for future operations and answered station operators' questions. At the Monday luncheon session, John Daly, CBS correspondent recently returned from Italy, gave an off-the-record report of the state of the war in that area.

Station managers attending the sessions were: Arthur Hull Hayes, WABC New York; Don W. Thornburgh, CBS Pacific Coast vice-president, representing KNX, Angeles; Carl Burkland, WTOP Washington; Austen E. Joselyn, WCCO Minneapolis; Merle Jones, KMG Portland; Harold E. Powell, WEEI Boston; J. K. Van Volkenburg, WBBM Chicago; A. D. Willard Jr., WBT Charlotte; Lloyd Holt, WAPI Birmingham, in which CBS owns a minority interest and which is represented by Radio Sales, like the Columbia-owned stations, also attended.

New Federal Post
(Continued from page 7)
support for the chairmanship. The same holds for Commissioner Jett, who assumed office as a commissioner on Feb. 15, after having served as an engineering executive of the FCC and its predecessor, the Federal Radio Commission, since 1929.

Numerous Rumors
Commissioner Durr, brother-in-law of Associate Justice Hugo Black, who was named to the Commerce Department in 1941 after having served as general counsel of the Defense Plant Corp. of RFC, was then regarded as the "crown prince" and the likely successor to Mr. Fly. His extreme views, however, are believed to militate against his appointment, particularly with the Administration shift toward comparative conservatism. He is regarded as a disciple of the Vice-President Henry A. Wallace school.

Almost from the start of Mr. Fly's incumbency in 1938, there have been periodic reports of his being a transfer to another Government post. The FCC, under his leadership, has been one of the most controversial of independent agencies. On both sides of Capitol Hill, but notably in the House, the FCC has been the target of strafing Congressional fire.

Although members of the House Select Committee have denounced the reports, it is thought that with Mr. Fly's shift from the FCC, the Committee would be disposed to halt its investigation of the Commission, public hearings on which began last summer.

When Rep. Eugene E. Cox (D.-Ga.), violent critic of Chairman Fly, resigned Sept. 20 as Select Committee chairman, it was reported that an FCC reorganization might ensue. Nothing developed, however. Subsequently, with the resignation several weeks ago of Eugene L. Garey as general counsel of the Committee, similar rumors developed.

Legislation Unlikely
Whether an agreement to drop plans for legislation to revise the Communications Act at this session would develop in the wake of an FCC reorganization also was being discussed. In view of the election year and the apparent inability of Chairman Wheeler (D-Mont.) and Sen. White (R-Me.), acting Minority Leader, to get together on a revised version of their bill (S-814), chances for legislation at this session, whether or not the Commission is reorganized, are regarded as slim. It was thought the revision might be presented to the full Interstate Commerce Committee this month—after Congress reconvenes April 11 following the Easter recess—which began March 8. Mr. Fly has strongly opposed any legislation at this session.

Hooper proves
It's a Bull's-eye!
A Million Pros-
perous People In
Our Primary Plus
a Hooper of 91.3% by Day and
10.4% by Night
1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

Dominated Its
Community in
Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

WIBW has developed America's most successful
radio selling
success—"reasons why" delivered as the recommenda-
tion of one friend
to another.

April 3, 1944 • Page 67
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**MARCH 25 TO MARCH 31 INCLUSIVE**

**Decisions...**

**MARCH 28**

KSL Salt Lake City—Granted extension of special service authorization to operate with Federal Telegraph tubes instead of two Western Electric Type 58-A tubes in last radio stage for period ending May 1, 1948.

KEYR Seattle, Wash.—Granted extension special service authorization to permit broadcasting as a public service, without charge, of information to loungemen at 3:15 p.m. and 6:45 p.m. daily for period 4-1-44 to 5-6-46 on or under the coverage which then existed.

KOB Albuquerque, N. M.—Granted for hearing application for CP and CP license covering same. Pending such hearing, present license extended to operate on 1710 kw. 10 kw. and special service authorization for 770 kw. 10 kw. and 25 kw. extended for a period not to exceed six months.

WWDG Washington, D. C.—Granted extension of authority for waiver Sec. 5.53 and Sec. 18.1 of Commission’s Rules, as to permit operation of synchronous amplifier by remote control from main transmitter location for period April 1 to June 1, 1944. Same conditions.

WLQO Minneapolis, Minn.—Designated for hearing application for CP, make changes in transmitting equipment and DA, increase 1 kw. to 5 kw., using DA-10.

**MARCH 29**
York Broadcasting Co., York, Pa.—Placed in pending file application for CP new station, 1052 kc., to operate on 6:30 to 7:30 p.m. Sunday, on Call WGRY.

WGRY Lancaster, Pa.—Same. See York Broadcasting Co., York, Pa., heretofore.

Louis Wassner Inc., Spokane, Wash.—Same.


Associated Broadcasting Co., Inc., Bethlehem, Pa.—Same.

Blue Network Co.—Same—New.

Haven’s & Martin Inc., Richmond, Va.—Same.

Keysight Broadcasting Corp., Harrisburg, Pa.—Same.

Nashville Radio Corp., Nashville, Tenn.—Same.

WHHD Boston, Mass.—Granted petition for leave to amend application for new license and an order that that set for April 20 be cancelled.

**Applications...**

**MARCH 28**
Record-Herald Co., Wausau, Wis.—CP new FM station, 106.9 m., 50 kw.

WCBS Charleston, W. Va.—CP (install new transmitter, changes in transmitting equipment and DA, increase 680 kw. to 640 kw., increase 5 kw. to 25 kw. move transmitter.

Beauregard H. Jester, Waco, Texas—CP (new standard station, 750 kw., unlimited.


KARM Fresno, Calif.—Mod. license change 640 kw., 10 kw., unlimited.

KJJE Seattle, Wash.—Mod. CP authority—power increase, change in transmitter site and DA, for approval transmitter site and DA.

The Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new standard station, 250 kw., unlimited. (Incomplete).

KWAL Seattle—Tyne transmitter, controlled from Clarence Berger to J. R. Stinson. (Incomplete).

**MARCH 29**


Kaes Howard, Wichita Falls, Texas—CP new FM station, 48,000 kw., 12,500 sq. mi. coverage.

Atlantic Coast Broadcasting Co., Charleston, S. C.—CP new FM station, 47,700 kw., 6,400 sq. mi.

Central Broadcasting Co., Des Moines, Iowa—CP new FM station, 48,100 kw., 18,300 sq. mi. coverage.

KXO El Centro, Calif.—License to cover CP authorizing change in frequency, increase power and install new transmitter.

Columbia Broadcasting System, Dallas, Texas—CP new international station, 50 kw. on 6120, 6170, 9560, 11800, 12780, 17830, 21580 and 26120 kw.

Air-Waves Inc., Baton Rouge, La.—CP new standard station, 140 kw., unlimited.

**MARCH 30**

WKBV Richmond, Ind.—CP increase 100 kw. to 250 kw. make changes in transmitting equipment and move transmitter and studio.

University of Southern California, Los Angeles—CP new non-commercial educational station, 15 kw. special permission.

Broadcasters Org., Ltd., Portland, Ore.—CP new FM station, 48,500 kw., 6,086 sq. mi.

Texas Star Broadcasting Co., Houston, Texas—Petition ruled application for CP new standard station, 1250 kw., unlimited, amended re antenna changes and corporate structure.

**Tentative Calendar...**

Valley Broadcasting Co., West Point, Ga.—CP new station, 1680 kw. 250 kw., unlimited.

WHHD Boston, Mass.—Petition for leave to install new transmitter in Boston, pending application for CP new station. To operate with DA after sunset at Galveston, Fla. on 850 kw., 5 kw., unlimited (DA-10).

**NBO’s three-tone musical identification is now heard every quarter-hour in the lobby of the NBO Biol. Radio City.**

Broadcasting • Broadcast Advertising

**Network Accounts**

All time Eastern Wartime until indicated

**New Business**

IMPERIAL TOBACCO Co., Montreal (Sweet Cigarettes) on April 6 to 26, 1944, on 10 CBU CP and listen, on 24 CBC Dominion network stations, Thurs., 10:45 to 11 p.m. (PWT). Agency: Whitehall Broadcasting Co., Montreal.

GILDAY & ROZAR CO. of Canada, Toronto (blades) on May 6 to the Kentucky Derby Day CBC Dominion network stations, Sat., 6:30-9:30 p.m. Agency: Maxancsy, Toronto.

JUSTUS CRAMER for Senator, Sen Francisco, on March 23 started for 8 weeks, political talk on 16 Don Lee stations, Thurs. 9:45-10:00 p.m. (PWT). Agency: Cline & Mac, Hollywood.

PAY ROLL GUARANTEE Assn. Los Angeles, on the City, WINN for 8 weeks, political talk, on 16 Don Lee stations, Wed. 8:45-9:00 p.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.


**Net Changes**

MAIL POUCH TOBACCO Co., Wheeling, W. Va., to 10 adds 18 Blue stations to Counterpick, making a total of 195 stations, Mon. 8:30-9:30 p.m. Agent: Walker & Downing, Pittsburgh.

PACIFIC BELL CO. Los Angeles (radio equipment), on April 7 shifts Newsweek on 360 kw. KABC Pacific stations, Mon. 1, 8:34-9:45 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

**in the CONTROL ROOM**

JERRY KELLY, formerly chief engineer of Northern Broadcasting & Publishing Co.’s chain of Ontario and Quebec stations, has graduated as a second lieutenant in the Royal Canadian Signal Corps.

BILL PIERSKIL, former transmitter operator of CKGB Timmins, Ont., is now with the Royal Canadian Air Force overseas.

GEORGE McCURDY, technical supervisor of Northern Broadcasting & Publishing Co. bde., is now in charge of CKWJ Kingston, after making a survey of company’s stations in Ontario and Quebec.

PAUL SHOCK has returned to the engineering department of KMOX St. Louis after serving in the Navy as a lieutenant (jg).

WALTER J. STILES, chief engineer of WEER Boston, designed and supervised the construction of the new studios and offices of WCAX Burlington, Vt.

FREDE WILJERT is a new member of the engineering staff of WJR Detroit.

HERMAN FLORESZ, formerly an engineer at WOR New York, is on special assignment in the engineering department of the U. S. Government in London and is headquartered at the American Embassy. Mr. Floresz originally came from Colombia, where he specialized in technical matters.

WAYNE J. HATCHETT has left the engineering staff of KCMO Kansas City, Missouri, to join the Navy and will begin training at Farragut, Idaho. He formerly had been chief engineer at KITE Kansas City, Missouri, and KHZT Ottumwa, Iowa.
Help Wanted

Operator—With first class license, May 1st. Western Pennsylvania $50 weekly, State salary wanted. Box 85, BROADCASTING.

Engineer—Having as much as possible to be able to assemble and install equipment. Must have taken kilowatt standard broadcast transmitter, Sun Printing Company, Jackson, Tennessee.

Immediate opening for announcer. Experience not essential. Give details first letter. Box 77, BROADCASTING.

Announcer—Network affiliated station has immediate opening for experienced announcer. Minimum salary $40.00 weekly. Station is near large city and will consider any location. Box 76, BROADCASTING.

WANTED—Engineer for 5 KW CBS affiliate. Experience and ability required. Salary wanted. Minimum salary $40.00. Address Box 99, BROADCASTING.

WANTED—Engineer for 5 KW CBS station. Experience not necessary but desirable. Write Box 96, BROADCASTING.

ANNOUNCER—For major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

ANNOUNCER—For progressive CBS station. Experience and ability required. Salary $60.00 and over. C/o CBS, 520 Fifth Ave., New York, N. Y.

组合Chief-Engineer—Announcer—$60.00 with combination position. For major network station. Address Box 34, BROADCASTING MAGAZINE.

Control Engineer—For 5 KW station in Massachusetts. Must be able to design and draft exempt. State experience and references. Address Box 100, BROADCASTING.

Engineer—For 5 KW station. Must be able to design and draft exempt. Salary $60.00 with combination position. Address Box 34, BROADCASTING MAGAZINE.

Engineer—Capable of developing fully licensed 250 watt transmitter and taking general charge in establishing station. Immediate salary, substantial qualifications and experience required. Good references. Address Box 36, BROADCASTING.

WANTED—Engineer for 5 KW station in Massachusetts. Must be alert, reliable and draft exempt. State experience and references. Address Box 100, BROADCASTING.


CBS Affiliate—in beautiful New England University city needs experienced announcer. Prefer family man who is interested in permanent position at good salary. Unlimited opportunity to advance. Station is licensed to a group of prominent women. City is non-industrial so living expenses will be reasonable. Address Box 26, BROADCASTING MAGAZINE.

Help Wanted (Cont'd)

Help Wanted

Engineer or Draftsman—For position in consulting office. Washington, D. C. Station needs draftsmen to fill positions in sales. Box 88, BROADCASTING.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW mid-west station. $45.00 weak and eighth, or more hours overtime. Supply outline or experience, education, draft status and salary expected. Address Box 92, BROADCASTING.

Chief Engineer—Progressive 250 watt station with plans. Write for 3 line P.M. Permanent position with present and post war opportunity. Age, draft status and salary expected. Address Box 91, BROADCASTING.

Transmitter Engineer—Southeast 5 KW station. Experience in drafting exempt not essential but desirable. Must have reliable references. Address Box 100, BROADCASTING.

Needed Announcer for clear channel kilowatt. Box 99, BROADCASTING.

Engineer-Draftsman—By Consulting Radio Electronic Engineering firm. Write Box 99, BROADCASTING.

Florida—Needs GOOD COMBINATION ANNOUNCER AND CHIEF ENGINEER. DRAFT PROOF RELIABLE MAN. Qualifications, Salary Desired, and Experience. Write Box 93, BROADCASTING.

ENGINEER—Local NBU affiliate has immediate opening for professional Class Transmitter Operator capable of operating, designing, Chief Engineer if Chief is drafted. Living quarters available and ample money. Excellent references, expected earnings, snapshot first letter. W.S.A.Y., Savannah, Georgia.

ANNOUNCER—(No $60.00 a week please—have tried them and no go) If looking for a job and not a position, where salary is based on ability to turn out copy and voice. Write or wire asking what we’ve got. We’re a Blue affiliate moving into new state after taking conditions. Living expenses reasonable no war income tax. Address Box 43, Transmitter Operator. No experience necessary but box and word will not be lost. And do more than just keep log. No chief engineer experience—have one good one. Box 103, BROADCASTING.

Situations WANTED

Young Man—29, Class 1C, seeks announcement position. Irrepressible but ambitious. Graduate of Boston University School. Write James Rood, Terryville, Conn.

Woman—Two years experience, writing, producing, directing Army programs, seven years experience as advertising executive ideas—Box 94, BROADCASTING.

Excellent writer, capable announcer, some production. Desire opportunity to work in some large city. Excellent management duties. Available 4 F. Box 92, BROADCASTING.

ANNOUNCER—Experienced age 25, Army discharge, seeking position. Wide experience in professional radio. Any locale, start immediately. Address Box 16, BROADCASTING.

PROGRESSIVE STATION OWNERS—Can you use a "Musical Clocker" for a half hour show Mon. thru Fri. 7-8 A.M.? We have a sensational program, bringing fame and good will to your station. One Hundred Dollars. Box 83, BROADCASTING.

Wanted Program—By outstanding feminine personality. Natural for retail sales position or for participation show. Sponsored past year by furniture store on major Blue outlet. Available April 15. Box 102, BROADCASTING.

Situations Wanted (Cont'd)

A Sales Executive, thoroughly experienced in Radio Broadcasting desires change. Wife prefers only network affiliate in another state or an outstanding agency where opportunity to live near family can be provided in return for honest effort. Give full particulars in reply to Box 169, BROADCASTING.

CAPABLE YOUNG MAN, Chicagoan, desires suitable education and German and French, desires permanent position as assistant to Radio Executive or in continuity department. Box 104, BROADCASTING.

Newswoman—Announces—Five years experience; married; draft exempt; now employed. Box 94, BROADCASTING.

Radio Executive-Feature Writer has handled Promotion, Publicity, Programming, Public Relations, Public Speaking. Young woman, free to travel. Available May 1. Box 95, BROADCASTING.

Station Manager—Radio Executive for local station which needs intelligent, progressive, leadership. Young—4F (medical discharge). All inquiries answered. Box 86, BROADCASTING.

Executive—Eleven years radio experience as Regional Network Sales & Program Director. Desires permanent position as Sales Manager. Desires permanent connection with large network. Box 82, BROADCASTING.

Executive—Twenty years radio-experience a good year. Thoroughly familiar with programming, selling and station management work. Now employed by large local network station in major market. Married with family, age 25, Box 87, BROADCASTING.

ANNOUNCER—Newly employed but desiring a change. 4F. Prefer Midwest. Box 14, BROADCASTING.

Station Owner—Brings youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Conclusively, let’s concur. Write Box 69, BROADCASTING.

Executive—Twelve years radio experience. In every position from production, sales, writing with top organizations. Desires East Coast or Chicago agency, noon or evening, or taking position. Age: 30. Salary requirements: Full or part time. Address Box 41, BROADCASTING.

WANTED to Buy

CASH ON THE LINE.—For equipment for 250 or 1000 watt station. Also interested in buying towers. Box 7, BROADCASTING.

WANTED TO BUY IMMEDIATELY—250 or 1000 watt complete broadcast set up. Studio, transmitter, tower, etc. Will be interested in any part of country. Box 96, BROADCASTING.


Interested in 100-200 watt transmitter, accessories including tower. Give complete specifications, equipment, price, location, availability. Address Box 96, BROADCASTING.

Make complete list of equipment, any FCC approved make. Cash on delivery. Advertisement. Box 260, H. H. C.

Wanted to buy 5 kw or 1 kw transmitter; also professional receiving meters; receiving equipment and frequency monitor and frequency monitor. Address: P. O. Drawer 943, Greenwood, Missouri.

EQUIPMENT WANTED—5 kilowatt late model RCA or W. E. broadcast transmitter, any make, two 200 foot towers. Box 4, BROADCASTING.

Wanted—Approved modulation monitor, either new or one that can be repaired. Box 76, BROADCASTING.

OPEN: A Good Job for a CHIEF ENGINEER

HERE’S WHY. Our present Chief Engineer, who has been with us for about ten years, is leaving soon because of ill health. We both dislike the fact, but it is necessary and unavoidable.

WHAT WE NEED, First, a man thoroughly experienced in all phases of AM operation, preferably with a regional station with a complex directional system. Second, a steady, level-headed person with executive ability, because we are growing organization with more than one station. Third, a man interested in FM and Television, with a record of experience and study in either or both.

WHERE. We are located in a modern size mid-western city, with a radio station of moderate size.

If you would like more information, please mail a brief history of your experience and two or three references. If it seems advisable, we can then get together and discuss in greater detail.

BOX 50—BROADCASTING

SEASONED SALES EXECUTIVE—... widely known in the industry. Now employed, seeks position as general or commercial manager, or sales manager or representative.

Ten-year record of accomplishment includes every phase of the broadcasting business, including production through announcing and production. Complete knowledge of the mechanics of broadcasting and all related production trained, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 186, BROADCASTING MAGAZINE.

WANTED—Junior Announcer

Mon or Women to Assist Chief Announcer, and to learn Control Operation, in Mid-Western College with 50,000-Watt Commercial Outlet.

Salary—$140 per Month

Send Record of Voice, Photograph, Statement of Draft Status, and Outline of Educational Background to Box 95, BROADCASTING

For Sale

Hammond Organ—For Sale Complete $926.00, KEBUR, Burlington, Iowa.

Charles F. Hammond Studio Grand Piano in good condition. Appraised value $550.00, terms: $55.00 Cash, write or offer. Box 78, BROADCASTING.

Miscellaneous

Obsolete studio control equipment rebuilt to your specifications, subject to W.P.B. restrictions. Box 101, BROADCASTING.

BROADCASTING — Broadcast Advertising

April 3, 1944 — Page 69
Woodmen of World and WOW Request Rehearing in Order Canceling Lease

WOODMEN of the World Life Insurance Society and Radio Station WOW Inc. last Thursday filed with the Nebraska Supreme Court petitions asking the tribunal to rehear and set aside its March 10 decision canceling the 15-year lease on WOW entered into a year ago between the Society and the corporation. The court, in a 4-3 opinion, had reversed the District Court.

WOW Inc., of which John J. Gillin Jr. is president and general manager, asserted that the lease should not have been canceled because:

(1) The court has already ruled that Gillin and his associates were not involved in fraud of any kind.

(2) Only Federal courts have jurisdiction of litigation involving radio broadcast licenses.

(3) The March 10 decision is unconstitutional under both the U.S. and State Constitutions.

As to adequacy of the lease payments, the Gillin brief held that the Society had never hoped to realize over $550,000 from outright sale. Under the lease and rental payments over the 15-year period, the Society would receive more than $1,400,000, it was held.

Cities 27 Reasons

WOW Inc.'s brief also pointed out that the court ignored the testimony of a number of nationally prominent broadcasters who testified that the lease was a sound and fair deal for both the Society and the new corporation.

The Society's brief set forth 27 reasons why the Supreme Court should vacate its March 10 decision and insisted that the court had substituted its judgment for the judgment of the board of directors on the question of adequacy of consideration.

WOW Inc. asserted that if the Society continued to operate WOW, it would “imperil” the Society's fraternal and financial status. Further, if the Society attempted a “different disposition” of the station, the deal would involve further prolonged litigation. Finally, it was contended that if the Society junked the station, it would subject itself “again to complaint by an uninformed member.”

The Society's brief also contended the court's assumption of jurisdiction in litigation involving a Federal broadcast license and likewise questioned constitutionality of the March 10 opinion. The Society pointed out that the opinion leaves it holding the station's physical equipment with no Federal license to broadcast, and that WOW Inc. possesses a Federal permit to broadcast but has no physical equipment.

The litigation was instituted over a suit filed in District Court by Mrs. H. John-son, a Woodmen policyholder, who claimed the lease was unfavorable to the interests of the Society. Dr. Johnson lost his suit in the District Court and appealed to the Supreme Court.

Fred R. Ripley Named WPRO General Manager

FRED R. RIPLEY, for 11 years vice-president of WSYR Syracuse, has been named general manager of WPRO Providence, it was announced last week by William S. Cherry Jr., president of Cherry & Webster Broadcasting. Mr. Ripley succeeds the retiring manager, William T. Bush.

A native of St. Louis, Missouri, Mr. Ripley has a 17-year career in radio, having spent 12 years in advertising and promotion at WSYR, 2 years as assistant general manager of a chain of Madison Avenue public relations agencies, and 3 years at the Leading Edge Agency in Chicago. His experience has included advertising for the Sueda, Nesco, Sibley, and Purity dairy products.

Falstaff fur Falstaff

FALSTAFF BREWING Corp., St. Louis, on Monday, April 3 starts a quarter-hour program on 38 midwest stations of the Blue network, featuring Allan Reed, known to radio listeners as “Falstaff Oppen-shaw”. Series is titled The Falstaff Show and will be heard Monday, Wednesday and Friday, 10:15 p.m. originating from New York. Mr. Reed continues on the CBS-Television show with Fred Allen. Agency is Dancer-Fitzgerald-Sample, Chicago. (See Falstaff sports story on page 52.)

“In a Soldier”

“Where Can I Get Some 110 Volt 60 Cycle Alternating Current?”

Schonbrunn Appoints

S. A. SCHONBRUNN & CO., New York, has appointed Roy S. Durstine Inc., New York as advertising agency for Savatin Coffee, effective April 1. Present schedule of transcribed announce-

ments on six or seven Eastern outlets will be continued.

(IN) AURAL of the Esso Reporter on WPSC Spartanburg, brought 300 Standard Oil officials, dealers and radio executives to the South Carolina city last Monday. Above (l to r) Walter J. Brown, vice president of WPSC and WORD, on leave as assistant to James F. Byrnes, director of WPSC Mobilization, presided. Among those who attended were S. H. Gellert, partner, Marschak & Pratt; Standard Oil agency, New York; John Allen, Marschak & Pratt; Don J. O'Brien, radio director, Standard Oil Co. of New Jersey; Roger Peace, partner, South Carolina agency, New York; and William C. Johnson, radio reporter, WPRO Asheville; John Rivers, WCSC Charleston; Ed Spencer, George F. Hollingbery, radio station representative; Maj. Gen. D. S. Wilson, commanding officer of Camp Croft, near Spartanburg.

Third Anniversary Fete

IS CELEBRATED by WPSC

OBSERVING jointly the third anniversary of WPSC and the inauguration of the Esso Reporter, the Standard Oil Co. officials and dealers attended a banquet in Spartanburg March 27, with Jack Miller, advertising manager of Standard Oil Co. of New Jersey, as the principal speaker.

Walter Brown, vice-president of Spartanburg Advertising Co. operating WPSC and WORD, on leave as assistant to James F. Byrnes, director of WPSC Mobilization, presided. Among those who attended were S. H. Gellert, partner, Marschak & Pratt; Standard Oil agency, New York; John Allen, Marschak & Pratt; Don J. O'Brien, radio director, Standard Oil Co. of New Jersey; Roger Peace, partner, South Carolina agency, New York; and William C. Johnson, radio reporter, WPRO Asheville; John Rivers, WCSC Charleston; Ed Spencer, George F. Hollingbery, radio station representative; Maj. Gen. D. S. Wilson, commanding officer of Camp Croft, near Spartanburg.

Symphony Premiere

WESTERN Hemisphere premiere of Dmitri Shostakovich's Eighth Symphony, was given by the New York Philharmonic-Symphony last Sunday, April 2, on CBS and the Canadian Broadcasting Corp. The program was also rebroadcast to Latin America. On Sunday, April 9, the performance will be rebroad-

cast over CBS shortwave stations to Europe, and with the cooperation of the Office of War Information, will be picked up and rebroadcast by United Nations Radio Alerie in North Africa and by Radio Bari in Italy. The OWI also has having records made for rebroadcast by the BBC in England. The Philharmonic-Symphony is sponsored by the U. S. Rubber Co. Agency is Campbell-Ewald Co., New York.
When It’s Round-Up Time
In “The Texas Rangers”

They came from near and far—from war plants, the armed services and the entertainment fields—KMBC’s nationally famed “The Texas Rangers!” It’s been round-up time for the boys with the white hats, for all America has demanded more of the tunes that keep ’em singing on the home front. Yes—“The Texas Rangers”, better than ever, have added many new numbers to what already has been radio’s finest transcribed library of favorite western tunes. Let us tell you how you can qualify for the exclusive right to air “The Texas Rangers” in your territory. Here’s the answer to talent shortage problems!

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri
Rubber Products

The sixth largest rubber company in the United States is located in Denver. It has been in business 33 years. Today it is making parts for bombers and fighters, belts and hose for tanks, trucks and invasion barges, tires and tubes for army combat units, and thousands of rubber products essential to the home front.

Plans are ready now to expand this plant immediately after the war to supply the civilian world with rubber products for which it has been starving. This is one of Denver's many permanent industries which the outside world has never seen in the scenic views of Colorado.

Manufacturing, mining, agriculture, and livestock raising have always been the basic industries of the Denver region. With more—many more—persons engaged in these industries than ever before, the Denver market is a bigger and better sales area than ever before.

Denver Delivers

Battle Metal

Colorado leads the world in production of vanadium and molybdenum, strategic metals needed in hardening and toughening steel for war. Colorado makes war steel, and fabricates it, too.

Denver Delivers

Sales Potentials

The effective buying income of Colorado increased 31.6% in 1943 over 1942. The biggest payrolls in state history and record-high farm incomes have made the Denver region excellent territory for sales promotion.