What Weather Reports for WHO?

When weather-broadcast restrictions were lifted, we of WHO again pondered this question: For how many states should we broadcast the forecasts? In prewar days the list included Iowa, Minnesota, the Dakotas, Nebraska and Missouri.

Accordingly, WHO Newscaster, Bob Burlingame, asked all his listeners in "North Central States" to write in if they would like the forecast for their states included.

Thousands of postcards and letters were received. PUBLIC DEMAND WAS SO GREAT THAT WHO WAS OBLIGED TO ADD MONTANA, WYOMING, COLORADO, OKLAHOMA, KANSAS, ILLINOIS, WISCONSIN AND UPPER MICHIGAN.

Thus WHO is now furnishing late evening weather forecasts for 14 states—and, if letters received are any indication, many listeners in these areas practically depend on WHO for this service.
IN TOWN... SPRINGFIELD, ILL.—Mr. and Mrs. Walter Marten, aunt and uncle of Mrs. Jones, live in Springfield, Illinois, where Mr. Marten for years was stationary fireman for the Illinois Central Railroad, still works for them. They have two children, both married. Their boy lives in Clinton, Iowa, their girl, also married, in New Orleans, Louisiana. Pictures show Mrs. Marten in the kitchen, Mr. and Mrs. Marten at breakfast and Mr. Marten reading and listening to his radio.

IN COUNTRY... MOWEAQUA, ILL.—Mr. and Mrs. Harry O. Jones farm 160 acres near Moweaqua, Illinois. Mrs. Jones is a niece of Mrs. Marten, of Springfield. The Joneses have six children, all at home. The pictures show Mr. Jones in his cattle feed lot; the youngsters at a bingo game: Maurine 16, Donna 12, Floyd 14, Lawrence 10, Janice 8 and Aubrey 15; and Mrs. Jones fixing supper.

IT makes no difference if a person lives on a farm, in a small town or city here in Midwest America, for it's odds on that he is tied in some way or manner to the soil. Many of our metropolitan folks themselves came from the country ... and still have relatives farming in this great Midwest America corn belt.

Consider this family, for instance: Walter Marten, of Springfield, has worked for the Illinois Central Railroad for 20 years. Mrs. Marten's niece, Vangie Jones, lives with her husband and six children on a 160-acre farm at Moweaqua, Illinois. Yet both these families, one in the capital city and one on a farm, are regular WLS listeners, and both buy WLS-advertised products!

Checking last year's purchases of goods by the Jones family, on the farm, in classes of goods advertised on the station, we found that 65% of their selections were WLS-advertised brands! And in the city, we found the Martens buying 42% brands advertised on WLS! There's proof that WLS Gets Results!
Recently, David Lilienthal, Director of the Tennessee Valley Authority, declared:

"In the past six or seven years, TVA has made strides in industrial development based upon its resources that mark it as the outstanding region of the United States."

In terms of present and potential expansion, the TVArea is truly a power-house ... a vast reservoir of buying power that today is making its impression in the form of increased retail sales.

*The buying income of the Nashville market jumped $100,000,000 in 1942 over the previous year.*

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
Today—
When You Think of
NEW ORLEANS

... You Think of
HIGGINS BOATS
MADE IN NEW ORLEANS

... AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Advt. March, 1941

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BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
Copyright 1944 by Broadcasting Publications, Inc.

VARIETY..... is the "Spice of Life"
and KFOR Attracts the Audience in Nebraska's Capital City Area with the Finest in Selected Radio Shows Like —

Ladies, Be Seated
Sweet River
Fun with Dunn

'Boukhage
Believe It or Not
Jack Armstrong
"Now available

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

KFOR LINCOLN NEBRASKA
A Small Station Doing a BIG JOB

Blue and Mutual Networks

Page 4 • April 10, 1944
... for sales stimulation in Greater St. Louis

KSD

in St. Louis

and the BASIC NBC network

KSD has the Largest Daytime Population Coverage Area of any St. Louis Radio Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
A Distinguished Broadcasting Station

National Representative
FREE and PETERS INC.
RCA engineers developed and first constructed nearly all of the major equipment units used in the present method of television broadcasting.

RCA engineers produced the first all-electronic synchronizing generator, the iconoscope which was the first successful studio pickup tube, the orthicon which, with its higher sensitivity, made outside pickups practical and the film projector which makes possible the use of standard movie films.

RCA engineers designed the first "broadcast type" television field pickup equipment. They established the video equipment system which is used today in a number of stations. They set up and placed in operation the first successful combination of all of these units. In short, they produced the electronic system of television as we know it today.

The experience in television broadcasting which these achievements represent goes back over fifteen years. All of these developments were "before the war." They are the things we can talk about now. They are the "pattern of the past" on which the future can be predicted.

RCA BROADCAST EQUIPMENT
AFTER THE WAR THERE WILL BE MANY IMPROVEMENTS

In video equipment one of these will be a new high-sensitivity pickup. Another will be widespread use of the RCA-developed 6AC7 tube which makes possible 6 mc. band-width amplifiers with a gain of 20 per stage. There will be new cameras, new synchronizing generators, new control layouts—new equipment throughout that is simpler, more convenient and more efficient.

Remote television pickup equipment developed by RCA. Units of this type are presently used by NBC in regular broadcasts from Madison Square Garden—broadcasts which are picked up and rebroadcast by stations in the Philadelphia and Albany-Schenectady areas.
C. H. Cottington
Radio Director, Erwin, Wasey & Co., Inc., New York

Says—“Spot broadcasting means flexible radio advertising—where, when and as planned”

- Right, Mr. Cottington—spot broadcasting does give you agencies and advertisers complete flexibility not only as to markets, but also as to time-of-day and kind-of-audience, and even as to costs...

- By the same token, spot broadcasting requires flexibility of the agency and advertiser, too. The mental flexibility to perceive that one type of program simply can’t appeal equally to every section of the country, to every type of consumer, or to every age-group. And again, the organizational flexibility to seize good program ideas, good time-availabilities, good merchandising opportunities as they occur, and before someone else snaps them up...

- And spot broadcasting requires flexibility in representatives, too! May we demonstrate?

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

Exclusive Representatives:

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Chicago: 180 N. Michigan; Franklin 6373
New York: 444 Madison Ave.; Plaza 5-4130
San Francisco: 111 Sutter; Sutter 4353
Atlanta: 323 Palmer Bldg.; Main 5667

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Broadcasting • Broadcast Advertising
Radio Challenged to Expand Retail Time

More Data Sought On Circulation By NRDGA

By BILL BAILEY

A CHALLENGE to radio to take a big slice of the retail advertising dollar was handed the industry last Thursday at a retailers-radio panel of the National Retail Dry Goods Assn. at a Sales Promotion Clinic in Cincinnati. It is estimated that in 1943 retailers spent $430,000,000 in newspapers and about $78,000,000 for radio, but that 1944 retail business for radio will eclipse $100,000,000.

B. Lewis Posen, publicity director of Hochschild, Kohn & Co., Baltimore, co-chairman of the radio panel, told broadcasters that one of the retailer's chief faults in radio is his "fear of the unknown." He urged radio to assemble its facts with reference to coverage and producing an audience before approaching the retailer.

Money to Spend

Paul McCarthy, publicity director of the J. N. Adams Co., Buffalo, predicted that in the future local retailers will sponsor national network programs on a participation basis. He, too, told broadcasters that the retailers have money to spend and radio can and will do a job but that radio must meet the retailers half-way in helping to do a promotion job.

Mr. Posen likened broadcast advertising to a victory garden. "You must first break the ground and nurse the garden along before it bears fruit. It seems to me any medium has many of the same preparatory steps which must be taken before the ground bears fruit. I believe as a retailer all we pay for when we buy a medium is delivery of a message. If we don't get results, maybe we've delivered the wrong message.

"You've got the medium. You've got the education. You tell us what's going on."

Mr. Posen told the group of about 400 retailers and 60 broadcasters that "we can't get away from the fact that we have never before made an effort to buy time with radio. We proposed that the radio fraternity develop through research definite facts to present potential advertisers.

He urged that facts be assembled by groups with reference to outlets such as those covering large stations in large communities, medium stations, and small outlets. Dietrich Dirks, KTRI Sioux City, co-chairman who led the radio discussion as chairman of the NAB Sales Managers Executive Committee, told the retailers that broadcasting and the retail trade were much closer together than they were two years ago at their first meeting.

He said: "We learned you wanted to know more about us. We had to know more about you before wooing you. In the final analysis we had to find out if there were any fundamental reasons why broadcast advertising could not make a real contribution to retail sales and if it could, then radio could perform a real wartime service."

Walter Johnson, commercial manager of WTIC Hartford, presented an inference by Mr. Posen that radio's increased business was due largely to rationing of newspaper space, although the retailer had qualified his statement by saying (Continued on page 58)

NAB Starts Plan to Develop Standard Method of Coverage

Technical Group Headed by Roger Clipp to Make Study of Plan; Networks Offer Facilities

A NATIONWIDE study to bring about a standard method of determining radio's coverage and circulation has been undertaken by the NAB.

That announcement came last week following two days of joint and separate meetings by the NAB Research Committee and the NAB Sales Managers Executive Committee. Sessions were held at the Netherland Plaza, Cincinnati, Tuesday and Wednesday. The committees joined Thursday in the radio panel of the National Retail Dry Goods Assn. (see this page.)

A technical subcommittee appointed by Hugh Feitis, general manager of Central States Broadcasting System and chairman of the NAB Research Committee, will begin an immediate study with prospects of presenting a complete plan to the NAB membership at the August convention.

On the subcommittee are: Roger Clipp, WFIL Philadelphia, chairman; Dr. Frank N. Stanton, vice-president, and John K. Churchill, CBS director of research; Barry T. Rumple, research manager, and Kenneth Greene, assistant, NBC; Edward F. Evans, WJZ New York; Paul Peter, NAB director of research, secretary of the subcommittee.

Mr. Feitis announced that CBS and NBC last week tendered their full research facilities and as a result such resources of the networks will be pooled with those of the NAB in examining all methods available from the Joint Committee on Radio Research, research organizations, national representatives and individual stations. He also disclosed that the Blue Network and Mutual, though not members of the NAB, indicated their interest in the study and will likely lend assistance.

At the joint meeting last week of the NAB Research Committee and Sales Managers Executive Committee the problem of arriving at a single method of measuring coverage and circulation was discussed with the two groups going on record in favor of such a survey. J. Harold Ryan, president (Continued on page 80)
Industries Seeking Women

In Manpower

Crisis

By JACK LEVY

WITH A SERIOUS situation confronting the broadcasting industry as a result of new Army demands, stations and networks last week were exerting strenuous efforts to retain technical personnel and key officials in order to maintain operations.

Facing the immediate loss of all men under 26, except those physically disqualified, and the probable reclassification in the next few months into Groups 26 and 30, broadcasters were taking steps to replace these losses and to appeal draft board actions involving their most critical employees.

From the maze of confusion between War Manpower Commission and Selective Service policies with respect to industries heretofore regarded as "essential," it appeared likely that between now and July 1 the manpower drain would be severe as far as the younger age groups are concerned, but that those in Groups 30 and 38 would not be seriously disturbed. What will happen after July depends largely on military developments.

Essentiality Retained

Despite a rather dark picture painted by Maj. Gen. Lewis B. Hershey, Selective Service Director, in an address over the CBS network, there were several developments during the week which served to quiet the fears of many stations still in Group 26. One of these was an assurance that radio's status as an essential activity continues to be recognized by local boards and appeals boards, considering requests for deferment of experienced technicians.

Another was the likelihood that radio men in the 4-F class, an important source of manpower in many stations, will not be disturbed from their present employment in the expected mobilization of this group for labor battalions or war industry. Gen. Hershey, who was asked to submit to the House Military Affairs Committee a list of activities entitled 4-F's to occupational deferment, is known to favor a broad application of essential activities in granting deferment to 4-F's. It is expected that this situation will be clarified in the near future.

Another favorable development was an assurance by War Manpower Commission officials that broadcasting is retained on the list of essential activities and that no change in its status is contemplated at present. While no attention is being paid the list by Selective Service in the current drive to fill quotas, it is expected that the list will be given great weight in determining essentiality of 4-F's.

Selective Service policies regarding induction of men between 26 and 38, now the chief concern of broadcasters, was learned, will not be specifically stated until it is determined how many physically qualified men can be rounded up from the 18 to 25 year old groups. Gen. Hershey made it clear, however, that the maximum number of inductees which can be drawn from those under 26, including the new crop of 18 year old crop, will not be enough to meet military requirements.

While Selective Service "will apply somewhat less stringent requirements" in calling up men between 26 and 30, there will still not be enough men to meet the calls by July 1 and the balance must be obtained from those over 30. From this group, Gen. Hershey declared, Selective Service will take "initially those who are not making a substantial and material contribution to the winning of the war."

Young Blood Needed

Gen. Hershey explained that the armed forces must be supplied with 1,000,000 men during the four-month period between March 1 and July 1, with the demand for young men so urgent as to be given priority "even though production suffers." A maximum of 240,000 can be expected from those reaching 18 prior to July 1. Another 600,000 is the maximum which can be obtained from the present I-A registrants, composed largely of pre-World War fathers and similar to the group of 1,500,000 who were still in I-A on March 1. The balance of 400,000 have to come from those over 26.

In order to obtain the maximum number of younger men, Gen. Hershey asserted, the draft boards will review the classification of all occupationally deferred registrants under 26 before those over 26. Continued deferment, he pointed out, will not be considered by the local boards unless the Selective Service Director endorses the request of the employer.

Pre-induction physical examinations, he revealed, have been ordered for all occupationally deferred registrants under 26 in order to eliminate from consideration for further deferment those physically unfit or fit for limited service only. These two classes, he said, will continue in deferred status as long as they stay on their jobs.

Following the review of those under 26, the boards will screen those over 26 but the requirements of this group, he pointed out, "will be progressively less strict as the age increases."

He asserted that "a large factor in deferment has been the difficulty of securing adequate replacements. The turnover of labor," he noted, "has multiplied many times over the problem caused by Selective Service withdrawals."

Stabilization Promised

Enunciating broad policies in connection with draft calls, Gen. Hershey promised that Selective Service "will use all means in its power to stabilize the positions of men who are liable for military service, under the laws which are contributing materially and substantially to the winning of the war. ... It will reclassify from IV-F or I-A-L (Limited Service) all men who have or secure jobs in war industry or in agriculture. It will aid to the limit of its ability efforts to make possible the induction and putting to work of any man liable for military service and able to work who does not find and keep a job which helps win this war."

Sarnoffs Meet

TWO SONS of David Sarnoff, RCA president, met unexpectedly in Guadalcanal and found they were working on the same project — setting up broadcasts and transmission of radio news copy to the United States. The brothers are Lt. Robert W. Sarnoff, 25, of the Navy, and Lt. Edward Sarnoff, 23, Army communications officers. Story of their accidental meeting at Army Airways Communications offices was told in a delayed dispatch written by Master Tech. Sg.t. Maurice E. Moran, and distributed by the Associated Press.

GATHERED IN CINCINNATI at the offices of the Crosley Corp. to discuss tentative plans for post-war radio advertising were the above members of the Radio Manufacturers Association's advertising committee (1 to r): James W. Douthat, RCA director of publications, Stanley Man- son, Stromberg-Carlson Corp., Victor Mfg., and Mahan; Gen. Arthur C. Mahan, Crosley Corporation's director of advertising and public relations who was host to the visiting radio executives, John S. Garreau, director of marketing for RCA Corp., Bond Geddes, RCA executive v-p, E. I. Eger, Admiral Corp., John Gilligan, Philco Corp., and Richard Hooper, RCA Victor Division.

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WELI to Wilder; $220,000 Is Price

Bulova and Lafayette Interests

In Station Are Transferred

ACQUISITION of WELI, New Haven, from the Arde Bulova interests, by Col. Harry C. Wilder, owner of WTRY, Syracuse, WTRY Troy, and WKNK New Haven, N. H., for $220,000, has been consummated subject to FCC approval, it was announced last week.

An application for voluntary assignment of interest in the FCC record by WKNK that Mr. Bulova, watch manufacturer and broadcaster, would dispose of his majority interest in the station, along with the minority interest held by Harold A. Lafount, general manager of the Bulova stations and former radio commissioner, Mr. Bulova owns 70% of the common stock, of which 5,000 shares are issued, and 86% of the preferred stock, totaling 500 shares. Mr. Lafount owns 20% of the common and 14% of the preferred.

Stock Transfers

Col. Wilder personally would acquire 22.8% of WELI's stock while William S. Losnot, chairman of Radio Broadcasting Corp., WSYR licensee, and Troy Broadcasting Corp., operating WTRY, each would purchase 18.5%. The total consideration is $185,000 for the stock of City Broadcasting Corp., licensee of WELI. The transaction also involves the sale of all the stock of the Hal- cob Realty Co., which owns the WELI transmitter site, for $35,000.

Applications were filed on behalf of Col. Wilder by Dow, Lohnes & Albright, and for WELI by Fish- er & Wayland, both Washington radio law firms.

Mr. Bulova had negotiated for the sale of four of his stations to W. O'Neil, president of General Tire & Rubber Co., owner of the Yankee Network, for a figure reported to have been in the neighborhood of $1,175,000 [BROADCASTING, Jan. 30]. The Bulova interests have not been involved in these negotiations, along with WNBC Hartford, WFPS Philadelphia, and WOCB Boston. Mr. Bulova also is principal owner of WNEW New York. Whether any of these properties will be disposed of, it is reported, is still under consideration. The Philadelphia Bulletin has been reported as the likely purchaser of WFPS.

Circuit Policy

RINGLING Bros., and Barnum & Bailey Combined Shows, Sarasota, Fla., have been granted permission by the Circus, now on the road, to continue its policy of the last few season in favoring those stations which have carried promotionally in previous years. New York schedule [BROADCASTING, March 27] is materially less than in any previous season. Itinerary is still incomplete, and no specific radio schedule has been announced. The circus moves from New York to Boston May 23.
GE Offers Tube to Open New Air Vistas

Post-War Projects To Cover Wide Range

PRE-VIEW of post-war television, including two-way networks of "master" and "satellite" video stations connected by ultra-high frequency radio relays made possible by a new electric tube, studios with tunable stages and dual audience seating areas, and receivers in the $200 price class, was given by General Electric Co. executives at a press luncheon held last Thursday at the Waldorf-Astoria, New York.

G-E also announced a "Television Equipment Reservation Plan" similar to the reservation plans for AM and FM broadcasting equipment inaugurated last fall (BROADCASTING, Nov. 8, 1943). By deposing War Bonds in the required amount ($4,000 for a 5-kw television system and $12,500 for a 40-kw system), each complete with dual studio camera channels and dual motion picture channels, basic studio equipment, visual and oral transmitters and antennas, etc., one may obtain priorities for the post-war delivery of G-E video equipment.

Can Be Withdrawn

Plan is one of reservation only, it was stated, with orders to be placed within 90 days after the date when production and sale of television equipment is authorized. Bond deposit can be withdrawn at any time, without penalty except loss of priority, G-E said.

Conducted by E. L. Robinson of the G-E electronics department, session opened with brief talks by W. R. G. Baker, vice-president in charge of electronics, who stressed the need of a "down-to-earth planning process" to put television over, and Robert S. Peare, manager of G-E broadcasting, who reviewed the company's telecasting experiences, pointing out that unlike all entertainment except radio, television is to be judged entirely by the criteria of the home, totally unlike the standards of other entertainment where "you pay your money and you take your choice."

Mr. McLean, commercial engineer in G-E's transmitter division, outlined the company's post-war television plans. Pointing out that one of the major economic problems of the television broadcasting industry is a means of making their expensive programs available to the maximum audience, the engineer said that the post-war expansion of WRGB, the E's present video station in Schenectady, with its main studio 40 by 80 feet, capable of originating many live talent shows on a more modest scale. With a number of artists' sketches, he described post-war video equipment:

MAKING POSSIBLE radio relaying of television and FM programs for rapid post-war expansion of these new broadcast services, the little tube held by James D. McLean, General Electric commercial engineer, is one of the new disc-seal type developed by G-E and widely adapted to war applications by the electronics industry. The invention of this type of tube has made possible the development of a large new family of ultra-high frequency tubes which now operate in parts of the frequency spectrum impractical to use before the war, according to General Electric.

and radio relays, he said, "we believe that transmitting programs from a master station with ultra-high frequency radio beams has certain great advantages."

Relay Stations

Between cities, he said, would be relay stations, spaced within line-of-sight of one another across the country, the distances carrying

Report Shows Radio Is Top Ad Medium For American Home Products in 1943

"DOLLAR-WISE, the largest single advertising medium used by the corporation in 1943 was radio," states the annual report to stockholders of the American Home Products Corp., one of the country's largest advertisers. Four pages of the report are devoted to the corporation's advertising.

Packaged Drugs

Describing the AHP central advisory unit which coordinates the advertising of 12 subsidiary companies and eliminates duplication, the report continues: "Typical of the economies in this service is the handling by this central unit of buying all radio time and then apportioning it to the member companies. The advantages of this method are manifold. For example, single unit spots, which in many cases mean buying in obtaining better hours of the day for broadcasts. In addition, it is proving to be the most economical way to contract for advertising in radio."

"By far the largest user of radio was the Packaged Drug Division," the report continues. "In 1943 the Aminar Corp. promoted its products on the Easy Aces program. Results were such that the program has been on the air continuously ever since. It, like all AHP network programs, was aired for the full 12 months last year. There was no summer lay-off."

Report also cites the "veteran Kylotox program," Mr. Keen, Trace of Lost Persons, as having "materially helped the sales upswing in tooth paste," and lists the new Anacin evening program, Friday on Broadway, as well as the daytime serials the corporation sponsors for Benefax, Hill's Cold Tablets and other products.

A full page is given to pictures of the stations of the corporation's seven network shows and, perhaps looking to a future means of advertising AHP products, the report also includes a large picture of a control room with a large monitor grid, besides shots of the television cameras of WRGB Schenectady, in cooperation with Reichel Laboratories, an AHP subsidiary.

from perhaps 20 miles on flat ground to 60 miles or more between mountain peaks. Each station company will house a simple functional lattice tower and on top of the tower a plastic dome encloses the relay equipment. The apparatus itself is said to consist of a relay station to another in helicopters. The equipment is reversible by remote control so that pictures of ultra-high frequency transmission in either direction.

He announced that although G-E does not propose to operate television stations, the company plans to install an experimental two-way video relay network between New York and Schenectady as soon as the necessary materials are available. System, he said, will involve four relay stations—one in New York, two along the Hudson River Valley and one at the G-E transmitter.

Radically New Tube

Mr. McLean showed the tube which makes such delaying possible, calling it a "radically new vacuum tube employing the revolutionary disc-seal . . . and exclusive G-E development developed, since removed this week from the confidential list by the Army and Navy, which opens up new parts of the ultra-high frequency spectrum impractical of use before the war."

In addition to the "master" video stations in major markets and the two relay stations in New York, Mr. McLean said that television could be brought to smaller cities through "satellite" stations, products of which can be sold without expensive local studios, which can be built for a fraction of the cost of master stations.

Local Program Service

He described a "satellite" station as "a simple building and lattice tower with two antennas mounted on top. One is parabolic reflector which picks up the picture and sound signals from the nearest television station, and the other is the broadcast antenna which transmits picture and sound signals to the surrounding area. Within the satellite station is a small transmitting at high radio frequencies, with sufficient power to cover a small area around the satellite station—for example an area of approximately five miles. The area to be covered would determine the power rating of the transmitter. A receiver and monitor unit complete the equipment required."

If the operator of a satellite station wants to provide some local (Continued on page 51)
AFM Challenges WLB Power in Disc Case

RCA and Columbia Oppose 4-Firm Contract

COUNSEL for RCA and Columbia Recording Corp. last Friday called upon the National War Labor Board to lift immediately the American Federation of Musicians' ban on the making of recordings by their companies while deciding on the other recommendations contained in the WLB panel report on the dispute, handed down March 11 [Broadcasting, March 15].

At a hearing before ten members of the board and two members of the panel to receive oral arguments from both parties in the dispute, attorneys for the intervenor companies vigorously opposed the provisions of the "four-company" contract entered into between the AFM and the transcription makers and maintained they should not be allowed to enter into any such agreement.

Board Power Challenged

Counsel for the AFM, on the other hand, challenged the Board's power to "consent manpower," reiterating previous contentions that no strike exists. They asked the board to "take the petition for intervention of the intervenors (RCA and CRC) on the ground that it prejudices the AFM position in the case."

The hearing, held in the conference room of the Dept. of Labor, was presided over by Chairman William H. Davis. Other members present were: Mr. F. W. Canavan, and Frank Morley, representing the public; George Batt, Reuben H. Horton and John McWilliams, representing industry; Mathew Will, attorney; and George Hasbrook and John Brophy, representing labor.

Arthur S. Meyer, chairman of the tripartite panel which held hearings on the dispute in New York, and Gilbert S. Fuller, industry member, were present.

Joseph A. Padway, AFM counsel, flanked by James C. Petrillo, AFM president, presented the case for the union, arguing that the unique character of the music industry justified unusual contracts to protect the members against technological developments. Both denied that their refusal to make recordings has interfered in any way with the war effort and offered to make water available at any time should the recording companies be asked to make records for the Government.

Robert P. Myers, attorney for RCA and Dale F. Wilson, counsel for CRC, argued that approval by the Board of the "employment fund" provisions of the contract negotiated by AFM with the representatives of the seven transcription companies who were original parties to the case, and to decide whether the contract violates the wage stabilization rules.

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Board Power Challenged

Counsel for the AFM, on the other hand, challenged the Board's power to "consent manpower," reiterating previous contentions that no strike exists. They asked the board to "take the petition for intervention of the intervenors (RCA and CRC) on the ground that it prejudices the AFM position in the case."

The hearing, held in the conference room of the Dept. of Labor, was presided over by Chairman William H. Davis. Other members present were: Mr. F. W. Canavan, and Frank Morley, representing the public; George Batt, Reuben H. Horton and John McWilliams, representing industry; Mathew Will, attorney; and George Hasbrook and John Brophy, representing labor.

Arthur S. Meyer, chairman of the tripartite panel which held hearings on the dispute in New York, and Gilbert S. Fuller, industry member, were present.

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Validity of Contract

He pointed out that at AFM conventions in 1940, 1941 and 1942 the unemployment problem was given considerable discussion and that the employers were well aware of the difficulties caused by mechanized transcription. He said that the NAB was "the Mephisto behind the scenes" in these activities. At this point Chairman Davis interrupted Mr. Padway to inquire: "What are you asking us to do?" And Mr. Meaney, chairman of the Board intervened, "Why don't you give him a chance to tell us?"

Mr. Padway explained that he wanted the Board to pass on the validity of the contract negotiated by AFM with the representatives of the seven transcription companies which will last the industry for a long time.

He defended the "employment fund" provision in the contract and contended that the Inter-Federal Revenue Bureau, which was consulted before the contract was executed, giving no objection to the provisions.

Referring to the panel report (Continued on Page 58)

WCOL COLUMBUS SOLD TO PIXLEYS

SALE OF WCOL Columbus by Lloyd A. (Butch) Pixley and his wife, mother and father, for $250,000 was consummated last week subject to FCC approval. Mr. Pixley is general manager of Fort Industry Co., which owns stations in Ohio, Virginia, and Georgia and other radio properties, but advised the Commission he would sever that connection upon the return of Fort Industry officials now in armed forces or in Federal service.

The younger Pixley and his wife will continue to live in his father's home. Mr. Pixley and his mother, will purchase 49%. The Pixleys are proprietors of the Pixley Electric Supply Co., wholesale and retail business in Columbus. They formerly operated one of the pioneer Columbus stations, WBAV, with the elder Pixley as president and the younger as an employee.

The application, filed through the law office of Dow, Lohme, & Albertson, set forth that Lloyd Pixley would remain with Fort Industry only for the duration, in view of the active naval service of Lt. Comdr. George B. Storer, and absence of J. Harold Ryan, Assistant Director of Censorship and president-elect of the NAB, who is vice-president and part owner of Fort Industry, as well as of other stations.

Mr. Johnston set forth in the application he desired to sell because of the "uncertainty of outcome" of the imperial war, and the "continuing extension of FM and television service" plus his desire to devote full time to his new practice. WCOL operates on 1230 kc with 250 watts and is on the Blue.

Page 12 • April 10, 1944

GUESTS ARE GREETED by C. P. Hasbrook (second from right), president-manager of WCAX, CBS affiliate and the official opening of the station's new studio building in mid-March. Guests are (l to r): Stanford Mirkin, manager CBS program research division; William Schaff, manager of CBS station relations department; Mr. Hasbrook; Walter Stiles Jr., director of engineering, sound and transcription of WEEI Boston, who supervised construction.
Keep Your Eyes Open!

If you even suspect there's a spot open on W-I-T-H... quick check the facts. We're practically sold out 24 hours a day. And for only one reason: W-I-T-H produces and advertisers know 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

April 10, 1944 - Page 13
Compromise Action Erases ‘Forced Sale’ Aspect

YIELDING to the pleas of affected stations, the FCC last week by unanimous vote suspended indefinitely the effective date of its “duopoly” order, originally set for May 31. The Commission, however, imposed requirements that the two dozen affected owners acquiesce in the principle of eliminating multiple ownership in the same competitive areas by following specified procedures of compliance.

The action, which came following nearly two days of executive session discussion, was a compromise in that a proposal for definite postponement, with no strings attached, originally had been offered. The action, however, does eliminate any “forced sale” aspect. Moreover, it takes account of situations wherein dually-owned stations are operated from common transmitter houses or studios, as well as the equipment and manpower freezes.

Overlap Clarified

Protection also is afforded all stations on the mooted question of capital gains taxes, and the Commission announced it would issue appropriate orders pursuant to the terms of the Revenue Act adopted at the last session of Congress, exempting stations from taxation.

In its all-inclusive action, the Commission also clarified the provisions of the original order (84-A) adopted Nov. 23 in connection with overlapping coverage. In determining whether or not overlapping of signal strength will be construed as falling within the purview of Section 3.35, the Commission said it would consider the population of centers of population, distribution of population, main studios, and other factors.

While the regulation was strongly worded, it nevertheless was construed as one which would take care of all reasonable contingencies and would not result in any forced disposition of properties.

All told, it is estimated there are 50-odd stations in approximately two dozen markets directly affected by the regulation. The overlap situations are not so clear-cut, but since hearings will be provided in any cases where doubt exists and a “reasonable time” allowed for compliance, it was expected no onerous conditions would be invoked.

The overlap provision, ambiguous in the order as originally drafted, might have affected a substantial number of stations in the East, Midwest, and on the West Coast. The Commission recently exempted WJR Detroit, and WGAR Cleveland, owned by the George A. Richards family, from overlap, in spite of WJR’s substantial coverage in certain Cleveland areas. Similarly, it has granted renewals without relation to overlap in the case of WYIA’s Wheeling, West Virginia, and WMNN Fairmont, W. Va., both owned by the Fort Industry Co., and where overlapping exists.

Action vs. Surprise

There are several situations in California, notably involving the McClatchy stations, which might have been affected but which, as it is presumed, will be exempted, in view of the Commission’s liberal interpretation of the overlap rule. On the other hand, it is pointed out, it is conceivable that ownership of a station in Jersey City and New York City by the same interests would be viewed as falling within the scope of the multiple ownership order.

Although it had been freely predicted that a motion to suspend the effective date of the “duopoly” order would carry, the unanimous vote was unexpected. The Commission first met last Monday (April 3) in special session to consider a motion of Commissioner Craven, president of the Petitioners’ Case, to postpone the effective date indefinitely. The preceding week, a similar motion had been made, but Chairman Fly’s absence resulted in deferment, which at the Tuesday session, Commissioners Jett and Wakefield are understood to have agreed to compromise proposals.

In the ensuing discussion, the revised proposal providing for the indefinite suspension with the requirements for ultimate compliance was accepted.

The Commission, it was reported, was agreed that because of existing freezes on equipment and manpower and general wartime conditions, broadcasters should be given an opportunity to comply with the regulation within a “reasonable time” rather than upon a specified deadline. Under the revised order, the applicants are allowed to be affected by the “duopoly” order may file applications by May 31 notifying the Commission that the regulation has been complied with; submit a petition for extension of license for such time as may be necessary to complete negotiations for an “orderly disposition,” or submit a petition for the Commission to decide the applicability of the rule.

Four applications pending before the Commission for relief from the May 31 deadline simultaneously were dismissed by the Commission without prejudice. The applicants are given opportunity either to refile the petitions or submit new ones.

The petitions were filed by Earle C. Anthony Inc. (KFI KECA Los Angeles); Fisher’s Blend Stations Inc. (KOMO KJRB Seattle); Oregonian Publishing Co. (KGW KEX KG 24-B), licensees of Warner Inc. (KHQ KGA Spokane).

MULTIPLE OWNERSHIP ACTION

FCC Suspends Effective Date of ‘Duopoly’

Several stations already have negotiated sales, and are awaiting FCC approval or in process of being drafted. In these instances, however, the reasons did not always include specific compliance with the “duopoly” order.

Nine stations already placed on temporary licenses until May 31 under the original order 84-A will be granted renewals upon completion of negotiations, as the Commission said. These are WEEU Reading, WILM Wilmington, KIEV Glendale, WBAP Fort Worth, WATT Chicago, WLW Cincinnati, KFI Los Angeles, KPAB Lincoln, and WBBM Chicago.

The “duopoly” action was the first major policy issue upon which Commissioner Jett has been called to express his views since he took office Feb. 15. He had conducted an intensive study of the order and of stations actually and potentially affected. His findings, particularly with respect to overlap in distinct communities, are understood to have played an important part in the Commission’s decision to judge each case on its individual merits, rather than following the precedent established last January in disposing of the newspaper divestiture proceedings.

Discs for Rexall’s Sale Placed on 350 Stations

ANTICIPATING one of the biggest sales events in its history, United Drug Co., Boston, will promote its semi-annual one-cent sale of Rexall products on 350 stations, a substantial increase over previous campaigns which have included from 200-250 outlets. A quarter-hour transcribed variety series will be broadcast on four days during the week of May 24.

Titled Rexall Review the show features Charles Ruggles, actor, Dennis Day, Cass Daley, and Har- low Wilcox, announcer and m.c. We’ll Be Wrong, Long New York, New York, will cut the discs. Program will be promoted in newspapers by Rexall dealers. Business is placed by Spot Broadcasting Inc., New York, New York, and Finney, New York, handles the account. N. W. Aver & Son, New York, has just been appointed to handle a special survey for United Drug. Appointment does not concern United Drug’s radio activities.

Toothpowder Test

WEB DISTRIBUTING Co., New- ark, is conducting a test campaign on WJW for Piramol Toothpowder, a 40-year-old product, which has heretofore been promoted via space advertising. Pyro- size is distributed nationally. The spot buy is an attempt to stimulate sales which have continued on a fairly steady basis. Agency is Charles W. Hoyt Co., New York.
Good Neighbors?
Yours for the Asking When
You’re on the Spot!

One of the numerous canneries which dot the Inland Empire, supplying the nation—and the world—with fruits and vegetables, KHQ is a good neighbor to the Inland Empire. Nearly 600 cities and towns having Spokane as their logical trading center look to KHQ for a completely well-rounded service. KHQ is the only single medium completely covering the Inland Empire.

KHQ—Spokane, Washington
5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.
Policy Against Radio Time Chiseling Is Laid Down in Regulation by OWI

TO PROTECT stations against demands for free time for government messages from industries paying for advertising similar messages in other media, the OWI Domestic Radio Bureau last week laid down a new policy in connection with a coming campaign to recruit workers for food processing plants.

In a memorandum to OWI regional station relations offices, John D. Hymes, deputy chief of the Bureau, directed that stations be requested to give free time for the recruiting spots only when the food processor in the locality has no advertising appropriation available for any media.

Commenting on the new policy, Mr. Hymes said: "We want the radio stations to know that we are looking out for their interests as well as ours in laying our obligations to the war effort at all times."

In his memorandum on the food processing recruiting campaign, which was sent to OWI regional chiefs and consultants, Mr. Hymes pointed out that "The OWI Domestic Radio Bureau has no intention of being obstructionists in this effort and wishes to assist the food processors in any way possible on these campaigns, but I think it was about time that such an educational job as this on the status of the radio industry was given."

"Please advise the stations in your region of the new regulations and policies of food processing. I know they will appreciate the OWI NAB District Meeting Praises OWI Activities

AT A ONE-DAY meeting of broadcasters of the 16th NAB district (Northern California, Nevada, and Hawaii) held in San Francisco on March 29, several industry matters were discussed and activities of the regional OWI offices and the regional director were favorable comment. Charles A. Dostal, vice-president of Westinghouse, presented the motion picture, "On the Air." Those attending were: C. L. McCarthy, KQW San Jose; Glen Stillway, KGK San Francisco; Henry Morse, KOL; Jerry Ackers, KSAN San Francisco; Wilt Gunzenhauser, KOA Sacramento; Edward J., Jansen, KSFQ San Francisco; George Ross, KWQ Stockton; Keith Collins, KMJ Fresno.

Jack Schacht, KFBR Sacramento; Howard Walters, KDON Montebello; David Hall, WLW Cincinnati; F. Welling, KQA San Francisco; Bob Stoddard, KOH Reno; Ralph Brunton, KQW San Jose; Paul Bartlett, KFRE Fresno; Ed Frank, KJFX and KFBC San Francisco; William Miller, KRON San Francisco; Bob Brennan, WOR New York; William Dunn, Associated Broadcasters; and Arthur Westlund, KRE Berkeley.

Political Ads Held Not Tax Deductible

Revenue Decision Disclosed In a Letter by Rep. Knutson

DISCLOSURE that the Bureau of Internal Revenue has ruled that political advertisements by corporations will not be allowed as a business expense was made last week by Rep. Harold Knutson (R-Minn.), ranking minority member of the House Appropriations Committee.

Mr. Knutson announced he has written Chairman Sumners (D-Tex.), of the House Judiciary Committee, asking that the whole matter be taken up with the Department of Justice to ascertain whether violation of the Corrupt Practices Act, or Hatch Act, or both, would be involved in connection with corporations carrying on "political activities through the use of advertising expenditures." He cited one specific case, but did not divulge the name of the advertiser.

He informed Mr. Sumners that the Internal Revenue Bureau had advised the Joint Committee on Internal Revenue in 1941 that its district office had been instructed to disallow the cost of the advertising in question "if claimed as a business expense on the tax return of the corporation involved."

The advertising, Mr. Knutson said, had to do with legislation then pending before Congress. Although the name of the advertiser was not divulged, files of Washington newspapers indicated that several companies have carried advertising that might be viewed as "political." Among them are International Latex Corp., which has run institutional copy, consisting largely of reprints of the writings of well-known columnists, and McGraw-Hill Publications, which ran an ad on tax legislation before Congress titled "Our Plan. Tax System Will Kill Post-War Jobs."

Mr. Knutson wrote Chairman Sumners that "If this practice is legal . . . there is nothing to prevent corporations of great resources from spending millions of dollars with radio networks, newspapers and magazines in the same manner as 'political.' Among these, and I am sure members of your committee and all other members of Congress are in agreement to this."

Lockheed Cancels

LOCKHEED AIRCRAFT Corp., Burbank, Calif., will broadcast a 30-minute half-hour program on the America—Ceiling Unlimited series of 51 CBS stations, Sun., 2-2:30 p.m., with more than 150 broadcast stations from Britain have been presented with a favor of hours through this all-day transmission. American soldiers overseas from that area have been presented, and broadcasted co-production, ABC and American wartime living and on-the-spot war analyses have made on the programs.

TOWERING 915 FEET, this new Truscon vertical radiator antenna goes into operation in as a favor for WKY Oklahoma City. Construction began Dec. 7, 1943, and the last piece of steel was hoisted into place March 27. One of the two tallest antennas in the country (WNAK Yankton, S. D., is 915 feet high), the WKY antenna weighs 193 tons and rests on a concrete block 4 1/4 x 6 1/4 feet, sunk 13 1/2 feet in the ground. The antenna is insulated to the half-way mark and is especially designed to carry a 90-foot FM antenna on top of the precipice. Smaller directional antennas, one of a pair to be used when WKY moves its transmitter plant to the new site, is 258 feet tall.

WLW-BBC Tieup

EASTER SUNDAY marked the first anniversary of the establishment of the BBC-WLW wartime broadcasts. At 3 p.m. three American soldiers stationed in England joined top executives of the BBC and the Cincinnati station in a broadcast during which the soldiers talked of their families and listeners back home. In addition, an Easter sermon by a pastor in London was presented on WLW at 9:30 a.m. During the past year more than 150 broadcasts from Britain have been presented.

American soldiers overseas from that area have been presented, and broadcasted co-production, ABC and American wartime living and on-the-spot war analyses have made on the programs.

Fairchild Resumes

FAIRCHILD CAMERA and Instrument Corp. of New York (formerly known as the Fairchild Aviation Corp.) has resumed its production of film recording equipment. The sound recording equipment is being imported by Mr. Hymes and Mr. McCarthy.

American soldiers overseas from that area have been presented, and broadcasted co-production, ABC and American wartime living and on-the-spot war analyses have made on the programs.
"Omnes Gallia est divisa in tres partes."

Likewise our

METROPOLITAN MARKET!

MUTUAL NETWORK

"All Gaul is divided in three parts" - Caesar

THE TRI-STATE AREA


YET IT IS UNITED BY THE VOICE OF THE RICH TRI-STATE AREA

WCMI

"WHERE COAL MEETS IRON"

L. D. Newman, Mgr.

POPULATION

<table>
<thead>
<tr>
<th>Metropolitan</th>
<th>131,650</th>
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<tr>
<td>Rural</td>
<td>94,018</td>
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<tr>
<td>Total</td>
<td>225,668</td>
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</tbody>
</table>

Based on 1940 census (tendency to increase)

HERE'S A SUCCESS STORY:

"Gallagher Drug Stores, in Ashland, Huntington and Ironton have just signed for sponsorship of Cedric Foster for the third consecutive year."

WCMI can sell for you, too. Try it and prove it. Requests for rates and availabilities will be promptly analyzed and answered.

"THE VOICE OF THE TRI-STATE"

ALL FOUR STATIONS OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN.

HEADQUARTERS

RADIO BLOCK
ASHLAND, KY.

HUNTINGTON STUDIOS

RADIO CENTER
HUNTINGTON, W. VA.

WLAP
LEXINGTON, KY.
MUTUAL

KFDA
AMARILLO, TEXAS
BLUE-MUTUAL

WBIR
KNOXVILLE, TENN.
BLUE-MUTUAL

BROADCASTING • Broadcast Advertising

April 10, 1944 • Page 17
Town Hall’ Debates Speech Control

Wheeler Charges Nets Would Control ‘Free Speech’ on Air

WINCHELL - DIES controversy was implicit though never specifically mentioned in the prepared portion of last Thursday’s Town Meeting of the Air on the Blue, as two Government officials and two network representatives discussed “freedom of speech on the air.” Main disagreement concerned the proper source of control or check of radio.

Senator Burton K. Wheeler (D-Mont.), co-author of the Wheeler-White Bill, declared that radio must be controlled by “the law of fairness and equality of treatment of all—with special privileges for none.” The listening public will regulate radio in an American way, he said, by mechanical movement of turning off the dial” when displeased, according to Senator Chan Gurney (D-S.D.), a member of the Interstate Commerce Committee.

Radio Takes Initiative

Gilbert Seldes, CBS director of television, using his network’s news policy as an example, showed how radio itself can take the initiative in assuring the public impartiality. Referring to the recent controversy between NBC’s news policy and that of the Texan’s, he pointed out that in the analysis the audience determines whether radio is fair and if the listening public doesn’t like a program, the people will “regulate radio in the American way” by turning off the dial.

Sen. Gurney pointed out that radio differs from newspapers in that voice infection plays an important role. He warned against the nation becoming alarmed “because we see some rabble-rouser gain temporary influence by the use of this new medium of communication.” He explained that broadcasters themselves first enunciated the principle that “controversial public issues must be handled fairly” because they recognized their responsibility to the public.

Sen. Wheeler contended that the American listeners want news, as a means of information and should be permitted to draw their own conclusions. “By far the greatest number of stations and networks are now presenting the news with fairness and accuracy,” he asserted, “determined that the news shall not be selected for the purpose of establishing an editorial position.”

Sen. Gurney warned against legislation that would restrict freedom of speech or, as he put it, “fairness of speech,” whether by law or “managerial edict.” Problems which arise daily can be solved, he contended, by broadcasters and the listening public through voluntary action.

“We must place squarely on the whole industry—the broadcast owners, the advertisers, the network managers, the programmen— the full responsibility for its own conduct, and I say what we must give broadcasting is freedom from fear, for I hate to see regulations issued or laws enacted, aimed at a very small minority,” said Sen. Gurney. “A little regulation of this sort is a dangerous thing, because it only invites further regulation in the future, leading to complete control and the elimination of freedom of speech in radio.”

Ad Lib Replies

“We must be very careful in our decisions affecting this highly important industry, because a wrong decision now may mean that we will not long have American radio as we know it, which is, after all, the only fair and free radio now in existence in the world.”

Referring to the recent hearings before the Senate Interstate Commerce Committee, of which he is chairman, Sen. Wheeler charged that the broadcasting companies wanted not free speech, but control exercised by them and them alone. They would become dictators of opinion—of what is good and what is bad for the American public, he stated. Control by law and not government ownership is the answer, he said, since the latter would lead to favoring the administration in power.

FCC review of the administration of wavelengths and frequencies is in no way an abridgment of freedom of speech, he continued, but a protection against abuse of that freedom by the broadcaster, who is fully protected through his power to appeal to the courts.

“Freedom is the reasonable negation of license,” he declared, stating that when one side of a public controversy is aired, it’s up to Congress to determine that all sides are aired equally over identical facilities. In his opinion, “...radio commentators who use discussion of news to conduct personal agitation should be deprived of the air as news commentators.”

In conclusion he affirmed his continued opposition as a member of the Senate to permitting stations to air one side of question and deny time to the other side; to broadcast direct or indirect personal attacks without giving the victim a chance to reply. This practice, he said would be “the most un-American thing that could possibly happen. If you permit it then you could very easily draw this country into a Fascist dictatorship....

Fairness Urged

Sen. Gurney declared there is not enough time for advertisers to convince each individual to express his own idea and he called upon the country to be practical. “Instead of talking about freedom of speech,” he said, “let’s talk about fairness, first by the actual operators of radio stations, fairness of the listening public and fairness of the business world that uses radio as a medium of advertising.

“It is my sincere judgment that radio, with so few exceptions, has handled programs in a mighty fair, clean way.” He pointed out that in the final analysis the audience determines whether radio is fair and if the listening public doesn’t like a program, the people will “regulate radio in the American way” by turning off the dial.”

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THE climate of certain areas of Colorado is especially adapted to the raising of vegetables and fruits suitable for canning purposes. The state, therefore, ranks high in the canning of green and wax beans, beets, tomatoes, cherries, ketchup, and kraut.

One Colorado firm alone was recently awarded a contract by the army for 3,000,000 pounds of apricot jam, probably the largest single jam order ever given. The contract, involving $500,000.00, will use Colorado grown apricots and 1,000,000 pounds of Colorado beet sugar.

Colorado's canning industry, as well as its mining, manufacturing, agriculture, and livestock raising activities, were well established, substantial industries long before the war. Geared into the war production machine, they are employing more people, producing more products, and making the Denver region the best marketing area in its history.

Denver Delivers MEAT

Denver is the fifth largest livestock market in the nation. More sheep are handled here annually than in any other city. In peacetime days, mining worked was Denver's largest industry. Last year was the biggest year in Denver stockyards history.

Denver Delivers STEEL, MACHINES, and MINERALS

Denver's iron and steel companies have built fighting ships for the navy, landing barges for the army, tank-recovery trailers. Heavy duty high-speed machine tools, precision instruments, leather goods, uniforms and work clothing are just a few of Denver's wartime products. Molybdenum, vanadium, tungsten and coal are just a few of the war-essential minerals pouring from Colorado's mines.

Denver Delivers SALES

The inevitable result of production on every front in Colorado is continued brisk activity in the retail establishments of the area which satisfy the multitude of human needs. Retail business in Colorado in January was 11% better than a year ago compared to the national January increase of 8%.
30 More Headliners Join

KENNY BAKER & His Orchestra
JOHNNY LONG & The Casa Loma Orch.
GLEN GRAY & His Orchestra
DOROTHY KIRSTEN & His Orchestra
JIMMY DORSEY & His Orchestra

MITCH AYRES & His Orchestra
THE ANDREWS SISTERS
DAVID ROSE'S Orchestra
CHARLIE SPIVAK & His Orchestra
LARRY ADLER With John Kirby Orch.

HARRY HORLICK & His Orchestra
JOSEF MARAIS & His Boys
LAWRENCE WELK & His Orchestra
RALPH GINSBURGH & His Orchestra
LIONEL HAMPTON & His Orchestra

AVAILABLE IN THE
WORLD PROGRAM SERVICE
ON WIDE RANGE VERTICAL CUT RECORDINGS
World's Brightest Stars

THE COLLING BAND
Joe Colling, Director

WOODY HERMAN
& His Orchestra

DICK KUHN
& His Orchestra

DOROTHY LAMOUR & His Afro-Cubans

MACHITO

DUKE ELLINGTON
His Famous Orchestra

SONG SPINNERS
Margaret Johnson, Director

DICK HAYMES
& His Orchestra

CHARLIE BARNET
& His Orchestra

PHIL HANNA

CARMEN CAVALLO
Solo Solos with Rhythm Acc.

JERRY WALD
& His Orchestra

HARRY SOSNIK
& His Orchestra

RICHARD HUEY
& The Sundown Singers

JOHNNY MESSNER
& His Orchestra

Transcription Headquarters
WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
Higher Frequencies a Barrier To Video, Goldsmith Asserts

Television to Be of Pre-War Type, He Predicts; Color Stereoptican Home Service Foreseen

TELEVISION standards in the early post-war period will probably be much like the pre-war standards, but with channels provided for experimentation that may eventually produce stereoscopic full-color television pictures in the home, Dr. Alfred N. Goldsmith, consulting radio engineer and vice-chairman of the Radio Technical Planning Board, told the Radio Executives Club of New York last Thursday.

In an address based largely on answers to questions submitted in advance by the club's members, Dr. Goldsmith pointed out that the frequencies which the FCC has assigned to television lie in the general range between 50 and 200 m. "It has been suggested," he said, "that television might go to higher frequencies. But grave problems would then at once face this young and promising field of television broadcasting, and these problems might well take years to solve."

Equipment Revised

"For example, transmitting tubes giving high power output in the new range of frequencies are not available and will require considerable time for their development. The circuits, antennas and operating methods will similarly need thought and time. Furthermore, these very high frequency waves bounce around among city buildings and produce what are termed multipath echoes. The effect on the sound portion of the program is to blur or distort it somewhat."

"The effect of such echoes on the picture part of the program is to show not only one picture but a number of side-by-side pictures—an obviously disagreeable or unacceptable effect. The added 'ghost' pictures may be fixed or movable, single or multiple, sharp or blurred, and so on. In any case, before using higher frequencies we prefer to wait until we know how to exercise these unwelcome television ghosts."

"But that will require considerable time for research work by the engineers and such research work cannot be done on any considerable scale until after victory. Accordingly, if we go to these high frequencies for television, we may face locked factory doors and inactivity at the television broadcasting stations. This is utterly unacceptable, since America must offer the returning service men wide opportunities for employment such as can come by the rapid commercialization of new and existing fields."

"It is therefore probable that television standards in the early post-war period will closely resemble the pre-war standards. There will, however, likely be additional bands or channels for 'blue-sky' experimentation devoted to the improvement of the art and resulting gradual changes in commercial practice within the next decade."

Advances Made

Stating that any major relaxation of governmental restrictions is unlikely until after the invasion of Europe is well advanced, with full-swing operation in the television manufacturing field not apt to come until six or 12 months after victory, Dr. Goldsmith pointed out that improved circuits and camera and picture tubes are being developed for war purposes and that many engineers and service men are getting training that will be of value to them in commercial television. All this, he said, should result in cost reductions in television equipment after the war.

Regarding network television, Dr. Goldsmith outlined the recently announced plans of AT&T for a national network of coaxial cable and radio relays that will be available for television program transmission and cited the present New York-Philadelphia-Schenectady hook-up as a "small-scale fore-shadowing of great nation-wide television networks of the future."

Two types of equipment for projecting television pictures on wide-angle theatre-size screens have already been demonstrated, he said, with other types under study or development. He added that televised programs, particularly headline sports events, had been well received by theatre audiences.

Color Later

Asked about electronic color television, he replied that it was under development before the war and will "doubtless be effectively accomplished in the years following the war," although the problems still to be solved are "numerous and substantial." Citing the success of the movies with black-and-white pictures, Dr. Goldsmith said it seems probable that television will start on a similar available and economic basis, without either adopting mechanical color television or holding up all operations for the ultimate perfection of electronic color.

There is no real basis from the public viewpoint for any conflict between FM and television, Dr. Goldsmith declared. FM adds improved quality to the same radio programs which we have enjoyed for years, he said, but television is a new development, bringing sight to the present "blind" audience.
Why AMPEREX
WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES

A significant "Amperextra" in the manufacture of our tubes is the specially-created life testing procedure. In this phase of operation, samples of production are regularly being tested to provide a precise check on tube quality and tube endurance. Examinations must prove that each tube is built with more than normal life expectancy, otherwise we will reject it. Thus, you are assured a bonus of many hours of additional service . . . in all applications . . . broadcasting, industrial, electro-medical and military.

Good to the last drop on the battlefield . . . donate a pint of blood to the Red Cross

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET BROOKLYN 1, N. Y.
Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners... and the listeners have the money to spend for the things they want.

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

WAR INFORMATION campaigns to promote Car Sharing and use of V-Mail forms and to recruit Women War Workers are given renewed emphasis on the OWI Domestic Radio Bureau packet for the week beginning May 1. War Bond and Fight Waste messages are continued from the previous week.

Underlining importance of conserving gasoline and rubber, transcribed station announcements on Car Sharing will urge greater compliance with group riding regulations. Tremendous savings in fuel and rubber, vitally needed for military operations, are stressed in the appeals. It is pointed out that despite the spectacular progress in synthetic production we still face a critical shortage of tires for civilians and that strict conservation is essential.

The increasing number of troops now overseas necessitates public reminders that space requirements for ordinary mail is taxing needed cargo facilities and that V-Mail should be used wherever possible. The theme that "no V-Mail letter has ever been lost" is accentuated in the appeals.

Network messages on Women War Workers are designed to persuade millions of non-working women to take jobs in war production plants, essential civilian services, or in the women's branches of the armed services. Appeals will stress personal advantages as well as patriotic contribution to the war.

Networking possibilities for Car Sharing spots include service stations, tire recapping shops, supermarkets and other enterprises promoting group shopping. Prospects for V-Mail announcements are stationery, drug and department stores.

Messages on the Hold Prices Down and Victory Gardens campaigns, scheduled on the National Spot Allocation plan, complete the packet for the week.

Greyhound on Coast
PACIFIC Greyhound Bus Lines, San Francisco, on April 21 will sponsor a weekly five-minute program, Short Stories with Howard Culber, on 7 CBS Pacific stations (KQW KARM KROY KGDM KOIN KFFY KNX), Friday, 9:55-10 p.m. (PWT), with transcribed repeat on KOIN, 10:20-10:25 p.m. (PWT). Contract is for 52 weeks. Firm also sponsors the weekly quarter-hour Romance of the Highways on 36 Don Lee Pacific stations having started its ninth year on Feb. 21. Agency is Beaumont & Homan Adv., San Francisco.

Reiner Returns
MANNY REINER of the Office of War Information's overseas branch has arrived in New York from Reykjavik, Iceland, where he was stationed for 14 months as director of Radio Reykjavik. He is now awaiting further assignment. Mr. Reiner was formerly advertising and publicity head for Paramount Picture's short subjects department in New York.
YOU MAY BE ABLE TO "GO" 75 ROUNDS*

BUT—YOU CAN'T K.O. WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

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

Here are the figures for 7 to 10 P.M., Sunday through Saturday:

<table>
<thead>
<tr>
<th>Time</th>
<th>WKZO</th>
<th>7 OTHERS</th>
<th>MISC.</th>
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<tr>
<td>7:00 P.M. to 8:00 P.M.</td>
<td>53.7%</td>
<td>44.9%</td>
<td>1.4%</td>
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<tr>
<td>8:00 P.M. to 9:00 P.M.</td>
<td>54.4%</td>
<td>44.3%</td>
<td>1.3%</td>
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<tr>
<td>9:00 P.M. to 10:00 P.M.</td>
<td>49.9%</td>
<td>48.4%</td>
<td>1.7%</td>
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Maybe you don't really need to reach Western Michigan—and certainly the coverage you do get from any good Chicago or Detroit station is amply worth the costs. But please don't kid yourself that you can cover the Western Michigan market with any outside station. If you seriously want to reach the big Western Michigan area, we'd like to send you the true, completely debunked facts about the situation. Incidentally, we believe you'll also be interested in the WKZO telephone-call service, and its proof of our very high coverage in Grand Rapids.

* John L. Sullivan "went" 75 rounds (bare knuckles!) with Jake Kilrane on July 8, 1889.

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

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Reserve your place NOW in the coming great new industry... **TELEVISION**

**USE THE G-E EQUIPMENT RESERVATION PLAN TO ESTABLISH YOUR POST-WAR PRIORITY**

**Television** has become a fast-moving practical reality. In five major areas—Schenectady-Albany-Troy, New York City, Philadelphia, Chicago and Los Angeles—live talent and film programs are being telecast regularly by established television stations that have been in operation for a number of years.

Advertisers and agencies are now working with many types of programs, and testing commercial techniques and advertising methods that add "visual demonstration" to the present "audio salesmanship" of conventional broadcasting. These experiments are making television history! A successful television relay system already links Schenectady and New York; New York and Philadelphia—forecasting a practical *nation-wide* system of commercial television service.

At Schenectady, in the world's most powerful and best equipped television station, WRGB, General Electric has built the *complete* television system—from transmitter to receiver—antenna to television relay—right down to the air-conditioning and studio equipment... ready for your inspection, demonstration and study.

**THE G-E TELEVISION EQUIPMENT RESERVATION PLAN**

and the brochure, "Television Broadcasting Post-war"

We have mailed these two G-E publications to our list of prospective television broadcasters. The Equipment Reservation Plan will enable you to establish a post-war priority on television equipment. It will enable us to plan definitely for large-scale post-war production—thereby giving you the fastest possible post-war delivery.

If you are interested in entering television broadcasting and have not received these G-E publications, we shall be glad to send them to you. Address Electronics Department, General Electric, Schenectady, New York.

General Electric can supply the **COMPLETE** television broadcast system
COME TO SCHENECTADY... AND SEE THE WORLD'S MOST
POWERFUL AND BEST-EQUIPPED TELEVISION STATION

WRGB, General Electric's workshop television station in Schenectady, exists solely as a proving-ground for equipment and programs. Here, G.E. has gained vast experience in the perfection of the complete television system. Here, G.E. has established the technical standards for each specific equipment by actual performance. Here, G.E. has gathered a huge backlog of programming knowledge from over 500 shows telecast over WRGB.

All of this research, equipment, and "know how," covering over twenty years of television experience, is at the service of prospective television broadcasters.

We do not pretend to be able to solve all the problems of programming. That is a job which the entertainment business and the news business can do — and we are confident they will do it.

We do not pretend to know all about how to make television an effective, economical advertising medium. That is a job which advertisers and advertising agencies can do — and we are confident they will do it.

We do not pretend to know all the answers involved in the business of operating television stations, tying them together as networks, and making them pay. That is a job for those whose business is broadcasting — and we are sure that they can and will do that job.

STATION AND STUDIO EQUIPMENT  •  TRANSMITTERS  •  ANTENNAS  •  ELECTRONIC TUBES  •  RECEIVERS

GENERAL ELECTRIC  FM • TELEVISION • AM

See G.E. for all three!
Cooper Named to Assist Communications Study

LT. EDWARD COOPER, attached to the office of the Director of Naval Communications, on April 1 was ordered to temporary inactive duty at the request of the Senate Inter-state Commerce Committee to assist it in its investigation of the proposed international communications merger. Mr. Cooper, before having been called to active duty in the Navy on Oct. 1, 1942, was identified with the committee as chief of its staff handling the domestic telegraph merger, which resulted in the consolidation of Western Union and Postal.

The assignment is for an indefinite period. The Senate recently passed a resolution providing for an investigation looking toward an international merger of common carriers in external communications and has appropriated an initial $5,000 to undertake the study.

Old Ben Coal Sponsors

OLD BEN COAL Corp., Chicago (Green-Marked coal), has started sponsorship of five-weekly quarter-hour programs in a midwestern market. A series of news broadcasts, beginning March 13, are being broadcast on KFEQ, KLCN, WNAV. Starting April 3, Dr. Preston Bradley will be sponsored by Old Ben Coal on the following stations: WLS, WHO, ROIL, KFAB, KYSM KATE KROC. Contracts are for 26 weeks. Agency is J. R. Hamilton Adv. Agency, Chicago. Mr. A. L. Gale is account executive.

Dayton Returning to EWT April 30

THE OLD time-change bugaboo will afflict Dayton's two stations, WHIO and WING, right in the program schedule April 30 when Ohio city returns to Eastern Standard Time, after operating a year on Standard time.

Dayton City Commissioners decided a year ago, in putting the city back on Standard Time along with the State of Ohio, that from thence forward there'd be no more changes. Standard time was to be the universal clock for Dayton. Program schedules were juggled around and officials of both stations settled down to normal routine.

Now they face the previous semi-annual headaches because Dayton's city fathers have voted to go on War Time from April 30 to October and revert to Standard time in the fall.

Food for Victory!

The rapidly growing livestock industry down in KWHK-Tex is helping in the job of keeping our armies the best fed in the world... is playing an important part in the race to outproduce our enemies and speed Victory. This thriving industry will help you, too—in selling ... in building sales for the future.

Washington Office Is Opened by KIRO

News Bureau to Give Special Coverage for Northwest Area

KIRO SEATTLE has opened a Washington news bureau in the National Press Bldg., the third such bureau to be established in the nation's capital so far this year. Other West Coast broadcasters are understood to be planning similar ventures.

Under management of Rudolph Block, veteran West Coast newspaperman and former Coast public relations man for Broadcast Music Inc., the KIRO Washington bureau provides special coverage for three newscasts weekly called Washington Reporter (6:30 p.m. PWT Mondays, Wednesdays, Fridays, with repeat broadcasts at 10:50 p.m.). Plans contemplate expansion to a daily Washington newscast, Mr. Block said.

For the time being copy is along feature lines and is being airmailed. Similar to setups of the Yankee News Bureau and the West Virginia Network Washington bureau (BROADCASTING, March 6, 20), the KIRO Washington bureau will augment wire coverage of the AP and INS, now used by the station, with news of particular interest to the station's territory, Mr. Block explained. "Keeping the Pacific Northwest better informed is our slogan," he added.

Coverage of Congress

For several months Saul Haas, Vice-president of Queen City Broadcasting Co., licensee of KIRO, has studied the radio news field with a view to expanding the station's coverage. By establishing a Washington bureau, KIRO will be in position to give its listeners human interest stories about Washington's Senators and Representatives and residents of that state now in the Nation's Capital, it was brought out.

Mr. Block has spent his adult life in the news field, having been affiliated with several West Coast newspapers. At one time he was city editor of the Seattle Times and later was radio editor of the Los Angeles Examiner, writing under the by-line Ray de O'Far. His late father wrote a travel column for Hearst newspapers under the by-line Bruno Lesina and at one time was comic editor of the Hearst newspapers.

Putnam Wire Recordings

CAPT. HENRY C. PUTNAM, former commercial manager of KGMB Honolulu, now attached to the Office of the Assistant Chief of Staff for Military Intelligence, is reported as the first to use the Army's wire recorder in the Central Pacific area. He recorded the first program from the soil of Japan's pre-war empire now in the hands of the Allies. KGMB fed 15 minutes of the broadcast to MBS and received a "4" rating by RCA for the transpacific transmission.
gee, lamp da boids and da flowers...

Once again Spring comes to romantic Brooklyn and "dem beautiful bums,' the Dodgers, begin their perennial struggle against the umpirical demons of the National League.

For the third consecutive year Old Gold and WHN will bring Dodger fans the blow-by-blow (!) account of the games. The "Verce" of Brooklyn, Red Barber, will, of course, be at the mike.

Again, in 1944, New York's largest sports audience is at 1050.
APRIL FOOL just "ain't what it used to be," sadly lamented Norman MacKay, commercial manager of WQAM Miami. What started out as an April Fool's Day gag bounced back as an expensive gesture, to say nothing of shattered hopes and headaches.

On April 1 Mr. MacKay sent the following letter to 150 clients and timebuyers:

"Here it is, winter almost over, and you haven't had a chance to get down to Miami. We know that time and transportation problems are hard to overcome, but we feel that you need a little of that old Florida sunshine and we're going to do something about it.

"Under separate cover we are sending you a roundtrip ticket to Miami, with a compartment reservation and a two weeks' due-bill on the Roney Plaza Hotel here. Will arrange for your Pullman space going home after you arrive. Be on the lookout for the above and we hope you absorb a lot of vitamins from the trip."

With the railroads dispatching antiquated coaches to Florida to rescue marooned vacationists and with hotel reservations at a premium, coupled with that date of April 1, Mr. MacKay and his cohorts chuckled. Suppose there is a war; radio folk haven't lost their sense of humor, reasoned the WQAM executives. Besides they were following up the gag letter with a crate of citrus fruit for each victim.

Came the dawn and with it acceptances from many quarters. One advertising manager telephoned his thanks. Another wired he was leaving immediately with his wife and daughter. Others prepared to take two weeks from business to enjoy those vitamins. What to do? The following MacKay telegram went out to the list receiving letters:

"Please check date of our letter. Look for vitamins but no tickets."

"We have received so many acceptances of our magnanimous invitation that we can't tell who's kidding whom," said Mr. MacKay. "We thought there was enough national publicity regarding train travel to Miami and hotel accommodations to plainly identify our April 1 letter as an April Fools gag preceding a gift of some sort."

"What has happened to the spirit of April Fool?"

WPIC Expansion
WPIC Sharon, Pa., broke ground last week for a new studio and office building. When completed, the quarters will quadruple the station's present floor space, allowing for increased capacity to carry on WPIC's regular activities and provide housing facilities for the FM station which WPIC has sought.

On April 10, Paul A. Katz, manager, and his wife and daughter, to whom, "Please check date of our letter. Look for vitamins but no tickets."

"We have received so many acceptances of our magnanimous invitation that we can't tell who's kidding whom," said Mr. MacKay. "We thought there was enough national publicity regarding train travel to Miami and hotel accommodations to plainly identify our April 1 letter as an April Fools gag preceding a gift of some sort."

"What has happened to the spirit of April Fool?"
In the radio business 21 years is old. WOW celebrated its twenty-first birthday on April 2. For 21 years it has been the leading radio station in its territory. For 18 years it has been a basic NBC station. It has a practically ideal wave-length and adequate power.

It would be easy for WOW to rest on its laurels and coast, becoming merely a network relay station. But the management of WOW, old in the radio business, is young, vigorous and aggressive. Johnny Gillin and his executive staff—Harry Burke, Sales Manager; Lyle De Moss, Program Director; Bill Wiseman, Promotion Manager—are working harder than ever to maintain WOW’s leadership in this territory, to keep it a station with a strong local identity, and to deliver to advertisers the biggest dollar’s worth of advertising obtainable from any medium anywhere.
JUVENILE delinquency is being combated effectively by a group of Grand Rapids, Michigan, business men, who laid the groundwork for The Children's Bible Hour, broadcast for the first time on November 7, 1942, over WLAB Grand Rapids. Listener response necessitated expansion to WKBM Muskegon, stations of the Wolverine Network, and WJJD Chicago. After 17 months of broadcasting, the nonprofit corporation, The Children's Bible Hour, is carried by 100 affiliate stations of Associated Broadcasting Corp., coast-to-coast coverage, and short-wave internationally. A Saturday morning variety show, program features a children participating audience.

Students on WBNX
STUDENTS of local high schools in the Bronx participate in a series of six quarter-hour discussions on WBNX New York, on The World We Want to Live In.

W GAR-BBOE Forum
BUILT around discussion by local high school students, W GAR Cleveland, in conjunction with WBOE, Board of Education station, has begun a new weekly Monday night series entitled Junior Town Meeting. Subjects are chosen from a list of timely questions prepared jointly by Dr. William Leveson, head of WBOE, and the Board's social studies department and sent to all high schools in the city. Each is given the opportunity to choose four students to debate the subject selected. Forty students from other schools make up the studio audience and participate in the discussions.

Library Tease
IN AN EFFORT to match the popular appeal of "children's soap operas" and "dramatized comic strips" on the networks, WNYC, New York's municipal station, last week joined forces with the New York Public Library System to begin a weekly half-hour children's program Storybook Preview. Taking the latest children's books, WNYC presents dramatizations which build up to the climax of the story, but fail to show the ending. Child is supposed to go to his nearest library and read the book to find out how it turns out. Each book will be featured prominently on the children's shelves of the branch libraries the week following the broadcast.

Youth on WAA T
WAAT NEWARK has started a series of six programs in which the station conducts a radio tour of young people's clubs in the Newark area. Titled Calling Newark Youth, the program is presented in cooperation with the Newark Youth Council. Boys and girls are interviewed at their various clubs while engaged in recreational activities. They are new weekly Story Time program started by WAA T, children act out most of the paper playlet. The juvenile roles are handled by the announcer and a woman acts as narrator.

Farm Help
TO ENLIST the services of high school boys and girls, men and women for the holiday service brigades, the Canadian Broadcasting Corp. farm broadcasts department has started a weekly quarter-hour dramaticated Youth Wanted program in conjunction with the Ontario government's effort to obtain 100,000 volunteers to help harvest the crops. The programs will feature the slogan "We Can't Win If We Don't Eat—For Peace Stake, Pitch In," and will tell non-farmers how they can help harvest the crops.

Children's Stories
NEW SERIES of quarter-hour educational programs designed for children of elementary school age is being presented by WSIX Nashville each Wednesday with the cooperation of the Middle Tennessee Radio Council and the Junior League of Nashville. Given by pupils from Nashville city schools the series is based on incidents from a popular children's book. Local book stores are providing book marks with schedules of programs and stories.

WELI Series
JUVENILE DELINQUENCY is combated in New Haven with public service program on WEI titled Forums based on the local juvenile problems, dramatized and discussed by high school students who are in charge of the program. Official bulletins of the New Haven high schools publicize the weekly half-hour series inaugurated by Dewey H. Long, WELI manager.

Bulletin Board
REQUESTS for suggestions on their new show U.S.O. Bulletin Board, Fri. 7:45-8, are being made by WINX Washington. Planned in conjunction with the United Service Organizations and various cooperating agencies, Bulletin Board, will preview dances, parties, shows, religious activities, and keep service men and women posted as to what Washington is offering them in the way of weekend entertainment.

Local Forum
LOCAL ISSUES have won over national issues in popularity and appeal on the Town Hall forum program now heard weekly over WMGB Peoria, Ill. Moderator Fred Lee chooses four conferees for each program. Special committee offers question suggestions to be debated.

On Personality
PHYLLIS DEXTER, personal counselor for the past 20 years, has begun a new series on KMox St. Louis titled Phyllis Dexter Discusses Your Personality.
FROM: All of us.
TO: The 25 boys and girls from WBIG serving in the armed forces.
SUBJECT: Annual report and forecast.

Dear Boys and Girls:

It's a pleasure to let you know that everything's booming back at WBIG with more big sponsored programs than ever before crowding the runsheet. We're all but sold out of time and the orders are still coming in.

No need to tell you that there's not enough money in the world to make us sacrifice the WBIG reputation for community service. We're still plugging all worthwhile local institutions. We're trying to do a good deal more than our bit to get those War Bonds sold, that blood in the Plasma Bank, and the war won as soon as possible.

We are not worrying about you for you've got the stuff it takes.

Of course, we don't know when the war will end and we can expect you home. But we do know that when the great day comes, your job will be waiting for you here. We may be broadcasting AM or FM, Fascimile or Television, or all of them and we'll need you. There may be new studios, new equipment, a new technique; fact is, everything may be new with one exception, we'll have your good familiar faces back at the good familiar places......

God speed you, one and all.

The folks back home at WBIG in Greensboro, N. C. P. S. Columbia is "tops" as when you left us. Great programs and all the news, and listeners just as loyal, and lots of new ones......
Since 1846 this KEY HIGHWAY BETHLEHEM YARD has repaired and reconditioned the world's ships.

In this yard Simon Lake built his first successful submarine. Here, during the present war, damaged ships from every allied or neutral country are being repaired and reconditioned in record time.

And here, in times of peaceful commerce, merchant ships that ply between Baltimore's great port and the markets of the world, come in a steady stream for repairs and conditioning.
It's only natural for a great port to be a great shipyard center. The ship building and repairing industry in Baltimore is Big Business -- employing thousands of workers in normal, peace time operations.

Since the days of the world-renowned Baltimore Clipper ships, shipbuilding has been an important Baltimore industry. As the activity of the Port of Baltimore expands, this industry keeps pace.

But Baltimore isn't dependent on any one industry—or any 10 industries—for its prosperity. There are actually more than 100 different industrial classifications in Baltimore; and this amazing diversification of industry insures steady, uninterrupted progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, wage earners and payrolls has outstripped other Eastern seaboard industrial centers.

Advertising is an investment. Invest your advertising dollars in this growing market whose Number One advertising medium is WBAL.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Auld Lang Syne

LIKE a hundred million other American radio listeners, we hope Auld Lang Syne is written to the Winchell-Dies immogrois. Mr. Winchell (with a capital “W”) wasn’t hired as a renowned authority in international or even domestic politics. Radio and a glib tongue made him. Conversely, Mr. Dies is no great shakes as a radio orator entitled to commandeer commercial time on which the public is accustomed to hearing something other than a political diatribe.

As to Mr. Winchell’s right to say what he thinks, without threat or intimidation, that’s his guaranteed Constitutional right, accorded to every citizen. There are the libel laws if he oversteps. Members of Congress have available to them the immunity of the floor of Senate and House, the free controlled distribution of the Congressional Record, press association wires and national broadcasting (when they say something worth reporting), and sustaining time.

Mr. Winchell will retain his network status not so long as he pleases his sponsor, but so long as he pleases the public. The affiliated station is the best judge of what the public wants. Based on reports from common Blue affiliates, it appears the public is fed up with Walloping Winchell vs. Dead-Eye Dies. To paraphrase a great American, it’s a “plague on both their houses”. If it doesn’t suit the public, it isn’t good radio.

Manpower Chaos

THE RADIO manpower situation again approaches chaos. Local draft boards in some areas have tossed balance and reasoning overboard. Some stations report stripping of their staffs, from manager to engineer, irrespective of hardship or the ability of stations to maintain operating schedules even through overloading of skeleton staffs. All this stems from the confusion, bitterness and rancor that appears to exist between the War Manpower Commission and Selective Service. The WMC “essential” list, despite assurances that it remains unchanged, seems to have lost its value or potency. Managers, program directors, production directors, engineers and news editors heretofore were classified as essential. Yet local draft boards are cancelling 2-A deferments all down the line.

One Manpower official reported last week that it is “difficult to convince” local draft boards that managers or news editors “are deserving of any deferment whatsoever.”

There is no effort to retain for radio the men in the 18 to 25 bracket; that is a forlorn hope anyway. But the draft boards are now throwing out replacement schedules for men over 25, which, we are told at Selective Service headquarters, wasn’t the intent at all. Whether intended or not, we know of one situation where the station manager, his entire sales department, practically the entire program staff, and more than half of the engineering department, have been called through summary withdrawal of replacement schedules. Corresponding situations are reported from widely separated areas.

Let’s appraise radio’s essential status. It is attested to by practically every agency of Government. It has won the praise of the World Health Organization, the Treasury and of industry in carrying a tremendous war burden without complaint. Radio knows there’s a war on perhaps as starkly real as any art or pursuit, because radio is a young man’s game. Approximately one-fourth of radio’s manpower—upwards of 6,000 men—is in the armed forces or in Government Radio.

Radio asks no favor beyond that which has been accorded it as a pursuit vital to the war effort. Free time for the war effort—valued at $103,000,000 in 1943—can’t be programmed without program people. War conferences and convention pickups can’t be handled without technicians and newsmen. The situation calls for prompt and precise handling. There must be a clear-cut statement of policy from qualified sources—whether WMC or Selective Service or both. If state boards, grabbing everywhere to fill quotas, refuse relief, then it is the duty of the station owner or executive to bring the condition forcibly to the attention of either the War Manpower Division or Selective Service in Washington.

Radio’s war job is too important to allow any undermining of its service to go by default without resort to highest places.

It Happened—7-0

BY UNANIMOUS vote, the FCC has postponed indefinitely its so-called “duopoly” order, but with certain conditions requiring the 50-odd dual owners to acquiesce in the intent of the rule banning multiple ownership in the same areas or in markets of obvious overlapping coverage.

The action warrants applause. It is gratifying because the Commission was unanimous—7-0. While it isn’t conceded that ownership of more than one station in a given area is iniquitous per se, it nevertheless is open to debate. Under the Commission’s action, there will be no “pilot stations at a time when only the public might be hurt. In those cases where dual operations involve housing of transmitters and studios in the same buildings, the rule is deferred upon proper showing until the freeze orders on equipment are lifted and skilled manpower is available.

Commissioner T. A. M. Craven, who has never ducked a fight, first proposed the postponement. Commissioner Norman S. Case was a ready second. Commissioner Ray C. Wakefield favored postponement. The question mark was the FCC’s neophyte—E. K. Jet. It was his first major vote. He had made an exhaustive study of it. His proposal, with modifications, prevailed and won over Chairman James Lawrence Fly, Paul A. Walker and Clifford J. Durr.

Pardonably, we refer to the editorial page of Broadcasting on Jan. 31, 1944. We said:

In disposing of the newspaper ownership order, the FCC wisely decided to consider simultaneous applications on a stand-alone basis. The same formula could be applied to dual ownership. The circumstances are not dissimilar. The “duopoly” order was not demanded by the public or in Congress. It just popped up without warning. The result is that every broadcaster affected feels he has a gun against his head.

Yes. We applaud the Commission’s action.

(Continued on page 38)
WE DO IT—
WITHOUT THE AID OF MIRRORS

NO! NO!
A THOUSAND TIMES NO!

NO MONEY MAN NEEDED TO DRAW MORE Listeners TO WMPS!

GOOD PROGRAMMING? COULD BE!

ASK FOR ONE OF OUR HANDSOMELY ENGRAVED (?) WEEKLY PROGRAM Schedules
PAPPY YOKUM? Gar-
Loudon, agriculture di-
WWL New Orleans, dis-
and of his bumper crop ,
grown on the station's
grounds. "Th' turnips'll
soil the WWL. "Pappy
but 'stead o' termites the
to our own termikes—
patch lingo fer announc-
er radio folks."

OBERG, formerly of the
Star Journal, is now a
the WCCO Minneapolis

ZEKR, WCAE announcer-
as been inducted into the

GRASY, traffic di-
LVA Lynchburg, Va., on
as married to Acting Chief
r John Gleason.

TAYLOR, WLVA Lynch-
production manager and
ver, has been accepted
with the Navy. He expects
within a month. Harvey
new member of the WLVA

JIS, formerly with WCOO
Ohio, and WCOOP Cincin-
tained the announcing staff
Cincinnati.

NARD, formerly of KTTS
Mo., Roy Osborn, former
Abilene Tex., and Pat
w to radio, have joined the
staff of WSIX Nashville.
Ferguson, former WSIX
has been inducted into
Announcer Bill de Luca
IX to resume studies in

T., former announcer of
land Lake, has been dia-
the Canadian Army and
CKWS Kingston as an-

BEY, formerly with Min-
tions, has joined the an-
of WOWO-WGL Port

SHON, for 12 years
various Ohio stations.
Saunders, formerly with
agtown, are new mem-
announcing staff of WGAR

SWIFT, announcer of
nectery, and Elizabeth
ichfield Springs, N. Y.,
ister Sunday.

ING, formerly NBC page
recently of WAGE Syr-
nouncer at WPAT.

INGWAY has joined
ne with an newscaster.
LILMAN, announcer of
it, is the father of a boy.

BROADCASTING • Broadcast Advertising
A highway connects Alaska with the states. Planes leave on schedule from Seattle daily. Steamship schedules leave several times weekly. A network of interAlaska highways is under construction. Thousands of people have migrated to Alaska to take part in the war effort—thousands are staying permanently. Hundreds of soldiers have applied for homesteads. ★ Strategic metals are being mined in no small quantity to take their place beside Alaska's gold production in value. Alaska's farmers have had very profitable seasons and are pulling themselves out of the hole in spite of their handicaps. The thousands of acres of wooded lands are beginning to be developed and have already contributed hundreds of square feet of spruce for America's airplane industries. ★ A vast network of airbases has been established and will be used in civilian aviation following the war. Alaska will then be on world air routes to the orient. ★ Alaska is engaged today in the building of a great state, one that will far surpass the most vivid imagination of most of us today. Its importance in world strategy, in commercial value has just begun to be realized. It is the fastest growing area on the American continent and one of the richest possessions of the United States. ★ Higher wages provide Alaskans with two to four times the buying power per capita as in the states. These people depend today upon their radio for their news, entertainment and contact with one another and with the world at large. Nowhere does the radio play such an important part in their daily lives as in the many Alaska communities. A test campaign will convince you of these facts. Costs are low for reaching this rich market. Write or wire for availabilities.

If you have any questions regarding Alaska, her present and expectations for the future, drop me a note and I'll send you all information that may be released. ★ I still have a few more copies of our Annual Pictorial Edition of Alaska Life left. Had a lot of requests already which we were glad to send to those requesting it. It really will give you and your clients a clear picture of the Territory today. And if your clients are progressive and interested in new business and more markets, you won't let them pass over Alaska.

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING
SEATTLE 4, WASHINGTON
WHAT 1,253,600 HOUSEWIVES CAN DO

In a Neighborly Mood
They can turn word-of-mouth advertising to your account by repeating the pleasant experiences they have had and the new uses they have found for your product. The up or down swing in the sales volume of any product sold in Northern Ohio is in their lap. They like what they know ... and like to be reminded of it. Keep reminding them of your brand name over WTAM. The COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

Michael M. Karlan, formerly media and production manager of Bonson-O'Donnell Adv., New York, has joined Wortman, Barton & Goodell, New York, in a similar capacity.

Albert G. Loomis, formerly production manager of Tracy-Locke-Dawson, New York, now merged with Geier-Cornell & Newell, has joined Sherman K. Ellis & Co., New York, as office manager.


Wareen L. Bassett, formerly executive editor of Advertising Age, has joined Maxon Inc., New York, as copy writer.

Fred Eldean, formerly assistant public relations director of General Motors Corp., has opened his own public relations office at 620 Fifth Ave., New York. One of his first clients is the National Pharmacy Committee on Public Information. No specific radio plans as yet.

Sherman K. Ellis, president of Sherman K. Ellis Co., New York, has been elected chairman of the New York Council of the American Assoc. of Advertising Agencies. Robert E. Lukis, vice-president, Pedlar, Ryan & Lukis Inc., has been elected executive chairman and H. B. LeQuatte, of H. B. LeQuatte Inc., secretary-treasurer. The following were elected to the board of governors: Monroe F. Dreyer of Maud & Dreyer Inc.; Dwight Mills, executive vice-president, Kenyon & Eckhardt Inc.; Otto Kleppner, Kleppner Co.; and Irwin Vladimir, Irwin Vladimir Co.

Harry (Red) Foster of Harry E. Foster Agencies, Toronto, is on a tour of western Canadian stations.

Harold F. Stanfield Ltd., is the new name of the Montreal agency, Stanfield & Bidder.


Albert Frank - Guenther Law Advertising Agency has moved its San Francisco office from the Stock Exchange Building to Room 428 of the Russ Building.

Jerry Donahue, honorably discharged from the Army, and former advertising manager of Richfield Oil Co., has joined Mays & Bennett Adv., Los Angeles, as time-buyer and account executive.

Richard C. Bush, head of his own Waco Tex., advertising agency, has dissolved the firm to join Bozhard, Constantine & Gardner as Los Angeles manager.


William Welch, formerly OWI regional radio director for the Denver area, has joined the production department of Allied Adv. Agencies, Los Angeles.

Harry J. Duffy, for 25 years associated with N. W. Ayer & Sons, Philadelphia, joined Grey Advertising, New York, last week, replacing Maria J. White, who resigned as director of media and timing. April 1 Mr. Duffy has been placed in charge of all media. Herschel Deutsch continues as supervisor of radio time-buying.
What is a "hungry" speech? Or when is a speech hungry?

A stickler for NBC's Information Department, interpreting and answering this youngster's letter.

Did he mean a news broadcast about a famine in India or China— or was this "juvenile jive," meaning he considered some speech "strictly from hunger"?

Neither... "Information" searched the files and found he wanted a speech about conditions in wartime Hungary.

Whatever his reason may have been in asking, "Information" answered this letter as faithfully as it answers 100,000 other inquiries a year from college professors, housewives, students, technicians...

Yes, every person who writes to NBC gets an answer—whether his question is about broadcasting, Babe Ruth, Burmese or battleships.

And what has all this got to do with advertising on the radio? Precisely this. It builds good will— and good will for an advertising medium is good will for the products it advertises.

Not a rapid way of reaching masses of people, writing letters. But NBC painstakingly handles the "little things" in radio because they add up to making the "big things" more effective.

* * *

Faithful attention to details helps NBC retain its leadership, helps make NBC "the Network Most People Listen to Most."

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America
ARTHUR H. ASHLEY, has resigned as radio director of A & B Lyons Inc., New York. His future plans are not known.

WILLIAM TAYLOR, formerly on the copy staff of Roots, Cone & Bold- ling, New York, has joined the copy department of Kenyon & Eckhardt, New York.

TED LONG, radio program producer of BBDO New York, has been named television director, replacing John Southwell, who has resigned to head the television department of Young & Rubicam, New York.

REGGIE MORGAN, copy chief of Ruthrauff & Ryan, New York, has taken on additional duties as head of the agency's television activities. Tom Hutchinson, former television head, has resigned. His future plans are not known.

STUART REYNOLDS, account executive of BBDO, Los Angeles, on April 10 joins Don Lee Broadcasting System, Hollywood. He replaces Ed Kemble, now with the airlines.

3 Subsidiaries Merge Under New Muzak Corp.

TO PROVIDE for a more closely coordinated and integrated operation, Associated Music Publishers have completed a merger of three subsidiary companies—Wired Radio Inc., Muzak Corp. and Muzak Transcriptions Inc.—into a single organization which will operate under the name of Muzak Corp. It has been announced by C. M. Flinney, president of AMP and also of Muzak Corp.

J. R. Smith, former president of Muzak Transcriptions, becomes vice-president and general manager of the transcription division of the combined organization. Bertha F. Bellman, vice-president of the old Muzak Corp., is vice-president in charge of the new company's program service division. William J. Herdman, who for a number of years headed the wired Radio laboratory, is vice-president in charge of research and development. John Andrus, who continues as treasurer of AMP, will also serve as treasurer of Muzak Corp.

Utility Sponsors Games

CINCINNATI GAS & Electric Co. and its affiliated companies in southwestern Ohio and northern Kentucky will sponsor play-by-play broadcasts of Cincinnati Reds games on WSAI this year for the second consecutive season, Walter A. Callahan, station general manager, announced last week. Commercial will stress public services of the utility and the need to conserve gas and electricity as wartime fuels. Roger Baker and Dick Bray will handle the games. Sunday, night and twilight games will not be heard.

AAAA to Hear Report

A. K. SPENCER, head of the radio department of J. Walter Thompson Co., and chairman of the radio committee of the American Assn. of Advertising Agencies, will report on the expanded CAG set-up, the new AFRA codes, AFP rates and other radio developments of the past year at the AAA annual meeting to be held April 11 at the Waldorf-Astoria, New York.

WLB Plans AFRA Study For Non-Network Fees

WAR LABOR Board will hold a hearing April 3 in Chicago on the commercial fee schedules for announcers employed at non-network stations, according to the American Federation of Radio Artists. Ray Jones, Chicago executive-secretary of AFRA, has prepared the union's case, AFRA reported.

In NEW YORK, AFRA has renewed its contract with WHEY for another year, effective April 1, calling for increases for staff announcers.

Mr. Johnstone served five years with Philip Morris in Canada doing sales work, six with Sears, Roebuck & Co., and from 1931-1943 was with Roger Grocer & Baking Co. in Cincinnati, as director of advertising and display.

Mr. Johnstone has resigned as advertising manager of WLB, having held the position for the past six years. He was joined by Ralph H. Jones of Cincinnati and New York as vice-president.

Hubbell to Magazine

DICK HUBBELL, formerly television editor for N. Y. Times, New York, is now editor of Television Review, a new quarterly magazine. Associate editor is Tom Kennedy, formerly radio editor of the N. Y. Times.

Page 44 • April 10, 1944
NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS
IN CONTEST No. 1! Yes, sir, guys, the hundreds of letters received were so swell that double first prize winners had to be awarded each of the first four months and there were triple first prize winners the fifth and last month . . .

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your first hand experiences with all types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Your letter must be received by midnight, the last day of each month.) For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain.

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY MORE BONDS!

hallicrafters RADIO

THE HALICRAFTERS CO. MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.
Radio Advertisers

CARSON, PIRIE SCOTT & Co., Chicago (department store), on April 9 renewed sponsorship of its quarter-hour Sunday-Distinctively Carson House program on WGN Chicago. Contract for 13 weeks was placed through Smith, Beeson & McClure, Chicago. Store also renewed sponsorship April 3 of its quarter-hour Monday through Friday morning program, Wishing Well, on WGN. Contract is for 13 weeks. Agency is Wolfe Adv., Chicago.

NATIONAL PAPER PRODUCTS Co., a division of Crown-Zellerbach Corp., San Francisco, has appointed W. B. E. Columbus, Boston & Good, New York, to handle its advertising. Products are diapers, toilet tissue and towels. A spot radio campaign is now in preparation.

ROBERT KEITH, Kansas City home furnishing concern, has begun sponsorship of a Thursday evening half-hour program series on KMBC, the first of which, during March, featured the Kansas City Philharmonic Orchestra.

CIRCULEX CORP. of Canada, Toronto, (therapeutic health units) has started its full-quarter-hour program twice weekly on CKCD, Toronto. Account was placed by Walsh Adv., Co., Toronto.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J., has started transcribed quarter-hour program So the Store Goes on CFRB Toronto, CIC Winnipeg, CBB Montreal. Account was placed by Danzer-Fitzgerald-Reed, Chicago.

NATIONAL SUPPLY Co., Terre Haute, Ind., (aircraft equipment), is sponsoring a five-week quarter-hour transcribed program on KMOX, St. Louis. Contract is for 13 weeks, starting in mid-March. Charles N. Stahl Adv., Los Angeles, handles the account.

BU-TAY PRODUCTS Ltd., Los Angeles (Kainolene, detergent), in addition to daily spot announcements on KOL, KIDO KUTA KVOA, also is participating in programs on KXLR, etc. Contract is for 13 weeks' using in mid-March. Charles N. Stahl Adv., Los Angeles, handles the account.

NEW YORK: The Fair Store, Chicago, began sponsorship of a daily quarter-hour news broadcast, on WCFL Chicago, Mondays thru Saturdays, 10:10-11 p.m. (CWT), and starts newscasts Mondays thru Saturdays, 7:45 to 8 a.m. (CTW), on April 17. Contracts are for 26 weeks. Agency is Evan Hill, Chicago.

STATE REPUBLICAN Committee of Illinois has purchased 13 quarter-hour programs on four Blue Network stations in the Midwest for the period preceding the Illinois primary election. Stations on which Illinois Republican speakers will be heard are: WENR Chicago, KMUS St. Louis, WABG Rockford and WCHS Springfield. Agency is McJunkin Adv. Co., Chicago.

AVOSET Inc., San Francisco (stabilized" brand dairy cream), has appointed Beaumont & Holman, San Francisco, as its advertising agency. Firm currently is using radio in Alaska and Hawaii.

Miami Beach First City To Buy Network Time

CITY OF MIAMI Beach, Fla., will sponsor a weekly half-hour broadcast, Miami Beach Time, starting April 16, 3 p.m., on 30 MBS stations in the Midwest and East. It is believed this is the first time a municipality has purchased time on a network. Program is designed to build up the city as a permanent post-war setting place, rather than as a seasonal resort.

Highlighting Miami Beach as a rehabilitation center for service men, the broadcasts will be in the form of audience participation quiz programs with men and women of the armed forces who have served overseas taking part. Del Crosby, former Hollywood and New Orleans radio producer, will be m.c. Contract is for 13 weeks. Agency is Cecil & Pressey, New York.

Blakeslee Appointed

M. F. BLAKESLEE has been appointed eastern regional manager for the sale of all RCA Victor products, it was announced last week by Frank M. Polsin, vice-president in charge of the RCA Victor Division. With headquarters in New York, Mr. Blakeslee will be in charge of the Eastern Seaboard territory extending from Maine to Virginia, and from New York to the Ohio River.

HARLE PUBLICATIONS, New York, publishers of horoscope and crossword puzzle books, has appointed Ralph H. Jones Co., New York, as advertising agency. Agency has also been named to handle Comic Corp. of America, New York, publisher of Band Leaders, a monthly publication, and other entertainment field magazines. Radio is being considered for both accounts.

KELITE PRODUCTS Inc., Los Angeles, manufacturer of industrial chemicals, has created a separate division, the Kenu Products Co., for manufacturing and marketing of its packaged product, Kenu cleanser. Augmenting its current advertising schedule, Kenu is in a Southern California campaign on April 3 started for 13 weeks using daily transcribed chain break and one-minute announcements.

POSTWAR?

"Class A-2 Area," Census Bureau's Asst. Dir., Dr. Philip M. Hauser, says, "Most rapid wartime growth plus excellent prospects of retention."

WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations COMBINED.

5,000 WATS DAY AND NIGHT NBC NETWORK

Page 46 · April 10, 1944
Sealed in this box and deposited in the vaults of the Bell Telephone Laboratories is a special device that helped win a great battle. It is being preserved for its historical significance.

Such things do not just happen. New instruments of war may appear suddenly on the battle-fronts. But behind them are long years of patient preparation.

Our scientists were organized to have this device ready for battle—just as our fighting forces were organized to be ready for that battle.

Developing secret military devices is a big job but big forces are busy on it, day and night.

Concentrating on this job are more than 7000 people in the Bell Telephone Laboratories. Its scientists and engineers and their skilled associates form a highly organized team, experienced in working things out.

Today's work for war had its beginning many years ago when these laboratories were founded as part of the Bell System's service to the public.

BELL TELEPHONE SYSTEM
No, Silas, there are too many people around here. . . .

Yep—Fargo's a boom town!

The 1940 Census shows that 42,895 people live in the Fargo "metropolitan area" (a three-mile radius).

...The actual retail territory of Fargo has 269,032 souls—nearly half of North Dakota's total population—and all from the super-duper Red River Valley!...

Let us send you the facts—or ask Free & Peters.

WDAY
FARGO, N. D. . . . 3000 WATTS . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

For Memorial
RAYMOND GRAM SWING,
Blue commentator, who recently received the $1,000 Alfred L. duPont Radio Commentator Awards, has turned over the money to the Raymond Clapper Memorial Fund, set up in honor of the late Mutual commentator and Scrippse-Howard columnist.

PLANTERS NUT & CHOCOLATE
Co., Wilkes-Barr, Pa., started a spot program, April 1, of a quarter-hour program, Robert Hurieigh and the News, Saturdays, WBBM Chicago. Contract is for 42 weeks. Agency is Goodkind, Joyce & Morgan, Chicago.

The 1940 Census shows that 42,895 people live in the Fargo "metropolitan area" (a three-mile radius).

...The actual retail territory of Fargo has 269,032 souls—nearly half of North Dakota's total population—and all from the super-duper Red River Valley!...

Let us send you the facts—or ask Free & Peters.

WDAY
FARGO, N. D. . . . 3000 WATTS . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

ACCESS (Ky.)
AIN'T OPEN TO US!

Nop, WAVE probably doesn't have a friend or a name in Access (Ky.).—Redmond, we have a couple of them that way! But one thing we don't miss is the Louisville Trading Area's 1,336,000 people and 242,097 radio homes! But lookin' the other way when these people go to buy, it's 37.5% of all their merchandise, either. We help 'em! Like to get it in house—without extra charge for Access?

LOUISVILLE'S
WAVE
3000 WATTS . . . N. B. C. . . . N. B. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

"She got the idea from a blow-by-blow description over WFDF Flint."
Unique New Transcribed Show Wins Amazing Audiences ... Now on 108 Stations

HERE is a program every station manager will want to hear immediately. Here is a program that has audience appeal ... a terrific merchandising hook that has built amazing audiences for 108 sponsors on 108 stations.

SAM ADAMS is a quarter-hour transcribed program built around a typical folksy American grocer at a time when shortages and rationing has sky-rocketed public interest in grocers. It's a natural!

What Happened

SAM ADAMS went on the air last fall. The show with its humorous human interest appeal was an instantaneous success.

Telephone surveys made recently in ten key markets showed average audience of 50% of sets tuned in! After six months on the air, almost 100% of the sponsors renewed for another six months!

Why

SAM ADAMS holds its audience!

Write, or Wire today for Availability in your City
WHO Des Moines
Sargent & Co., Des Moines (feeds), 6 wks., thru Fairall & Co., Des Moines.

Consolidated Royal Chemical Co., Des Moines (Colo. candy drops), 6 wks., thru Fairall & Co., Des Moines.

Underwood Breakfast Food, Omaha, 6 wks., thru Buchanan-Thomas Co., Omaha.

Johnson & Johnson, New Brunswick (baby powder), 6 to 8 wks., thru Young & Rubicam, N. Y.

G. E., Conklin Co., Cleveland (X-O-Foods), ap weekly, thru Rotenburg & Smith, Chicago.

WFIL Philadelphia


Mason, Au Magenheimer Confectionery Mfg. Co., New York (Mason candy), 5 to 8 wks., thru J. R. D. N. Y.

KFI Los Angeles
Fitzsimmons Stores, Los Angeles (chain grocers), 6 to 8 wks., thru McCormow, Los Angeles.

National Lead Co., San Francisco (Dutch Boy paints), 5 to 8 wks., thru Erwin, Wasey & Co., San Francisco.

Santa Fe Railway, Chicago (transportation), 5 to 8 wks., thru Leo Burnett Co., Chicago.


WOR New York

H. C. Brilli Co., Newark (spaghetti sauce), as weekly, thru Tracy Kent & Co., N. Y.

John Optis Inc., New York (I-Ho Insecticide), as weekly, 24 wks., thru Tracy Kent & Co., N. Y.


WJJD Chicago
Newark Electric Co., Newark (radio supplies), 49 wks, thru W. H. Clarer, Chicago.

Kaat Colthurs, Chicago, 50 to 60 wks., thru Irving Rocklin & Assoc., Chicago.

KQW San Francisco
Carte Products, New York (Carte's pli), 8 to 11 wks., thru Ted Bates Inc., N. Y.


New Century Beverage Co., San Francisco (Belfast Sparkling Water), 6 to 9 wks., thru Turner & ruthrauff & Ryan, San Francisco.

Klipotick Bakeries, Oakland, Calif. (bread), as weekly, 52 weeks, thru Emil Reisbard Adv., Agency, Oakland.


F. Rogenia Inc., New York (Don Juan lipstick), as weekly, 52 weeks, thru J. M. Korn & Co., N. Y.

Shiner Mfg. Co., Omaha (Raisin Bran), 7 to 10 wks., thru Ferry-Hanly Co., Kansas City.

H. J. Heins Co., Detroit (Heins products), 5 to 8 weeks, thru Mazon Inc., Detroit.

National Lead Co., Los Angeles (paints), 2 to 8 weeks, thru Erwin, Wasey & Co., San Francisco.

KYW Philadelphia
Bulova Watch Co. New York, 21 to 25 wks., thru Blow Co., N. Y.

Curitua Publishing Co., Philadelphia (Saturday Evening Post), 5 to 10 wks., thru MacFarland, Averyard, Chicago.


Arrow Stores, Philadelphia (men's clothing stores), 2 to 8 weeks, thru Neil R. Osborn, Philadelphia.

Shiner Mfg. Co., Omaha (Raisin Bran), 5 to 8 weeks, thru Ferry-Hanly, Kansas City.


KFAK Los Angeles

Omega Shoe Polish Co., Los Angeles (shoe polish), 6 to 9 weeks, thru John H. Boyd, Los Angeles.


KHJ Hollywood
Dade's Root Beer Co., Chicago, 2 to 4 weeks, 13 weeks, thru Malcolm-Howard, Chicago.

Agencies Expand Use of Television
J. Walter Thompson Names Two Creative Executives

TELEVISION activities of advertising agencies appeared to be gaining momentum last week, according to a check which shows several firms with new plans for experimental telecasts, under the direction of men especially assigned to television.

At J. Walter Thompson Co., plans were being made for a rather extensive telecast for several well-known products on W2XWV, the Illinois Du Mont station, to be used for a television station, or on WRGB Schenectady, a commercial outlet operated by General Electric Co. Station and starting date are still to be determined.

Agency's newly organized television division was headed by two television "creative executives" from the radio department, Tom Price and Jack Ruhman, both of whom were with BBDO before joining J. Walter Thompson some time ago.

Newell-Emmett Co. has already produced two telecasts on W2XW, one for Kagan Distribution, Colgate-Palmolive-Peet Co., and the other for Liggett & Myers (Chesterfield). Third program last Tuesday was for General Electric Co., manufacturers of household electrical products, and other programs are to follow for this account.

Agency has not secured a regular television station, and continues to use television on a sporadic basis. Ed Franklin supervises television.

Under the direction of John F. Board, head of its newly-organized motion picture division, Young & Rubicam will start a regular series on W2XWV in May.

CIO Would Air Congress
A RESOLUTION adopted by the San Francisco Branch, National Municipal League, urging radio broadcast of "important proceedings of Congress," introduced in the House by Rep. Carter (Re-Cal.), has been referred to the Rules Committee with little likelihood that any action will be taken. The resolution declared: "It is well known that if the people of this nation could hear the voices of Congressmen who shout 'white supremacy' in the very accounts of Hitler, could hear the arguments of Congressmen who fight subsidies that would keep prices down, could hear the words of Congressmen who try to suppress the right of millions of soldiers to vote, and could hear the debates on how to hamstring the Administration's war program by defeating an adequate tax law, they would defeat those Congressmen at the polls.

FTC Complaint
REX DIATHERMY Corp., Brooklyn, was charged by the Federal Trade Commission last week with misrepresenting in radio and other advertising in the Italian language the curative properties of its diathermy machine, and with failing to reveal that use of the machines by unskilled persons may result in injury to health.
GE Offers New Electronic Tube

(Continued from page 11)

program service, Mr. McLean suggested that with a 16 MM silent motion picture camera and a magnetic wire recorder he can make inexpensive commercial and news films for location shots. As the local audience expands, the local operator may wish to add a portable pick-up unit, which Mr. McLean described as "a small truck with portable sight and sound transmitters and a portable camera unit. The camera could be installed on top of the roof on a tripod along with a parabolic antenna reflector which would beam the picture and sound back to the main transmitter. The addition of this unit would provide on-the-spot programs for the local audience."

Mr. McLean reported that G-E estimates indicate a growth of television broadcasting from the nine stations now operating and the 40 more for which applications have been filed and which presumably will be ready to start within 18 months to two years after the end of the war, with 67,000,000 people, over half the population of the country, within their service areas.

At the end of his address, Mr. McLean reported that the New York Daily News has placed an order with G-E for post-war delivery of complete equipment for a 40-kw television station to be located in the Daily News building, duplicating an order placed earlier with G-E by the Chicago Tribune.

A. A. Brandt, general sales manager of the electronics department, reported that G-E is planning to produce home receivers of the direct-viewing type at "popular prices," defining that term as around $200, based on pre-war levels. These sets will have 12-inch viewing tubes, he said, to insure good picture contrast and definition. Higher-priced receivers, he stated, will probably be designed with projection tubes, providing good pictures up to 18 by 24 inches.

G-E will make receivers available to markets where television broadcast stations now exist as soon as the government authorized them to do so, he stated, adding that this market is large enough to provide an adequate "jump-off point for a good start in the full and orderly development of the industry."

 Religious Discs

GOSPEL TABERNACLE, New York, now sponsors The World of Life Hour, a half-hour series on a total of 25 stations, including 20 domestic outlets, three Panama Canal Zone stations, KTOH Hawaii, and KFQD Alaska. Program is short-wave as a transcription from HCJB Quito, Ecuador. Program started on the former Brooklyn station WBBC four years, and has originated from WHN New York for three years. It is also heard live on WSNY Schenectady; WMEX Boston and WPEN Philadelphia, and elsewhere as a transcription. Stations carrying the program include: WBYN WFMF WCTM WGRT WRAL WBUL WLAG WFCI KUWB KXEL WBAL WDEV WWSE HOA HPSG. Agency is M. C. Austin, New York.

SUIT DISMISSED

THE NEW YORK Supreme Court on March 28 dismissed on merits the complaint brought against Hearst Radio Inc., by Lewis King advertising agent for Armstrong Racing Publications. Mr. King sought unpaid commissions in excess of $10,000 from Armstrong's racing program on the Hearst station WINH New York, claiming that the station stopped payment on the commission after the first six months, although an oral agreement had been made for uninterrupted payment. Decision will probably be appealed.

Mathers Joins BMI

DON MATHERS, former announcer-producer at WSPD Toledo, has been appointed BMI field representative for the Midwest, rounding out the "service" phase of BMI, established about a year ago by Roy Harlow, in charge of its overall operation as well as handling the East coast territory. Ralph Wentworth has charge of the South and South Central districts and Glenn Doherty is responsible for the Pacific Coast. In addition to their calls on station managers, program producers and musical directors to help them get the most out of the various BMI services, the field men have begun holding roundtable luncheons in larger cities. Two such meetings were held recently in Boston and Philadelphia and others are scheduled for the latter part of April in Chicago and St. Louis.

Columbia Baking on 30

COLUMBIA BAKING Co., Atlanta, has signed for a second season of 76 recordings of Music in America, a feature of NBC Radio Recording Division adapted from a magazine of the same title. New York will run thrice weekly for 13 weeks on 30 stations in five southeastern States, starting April 17. Program will be resumed in the fall after a summer hiatus. Columbia Baking has also contracted with NBC Radio Recording for accompanying dramatic announcements in script form, based on interviews with a typical American family.

Annual Dinner May 20

ANNUAL dinner of the Radio Correspondents' Assn., has been set for May 20 at the Statler Hotel, Washington. Earl Godwin, president, announced last week. At a meeting of the Association's executive committee last Monday, Ernie Mahoney, WMAL Washington commentator, was named chairman of program committees. He will collaborate with D. Harold McGrath, superintendent of the Senate Radio Gallery, in providing entertainment. A selected officers [Editor's note: E. R. Bo- ing, March 13], will be formally installed at the dinner.

Mr. Hooper TELLS OUR STORY!

AUGUSTA, GA. LISTENING INDEX FORMULA FOR INDEX FOR SellINg in THE SIGHT SIGHT

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30 minute breakdown shows WGAC with more listeners than all stations combined. . . . 25 of 28 half-hours, 9 A.M.-10 A.M. (April 10, 1944).

Mr. Hooper, Vice President and Gen. Mgr. HEADLEY-REED CO., National Representatives

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CONVENTIONS AND GROUP MEETINGS

American Assn. of Advertising Agencies-
April 11, Waldorf-Astoria, New York (members only).
National Conference of Business Paper Editors—April 14, Cleveland Hotel, Cleve-
land.
Associated Press, April 24, Waldorf-
Astoria, New York.
American Newspaper Publishers Assn. An-
nual Meeting—April 22-27, Waldorf-
Astoria, New York.
Assn. of National Advertisers (closed sec-
tion)—May 1-3, President's Club, Re-
no, N. Y.
Proprietary Assn. of America—May 15-17,
Biltmore Hotel, New York.
American Federation of American, War
Advertising Conference—June 4-7, Hotel
City, Chicago.
National Industrial Advertisers Assn.,
Eastern Regional Conference—June 5-6,
Hotel Claridge, Atlantic City.
Public Utilities Advertising Assn., AFA
affiliates—June 8-9, Palmer House, Chicago.

KXYZ

NOW 5,000 WATS 100 KC BLUE NETWORK
HOUSTON, TEXAS

* Represented by the Bratton Company

STOVIN

& WRIGHT

RADIO STATION REPRESENTATIVES

POPULAR

with network and national spot advertisers

POPULAR

with LISTENERS, too

WFMJ

YOUNGSTOWN, OHIO

28 TH U. S. METROPOLITAN DISTRICT

MORE LISTENERS

PER DOLLAR

ASK

HEADLEY-REED

New York - Chicago - Detroit
Atlanta - San Francisco

\* A Preferred Market
April SALES MANAGEMENT

WIBW

The Voice of Kansas in TOPKEA

MONEY TO BURN

Farmers in this six-

state area never had more money in their lives. They'RE BUYING! WIBW can make them ask for your product.
AFM Challenges
(Continued from Page 12)

alluding to the unusual features of the contract, he pointed out that
the circumstances in the case are
unusual, that the industry is pe-
culiar in that the employer in mak-
ing pressings from the master rec-
ords destroys the employment of
the musicians.

No Alternative

At the outset of the presentations
for the transcription companies,
Mr. Socolow pointed out that the
four companies he represents en-
tered into their contract with AFM
because they had no alternative.
At this point, Mr. Padway inter-
rup ted to remark that the AFM
"would be happy to relieve the four
companies of their contract at any
time."

Mr. Colin told the Board that
the panel report on the case offers
no proof of unemployment in the
music industry. He added that NBC
is an original party to the proceed-
ing.

He declared there are two issues in
this case: (1) Will the Board
permit the union to continue a
cessation of work, and (2) if not,
what terms should the employers
be permitted to enter into contracts.

He denied Mr. Padway's conten-
tion that there is ample precedent
for the unemployment fund provi-
sion in the contract. He declared
that the union could not prove un-
employment and therefore shifted
its position to the claim that mu-
sicians as a class are entitled
to special concessions.

Mr. Colin argued that there is a
third issue in the case, and that
whether there is unemployment
in the industry. On that issue alone,
he maintained, the case can be
decided.

Mr. Myers, counsel for RCA
and NBC, suggested that if it is
recognized that there is a social
problem created by the use of
transcriptions and other modern
devices to reproduce music it should
be borne by society and not by the
transcription companies.

No Limit

He declared that there is no limit to
the amount the union can col-
lect under the contract. He said
that in the case of a Harry James
record the musicians would receive
$5,500 under the present contract
as compared to $600 before. He also
questioned whether sufficient con-
trast can be exercised over admin-
istration of the "employment fund."
He termed the appropriation of
$1,500 for traveling expenses for
the advisory board to administer
the fund as inadequate.

Mr. Myers questioned the Board's
power to order the intervener com-
panies into such a contract as that
made between the musicians and
the other transcription companies.
"We think it is bad social policy
as well as bad company policy," he
said.

He took issue with Mr. Padway's
plans regarding the unusualness of
the transcription industry. "How
about the broadcasting industry,
the motion picture industry, the
publishing business with its rental
libraries?" he asked.

"Suppose," he asked, "the stenog-
osophers claimed that more of their
group would be employed if no
arbon copies were made?"

Mr. Myers referred to Mr. Pe-
trillo's annual report to the union
in which the AFM president set
forth that the "four-company" con-
tract was the first of its kind ever
made with a union.

Concluding the case for the tran-
scription companies, Mr. Diamond
testified that the contract he nego-
tiated Nov. 30, 1943 for Decca
and World Broadcasting (now a
part of Decca) was entered into
carefully and deliberately and was
first submitted to the Treasury
Dept. for approval. Questioned by
an industry member of the Board,
he asserted that under the Treas-
ury interpretation the company

STANDING BEFORE AN EXHIBIT of sponsor's products are (1 to r)
Horace Stovin, Ken Sobie, owner-manager, CHML Canada, and Bill
Wright, the occasion being the announcement that Stovin & Wright,
Toronto station representatives, would represent CHML, a new dominion
station. The display consisted of exhibits of more than 100 nation-
ally advertised products sponsored on the station, and was presented
to radio advertising agency executives and network officials, by Stovin
& Wright. A cocktail party and dinner followed with some 220 agency
executives present, and station's departmental heads were introduced.
payments to the union under the “employment fund” would be regarded in the same way as advertising expenditures.

Conscription?

Opening the rebuttal, Mr. Padway dwelt at some length on the question of what constitutes a strike. He pointed out that when the AFM stopped making records the union made no demands and that for 10 months the transcription companies made no issue of the case.

"How long does a strike exist?" he asked.

When Mr. Padway asserted that if the Board were to follow the panel recommendations it would be asked to conscript "manpower," Chairman Davis commented that "We also conscript manpower when we order people back to work."

Mr. Padway pointed out that if the Board were to follow the requests of the RCA and CRC, exempting them from the provisions of the "four-company" contract, 67 companies party to that contract would be affected.

He denied that the dispute in any way interferes with the war and said the companies are pressing as many records as they ever made.

"Is the war effort being impeded if Pistol Packing Mama or Maizy Doats is made only by Decca?" he asked.

Considerable discussion ensued regarding the distinction between quitting work and calling a strike. Mr. Batt, industry member, asked whether the action of a union in "simply quitting" doesn't set a "bad social precedent."

Mr. Garrison pointed out that the Board has never specifically ordered men to work but has ordered strikes ended. He wondered what effect the Board's action in this case would have upon other types of strikes.

Petrillo's Analogy

At this point Mr. Petrillo entered the discussion by posing an analogous situation to explain the peculiarity of the transcription problem: "I'm a violin player. I'm asked to make a record. Then I'm through. But the record is played over and over. Where does that leave me? The case is different in the steel industry."

"It's been our difficulty to tell the Senate and the Panel and now this Board the difference between our industry and others," he added.

Questioned by Mr. Batt, Mr. Petrillo affirmed that the primary purpose of the "employment fund" is to take care of musicians displaced by technological improvements when Mr. Batt pointed to statements in the official organ of the AFM that the fund would be used for unemployment which may arise in the future, Mr. Petrillo remarked, "In our fight nobody wants to give us credit for getting ready for something."

Subterfuge Claimed

Returning to specific recommendations of the panel, Mr. Padway asked that the Board permit the AFM to continue on the present basis with the companies with which it has made agreements. "Tell the other companies to do what Decca has done," he said, but "leave us go our way."

Mr. Petrillo in an effort to show that the intervenor companies were willing to support the employment needs of the union, declared he had been approached by William S. Paley, CBS president, and David Sarnoff, chairman of the board of RCA, with an offer to contribute $200,000 to the union fund, "all they wanted to do through the back door what the other companies are doing through the front door," he said.

Mr. Garrison, presiding after Mr. Davis was called from the hearing, called the board into executive session as the hearing ended.

Fly on Television

JAMES LAWRENCE FLY, FCC chairman, will be seen and heard by the audiences of WNBT New York, WRGB Schenectady and WPTZ Philadelphia, video stations of NBC, General Electric and Philco, at 8 p.m. April 10, when he introduces a film, "Pistol Packing the Ether," which depicts the work of the FCC's mobile units in locating and eliminating unlicensed broadcasting stations. Movie shorts, one of the M-G-M "Crime Does Not Pay" series, will also be telecast the same evening by WTZR, Zenith station in Chicago, and KTSL, Don Lee station in Hollywood. Mr. Fly's talk will be relayed.

Joe Lowe Jingles

A TOTAL of 1,800 15-second jingles weekly will be used by Joe Lowe Corp., New York, in a campaign for Creamicle, Pudgicle and Popsicle starting the latter part of April. Drive will start on 80 stations in the south. More than 76 outlets will be added in the north, east and western areas after May 15. Agency is Abbott Kimball Co., New York.

THE EARS OF AMERICA LISTEN FOR

FULTON LEWIS JR.

... evenings at 7 (EWT)

He has the unique distinction of being America's most sponsored news reporter... 130 sponsors on 160 stations. Proof that his authentic style has tremendous pulling power and listener attention.

A few cities are still available—call, wire or write

WM. B. DOLPH, WOL, WASHINGTON, D. C.

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 Hollingbery

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

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Multiple Ownership
(Continued from page 11)

Act of 1943 relating to gain from sale or exchange of property necessary or appropriate to effectuate the policies of the Commission, with respect to the ownership and control of radio broadcasting stations.

The provisions of the Revenue Act of 1943 referred to are as follows:

Revenue Act of 1943
SEC. 123. GAIN FROM SALE OR EXCHANGE OF PROPERTY PURSUANT TO ORDERS OF FEDERAL COMMUNICATIONS COMMISSION.

(a) In General.—Section 122 is amended by adding at the end thereof a new subsection as follows:

"(m) Gain from Sale or Exchange to Effectuate Policies of Federal Communications Commission.—If the sale or exchange of property (including stock) in a corporation is authorized by the Federal Communications Commission to be necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations, such sale or exchange shall, if the taxpayer so elects, be treated as an involuntary conversion of such property within the meaning of subsection (l) of this section. For the purpose of subsection (l) of this section as made applicable by the provisions of this subsection, stock of a corporation operating a radio broadcasting station, whether or not representing control of such corporation, shall be treated as property similar or related in service or use to the property so converted. The part of the gain, if any, upon such sale or exchange to which subsection (f) of this section is not applicable shall nevertheless not be recognized. If the taxpayer so elects, to the extent that it is applied to reduce the basis for determining gain or loss upon sale or exchange of property, of a character subject to the allowance for depreciation under section 23 (f), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commission with the approval of the Secretary. Any election made by the taxpayer under this subsection shall be made by a statement to that effect in the return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before January 1, 1944, by a statement to that effect filed within six months after the date of the enactment of the Revenue Act of 1945 in such manner and form as may be prescribed by regulations prescribed by the Commissioner with the approval of the Secretary) and such election shall be binding for the taxable year and all subsequent taxable years."

(b) Taxable Years To Which Applicable.—The amendments made by this section shall be applicable with respect to taxable years beginning after Dec. 31, 1942.

FUTURE FIGHTING MAN. Jim Shelby (seated left), director of radio for McCann-Erickson, Chicago, who leaves for service in the Marine Corps this week, explains plans for the new WBBM Chicago program, Fighting Man . . . U.S.A , to Walter Preston, WBBM program director (seated center), Stanley Levey (standing), WBBM salesman, and Carl Deysenhoff, executive director of the Milk Foundation, Chicago, sponsor of the program. The quarter-hour show is heard Saturdays over WBBM, effective April 1. Contract is for 18 weeks. Negotiations were handled by Stanley Levey thru McCann-Erickson's Chicago offices.

KGLO Press Divorce
TO EFFECT complete separation from newspaper interests, the Mason City Globe Gazette Co., licensee of KGLO Mason City, Ia., last week filed with the FCC an application for modification of license to change its corporate name to Lee Radio Inc.

Until January 1 the KGLO licensee also owned the Mason City Globe Gazette, at which time separation with the paper was effected through the formation of a new corporation, the Globe Gazette Publishing Co., capitalized at $380,000. The Globe Gazette and all of its associated properties were sold by the KGLO licensee to the new corporation in exchange for all of the capital stock. Mason City Globe Gazette Co. then called in all of its outstanding stock and issued in exchange for each share received, three shares in the new corporation and one share of its own. Record of this procedure was filed with the FCC law department on January 25.

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

I was in Miami this week, and the sun covered every market, every audience. The sun is the magic of Miami, and it's a market that can be covered completely by WIOD.

The sun is the magic of Miami, and it's a market that can be covered completely by WIOD.
Hooper Endorses Expansion of Surveys As Substitute for Present Duplication

EDITOR, BROADCASTING:

Here is how one organization reacts to the "Webber Plan" [BROADCASTING, March 27] for effecting expansion as a substitute for duplication in radio measurements. We endorse it heartily.

On the "quantitative" job to which we, at Hoopers, have applied ourselves, we have made a good beginning as far as "ratings" are concerned, but the comparatively heavier assignment of furnishing uniform station "coverage" information is but getting under way. The two can keep us plenty busy.

The CAB has already had 14 years of experience with "qualitative" radio measurements ("recall" and "conscious impression" measurements) so it is as logical for them to "expand" in that direction as it is illogical for them to step into a field where they can contribute nothing but chaos. And I'm thinking of the individual listeners over whose telephone numbers both CAB and Hooper interviewers are going to be stumbling.

Listeners Annoyed

Already in one important American city (one of the 32 four-network-service cities in which we have been accumulating network ratings for 10 years) the City Council passed an ordinance to prohibit telephone surveys, this upon petition by the homeowers. Fortunately, the city attorney ruled it to be "without the jurisdiction of the Council". We got it straightened out before it went to the State legislature.

What was the cause? A station in that city was itself conducting a volume of coincidental interviews comparable with our volume but without reference to the telephone numbers we had just called.

CAB was also working that same city at that time but its volume of calls was so small as to contribute little to the confusion. But now CAB proposes to call over 5,000 homes per city per month. That means CAB will create that identi-cal problem in 44 American cities. It is our policy to control our contacts with the listeners in such a manner that a home is called a second time only after every other home in the directory has been dialed. Obviously, only one organization can administer such a policy in a city.

We want to preserve the cooperative spirit in which the listener now answers our questions. Why? Because there is no known method of radio audience measurement which is not completely dependent upon 100% cooperation on the part of the respondent.

Certainly radio needs continuous qualitative measurements. The methods are known and the best of them is available for national application right now. It is the logical next step and if CAB doesn't take it and do a good job, we promise you we will.

C. E. Hooper
C. E. Hooper Inc.
22 E. 40th St.
New York.
April 4, 1944.

A TOTAL of 665 pianos were offered to men in the armed forces last week after Martin Block requested listeners to donate their pianos on four of his Make Believe Ballrooms programs on WNEW New York.

Paint Co. Renews
SHERWIN - WILLIAMS Co., Cleveland, sponsor of Metropolitan Auditions of the Air on the Blue Network, for the past nine opera seasons, will retain the Sunday 4:30-5 p.m. period in the summer and fall, instead of discontinuing its music program at the conclusion of the season as in previous years, the paint firm has renewed the half-hour for another 32 weeks, effective April 16. Successor will be titled World of Song and will feature each week two singers who have become members of the opera company through the Auditions program. Soloists will be supported by a 50-piece orchestra conducted by Wilfred Pelletier. The Auditions series was concluded with the April 9 broadcast announcing the winners. Agency is Warwick & Legler, New York.

Grocery Spots
HELLEBROS. Co., New York, wholesale fruit, produce and packaging concern, is preparing to introduce its products under its own brand names, and is planning an advertising campaign. Spot radio is being considered along with newspapers and magazines. A. M. Sneider & Co., New York, has been named advertising agency.

Video Writers
WRITING for television is far different from radio writing, requiring a picture sense as well as a feeling for words, Richard Hubbell, television writer-director, told the Radio Writers Guild in an open meeting held last Tuesday in New York.
Atlantic Refining Ready for Season
Oil Company Completes Plans For Eastern Baseball

COMMENTING on final plans of Atlantic Refining Co. sponsorship of 1944 major and minor league baseball games, [broadcasting March 6] Joseph R. Rollins, advertising manager, said the consensus is that continuation of professional baseball for another wartime season is desirable. "That opinion has been expressed not only by those of us who have remained at home, but also by many in the armed forces here and abroad," he said.

"Our experience in 1943," Mr. Rollins continued, "was that by putting these games on the air we were aiding baseball to reach many thousands who were unable to attend the ball parks and thus helping its effect on public morale, and also that these broadcasts gave us an excellent opportunity to furnish Government information and important messages to the people without interrupting the description of the contests.

"Therefore, we consider it desirable that such a program be resumed this year."

With professional baseball teams in full training for their second season under wartime conditions, the Atlantic Refining Co. announced last week completion of final arrangements to sponsor broadcasts over a network of stations in Pennsylvania and along the Eastern seaboard.

Doug Arthur has been added to the announcers handling the game narrative in Philadelphia.

Games of the Boston Braves and Red Sox will be carried over the following stations of the Yankee Network: WRDO Augusta; WLBZ Bangor; WEFM Pittsfield; WHAI Greenfield; WHAL Hartford; WHYN Holyoke; WHVH Manchester; WCOU Lewiston; WMLH Lowell; WFEA Manchester; N.H.; WNBH New Bedford; WNLN New London; WBRK Pittsfield; WHEB Portsmouth; WETN Providence; WSYE Rutland; WATR Waterbury; and WAAB Worcester. There will be no night games in Boston.

With Baltimore will broadcast all home day and night games of the Baltimore Orioles of the International League, plus Sunday reissues for all at-home and away-from-home contests.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER

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* America's 6th City in Population.
* Maryland's Oldest Broadcast Station.
* Columbia Basic Outlet. Since 1927.
* 5,000 Watts, 600 KC. Day and Night.

Paul H. Raymer Co.
National Sales Representatives
New York - Chicago - San Francisco - Los Angeles

20th Anniversary

KGO
AN FRANCISCO - OAKLAND
810 K. C. * 7500 WATTS
Blue Network Company, Inc.
DONALD WITHYCOMB, veteran broadcaster who for the last three years has headed the Brazilian Section of the Office of the Coordinator of Inter-American Affairs, has been appointed manager of the international division of the Blue network. Creation of the new division and appointment of M. Withycomb was announced last week by Edgar Kobak, Blue executive vice president.

The Blue maintains no shortwave broadcasting stations and is not planning to enter this field, but will utilize point-to-point circuits to transmit programs to foreign countries for broadcasting over local stations and networks or programs from abroad to the Blue. International Division will have charge of coordinating all foreign broadcasting activities of the Blue, especially concerning the exchange of programs with foreign companies.

"This new department will work in close cooperation with established departments," Mr. Kobak said. "As soon as current surveys and negotiations are completed, a detailed analysis of the Blue's foreign operations and long-range planning will be announced."

Mr. Withycomb, a well-known figure in the earlier days of network broadcasting, began as executive assistant to M. R. Aylesworth, first president of Blue, in the late 20's. Later he was station relations manager of the network. He became general manager of WFL, Philadelphia in 1939, and served in that post until 1939. Shortly thereafter he became identified with CIAA. Mr. Withycomb will report to Mr. Kobak in his new post.

Cosmetic Sponsor

ARTRA COSMETICS Inc., Bloomfield, N. J., which is lining up a spring and summer campaign for Sutra Sunfilter Cream, has signed for participation in "Carson Robison and His Buckaroos" with the Fitzgeralds on WOR New York, for 18 weeks, starting May 2. Campaign manager for the affair, is expected to get under way May 22 or 29. Agency is Murray Breese Assoc., New York.

HANDS ARE SHAKEN as KOB Albuquerque is selected as a test market for an introductory radio campaign by Colorado Milling & Elevator Co., which is introducing a new product, Pike's Peak Four-Purpose Flour. The program includes 154 announcements, daily 15 minute newscast, three 15 minute remote control programs and a 30 minute nighttime variety show with orchestra. Handshakers are Rush Harris (left), sales manager of the milling company, and Frank Quinn, manager of KOB. Middle-man is Ed M. Hunter, of the Denver agency bearing his name.

Norton Honored

ROCKEFELLER Foundation at its regular meeting in New York City, on April 6, elected Ed Norton, of Birmingham, chairman of the board of WAPI, CBS affiliate in Birmingham, to membership on the general education board of the Rockefeller Foundation. The board is charged with the administration of the funds donated by the Rockefeller Foundation for educational purposes and makes grants for scholarships, buildings and other educational activities. Mr. Norton is the only Southern business man on the board.

DONALD WITHYCOMB

Withycomb heads New Blue Division

Don't Let Their Rigs Mislead You; These Folks Sell

Their costumes may look like a pain in the old family album ... but their air-rating is a constant delight to their sponsors.

"'They"' are Pa and Ma Smithers — radio creation of Dan Hosmer, and their history includes a two-year run on WLS, Chicago. Currently they are aired, live, five times weekly over KRNT, Des Moines, where their performance has: 1. Won plaudits from Billboard as "network timber". 2. Earned recommendation in the Guide to Balanced Listening. 3. Proved a steady mail-puller. (Sold 1,209 token purses in three weeks)

After winding up a winter series for a cold remedy, they're ready to tackle a new assignment—for the summer, or for 52 weeks.

Yes, to more than a million listeners in Des Moines and Central Iowa, Pa and Ma Smithers have become familiar and welcome personalities — two among the many reasons why the audience and sales-rating of KRNT keeps going up.
SHRINE PROMOTION OVERSELLS SUPPLY
WITH A BACKLOG of 10,000 orders, Capitol Converters, Fall River, Mass., has temporarily discontinued space and time promotion of a home altar shrine until supplies can be replenished. Response to a three-to-five week campaign on five foreign language outlets was far beyond expectation. Firm used a series of live announcements following religious programs on WOV WIBX WJW WSLB WCOP. At first the spots were placed after programs of all denominations, but it was soon discovered that virtually all response came from Catholic broadcasts and the schedule was revamped accordingly.

Capitol Converters which has bought out the license for the home shrine and is now manufacturing its own, expects to be back on the air around May 1. Original station line-up will be expanded to include WJBR Detroit and a Chicago foreign language station. Space advertising has included 23 Catholic publications and other newspapers. Colonial Adv., New York, handles the account.

Wiley Co. on WLS

Mr. Siling Capt. Webster

Guard, was elected vice-chairman, and will become chairman next year. Philip F. Siling, assistant chief engineer of the FCC in charge of broadcasting, was elected chairman of IARAC's technical subcommittee. Captain Webster is on leave from his post as assistant chief engineer of the FCC in charge of safety of life services.

Comdr. Miles is regarded as one of the foremost experts on frequency allocations in the country, and assumes his new post when allocations of prime importance to both industry and government. A native of Illinois, he graduated from the Naval Academy in 1927 with distinction. He resigned from the Navy in 1929 but retained a naval reserve status, and joined Mackay Radio & Telegraph Co., becoming head of its central frequency bureau. After seven years with Mackay, he became superin-

ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel . . . 1180 on Dial . . .
Affiliated with the NATIONAL BROADCASTING COMPANY
National Sales Representative: GEORGE P. HOLLINGBERY Co.

COMDR. MILES

In 1939 Comdr. Miles became a civilian radio engineer in the Radio Liaison Division, of the Office of Naval Communications. In June 1941, he was ordered to active duty and in 1942 he was transferred to the Office of Naval Communications handling frequency procurement and assignment activities, becoming head of the section. He has been the Navy member of IARAC since November, 1942, and its vice chairman for the past year. He is also the Navy observer on the Radio Technical Planning Board, and serves on various other committees on radio communications.

Dominion News Head

KMBC Applies for 50,000 w on 540 kc.
As Part of Post-War Expansion Plans

KMBC Kansas City, pioneer CBS outlet, will apply for a 50,000 w station to operate on 540 kc, as part of its post-war building project, which would give the station one of the largest rural coverages in the country, according to an announcement last week by Arthur B. Church, president and principal owner. FM and television also are part of the station's post-war plans.

KMBC now operates on 980 kc. with 5,000 w. KMBC formerly had applied for 50,000 w on two other frequencies, in an effort to expand the station's coverage in the Midwest rural area. Mr. Church, a pioneer broadcaster who has specialized in program production, pointed out that his station for many years has sought to cater to the rural audience and has maintained a staff of farm experts and talent.

Equipment Scarce
He pointed out that Kansas City is the largest city in the central area farm belt and the most important trading center of that region. Yet, he said, it has no high-power broadcasting stations and in many parts of the area livestock raisers, grain growers and farmers generally depend upon Kansas City stations for information vital to them. KMBC had previously applied for 50,000 w on 650 kc, a Canadian 1-A, and on 770 kc, clear channel frequency of WJZ. He said, however, proved futile, the last having been stymied by wartime restrictions on equipment and construction.

The proposed 50,000 w station on 540 kc. Mr. Church said, would be located on the KMBC service farm 16 miles southwest of Kansas City. It would employ a tower higher than any now in use in America, subject to approval of the Civil Aeronautics Authority. He estimated that over one million rural area listeners would be the beneficiaries of the high-powered transmitter, many of them not now receiving adequate service.

The 540 kc channel now is used by CBR at Watrous, Saskatchewan, with authorized power of 50,000 w. The KMBC application, Mr. Church said, is for a non-directional antenna, but if conditions necessitate a directional pattern, alterations presumably could be made. Engineering tests indicate that both KMBC and the Canadian station could satisfactorily operate on 540 kc using directional.

Post-War Changes
While the military services have been using frequencies close to 540 kc, Mr. Church predicted that this service will be discontinued after the war. The war's shifts in allocations occasioned alluded to consideration given to widening of the AM broadcast band above and below the present 550-1600 kc limits.

Pointing out that the present North American broadcasting agreement expires in March, 1946, Mr. Church said that post-war changes can be expected. He added his belief that it would be helpful to the Government and the FCC if broadcasters interested in using possible new frequencies and other clear channels make known their desires as soon as possible through filing of applications.

Plans FM Station
As to FM, Mr. Church said that he plans a 50 kw station to be located some distance from Kansas City with satellite transmitters to the principal cities in the area. FM, he said, probably will develop much slower in the Great Plains areas than in cities or in mountainous areas where ideal FM antenna locations are provided for substantial coverage.

Mr. Church, in addition to KMBC, operates Midland Radio & Television Schools, engaged in training of enlisted men and women as operators and technicians. KMBC's television laboratories and studio are located in the school division, along with a 1500 w FM station for which is pending application for modification of license from developmental to commercial.

KMBC Issues Book
On War Activities

KMBC Kansas City has just issued its second annual "War Broadcasting Activities" booklet dedicated "in behalf of American broadcasting to the home and the community." The report summarizes typical KMBC war projects undertaken in 1943 under the supervision of Gene W. Dennis, coordinator of war activities for the station.

Patterned its war activities during 1943 on the principle "to be of greatest service to the nation at war by supporting all deserving home front projects," KMBC has broadcast war messages on such varied subjects as "The War and the Farm," "Overseas Morale," "Red Cross Blood Bank," and others. A summary tabulation gives the number of local announcements given to governmental and civic organizations as 4,763 and the amount of time as 184 hours.

The booklet closes with the KMBC pledge for 1944: "The broadcasting industry stands ready to serve, taking on increasingly important responsibilities in the establishment of a better world. KMBC pledges its constant attention to these principles."

Thanks! Variety...

Your 1943 "Showmanagement Award" To This Station Is Appreciated

In acknowledging receipt of this meritorious trophy for "Fostering Racial Goodwill and Understanding" we pay tribute to our operating staff and artists who have, through their untiring efforts, further exemplified the dual purpose which has made CKLW known throughout America's Third Market, as "The Good Neighbor Station."

J. E. Campeau
Managing Director

Union Guardian Bldg., Detroit

J. H. McGilvra, Inc.
Representative

5,000 Watts Daily and Night
800 kc.

Mutual Broadcasting System

April 10, 1944 • Page 59
NAB Projects

Coverage Plan

(Continued from page 8)

elect of the NAB who formally takes office April 15, presided.

When the technical subcommittee's study is completed, a report will be given to the full research committee for its examination and final approval. In turn that group will make a presentation of the plan to a joint meeting of a special committee of four members of the NAB Board of Directors and members of both the research and sales managers' executive groups.

Better Research Needed

Before leaving Cincinnati for Washington Wednesday night Mr. Ryan appointed Hugh A. L. Halff, San Antonio; Harry Spence, KXRO Aberdeen, Wash.; Frank King, WMHR, Jacksonville, Fla.; Barney Levin, WDAY Fargo, N. D., as members of the special board committee.

On Thursday morning B. Lewis

Wilson Coast Sponsor

GILBERT C. WILSON Labs., Denton, Tex. (Vita-Yams, dehydrated sweet potato), new to radio, in a Pacific Coast campaign on March 30 started for 30 days using an average of five transmitted one-minute announcements weekly on stations in three major markets. List includes KPI KJY KPO KGO KEX. Schedule is on a month-to-month basis to key in with quality of product available for civilian consumption. Agency is Little & Co., Los Angeles.

Posen, publicity director of Hochschild, Kohn & Co., Baltimore, and co-chairman of the radio panel, hurled the challenge at radio when he said: "Research is one of the weaknesses of radio that must be overcome. We retailers are depending on you radio people to solve that problem. We must know what kind of coverage you can give us.

One of the chief aims of the coverage study is to provide the smaller stations in small urban communities with a means of going after local retail business, according to Mr. Feltis.

On the preceding day, the NAB sales managers executive committee, in separate session, had recommended establishment of standards for audience measurement.

The committee, meeting in Cincinnati coincident with the promotion clinic of the National Retail Dry Goods Assn., adopted a resolution recommending that the board of directors appoint such a special committee, to include at least one board member, to study audience measurement techniques and explore the central body plan. Other members of the committee would be made up of broadcasters serving on the research, program managers executive and sales managers executive committees.

The committee recommended the desirability of the "early adoption of a standard method of computing coverage that can be agreed upon by advertisers, advertising agencies and radio stations." It expressed confidence in the procedure of the research committee and accepted its invitation to hear the report of its technical subcommittee on methods to be submitted as soon as possible.

Following a discussion of participation of the NAB in the Proprietary Assn. advertising clinic to be held in New York May 16, Chairman Dietrich Dirks, KTRI Sioux City, appointed a subcommittee to develop the presentation. Members are Arthur Hull Hayes, WABC New York, Walter Johnson, WTIC Hartford; James V. McConnell, WEA New York; and John Sur- rick, WFIL Philadelphia.

In addition to Chairman Dirks, Johnson and Surrick, C. K. Beaver, KARK Little Rock; Sam H. Ben- net, KMBC Kansas City; John M. Outler, WSB Atlanta; and William C. Roux, substituting for Mr. Mc- Connell, were present at the Cin-
cinnati meeting. W. B. Stucht, KOMO-KJR Seattle, could not at- tend. Lewis H. Aver, NAB direc- tor of broadcast advertising served as secretary.
KMTR Transfer Approved by FCC
Commission Recognizes Court Rule on Station Control
COGNIZANCE was taken by the FCC last week of the March 25, 1943 decision of the Superior Court of California in the suit of Gloria Dalton vs. the major interest holders in KMTR Los Angeles, in granting approval to relinquishment of station control by Reed E. Callister through transfer of 327½% shares capital stock to Mrs. Dalton, divorced widow of the late Victor E. Dalton, president and owner of the station. The transfer of 162½% shares capital stock from K. L. Banning to Mrs. Dalton was also ordered by the court.

Community Property
Mrs. Dalton's petition to the court stated that the 1000 shares (all capital stock) in KMTR purchased by Mr. Dalton in 1938 for $100,000 and sold to Mr. Callister and Miss Banning in 1938 without her knowledge or consent, was community property and that under California law she was entitled to half of all such property, or 500 shares.

Mr. Callister, for a number of years Mr. Dalton's legal adviser and attorney, purchased 641 shares in the 1938 sale, and Miss Banning, Mr. Dalton's private secretary and office manager, purchased 359 shares. According to the agreement, Mr. Dalton was to remain as president and beneficiary of station profits until his death, which was in December 1941. Miss Banning in 1937 returned 50 shares which now are held by the Estate of Victor E. Dalton.

Stock holdings now are as follows: Mrs. Dalton, 500 shares; Mr. Callister, 303½ shares; Miss Banning, 146½ shares; Estate of Victor E. Dalton, 65 shares.

Gloria Dalton received her divorce from Victor E. Dalton in 1940.

RUPPERT INCREASES 1944 AIR BUDGET
JACOB RUPPERT BREWERY, New York, is sponsoring the ten-minute period preceding baseball game broadcasts on WINS New York, and has taken the quarter-hour following the games. Contract covers the periods before and after WINS coverage of 10 pre-season exhibition games, April 3 to April 17, and of the "at home" games of the Yankees and the Giants, which start April 18. Lefty Gomez, former Yankee pitcher, and Ethan Allen, former outfielder for the Cincinnati Reds and New York Giants, handle both features. Gillette Safety Razor Co. sponsors actual coverage of the games. Jacob Ruppert, which has increased its overall budget for 1944 by 10%, on March 27, started a seven-transcribed musical singles on NNEW WMCA and WBNY New York. Spots will be aired at irregular times throughout the year on an average of 20 per week. Agency is Butera & Ryan, New York.

WHN New York, which is covering the pre-season and regular games of the Brooklyn Dodgers on an exclusive basis for P. Linnard & Sons, has sold participations in the pre-broadcast period to Ex-Lax Inc., New York; Piel Bros., for beer, and Consolidated Royal Chemical Corp., for Krank's Shave Cream. The latter company is also using the post-broadcast Snorts Reofs, along with Century Circle theatre chain. Joseph Katz Co., New York, handles Ex-Lax, Sherman K. Ellis Co., the Piel account, and Arthur Meyerhoff & Co., Chicago, handle the Krank account.

JUDY DUPUY, writer, newscaster and radio news editor, has recently joined WNBX New York State. She is known as an extremely interesting and highly informative reading. For further information, please contact WNBX.

EVERY STATION EXECUTIVE AS WELL AS EVERY RADIO ADVERTISER

Should read these two special articles in the current issue of FM and TELEVISION:

THE IMPACT OF FM ON RADIO ADVERTISING

By MILLER MCCINTOCK

The president of the Mutual Network examines FM from the cold and calculating point of view of those who must make time on the air pay dividends in sales quotes.

Says Miller McClintock: The dislocations of the war period have resulted in a much more critical attitude on the part of dealers toward national companies and distributors. In postwar efforts to rehabilitate distribution, he explains, FM opens two unprecedented opportunities to do two of those things in advertising which are basic to all successful advertising effort.

His article is a veritable What-Every-Advertising-Manager-and-Account-Executive-Should-Know about FM, told in the language of their business.

THE HISTORY OF FREQUENCY MODULATION

TESTIMONY BY MAJOR E. H. ARMSTRONG

Major Armstrong tells of things about FM that many haven't found out, others have forgotten, and every radio advertiser and broadcast station executive should know.

The text is Major Armstrong's testimony before the Interstate Commerce Committee, to whom he explained the background of FM development, the problems which it met and overcame, and the matter of frequency allocation for future expansion.

Told, as Senator Burton K. Wheeler requested, "in simple terms so the layman can understand it," Major Armstrong's testimony is extremely interesting and highly informative reading for everyone associated with radio.

WE CAN SEND YOU A COPY OF THIS ISSUE IF YOU MAIL THIS COUPON PROMPTLY

FM AND TELEVISION

240 MADISON AVE., NEW YORK 16, N. Y.

[Box for payment information]

Send me a copy of this issue of FM and TELEVISION containing the feature articles by Miller McClintock and Major E. H. Armstrong.

NAME ________________________________
STREET ________________________________
CITY ___________________________ STATE ________
Covers Atlanta at LOWEST cost.

Covers Atlanta at LOWEST cost...

Stone's 19th
A VETERAN of 19 years of continuous service, C. W. (Spuddy) Stone, celebrated his anniversary at WNAC Boston key station for the Yankee network, where he is in engineer in charge of controls. A native of Bittleton, Mass., Stone learned the fundamentals of radio at the Eastern Radio Institute and went directly from there to the original WNAC studios under John Shepard 3d. He collaborated on the construction of the new Yankee network studios and the control systems built over a year ago.

Communication Hookup
Set Up by Blue Network

BLUE NETWORK, which has leased communications facilities from NBC since its separation in January 1942, will set up its own communications department to transmit and receive all messages for the network, effective April 15, Keith Higgins, vice-president in charge of station relations, announced last week, explaining that the facilities leased from NBC are inadequate in view of the Blue's increase in business.

New department will be supervised by Thomas J. Dolan, traffic manager, with Richard Hamilton in charge of the telegraph room. Teletype machines will be located in New York, Chicago and Hollywood with private teletype wires between New York, Washington and Chicago and between Chicago and Hollywood.

Clark Adds
CLARK BROS. Chewing Gum Co., Pittsburgh, has ordered 39 additional stations for its MBS program, "Goodwill Hour," Sunday, 10:15-11 p.m., making a total of 101 Mutual stations. Agency is Walker & Downing, Pittsburgh.

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

BROADCASTING • Broadcast Advertising
Radio Challenged by NRDCA

(Continued from page 9)

ing that radio, by virtue of its increase in retail business, has a very definite job ahead in sustaining that business.

"I would rather not feel the opportunity was being thrown at us because of the lack of newspaper space," said Mr. Johnson. "That situation has always existed in radio. When the hour is gone, it's gone."

"We are willing to admit we know less about radio than any other medium," said Mr. Posen. "I say to you gentlemen of radio it's up to you to educate us."

Mr. McCarthy, who outlined the Adam company's five-year experience in broadcast advertising, discounted the contention there is a problem. "We're here on business today," he said. "Your job and our job is selling. We ought to get together without too much difficulty. I can say incidentally radio stations are doing a 'helleva' good selling job."

Don't Expect Miracles

He urged fellow retailers who were buying time for the first time not to expect miracles. A brief test is no test at all, he declared, adding that no retail store should attempt any radio advertising under a 52-week basis.

"After five years in radio we really like it," Mr. McCarthy declared. "Our dollars are good. If radio can do a job, our dollars are waiting for you."

Mr. McCarthy suggested that the larger stations and networks which have merchandising and program specialists could assist smaller stations by sending their "brains" in the field to help the local outlets formulate better programs for local consumption.

John W. Outler Jr., manager of WSB Atlanta, told the retailers they did radio advertising a considerable favor when they "de-flated our ego and let us know in no uncertain terms that your revenue came the hard way and departed in the same fashion."

Referring to the present lush era in radio advertising, Mr. Outler said: "It seems the most elemental common sense that we get together to consider and discuss the practical uses and usages of a keen and supple advertising tool, to plant some signposts and direction markers on the highway that you folks are likely to travel many times in days to come."

"I can tell you from personal experience that we haven't had easy sailing with some of our own people in this amalgamation of interests. We've got some rugged individuals of our own. Quite a percentage of our difficulties can be attributed to the fact that some broadcasters have grown fat and prosperous entirely despite themselves and are quite unashamed in their admission that their present condition of prosperity has been obtained by careful planning and astute thinking...For all I know there may be some retailers of the same attitude.

"In our studies into the psychology of this thing—why radio hasn't done an all-out job of cultivating retail advertising—and why many retailers regard radio advertising as a play toy and a vehicle for personal aggrandizement—we've come up at least one X in the equation. Neither you nor the broadcast stations can continue to regard each other as incidental if we are to attain that mutual prosperity we seek."

A Place for Both

E. Davis McCutcheon, sales promotion manager of D. H. Holmes Co., New Orleans, called on radio and newspapers to eliminate their controversy over who was to get the business. "There is definitely a place for radio in promotional advertising and there is definitely a place for the newspaper," said Mr. McCutcheon. "I would like to see the newspaper-radio controversy eliminated. You should present a united front in advertising. Newspapers 20 years ago tried to stop radio. Carriage manufacturers tried to stop automobiles. Today we accept these things as necessary in business. We are all sold on radio. There is a place for radio in the promotional budget."

Thomas D. Connolly, CBS manager of station promotion and merchandising, told the retailers that radio does not want "programs on false pretenses". He cited the necessity of properly choosing a program for specific audiences and merchandise. "When you buy a program you do not buy a group of listeners," he said. "You buy the opportunity to appeal to them."

He, too, warned against short-term contracts, declaring that "radio is not a one-shot thing". He urged nothing less than a 52-week trial because programs must be built.

He said that 35% of what he termed "your worthy competition" is using news programs successfully; 18% music, 18% women's programs and 10% announcements. He added that 50% of the stores using broadcast advertising use at least one program daily and 19% use two or more programs daily.

Also on the panel was Richard G. Meybomm, publicity director of J. W. Robinson Co., Los Angeles.

At a noon luncheon Thomas F. Joyce, manager of the radio, phonograph & television department of RCA-Victor, repeated a talk on television he gave March 14 in New York [Broadcasting, March 20], adding that the Franklin Square Bank of Long Island had opened 721 post-war purchasing accounts in which individuals begin making payments on merchandise to be delivered after the war. Of that number 91 persons were using the post-war budget plan for television receivers, based on an estimated price of $400 each, he said.
DAVID CARTER
PORTLAND, OREGON
KOIN PRESS

Sales and good radio station. They're here, a . . .

Winston WAIR

Is No. 1, l, p/

ASSOCIATION, - highbrows, inbetweens!

Use AP Affiliate is by DEANE

it news for an outstanding

an outstanding

itfnVOO
tfn

Carolina

tfn

C.

it

tfn

md.

-CP

6150

s

5000 WATTS 1330 KC

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD WEVD—117 West 46th Street, New York, N. Y.

“OUR FIFTH YEAR”

for Kohlers Dry Cleaners. WFMJ

THE SHADOW

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

PROFESSIONAL DIRECTORY

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

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Dl. 1205
Washington, D. C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

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- 321 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment 1469 Church St., N.W., Washington 5, D. C.

JOHN BARRON
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Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NATIONAL 7757

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. • National 6513
Washington 4, D. C.

PAUL A. dEMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0340

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 1 TO APRIL 7 INCLUSIVE

Decisions . . .

APRIL 4

WMAZ Macon, Ga.—Granted acquisition by George F. Rankin Jr., through sale of 279 shares (41%) capital stock by E. K. Cargill to licensee corporation for $120,000. Stock to be held as treasury stock.

WIGI Superior, Wis.—Granted relinquishment by Victoria B. Conroy to licensee corporation for 46 shares (94%) from Victoria B. Conroy to Roland C. Buck for $120,000.

WPBA Spartanburg, S. C.—Granted CP made changes in DAIN, increase 1 kw to 5 kw, in conditions.

WKEC Los Angeles—Dissolved without prejudice to petitioner's proceeding in conformity with provisions of Order 84-A. Petition filed relating to Order 84-A.

KGWX Portland—Same.

KQK-REGA Buckley—Same.

APRIL 5

FM Development Foundation, Olney, Md.—Placed in pending file application for CP for new FM station.

Hampden-Hampshire Corp., Holyoke, Mass.—Same.

Illinois Broadcasting Corp., Quincy, Ill.—Same.

Montgomery Broadcasting Co., Montgomery, Ala.—Same.

Onondaga Radio Broadcasting Corp., Syracuse, N. Y.—Same.

WFMJ Broadcasting Co., Youngstown, Ohio—Same.

Sharon Herald Broadcasting Co., Sharon, Pa.—Same.

Havens & Martin Inc., Richmond, Va.—Placed in pending file application for CP new commercial television station.

Westminster Radio Stations Inc., Boston, Mass.—Same.

WGN Inc., Chicago—Same.

APRIL 7

WNBR Saranac Lake, N. Y.—License renewal hearing set for April 12 continued to May 12.

Applications . . .

APRIL 4

KGLO Mason City, Ia.—Mod. license change corporate name from Mason City Globe-Gazette Co. to Lee Radio Inc.

KMET Los Angeles—Relinquishment control by Reed E. Callister through transfer 397 MHz to Gloria Dallas Co. Order also includes transfer of 1605 MHz to R. L. Rankin.

WHLR Hartford—CP commercial video station, Channel 7, incomplete.

APRIL 8

Peninsula Broadcasting Co., Salisbury, Md.—CP new FM station, 88,000 kw, 6,000 watt.

WEJ New Haven, Conn.—Transfer of call letters from Arde Bulova to A. LaFont, Herman Struts and F. V. Caglione to Harry C. Wilber (22.8%), Central New York Broadcasting Corp. (38.6%), and Troy Broadcasting Co. (40.6%)

WRL Raleigh, N. C.—Special service authorization operate on 850 kw, 250 w, unlimited.

WROX Clarkdale, Ill.—Mod. CP for changes transmitting equipment and approval transmitter and studio locations.

Louisiana Communications Inc., Baton Rouge, La.—CP new standard station, 1400 kw, 250 w, unlimited, amended re change type transmitter.

KFDQ St. Joseph, Mo.—CP new FM station, 46,900 kc.

Tentative Calendar . . .

WNBR Saranac Lake, N. Y.—Renewal of license.

Rules Issued by BIR To Assist Employers

TO GUIDE employers in determining what types of salary increases the grant under existing salary stabilization regulations, the Bureau of Internal Revenue last week issued a set of comprehensive rules setting forth policies formulated on the basis of experience with the stabilization program.

The rules provide a guide for interpretation of Section 1002.14 of the Salary Stabilization Regulations of Sept. 1, 1943 under which the Commissioner's approval is not required for an employer to grant promotion, merit, and length-of-service increases in salary. Changes in salary classifications or policy require approval of the Commissioner of Internal Revenue.

S

Yea! Dis Is Butch!

Lawbreakers, highbrows, inbetweens! They're here, with money to burn! Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

W A I R

Winston - Salem, North Carolina

FREE & PETERS - National Representatives

AP

WMCA, New York, N. Y.

. . . think AP news for radio is tops. Use exclusively.

Leon Goldstein
News Editor

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.
WANTED — REPORTER to take dictation, make transcripts. $5.00 per hour. Address Box 189, BROADCASTING.

SITUATIONS WANTED (Cont’d)

ANNOUNCER—Combination personal-announcer, for Snowflake, Ark.; has 2,000 watt transmitter, and will do two bang-up shows daily—45 minutes each. Can do any voice. Box 120, BROADCASTING.

ANNOUNCER—Combination personal-announcer for station KXJZ, Bismarck, N. Dak., for $35 per week, plus overtime. Box 119, BROADCASTING.

ANNOUNCER—For major network in New York. Excellent salary and working conditions. Box 122, BROADCASTING.

ANNOUNCER—For major network in New York. Excellent salary and working conditions. Box 118, BROADCASTING.

ANNOUNCER—First class announcer able to handle new. Wanted KFB, 150 watt kn event for KKAI, 550, 150 watt station. Box 145, BROADCASTING.

ANNOUNCER—Newman capable of rewrite and good delivery, excellent working conditions. Box 146, BROADCASTING.

CHIEF ENGINEER—Capable taking complete charge. Experienced in operation, installation, maintenance, recording, all phases of broadcast engineering. Also high frequency and F. M. Sixteen years' experience. Any age license, age 33, married, one child, draft deferred or civilian. Will accept permanent in permanent position, Prefer Texas or adjoining states. Box 118, BROADCASTING.

ANNOUNCER—Actor experience in radio, stage and screen. Age 45. Excellent prospects with major network. Box 90, BROADCASTING.

STATION MANAGER, experienced in all phases of radio, contemplates change. Draft exempt. Full details will be sent upon request. Box 120, BROADCASTING.

Writer—Director—Producer wishes New York or Chicago connection. Excellent professional record. 4 F. Box 122, BROADCASTING.

SALESMAN—Draft exempt, family, 5 years experience. Box 123, BROADCASTING.

Commercial Manager—Age 45—6 years experience. Also general sales and customer services available September 14th—present income $4400.00. Box 128, BROADCASTING.

Program Director or Network Writer—Producer, 10 years radio experience. Excellent idea man. 4 F. Box 180, BROADCASTING.

Chief Engineer 250 watt station wishes position. W. R. or Chief Engineer 250 watts. Experienced installing RCA. Western Electric Transmitter South. Must be permanent. Some experience. Draft exempt. Call F. 128, BROADCASTING.

This man is available immediately—Permanent or Florida. Also Western Pa. or Ohio preferred. Box 154, BROADCASTING.

RESEARCHER—Broadcast experience and acceptance will consider establishing general sales and promotional service in good market, to serve station managers and agencies with the spot current indices and program ratings; pass the sales ammunition; improve rate distribution and cooperation. Information regarding need for such service in your area and your qualifications. Box 123, BROADCASTING.

Looking for a station manager? Program Director of clear channel network station, with 5 years' radio, seeks position with post-war future, preferably in the West. Experience in all phases of radio except engineering. Am now employed. Box 117-1 C.

Box 118

BROADCASTING

WANTED

TASTY YEAST Moves

TASTY YEAST Inc., Bloomfield, N. J., has shifted its account from C. L. Miller Co., New York, to Colliers Adv., New York. A test week spot campaign on six Florida stations was completed April 1, but the candy firm is not expected to embark on regular use of radio at present. Advertising will be spasmodic and limited in view of restricted sugar supplies and the allocation of the major production to the military.

BROADCASTING • Broadcast Advertising

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WANTED

CHIEF ENGINEER

1 KW, CBS regional affiliate and key station stole network. Need experienced dependable man with executive ability. Prefer draft exempt or reasonably certain deferred status. Located progressive growing southwestern city. Compensation includes plenty furnished house. Position open May First or sooner, salary or wire—P. O. Box 2761 Phoenix, Arizona

SCIRIT WRITER

• Poultry and livestock background. Writing, contacting feed and remedy accounts this 36 year old Advertising Agency, Write fully in confidence, accounts worked, draft status, samples, photo and salary range to Radio Director, SIMMONDS & SIMMONDS, INC., 201 North Wells—Chicago 6, Ill.
House FCC Hearings to Resume Soon; Sirica Plans an ‘Objective’ Investigation

HEARINGS by the House Select Committee to Investigate the FCC will be resumed immediately after April 12, when Congress returns from the Easter holidays, John J. Sirica, newly appointed Committee general counsel, said last week. Harry S. Barger, chief investigator and acting general counsel since the resignation of Eugene L. Garery last February, will resume cross-examination of Charles R. Denny Jr., Commission general counsel, Mr. Sirica added.

“It will take me at least two or three months to familiarize myself with the record,” said the 40-year-old Washington attorney whose appointment was announced March 31 following a Committee executive session (BROADCASTING, April 2).

“I have the highest regard for Mr. Barger’s ability as an investigator and lawyer,” he continued. “Until I get my feet on the ground and can digest the 3,000 pages of printed record, Mr. Barger will carry on.”

Sirica Given Authority

Mr. Sirica will be given full authority to conduct the investigation, according to Chairman Lea (D-Cal.). Staff appointments will be made by the general counsel with approval of the Committee, he explained. Mr. Sirica said that until he becomes more familiar with the job he will not appoint any assistants. He paid tribute to the work of both Mr. Barger and Harvey Walker, assistant investigator who left last week for service in the Navy as an Ensign.

Robert B. Barker, former investigator who resigned last Nov. 1, returned to the Committee last Monday following his appointment April 1 by Chairman Lea. Mr. Barker also has done investigative work for the Dies Committee on Un-American Activities.

Mr. Sirica emphasized that his sole aim in the investigation is to do an “objective job” divorced entirely from any political or personal ambitions. He has been a District resident all his adult life and has never voted, although he has former Government affiliation as assistant U. S. attorney for the District of Columbia, was through a Republican appointment during the Hoover administration.

Entitled to Facts

“I believe the Congress and the American people are entitled to all the facts and my job,” he said, “is to present those facts, good or bad, to the Committee,” said the new general counsel. “I don’t believe I know anyone connected with the FCC. Certainly I’ve never practiced before the Commission. If this investigation can help Congress to write good communications legislation, based upon the facts as we find them, I will feel that our job has been accomplished.”

Mr. Sirica said the nearest he ever got to direct contact with radio was a year ago when he was retained by Coudert Bros., New York law firm and attorneys for the Andrew Jergens Co., as Washington counsel and trial lawyer when Eleanor Patterson of the Washington Times-Herald sued Walter Winchell for alleged libel. Also named as defendants were the Jergens Co., Mr. Winchell’s sponsors, and the Blue Network Co. The suit was withdrawn the day of trial.

Mr. Sirica, a bachelor, plans to continue his private practice, although he will devote the major portion of his time, he said, to the Committee investigation.

As he took over the legal and investigating staff the Committee had a balance of more than $35,000 of a Subsidy Bill Faces Fight

CONTROVERSY over the Cannon newspaper subsidy bill (HR-3693) to authorize the Treasury to spend up to $15 million dollars annually for War Bond advertising in newspapers in cities of 25,000 population or less and in weeklies in the larger communities, is expected to arise if the Rules Committee reports the bill out for floor consideration. Rep. Cannon (D-Mo.), sponsor of the measure, a companion to the Bankhead Senate-passed bill, said last Wednesday he had been assured by the Rules Committee his bill would be approved shortly. Several members of the Committee, however, are known to oppose the bill as discriminatory and a subsidy.

Hooper Report Shows Hope Leads in Evening

BOB HOPE leads the list of “First Fifteen” program in the March 30 Evening Network Hooplares, followed by Fibber McGee & Molly, second, and Jack Benny, third. The list continues as follows: Charlie McCarthy, Walter Winchell, Radio Theatre, Red Skelton (rating “computed” in “Eastern Time Zone”), Joan Davis with Jack Haley, Take it or Leave it, Mr. District Attorney, Abbott and Costello, Fred Allen, Steve Ford Players, Albert Family and Bing Crosby (substitute). Average evening program rating of 10.4 is down 1.0 from a year ago, and down 0.1 from the last report. Average sets-in-use of 31.8 is up 0.3 from a year ago, and down 0.2 from the previous report. Average available audience registered no change from the last report, but showed a drop of 0.4 from last year.

Snow Trouble

UP WESTCHESTER way the 14 inch snowfall one day last week gave Frank A. Seitz, managing director of WFPS White Plains, N. Y., a chance to show his ver- mulee. Arriving at 7:30 a.m. Mr. Seitz found himself the sole passenger at air-time. For the next 90 minutes he performed the duties of transmitter engineer, studio operator, announcer, news editor, platter turner and traffic supervisor. By nine o’clock other staffers who found their selves stalled by suspended transportation facilities began to trickle in, allowing Mr. Seitz to resume his managerial duties. Note to FCC: Don’t worry—Mr. Seitz holds a first class radio telephone operator’s license and is chief engineer of WFPS anyway.

MUTUAL-DON LEE GETS STANDARD OIL STANDARD OIL CO. of California has signed an agreement with Mutual-Don Lee for its weekly news commentary by Lowell Thomas, effective May 15. Reason for the shift, it was explained, was the sponsor’s desire to secure earlier time which was not available in the Bay Area. Because of the inability of certain stations in the Pacific Northwest to clear the program, Contract, which was signed in the office of Dan J. Donnelly, manager of KFRC San Francisco, is for 26 weeks. Agency is BBO, Ray Rhodes, sales manager of KFRC, is account executive. New time: 7:15-7:30 p.m. (PWT), Monday through Friday, to the entire Don Lee Network of 36 stations in Idaho, Washington, Oregon and California, with probable expansion to the Inter-Mountain Network, Arizona and Honolulu. Use of phrase is a plan to bring the representatives of the 36 stations involved in the deal to San Francisco on Friday for a meeting with Standard Oil officials to discuss details for a western promotional campaign for Thomas.

Analyst Elect

JOHN W. VANDERCOOk, NIBC-Blue commentator, who expects to leave shortly to join NBC’s London invasion team, has been elected president of the Assn. of Radio News Analysts, succeeding Maj. George Fielding Elliot, CBS. Others elected were: Maj. Elliot and Ray mond Gram Swing, Blue, vice-president; Cesar Searchinger, NBC secretary, and Quincy Howe, WQXL, treasurer. H. V. Kaltenborn, NBC, was elected chairman of the executive board.

Heinz Summer Show

SUMMER replacement for H. J. Heinz Co.’s Information Please on NBC, 9:30-10 p.m. weeknight, will be an all-musical show Vacation Serenade to start around the first of July. It will include W. Lee Pelletier, orchestra conductor. Agency is Mazon Inc., New York.
More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

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