5,629 LETTERS COME IN

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

We have told you this before, but here is fresh evidence: on a recent Tuesday, when "School
Time" went to Brookfield Zoo to bring its 6,000 schools first-hand facts about the animal life there,
we offered a color map of this zoo to all who would write for it. Just once, mind you. One
announcement.

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

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

REPRESENTED BY JOHN BLAIR & COMPANY
890 KILOCYCLES  50,000 WATTS  BLUE NETWORK
WKY Television Demonstration Caravan Playing 19 Towns in WKY Service Area

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

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

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

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

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

Telephone surveys? Audience ratings? Coverage maps?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"Good Neighbor to the Northwest"
When You Think of
NEW ORLEANS
... You Think of
The Gateway to Latin American Markets

AND

WWL
The Greatest Selling Power
In The South's Greatest City
50,000 WATTS
CLEAR CHANNEL
WWL Dominates the NEW Deep South—
Heded for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Page 6 • November 20, 1944
Yes, with 5,000 Watts on 980 Kilocycles, WSIX gives a thorough coverage of the rich Middle Tennessee section. The survey by Ring and Clark, Consulting Engineers, shows on the map above that in addition to Middle Tennessee, 16 counties in Southern Kentucky are also included in WSIX's 0.1 MV/M signal.

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

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

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

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

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

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

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

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

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

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

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

SELLERS of SALES

NOT for me, said Ralph Cushing when his father suggested he enter the advertising field. But father persisted and took him down to meet A. L. Thomas of Lord & Thomas, Chicago. Ralph has been in advertising ever since.

He is timebuyer and account executive of Presba, Fellers & Presba, Chicago, a big step up from that first clerking job with Lord & Thomas in 1906, just after his graduation from Bowdoin College, Me.

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

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

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

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

And Ralph Cushing believes in radio advertising with real conviction. "As more information becomes available on radio stations and programs," he says, "advertisers will be able to use radio advertising in an even more intelligent manner than heretofore."

WALTER KIERNAN

POPULAR IN LINCOLN, NEB.

IS OPEN FOR SPONSORSHIP

ON KFOR

Especially popular in the mid-west is Blue Network's colorful commentator, Walter Kiernan. He talks and thinks like a mid-westerner . . . so folks out this way like him.

This is one of the choice spots now open on KFOR, Lincoln, Nebraska Monday thru Friday, 1:00 to 1:15 p.m. A large audience and a friendly one. Ask our representative Edward Petry Co., Inc., for details.

"Nebraska's Capital City Station"

Blue and Mutual Networks

1150 KC

Wilmington, Delaware

5000 WATTS
DAY & NIGHT

Sales Representative
PAUL H. RAYMER
Almost 5 million spindles whirling, winding miles of thread... singing songs of Victory! The 4,955,144 spindles in the 16-county WSPA Primary Area are daily producing cotton cloth to wrap around the world. A staple of America, delivered by America, and produced from "picker to bolt" by this 16-county textile paradise.

But WSPA-Piedmont's wealth isn't vested in textiles alone. Timber, plastics and versatile agriculture provide the income for the quarter-billion dollar\(^6\) retail sales a year! Small wonder this Piedmont rolling-land is called "one of the best-balanced sections in the entire country."

And WSPA swings the balance your way.

\(^6\)Sales Management
"Data books tell you who could listen, Thistlewaite
--F&P can tell you who does listen!"

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

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

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

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

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

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

Nomination of Mr. Porter to fill Mr. Fly (until June 20, 1949) came three hours after the President had designated Commissioner E. K. Jett interim chairman, to serve until Mr. Porter's confirmation by the Senate. At that time it was expected the President would designate Mr. Porter chairman. Mr. Porter is expected to take his new post about Dec. 15, assuming Senate confirmation by then.

Popular Appointment

The Porter appointment generally was supported in broadcasting and Government ranks. His name had been highlighted virtually since the beginning of reports that Mr. Fly would resign to return to private practice of law in New York. The appointment leaves one vacancy on the FCC—that created with the retirement of T. A. M. Crawford last July 1 to become vice-president of the Cowles Broadcasting Co. Several names are under consideration, but it was thought the appointment might not come for some days.

The nomination of Mr. Porter and the designation of Mr. Jett as acting chairman were seen as pointed recognition by the Administration of the importance of technical radio allocations problems in the immediate offing and of the desirability of having men versed in broadcasting in policy control. For five years (1937-42) Mr. Porter was Washington counsel for CBS and is acquainted with both station and network operating and regulatory problems.

Mr. Jett, who was named to the FCC last February after having served as its chief engineer since 1935, is regarded as perhaps the best-informed man in the country on problems of allocation and engineering.

Precisely when the Senate Interstate Commerce Committee will consider the Porter nomination was in doubt last week. Chairman Wheeler (D-Mont.) is expected to return to Washington early this week and might call a committee meeting promptly. Mr. Porter, however, plans a trip to Florida for his first vacation since Pearl Harbor, probably to remain until mid-December.

Both the Jett and Porter nominations came Nov. 16—a day after Mr. Fly wound up his 15 years of service, the last five on the FCC. Early in the week the White House released an exchange of letters wherein the President said the former FCC chairman was on "furlough" and that he proposed to seek help from time to time, particularly in the field of international communications. (See texts of letters on pages 59, 60.)

Save for the Jett interim appointment, there were no real surprises in any of the developments—Mr. Fly's resignation and appointment as chairman of the board and general counsel of Associated Music Publishers and its subsidiary, Muzak, and Mr. Porter's nomination. All these had been speculated upon in past issues of Broadcasting for the last several months.

FDR Letter to Jett

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

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

Porter Well Qualified for FCC Job

Former Publicity Head Of Democrats Fills Out Fly's Term

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

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

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

"I think my name will go up sometime today or tomorrow, or at least this week," Mr. Porter replied. Actually the messenger carrying his nomination must have been on his way before the nominee reached a comma in his sentence. Beyond this brief statement, he had nothing further to report, except to state he and the President devoted most of their discussion to "the electoral college". Mr. Porter's 11-year Washington career has been a busy one. He served three months with the Agricultural Adjustment Administration in 1938, succeeding then to the directorship of the press section, Department of Agriculture. In 1937 he joined CBS as Washington attorney and assistant to Capt. Harry C. Butcher, then CBS vice-president and now Naval aide to General Eisenhowen. He took leave in 1940 to assist Chester Davis in the National Defense Council. He returned to CBS in 1942, subsequently to resign on March 15, 1942 and become deputy administrator, Office of Price Administration; Associate War Food Administrator under Marvin Jones; and assistant director of Economic Stabilization under Judge Vinson. Throughout these experiences,
Plan Expected to Be Under Way About First of Year

By FLORENCE SMALL

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

At its meeting Tuesday and Wednesday in the Stevens Hotel the NAB Board approved the creation of the BMB, which already had been passed by the boards of the American Assn. of Advertising Agencies and the National Advertisers. A joint committee of the three groups, meeting in New York Nov. 11, reviewed proposed plans, which were presented to the NAB Board, to be returned after the laws [BROADCASTING, Nov. 15]. As soon as the drafts are completed copies will be given the NAB Board and boards of the AAAA and ANA for final approval.

Boar of 15

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

In appropriating the $75,000, which was appropriated after an initial outlay for the first year's operation, the NAB Board pointed out that it is lending the money to the BMB, to be repaid after the bureau becomes operative and self-sustaining.

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

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

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

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

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

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

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

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

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

Joint Audience Bureau Plan

Given Good ANA Reception

Early Agreement on Final Details Is Sought; Study of Increased ARFA Scale Projected

PLANS for immediate establishment of a broadcasting measurement bureau, a joint project of three sponsoring organizations, the NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies, were presented to the NAB Board of Directors in its meeting in Chicago Nov. 14-15, were presented to the board.

Chairman of the ANA, held Nov. 15-17 at the Biltmore Hotel, New York, D. B. Stetler, advertising manager, Standard Brands, and chairman of the ANA Radio Committee, to several hundred ANA members a wire from Hugh Feltis, manager, KFAB Lincoln, reporting that the NAB Board had unanimously approved a $75,000 budget to underwrite the first year's maintenance of the bureau's headquarters in New York, which the board hopes can begin operations with a full staff the first of the year.

Committee Named

Mr. Feltis, reporting by telegram as the extended NAB board meeting prevented his scheduled personal appearance before the ANA convention, said a five-man committee had been appointed "with power to act and to negotiate with ANA and AAAA and incorporate the bureau. This same committee will be representatives of the NAB stations in that bureau." Members are J. Harold Ryan, NAB president; Frank Stanton, CBS vice-president; Frank Russell, NBC vice-president; Roger Clipp, manager, WFIL Philadelphia, and Mr. Feltis.

Such a group would meet to work as quickly as possible with similar committees of the ANA and AAAA to work out an incorporation and to select bureau personnel, Mr. Feltis said the NAB board had approved plans for a two-month series of district meetings across the country to get under way early in January, with all broadcasters in the country invited to attend and be solicited for subscriptions to the measurement plan.

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

Mr. Stetler also related the recently concluded AFRA commercial agreement calling for a 10% increase in talent fees subject to War Labor Board approval, and said the ANA Radio Committee plans to make a thorough study of the entire field of the employment of radio artists before the expiration of this new contract two years hence.

Recent expansion of the CAB reports on radio listening to include the reports of listeners in American cities not previously covered, the former 33 was discussed at the round (Continued on page 68)

ANA OFFICIALS

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

New members chosen were: Robert B. Brown, Bristol-Meyers Co.; Ralph Winslow, Libby-Owens-Ford Glass Co.; William Connolly, S. C. Johnson & Sons; and John H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; Hugh Hitchcock, NBC; and D. B. Stetler, Standard Brands, were re-elected as directors.

Engineer Attacks New FM Service

Pulse Modulation Explained At RMA-IRE Meeting

CHARGING that the "claims of high-fidelity [are] practical value" and that FM is being pushed as a new service to permit manufacturers to make more sets, Thomas G. Tucker, consulting engineer, threw into an uproar the annual fall meeting of the Radio Manufacturers' Assn. electing the Engineers' Institute of Radio Engineers, held last Monday in Rochester.

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

Armstrong Replies

Taking issue with Mr. Tarzian were several engineers and manufacturers, including Maj. Edwin H. Armstrong, inventor of FM, who said he was receiving an advance copy of the talk; and Dr. Ray H. Mansor, vice-president and general manager of Stromberg-Carlson Co.

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

Speaking at the closing session Tuesday afternoon, E. Labin of the (Continued on page 68)
Petrillo Victory Seen Affecting Stations

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

BY BRUCE ROBERTSON

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

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

Another Conquest

In radio circles, the "agreement" was interpreted as another Petrillo conquest, giving the union the power to block transcription library service to "unfair" stations, just as he has stopped network service to recalcitrant affiliates which have not re-

Pho
tained staff at one station, or of AFM to unionize all platter-turners at stations, it is felt, would give to the AFM president all the authority necessary to compel control performance of all music — live or recorded — over the air.

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

Hailed by Mr. Petrillo, AFM president, as "the greatest victory for a labor organization in the history of the labor movement," the inclusion of these companies among the payees will provide some $4,000,000 extra revenue for the union, he estimated. Fees on phonograph records range from a quarter of a cent on records retailing at $3 cents to 2 cents, or more. On library transcription, the fee is set at $5 of the gross revenue from "sale, lease, license or other disposition." Spot announcement transcriptions also carry a 3% fee to the AFM, but commercial transcriptions, used only once, are not taxed at all.

Based on the contract signed Sept. 30, 1943, with Decca Records, first acceptance of the direct pay-ment principle, the contracts of RCA, CRC and NBC include extra clauses which practically put them at the mercy of the AFM by making all individual contracts with musicians dependent upon the con-

tinuance of the basic contracts with the union. If the AFM should strike against them, or if for any other reason the musicians are prevented from working for RCA, CRC or NBC, the musicians "shall be free to accept and engage in other employment."

This clause was added, Mr. Pe-

trillo stated, because musicians un-
der exclusive contract to RCA and CRC had been unable to make re-

cordings since the union inaug-

urated its strike Aug. 1, 1942. He declared that this shall not happen again and that in the event of a strike the artists' individual con-

tracts will automatically expire.

That another strike is not un-
likely was made plain by the union leader's statement, with glowing-
ly praises the AFM as "the first labor organization to receive agree-
ments whereby employers pay mon-

ey direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings."

Denouncing the companies for displaying in their dealings with the AFM "bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil War days," Mr. Petrillo declared that the AFM "expects that the companies will change their past course of con-

duct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off rela-

tions with these companies and leave them to die by their own ne-

farious schemes."

This language would seem to be broken enough to cover almost any event displeasing to the union, in-

cluding that of refusing to allow

musicians to work for a transcription company serving a station considered "unfair" by the AFM. At one stage of negotiations be-

 tween the recording companies and the union, Mr. Petrillo offered to withdraw his ban if the transcription firms would include such a proviso in their contracts with stations, the offer being rejected when the companies' attorneys de-

clared it an illegal as well as a bad business practice.

With network affiliates, Mr. Pe-

trillo has the power to withdraw all musicians in the entire net-

work as a means of forcing a set-

tlement of a local dispute between a station and the local union, but he has heretofore lacked such a weapon against the stations not affiliated with network.

Five-Hour Session

Contracts were signed on Nov. 11 at AFM headquarters in New York, following a five-hour session which Mr. Petrillo said had been devoted almost entirely to argu-

ments by the attorneys over the language of the contracts. Meeting had been called, he said, when he had received a long distance phone call from Niles Trammell, NBC president, informing him that the companies were ready to accept the union's terms. Contracts were signed by Edward Wallerstein, president, CRC; James W. Mur-

ray, general manager of RCA vic-

tor, record activities; and C. Lloyd Egner, NBC vice-president in charge of radio recording. All re-

cordings contracts, including the new ones, expire Dec. 31, 1947.

History of the attempts of the companies to secure Government cooperation in settling the musi-

cians' strike is recited in a bitter telegram sent by Mr. Wallerstein to Judge Fred M. Vinson, to whom the President referred the matter when he refused his re-

quest to call off the strike.

"The economic pressures on us are such that we can wait no longer and must now either sign or go out of business," Mr. Waller-

stein said, blaming "the Govern-

ment's unwillingness or incapacity to enforce its orders" for the com-

pany's acceptance of a principle they had resisted for more than 27 months.

Mr. Murray similarly stated: "In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the Board's order, we had no alternative but to meet the demands of Mr. Pe-

trillo that we make direct payments to the union's treasury or to aban-

don our record business, which would have resulted in losses to the public, our employees and agents, our dealers and stockholders."

Big Fund

Stating that the AFM in the last year has collected $115,000 in fees from the companies and those of the more than 110 companies who have signed up during that time, Mr. Petrillo said that the union will wait until it has about $2,000,000 in these payments before these payments are segregated, and then the AFM national convention will determine how the money can best be used. Mr. Petrillo urged musicians "put out of work by the records we are making" and to promote musical culture. He sugges-

ted that a possible decision might be to establish orchestras in cities without them and to give work to elderly and other unem-

ployed musicians. Mr. Petrillo estimated that be-

fore the union first invoked its ban on recordings, the annual produc-

tion of phonograph records had been $200,000,000, but that the present boom in records might boost that total to as high as 300,-

000,000 a year. He stated that some months ago he had been approached by David Sarnoff, RCA president, and William S. Foley, CBS presi-

dent, and offered a flat sum of $200,000 a year in place of the sliding scale, but that he had flatly rejected the offer.

One industry executive observed last week that in making it impos-

sible for RCA and CBS to refuse or change their demands made by these companies cannot automatically provide for a united industry front against any future bids. Another executive pointed out that these companies cannot stay out of any agreement accepted by others without committing economic suicide, it was pointed out, they will join with the other companies in getting the best terms for all. Therefore, Mr. Petrillo will lose his ability to use

HOW THE CARTOONISTS SEE IT

Text of AFM contract with recording firms page 28; text of Columbia Recording Corp. wire to Judge Vinson page 22; text of RCA announcement page 21; text of AFM announcement page 24; press reaction page 30.

BROADCASTING • Broadcast Advertising

November 20, 1944 • Page 15
A REVISED draft of a proposed FCC regulation requiring full sponsor identity under Sec. 317 of the Communications Act will be submitted to the NAB to extend the date for filing an oral argument to Nov. 21. Although argument is set for Nov. 27, as BROADCASTING went to press no requests for appearance were on record, except that of N. L. Royster, manager of WOLS, Forest, S. C., who probably will withdraw the request, according to NAB officials.

Objections Should BeFiled

Robert T. Bartley, NAB Director of Government Relations, has this week sent out copies of the proposed regulation (see text this page), together with an explanation of its purposes. He said that the draft was agreed upon following conferences between the FCC Law Dept. and NAB representatives. Harry Plotkin, FCC special assistant, said that the Litigation Section, led discussions for the Commission staff, and Philip G. Locuck, Washington attorney, who has prepared the draft by the NAB, headed the broadcasters.

Should there by any part of the proposed regulation not agreeable to broadcasters, the NAB urged them to request oral argument or file briefs. Suggestions for the proposed regulation were received from 86 broadcasters. Although half or more indicated a need for a regulation interpreting Sec. 317, the majority opposed a provision of full sponsor identification. Commercially sponsored programs would be required to carry the announcement that the program in question was “paid for” by the sponsoring individual, organization or corporation.

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

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

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

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

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

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

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

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

(a) The announcement required by this Section shall be as follows: "This program is sponsored by..." (b) The announcement required by this Section shall be made either as an introduction to the broadcasting of such program, an announcement made at the beginning or the conclusion of such program on which such material or services are used, or under circumstances when the material or services referred to in subsection (b) hereof are furnished to such station in connection with the broadcasting of such program: provided, however, that only one such announcement need be made either at the beginning or the conclusion of any such program or at any interval of ten minutes or less.

(c) The announcement required by this Section shall be made either at the beginning or the conclusion of all programs, other than any political program on which such material or services are used, which are identified on their broadcast cover as "paid for" by a private individual, corporation or unincorporated group, or by the name of the sponsor’s product, or by the name of the sponsor’s corporate or trade name, if such programs are broadcast on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, an announcement stating the sponsor’s corporate or trade name or the name of the sponsor’s product shall be deemed sufficient if such announcement is broadcast throughout a state or the United States, or a portion thereof, which such announcement is broadcast either on programs identified on their broadcast cover as "paid for" by a private individual, corporation or unincorporated group, or by the name of the sponsor’s product, in which such announcement is broadcast.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor’s corporate or trade name or the name of the sponsor’s product, or the name of the sponsor’s product shall be deemed sufficient if such announcement is broadcast throughout a state or the United States, or a portion thereof, in which such announcement is broadcast either on programs identified on their broadcast cover as "paid for" by a private individual, corporation or unincorporated group, if such program is broadcast either on programs identified on their broadcast cover as "paid for" by a private individual, corporation or unincorporated group, or by the name of the sponsor’s product.

FIRST CHRISTMAS greetings from the field are these being filmed by Walter Lonergan (r), formerly of the Head of the Lakes Broadcasting Co., Duluth. He is interviewing Pfc. Howard B. Snow of St. Paul, Sgt. Lonergan and Sgt. Arthur King of WEEI Boston. They sent back 16 hours of "Joe Blow" greetings to be followed by similar recordings from Marines throughout the Pacific. They will be offered stations all over the country through 1st. Lt. James Hurbut, radio section, USMC Public Relations, who planned the discs.

College Award Plan

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

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ADIRING EMBLEM of the recent Methodist Movement formally approved last week by the NAB Board of Directors (see story on page 14), are Frank M. Russell, Washington NAB President, and Hugh M. Felts, KFAB Lincoln, chairman of the Board subcommittee which worked with the committee. The emblem was designed on a tablecloth by Frederic R. Gamble, managing director of the American Federation of Musicians, 1629 21st St., N.W., Washington, D.C.

Mr. Carter was sponsored on CBS from Jan. 1982 to Feb. 19, 1938 by Philco. In August 1940, after a cross-country lecture tour, Mr. Carter began his daily broadcasts from WOR New York on Mutual, first sustaining locally sponsored. In addition to local sponsors—there are 95 for the current Monday through Friday 12 noon to 12:15 p.m. spot—Mr. Carter was sponsored by Caret Salt Co., from Jan. to June 1944 and at other times by Chef-Boy-Ar-Dee Quality Foods Inc., from May 1943 to July 1944.

Last Friday’s broadcast was handled by Mrs. Carter’s sister, Sheelah, formerly heard regularly on Mutual. All commercials were to be omitted.

Surviving in addition to his second wife, Mrs. Robert Carter, and his sister, Sheelah, 26, and a married daughter, Gwladys Sheelah Wallace, 20.
For AGENCIES and ADVERTISERS Who Want FACTS—

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

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

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

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

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

THE 1944 IOWA RADIO AUDIENCE SURVEY COVERS ALL THESE SUBJECTS:

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

WHO for Iowa Plus!

Des Moines-50,000 Watts

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

FREE & PETERS, Inc. National Representatives

Broadcasting Broadcast Advertising

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.
A Magic Carpet to Thrilling Experiences
In Far Places Among Strange People

STAND BY FOR ADVENTURE

A cast of distinguished actors re-creates the art of good story telling... spinning tales of exciting happenings experienced by four friends—a South American scientist, a retired Army officer, a newspaperman, and a merchant seaplayer. 78 quarter-hours for broadcast once or twice weekly. Scripts by a "panel" of expert writers... superbly produced... Stand By for Adventure is a program with great family appeal—for ideally suited for sponsorship in a wide variety of business fields. Send today for new audition records.

TYPICAL TITLES

As told by Dr. Avillo: The Flame Spirit... The Secret of the Sea... The Missing Factor... The Face and the Rose.
As told by Major Gordon: The Man Who Didn't Sleep... The Hunter and the Beast... The Man Who Hated Birthdays... Even in Death.
As told by Richard Moore: The Lipstick Case... Doll Death... Death is My Cell Mate... Desperado Adventure... The Curious Man.

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

HAILED as the first nationwide television assembly to be held, the first annual conference of the Television Broadcasters Association, scheduled for Dec. 11-12 at the Hotel Commodore, New York, will cover all phases of video, with talks by industry leaders in engineering, programming and advertising.
Representatives of newspapers, agencies, motion picture companies, equipment manufacturers, radio talent and the general public have been invited to attend, to obtain an all-around view of the problems and promises of telecasting. Jack R. Popple, chief engineer of WOR, New York, will be conference chairman.

Baker Opens Conference

Dr. W. R. G. Baker, vice-president in charge of electronics of General Electric Co., and chairman of the Radio Technical Planning Board, and E. W. Enstrom, research director of RCA Labs, Princeton, open the general session at 10 a.m. Monday, with talks on "New Horizons in Television." Programming will be covered by John F. Royal, NBC vice-president in charge of television; Robert L. Gibbon, TBA director, and assistant to the vice-president in charge of advertising and publicity, General Electric Co., and Thomas H. Hutchinson, in charge of production, RKO Television Corp. Harold S. Osborne, chief engineer, AT&T, will speak on television networks at the same session.
Luncheon will be followed by panel meetings conducted by representatives of various industries—manufacturers, C. A. Priest, GE; broadcasters, Samuel H. Cuff, Allen B. DuMont Labs; program producers, Mr. Hutchinson; agencies, William H. Weintraub, president of the agency bearing his name; newspapers, Clifford Denten, N. Y. Daily News; theatres and motion pictures, Paul Larsen, Society of Motion Picture Engineers; talent, William Morris, head of the Morris talent agency.
Following a cocktail party given by NBC, Philco Corp. and GE, operators of the first television network, will be a banquet at which those who have contributed to television will receive awards of merit from a committee headed by Paul Rainbourn, TBA director and president of Television Production Inc., a subsidiary of Paramount Pictures. Several television stations will be installed as guests may view special programs telecast by New York's three stations.
Dr. Alfred N. Goldsmith, consulting engineer and PTPB vice-chairman, on Tuesday morning will lead a roundtable discussion by technical experts, including O. B. Hanson, NBC; Allen B. DuMont, TBA president and head of DuMont Labs; Dr. C. B. Jolliffe, chief engineer, RCA Victor Division; F. J. Bingley, Philco; J. E. Reister, GE; Harry Lubeck, Don Lee Network; Mr. Popple; A. H. Brolly, Balaban & Katz; Klaus Landsberg, Television Productions Inc.

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

CAB EXTENDS DATA ON LOCAL TRENDS

NEW SERIES of bi-monthly reports covering local listening in 81 cities of 500,000 or more population, which increased the CAB calls to 6,000,000 a year. These bi-monthly reports, reflecting listening trends by three-hour periods for a cross-section of the country's city dwellers, should be of particular interest to national spot advertisers and agency timebuyers, the CAB said.

Whitehall Starting

WHITEHALL PHARMACAL CO., New York, division of American Home Products Corp., early in January starts Ellery Queen show on WHDH, Boston. Broadcast on over 50 CBS stations, Wed., 7:30-8 p.m. (rebroadcast 12:30-1 a.m.) replacing Easy Aces for the same network. Mystery Show, now sponsored on NBC Saturday, 7:30-8 p.m. by Emerson Drug Co. for Bromo Seltzer, is to be replaced on that network by another mystery, The Saint, Jan. 6. Agency is Ruthrauff & Ryan, appointed by Whitehall to handle only the Ellery Queen show. Through Dancer-Fitzgerald-Sample, New York, agency handling other radio, Whitehall last week started Fleetwood Lawton on 7 NBC West Coast stations, Mon., Tues., Wed., Thurs., and Fri., 8-11:5 p.m. (PST) also for Anacin.

KEEW Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of license of KEWW Brownsville, Tex., from Eagle Broadcasting Co. to Radio Station KEW Laredo, a newly formed limited partnership, T. Frank Smith, manager of KXYZ Houston and KRIS Corpus Christi, joins the present operators of KEEW, Jack Wilson and Earnest E. Wilson, in the new partnership. Mr. Smith acquires 20% interest as general partner for $8,500. The Messers. Wilson are special partners, each holding 20% interest. Provision for adequate financing for future expansion was given in application as reason for shift.

NBC RADIO-RECORDING DIVISION

A Division of NBC
Corporation of America


NEW NEVER A DULL MOMENT on

WHDH

BOSTON'S BLUE NETWORK PLUS STATION

BOSTON'S BANNER RADIO BUY!

National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco
... How MYCALEX Solved a Tough Insulating Problem for HAZELTINE ELECTRONICS and the NAVY...

Note: one more success story concerning MYCALEX and an outstanding builder of electronic apparatus: MYCALEX—the "last word" in low-loss insulation—may be the right answer to your problem, too. Write for detailed specifications and samples.

MYCALEX CORPORATION OF AMERICA
"OWNERS OF ‘MYCALEX’ PATENTS"

CLIFTON, NEW JERSEY

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

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TEXT OF AFM CONTRACT WITH RECORDERS

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

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

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

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

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

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

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

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

Baltimore, Md.

Tom Tinsley, President · Represented Nationally by Headley-Reed

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Cocktails — at 2:00?

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

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

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

KMA

BLUE NETWORK

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

152 COUNTIES AROUND

SHENANDOAH, IOWA

Free & Peters, Inc.

Page 22  •  November 20, 1944
THESE BIG CITY FOLKS LIKE THEIR HILL BILLY TUNES

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

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

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

Such responses as have been received by early last week, after the first two broadcasts, were said to be favorable, but some unfavorable reactions are expected directly or indirectly from groups close to the Nazi interests in L. A. Argentina was reported to have already taken steps to counteract the CIAA program via its own radio facilities. Program goes out in Portuguese on three transmitters at 6:00 p.m. Thursday and in Spanish on nine stations at 8:30 p.m. Titled El Destino de America, it was introduced at the suggestion of the Office of the Coordinator of Inter-American Affairs. The program was to continue for 13 weeks, subject to revision since its run will be governed by progress in the realignment of the Argentinean government to Allied sympathies.

Goodyear Success

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

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

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

AFM DISC ANNOUNCEMENT

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

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

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

By their past conduct, these companies have shown that they are not amenable disposed to do business with the AFM. Instead of showing friendliness, they have displayed bitterness, unfairness, injustice, trickery and recklessness which would do injustice to the slave owners of pre-Civil War days. In their attitude toward the AFM and its members, they have acted as though the musicians they wished to employ were their vassals and slaves. Instead of meeting the officers of the AFM to negotiate fair terms and conditions of employment, they refused for many months to negotiate and, on the contrary, resorted to a vile, indecent, malicious and filthy vilification of the AFM and its officers. They substituted for the ordinary, usual and fair processes of collective bargaining a device of constant mudslinging, dirt throwing and false propaganda.

Fair Dealing

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

Let it be remembered that the AFM in this entire controversy asked for nothing more than the adoption of a principle of fair dealing with its members. Really, the AFM expects to do business only with companies who are not enterprise and who do not hesitate to break contacts with unscrupulous employers, seeking to thwart and throttle the rights and just demands of their employees, have been defeated in their efforts. Honesty and fairness have triumphed over falsity and fraud. It may be well for these companies to understand that the AFM and its members will not tolerate a continuance of these past activities and conduct. The AFM expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with companies and leave them to die by their own nefarious schemes.

Harvest Series

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

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

Shreveport, Louisiana

Represented by The Branham Co.

Broadcast Advertising

available through Press Association, Inc.
30 Rockefeller Plaza
New York, N. Y.

KRLD, Dallas, Texas

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

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

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

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

These sales-messages have an added advantage: The warmth of the human voice to underscore their friendly tone, their conviction. Tap this power in your own sales-territory through NBC Spot Sales.
**EVER WONDER WHAT GOES DAILY “TO AND FRO” ACROSS THE EAST RIVER?**

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

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

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

---

**KQW Is Squeezed In Labor Squabble**

**NABET Files Charges After IBEW Lifts Member Card**

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

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

**Coercion Claimed**

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

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

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

**School Expands Time**

**AMERICAN SCHOOL, Chicago** (correspondence school), Oct. 29 started Samuel R. Zack’s hour-long labor arbitration program on WMCA New York, and has also started participations on WJZ New York. Business placed through Equity Adv., New York, agency for eastern advertising. A spot radio advertiser for the past several years, the school may start a network program the first of the year. Reinecke-Ellis-Younggren & Finn, Chicago, places advertising in the West and Midwest.
Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

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

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

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feedback circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) NBC orthoacoustic recording response. (3) World-AMP lateral recording response.

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

Buy Bonds. Keep on Buying.

Keep 'Em Flying.

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

November 20, 1944 • Page 27
H. E. Stephenson
Elected by ACA
30th Annual Meeting Hears Measurement Bureau Data

By JAMES MONTAGNES

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

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

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

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

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

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

Hedleev Venning, Shirk’s Ltd., Toronto; and S. B. Skelton, Goodyear Tire & Rubber Co. of Canada, Toronto, who spoke on sales promotion; G. Walter Brown, Bristol-Myers Co. of Canada, Montreal, who spoke on management and advertising agencies: Elmer Wheeler, whose topic was "Word Magic"; F. K. Abrahamson, Borden Co., New York, who discussed the planning of future campaigns. Annual dinner speaker was R. K. Sandford, member of the board of governors, Canadian Broadcast Measurement Corp., and editor of Toronto Saturday Night.


Blue Network

KFDA

* Nunn Stations

KFDA Amarillo, Texas.
WCMJ Ashland, Ky.
WCTN Huntington, W. Va.
WLAP Lexington, Ky.
WBR Knoxville, Tenn.

REPRESENTED BY THE JOHN E. PEARSON CO.

Page 28 • November 20, 1944
The Story of The Innocent Bystander

[WHO DIDN'T GET HURT!]

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

The Innocent Bystander

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

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

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

- September 17: 8.3
- October 1: 9.9
- October 15: 11.2

Add it up for yourself. The Blue and Pearson are 4.7 points ahead of Smith, and only 5.4 behind Benny—and without abnormal promotion.

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

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

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

*The figures represent the 27 Hooper cities in which Pearson broadcasts from 7 to 7:15 P.M.
Recreation of Press to RCA, Columbia Disc Contracts . . .

WITHOUT EXCEPTION, newspaper editorials received up to last Friday on the captilitation of the recording companies sharply criticized Mr. Petrillo and blamed the Government for being unable to prevent the APF leader from exercising dictatorial powers.

Most editors saw in Petrillo's "victory" a dangerous precedent in employer-employee relations and in social policies, ly, likening the payment of fees to the imposition of a private tax collected by a union. Legislation by Congress to curb the powers of unions was called for by a number of leading newspapers.

Excerpts from the editorials follow:

New York Times

A crucial precedent has been established that other unions may be expected to follow. If one union can force the American people to pay a private sales tax on the products that helps to make, why can't other unions? If one union can force employers to supply the funds for a private relief scheme, why can't other unions?

If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, must inevitably spread. Congress and the Supreme Court between them have put into effect sweeping immunities which make it perfectly legal for union officials to commit anti-social acts which would be illegal if committed by anyone else. As long as this situation lasts, the Petrillo movement will move from victory to victory.

New York Herald Tribune

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

Wall Street Journal

It is true that in this particular conflict Mr. Petrillo could not actually compel the companies to continue the recording industry. The law, of course, could not do this, and the companies had at least the option of going out of business. But that option is no option in any system of law. It helps to bring in the order of war. And it brings us back to the ultimate fact in the whole matter of employment-employer relations, which is that, practically alone among social relations, they are still outside the sphere of law which includes the others. They are conceived in terms of war. Unless that fact is kept in mind, the supposed resolution of the labor-capital problem will be confused and unfruitful. Reason of this side or that will rely on force if the last resort the problem will be whether Capital can perpetuate the principles which govern all our other relations.

Washington Post

We are glad that Mr. Petrillo had the effrontery to defy outraged public opinion and the State's order. On his legal right for he has exposed the lack of legal machinery for dealing with unreasonable, antisocial union demands of the kind put forward in this instance. The sinister significance of the Petrillo triumph does not lie in his ignoring of a legal order, but rather in its implications for the future. If one union can compel the employers of an industry as a condition of permitting its members to work for them, there is nothing to prevent other unions from enriching their treasuries of similar means. Nor, in view of the inadequate supervision exercised over the employment of union funds, is there any way of enforcing a program of such activities.

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

Washington Star

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

Washington News

What Mr. Petrillo has done officials of other unions can do, and many doubtless will. The result will be that hundreds of millions of dollars a year will be taken from the public, is higher prices for goods, and paid into union treasuries. Is it possible the public may be interested to know why it was possible for Mr. Petrillo to win this famous victory. A month ago, President Roosevelt said he was going to the law that might be invoked against Mr. Petrillo. It must be assumed that the same order failed, if one was made. It could not succeed because Mr. Roosevelt's appointment of the U. S. Supreme Court have held labor unions immune to punishment under Federal law, for almost any conceivable form of trade-union activity. And because Mr. Roosevelt has helped union officials to block all efforts of Congress to correct the effect of the Supreme Court decisions.

Ice Cream Plan

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

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

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

C. T. HAAS...
CHAIRMAN OF MISS OREGON COMMITTEE

SAYS... The selection of a lovely girl to be Miss Oregon, as a symbol for outstanding public occasions is an honored Portland tradition. Many former winners have become Hollywood and radio stars. For the Sixth War Loan drive, KGW is cooperating with the war finance committee in presenting Miss Oregon candidates on “620 Time”, KGW’s sparkling weekly bond show at the Broadway Theatre, with famous guest stars. Lovely girls and KGW showmanship make a combination hard to beat. KGW’s public service programs are topnotch entertainment.
U.S. Shows Favored

November national evening popularity ratings for Canada released by Elliott-Haynes Ltd., Toronto, places Charlie McCarthy as top program with a rating of 36.5, and 75% of the 49.9 (sets in use) rating. Radio Theatre was second with a rating of 35.6, followed by Piffer McGee & Molly, Album of Familiar Music, NHL Hockey Games (Canadian program), Bob Hope, Waltz Time, Treasure Trail (Canadian quiz show), Frank Morgan, Aldrich Family, L for Lankie (Canadian program), Reader's Digest, Adventures of the Thin Man, John & Judy (Canadian program), and Share the Wealth (Canadian quiz show). First place in the November French-language national program rating goes to Ceze qu'on Aime with a rating of 33.5, followed by Metropolis, Les Secrets du Dr. Morhange, Course au Tre-}

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

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

Pioneer Announcer

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

New CKTB Ownership

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

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

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

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

KSUB Joins CBS

KSUB Cedar City, Utah, joined CBS Nov. 1. Station operates with 100 w on 1540 kc.
Another chapter in the WIZE Success Story

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

Dear Mr. Karns:

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

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

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

Best wishes for the future,

J. F. Knowles
Vice-President

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

National Representatives, WEED & CO.
**BEFORE SUCH THINGS AS**

**“MONEY-MEN”**

**C. E. HOOPER**  
**Cincinnati Audience Measurements**  
**Percentage of listeners—November, December, 1941**

<table>
<thead>
<tr>
<th>Time</th>
<th>WCPO</th>
<th>&quot;&quot;</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Mon. thru Fri.</td>
<td>8:00-12:00 A.M.</td>
<td>48.6</td>
<td>22.4</td>
<td>5.3</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:06-6:00 P.M.</td>
<td>52.2</td>
<td>25.8</td>
<td>6.6</td>
</tr>
<tr>
<td>Evening</td>
<td>Sun. thru Sat.</td>
<td>48.2</td>
<td>9.2</td>
<td>24.4</td>
</tr>
</tbody>
</table>

**C. E. HOOPER**  
**Cincinnati Audience Measurements**  
**Percentage of listeners—April, May, 1942**

<table>
<thead>
<tr>
<th>Time</th>
<th>WCPO</th>
<th>&quot;&quot;</th>
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</thead>
<tbody>
<tr>
<td>Mon. thru Fri.</td>
<td>8:00-12:00 A.M.</td>
<td>41.8</td>
<td>23.0</td>
<td>13.1</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:06-6:00 P.M.</td>
<td>36.3</td>
<td>23.3</td>
<td>7.2</td>
</tr>
<tr>
<td>Evening</td>
<td>Sun. thru Sat.</td>
<td>49.1</td>
<td>8.7</td>
<td>25.5</td>
</tr>
</tbody>
</table>

Above shows that even back in 1941, WCPO had about as many listeners all day long, as the combined total of 3 other Cincinnati stations.

**WCPO** is Cincinnati's best buy!

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

**Homes for Vets**

**BROADCASTING**

**News**

**United Nations Institute for Postwar Security set in Cincinnati November 17-18, under the auspices of the Cincinnati Chapter of the Foreign Policy Assn., in cooperation with the Cincinnati Enquirer and WLW Cincinnati to consider problems of the victory and of postwar security. General chairman of the institute is James D. Slagle, vice-president of the Crosley Corp. Scheduled to be present at the sessions were Sen. Joseph H. Ball (R-Minn.), Harold Butler, with the British Embassy, Washington; Dr. C. M. Chen, former member of the Chinese Cabinet, now with the Chinese Embassy, Washington; Paul Guerin, head of the French office for postwar studies in the U. S.; Vladimir Kazakevich, Russian economist; Dr. Leo Pasvolsky, special assistant to the Secretary, U. S. Dept. of State; Francisco Castillo Najar, Mexican ambassador to the U. S.; Clark Eichelberger, director of the League of Nations Assn. and of the Commission to Study the Organization of Peace.**

**Music Masterpieces**

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

**Swap Program**

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

**Garden Tips**

**WINTER GARDENING series has been started by CBC Vancouver with advice on what to read, what to do in winter for the summer garden. Weekly series includes talks on designing and altering the garden, window gardening, Christmas flowers, early sowings in greenhouses, and similar topics.**

---

**YOU KEEP CUSTOMERS WHEN YOU KEEP SPOTS BEFORE THEIR EARS!**

ask a John Blair man

**JOHN BLAIR & COMPANY**

**REPRESENTING LEADING RADIO STATIONS**

**BROADCASTING • Broadcast Advertising**

---

**'Yank' on NBC**

**THE Army Weekly, 'Yank', circulated only among the armed forces, will become familiar to civilians through a half-hour program based on its news and editorial column, to be heard on NBC, Saturday 1-1:30 p.m., beginning Nov. 26. Stories will present dramatizations of GI letters, battle stories written by Yank correspondent; and "fox-hole" discussions. Radio personnel of 'Yank' will produce the show under the direction of NBI.**

**Vet Case Histories**

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

---

**By any yardstick in those years By any yardstick NOW WCPO is Cincinnati's best buy!**

---

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

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

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

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

KFI... NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES
Barle C. Centonzi, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
63,000 FOOTBALL FANS SEE NAVY VS.
NAVY GAMES are broadcast exclusively.

NAVY FOOTBALL GAMES
Play by play: Bill Slater
Color: Bailey Goss
Sponsored by Atlantic Refining Co.
NOTRE DAME IN BALTIMORE STADIUM

NATIONAL SPORTS PARADE

with Bailey Goss — 6:05 P.M.
and 11:05 P.M. Daily

Sponsored by National Brewing Co.

POWERFULLY PROGRAMMED

WBAL
50000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS
Jimmy’s ‘Spike’ Fence

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

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

Jimmy estimates his union will realize about $42,000,000 a year from his system. He discloses he won’t decide what will be done with the money until he gets a couple of million in bank. He is responsible to no one as to how he uses that money. Evidently he can perpetuate himself in office and is no longer wholly dependent upon AFM membership. He even forced RCA-NBC and CBS to agree to onerous provisions which allow Jimmy to terminate the recording agreements at his will. If they say things he doesn’t happen to like, Jimmy opines, he will break off relations “and leave them to die by their own nefarious schemes”.

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

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

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

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

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

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

Shades of Cameron

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

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

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

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

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

Now we learn that Mr. Prevost has been detached and, after a while no longer will be heard as a news voice representing Mr. Ford’s interests. There is apparent here the suggestion that what a commentator says must have “front office” approval, whether the commentator is legitimately a news hand or ostensibly so. Pure journalistic principle augurs against Jimmy, in any case, on his sponsors. Radio cannot condone such a trend.

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

Arthur Campbell Stringer

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

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

Now that he is promoting for the NAB, the bulk of the war work of that organization falls to his lot. There is no room for words during the hectic period, when Stringer is on the job. His only statement. While he circulates around his office in Washington—blue with cigar and pipe smoke—you can almost see the balls he juggles reflected in the pictures, posters, signs, all over the walls. Behind his desk hangs a large framed parchment signed by the Chief Signal Corps Officer, Maj. Gen. Harry C. Ingles.

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

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

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

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

After that success, recruiting officers from the Navy, Army, Marine Corps, Coast Guard, Merchant Marine all beat a path to Art Stringer’s door. This was before the OWI allocation plan started. The stations did such a job of recruiting by air that “at no time did there fail to be a backlog of volunteers, until volunteering was stopped by some of the service’s help.” The OWI, of course, were the scheduled programs of the radio departments of the armed services, but most of the recruits are believed to have been procured by the spot

(Continued on page 40)
...INDELIBLY STAMPED
on WMFM "Tested" Programs!

Four years of FM pioneering has resulted in "tested" programs, now available to do an outstanding job for you on WMFM.

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

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

WMFM can and will build prestige and stimulate sales for you in the fertile Wisconsin market. That ability will be attested to by an impressive list of national and local advertisers.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Our Respect to
(Continued from page 38)
campaigns, Mr. Stringer, with the
NAB, brought together station
representatives at the start of the
war and in one day had them work
out their equipment needs for the
year. The full report was handed
Donald Nelson the next morning
after the conference—complete on
three sheets of paper. The industry
got its requirements.

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

He has also promoted the
employment of women in radio.

Art's promotional activities be-
gan in his college days when he
covered the U. of Chicago campus for
the Chicago Journal and Ameri-
can.

His day started at 6:00 six days
a week with the city desk calling
to give him as many assignments
as he could do before his first class
at 8:30. "I got paid double for
exclusives and could always get
cheesecakes of the coeds in the
papers," he recalls. "That was the
only time in my life when I was
making all the money I wanted to
spend."

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

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

Radio Fair

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

He joined the NAB in 1939 and
has been promoting with the broad-
casters ever since.

Art was born in Battle Creek,
Mich., March 2, 1897. He married
the former Frances Sugg of Ten-
nessee. They have a boy, Arthur
Jr., 16, and a girl, Lewis Tipton.

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

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPE H July-August, 1944

THE FIGURES TELL OUR STORY

...a real
radio buy

WORC

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

Burn-Smith National Representatives

WIDE RADAR USAGE FORESEEN BY EVANS

ELECTRONIC developments now
employed in military radar equip-
ment hold promise for more than a
dozcn major application in post-
war entertain-
ment and indus-
try. Walter
Evans, vice-presi-
dent in charge of
all radio activities
of the Westing-
house Electric &
Mfg. Co., told a
forum of the Balt-
imore Assn. of
Commerce last
Tuesday.

Speaking of television develop-
ments Mr. Evans said, "It is our
considered belief that all of the
technical answers are on hand for
a useable and acceptable television
system. This includes the proba-
bility of a reasonably priced re-
ceiver and a practical means of get-
ting shows across the country by
means of radio links or one of the
more recently developed types of
metal conductors."

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

14. He belongs to the Shrine and is
a member of Kenwood Country
Club near his home in Washington.
Sigma Nu is his fraternity.

At present he is deep in produc-
tion plans for a world-encircling
series of recorded programs, re-
quested by Gen. Eisenhower, for
troops in every war theatre. Sta-
tions all over the country are
making the discs, which are de-
signed to bring the home town to
the battlefront.

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

"Gee, boss, WFDF Flint sure
gave a swell description of you."
Giants of Power—from the Inland Empire—for the Inland Empire. They build 'em big in Inland Empire shops—to better transport the big loads that swelled Department Store sales for August to an increase of 12% over the previous year. KHQ, too, is a Giant of Power. With its Complete Coverage, it captures this rich market at the cost of just one medium.
M.L. (Spick) Tyler of the M.L. Tyler Co., Boston, has been appointed representative of the station manager of WCAE Pittsburgh. Mr. Daniel joined WCAE in 1936 as an announcer and was given the post of program director in 1937 after handling production, scripts, and the job of chief announcer. Announcement of the promotion was made by Leonard Kapner, general manager of both Hearst Radio Inc. and WCAE.

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

Benny Goodman

Benny Goodman is truly one of the musical greats. Long respected as a discoverer of talent, Benny has had in his band Gene Krupa, Harry James, Lionel Hampton, Teddy Wilson, Bunny Berigan, Mel Powell, Cootie Williams, and Ziggy Elman.

His band has appeared in Carnegie Hall; Symphony Hall, Boston; and Ravinia Park, Chicago. Goodman has appeared as clarinet soloist with the Budapest String Quartet; NBC Symphony; Lewisohn Stadium Orchestra, and others.

Benny Rides Again

Col 55001

“35524

“35301

“36224

“36411

“36411

“36544

Col 36680

“36067

“36099

These are but eight of the sixty-one BMI-cleared titles you may use which Benny Goodman has recorded!
YOUR TEAM MIGHT WIN A COMPLETE BASE-BALL GAME IN ONLY 51 MINUTES*

BUT-YOU’LL NEVER WIN WESTERN MICHIGAN FROM DETROIT OR CHICAGO!

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

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

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

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

The center of the really big and self-contained Western Michigan market is 150 or more miles from either of those cities. Too many miles—even if we didn’t have a really tough fading condition in these parts. Western Michigan gets its CBS entertainment from WKZO—the nearest, clearest and most listen-able CBS outlet. Would you tune to a station 150 miles away, if you had an excellent 5000-watter practically in your backyard?

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

WKZO 5,000 Watts 590 KC CBS

KALAMAZOO

strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

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

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

White on WRC

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

CLIPPING from Broadcasting announces to Maj. Joseph L. Smith (r) of WJLS Beckley, W. Va. and Maj. James T. Quirk of WFIL Philadelphia that they are now neighbors on the 560 kc frequency, following FCC action. Both are with the 12th Army in France.

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

Cline Appointed As War Loan Aid Nets, Stations Stage Special Shows to Promote Campaign

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

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

Special Programs

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

Sec. of Treasury Morgenthau and Adm. Ernest J. King were to speak on the Nov. 18 Blue Meet Your Navy show, originating from Navy Pier, Chicago, officially opening the Navy’s “Pacific Theatre” Sixth Loan exhibit. Mutual Nov. 20 9:20:30 p.m. plans to present Sec. Morgenthau who will speak from the dinner at the Waldorf-Astoria of the New York State War Finance Committee. From 10:15-10:45 p.m. same evening MBS also plans to air special Unity Show, featuring high-ranking representatives of labor and management.

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

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

WBIG

GREENSBORO, N. C.

Represented by Hollingberry
PEOPLE
ARE NEEDED WITHIN
THE COVERAGE AREA
OF A RADIO STATION!

WHN—with its 50,000 watts...covers
more than 11.6% of all the people
in the entire United States....
Actually 15,398,401 in guaranteed coverage area!

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

(Sold out?...not quite!)

AMERICA'S MOST POWERFUL INDEPENDENT STATION
Represented by RAMBEAU

November 20, 1944 • Page 45
It Takes an Air Borne Army to Envelope the Enemy!

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

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

*NBC Tale of 412 Cities
**Ross Federal Survey

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

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

KRAFT REVISION
KRAFT CHEESE Co., Chicago, has revised program format for NBC Kraft Music Hall Nov. 8 to eliminate all non-musical features. Although policy of studio audience has been retained, applause is limited to beginning, end of show. Eugene Braid has been signed as feminine voice with Bing Crosby. New choral group with Charles Henderson, director, has been added. John Mont Trotter continues as musical director with Ken Carpenter, announcer. Ezra MacIntosh is producer for J. Walter Thompson Co.

SCHALK Chemical Co., Los Angeles (Hydro Purifier), has started using daily participation in Peter De Lima-news commentary, on KFVD. Visit is for 15 weeks. Agency is Erwin, Wasey & Co., Los Angeles.

SCHOENHOFEN-EDELWEISS Brewing Co., Chicago (Edelweiss Beer), on WBBM Chicago starts one-minute spot announcements, eight weeks, through Ruthrauff & Ryan, Chicago, on following Virginia stations: WBTM WRVA Richmond, transcribed late evening, on WBTM Richmond and WRVA Roanoke.

Check these answers to your recording problems:

☑ 24 Hour Service on direct cut copies of your recordings
☑ AIR Check Service "as others hear it"
☑ Complete Facilities for spot announcements, remote pickups, service on all recording problems. For further information, write...
Are they as good underneath?

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

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

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

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

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

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

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

Page 48 • November 20, 1944

EDGAR P. LEWIS & Sons, Malden, Mass. (ca. 1941), has placed its advertising account with Glaser Adv., Boston. Plans are said to include radio.

BARBASOL CO., Indianapolis, has started a quarter hour sports review thrice weekly featuring Bert Wilson on WIND Chicago. Till forbidden contract was placed by Erwin Werry & Co., New York.

ELECTRICAL RESEARCH Labs., Evanston (Sentinel Radio Co.), on Nov. 4 began sponsorship of one half hour sports news show weekly on WENR Chicago. Contract was placed by Evan Assoc., Chicago.

BATTLE PHARMACEUTICALS Co., Toronto (vitamins), has started announcements on a number of Canadian stations. Account was placed by Tandy Adv. Agency, Toronto.

DOMINION GOVERNMENT, Dept. of Veterans Affairs, Ottawa, has started a weekly quarter-hour transcribed programs on KROW Oakland. Contract was placed by Stewart-Lovick, Vancouver.

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

VALLEY OFFICE SUPPLY Co., Bakersfield, Calif., has started a weekly five-minute commentary on KERN Bakersfield. Series features the origin and other details concerning various merchandise. Contract is for 26 weeks.

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

Bali Brasa Plans

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

VICTORY Packing Co., Los Angeles (pork & beans, pet food, etc.), has appointed Bayard & Eccleston Adv., Los Angeles, to service its account. Radio will be continued.

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

LOS ANGELES Nut Products, Los Angeles (pet food, potato chips, etc.), on Nov. 20 starts participation five times per week in Art Baker’s Notebook on KFJ Los Angeles. Contract is for 15 weeks.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (employment), on Nov. 15 started a five-week’s forty-minute program of record music, Teen and Twenty Time, on KMPC Hollywood. Contract is for 12 weeks. To discourage unnecessary long distance telephoning during Christmas holidays, firm is currently using a heavy daily schedule of spot announcements on nine Southern California stations.

ANOLES Federal Savings & Loan Co., Los Angeles, on Nov. 14 started two-weekly participation in Norma Young’s Happy Homes on KFI Los Angeles. Firm also uses spot announcements on KRCA and KNX. Contracts are for 12 weeks. Agency is Barton A. Kubitschek Adv., Los Angeles.

It’s a Habitat in Baltimore

Baltimore’s Listening Habit

The Blue Network Station

JOHN ELMER
GM

GEO. H. ROEDER
Dir. Programming

FREE & PETERS, Inc.
Exclusive National Representatives

BROADCASTING • Broadcast Advertising
Sylvania’s Cathode Ray Research Aids Television Progress

Final inspection of television tubes in the Sylvania plant.

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

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

Sylvania Assists in Receiver Design For Improved Broadcast Reception

Company’s Commercial Engineers Study Complex Circuits from Tube Standpoint

As part of the services which Sylvania offers to the radio industry, the company’s Commercial Engineering Department is frequently able to render worthwhile assistance to the manufacturers of radio receiving sets, by investigating new and complex circuit designs from the standpoint of the requirements which they impose upon the tubes used. This close cooperation between set designers and Sylvania tube engineers provides an effective means for improving set performance—which in turn is reflected in greater public interest in broadcasting programs.

CIRCUIT LABORATORY MAINTAINED

In order to assist the radio set designers most effectively, Sylvania maintains an up-to-the-minute, fully-equipped Circuit Laboratory. This laboratory is provided with the finest types of measuring instruments in a range that permits the thorough investigation of special tube requirements and circuit problems.

LIFE TEST UNEARTHS NEW TUBE DATA

From each day’s production at Sylvania, a percentage of the tubes are sent to this life test rack, to burn their lives away under constant watching...in order to provide data for tube improvement.

DID YOU KNOW...

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

* * *

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

* * *

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

SYLVANIA ELECTRIC PRODUCTS INC.

Radio Division • Emporium, Pa.

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES
Oddie Appointed

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

Gertrude Scanlan Named BBDO Local Radio Chief

GERTRUDE SCANLAN, formerly a timebuyer, has been named local radio manager of BBDO, New York, a new post covering supervision of spot radio for BBDO clients. She will handle spot radio buying from New York through the usual channels. Frank Silvia, in charge of radio timebuying, continues to handle network placements.

Joins Neff-Rogow

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

BROADCASTING • Broadcast Advertising
EXTENDING its power of subpena into the White House and across the Atlantic into Gen. Eisenhower's headquarters, the House Select Committee to Investigate the FCC is scheduled to reopen hearings into the 1940 sale of WMCA New York, at 10 a.m. Tuesday (Nov. 21), with more than 30 witnesses already called.

Heading the list, on whom subpenas already have been served, are Maj. Gen. Edwin (Pa.) Watson, military aide to President Roosevelt; David K. Niles, executive assistant to the President; Lt. Col. Telford Taylor, member of the Gen. Eisenhower's staff and former FCC general counsel; Edward J. 3. their chairman of the board of the Blue Network Co., whose purchase of WMCA in December-1940 from Donald Plaskin is under investigation; former FCC Chairman James Lawrence Fly; Commissioners Paul A. Walker, Norman S. Case and Clifford J. Durr, and former Commissioners T. A. M. Craven and George Henry Payne.

Joint Committee Proposed

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

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

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

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

Fly Offered Cooperation

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

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

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

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

Milton L. Hauser, former assistant general counsel of the Select Committee under Eugene L. Carey, has been questioned by the Sirica staff on the earlier WMCA investigation.
The Voice of Baltimore

* 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 Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

THE BUSINESS OF BROADCASTING

HOMEMAKERS SHOW

HARTFORD Electric Light Co., Hartford, has started sponsorship on WTIC Hartford—
perfect for the House, Sunday evening. Guest experts on the program answer questions
of interest to those planning to build or remodel their homes. Postwar problems are
considered.

KFUN to Rambeau

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

RED TOP on Six

RED TOP BREWING Co., Cincinnati, through Jesse Joseph Agency, that city, has scheduled the Frederick W. Ziv transcribed musical show, "Son of Good Cheer," on WHZ WLS WAPO WHHS WAZ.

New CJBC Rates

CJBC Toronto has issued new rates which go into effect Jan. 1, 1945. Rates are being increased because of the station's increase in power from 1 kw to 2 kw.

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

WOAI San Antonio

Represented Nationally by EDWARD PETTY & CO.

The Powerful Advertising Influence of the Southwest

THE 50,000 WATT CBS

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO...

50,000 WATTS

WCKY

THE LPFM STATION

Page 52 • November 20, 1944
**OMAHA (WOW) HOOPERATINGS COMPAORED WITH NATIONAL HOOPERATINGS**

<table>
<thead>
<tr>
<th>PROGRAMS*</th>
<th>HOOPERATINGS</th>
<th>National***</th>
<th>Plus Ratings of WOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Nighttime—Mon. thru Sun.)</td>
<td>Omaha** (WOW)</td>
<td>44.6</td>
<td>33.0</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>48.1</td>
<td>32.9</td>
<td>11.4</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>43.5</td>
<td>31.8</td>
<td>8.5</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>31.4</td>
<td>22.9</td>
<td>8.5</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>33.2</td>
<td>22.7</td>
<td>8.2</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>30.7</td>
<td>21.6</td>
<td>8.1</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>30.4</td>
<td>21.6</td>
<td>7.9</td>
</tr>
<tr>
<td>Kay Kyser (10:00-10:30 PM E.S.T.)</td>
<td>22.5</td>
<td>14.6</td>
<td>7.9</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>16.0</td>
<td>17.0</td>
</tr>
<tr>
<td>Fitch Bandwagon</td>
<td>23.0</td>
<td>15.7</td>
<td>7.3</td>
</tr>
<tr>
<td>One Man's Family</td>
<td>24.7</td>
<td>13.4</td>
<td>11.3</td>
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<tr>
<td>People Are Funny</td>
<td>21.5</td>
<td>11.9</td>
<td>9.6</td>
</tr>
<tr>
<td>Million Dollar Band</td>
<td>18.4</td>
<td>11.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Information Please</td>
<td>22.0</td>
<td>11.2</td>
<td>10.8</td>
</tr>
<tr>
<td>Date with Judy</td>
<td>18.5</td>
<td>8.9</td>
<td>9.6</td>
</tr>
<tr>
<td>Jimmy Fidler (Daytime—Mon. thru Fri.)</td>
<td>11.5</td>
<td>6.6</td>
<td>2.9</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>13.7</td>
<td>7.4</td>
<td>6.3</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>13.9</td>
<td>6.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Light of the World</td>
<td>8.2</td>
<td>6.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Road of Life</td>
<td>12.8</td>
<td>6.2</td>
<td>6.6</td>
</tr>
<tr>
<td>Today's Children</td>
<td>16.0</td>
<td>6.1</td>
<td>9.9</td>
</tr>
<tr>
<td>Guiding Light (Daytime—Sunday)</td>
<td>11.1</td>
<td>9.0</td>
<td>2.1</td>
</tr>
<tr>
<td>John Charles Thomas</td>
<td>13.6</td>
<td>7.7</td>
<td>5.9</td>
</tr>
<tr>
<td>Those We Love</td>
<td>12.9</td>
<td>7.2</td>
<td>5.7</td>
</tr>
<tr>
<td>World News Parade</td>
<td>6.7</td>
<td>5.1</td>
<td>1.6</td>
</tr>
<tr>
<td>NBC Symphony</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

* List includes 14 representative commercial programs carried by 100 or more stations, including WOW.
** From the Winter-Spring, 1943-1944 Continuing Measurement of radio listeners, December, 1943 thru April, 1944, C. E. Hooper, Inc.
*** From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 80 cities, a cross-section of all 412 U. S. cities over 15,000 population.

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

**SO WHAT?**

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

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

---

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

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

---

**RADIO STATION WOW INC.**

**OMAHA, NEBRASKA**

590 KC • NBC • 5000 WATTS

Owner and Operator of

**KODY NBC IN NORTH PLATTE**

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

November 20, 1944 • Page 55
Non-Profit Outlet Is Liable to Fees

Supreme Court Denies Review Of Ruling in WEVD Case

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

Associated Music Publishers brought infringement suit for $200 after a portion of the "Petite Suite Espagnole" was played on recording on WEVD during its Symphony Hour program Oct. 18, 1940. Judge A. N. Hand of the Circuit Court of Appeals, in upholding the District Court, and that sustaining programs are broadcast "to maintain and further build up the listening audience and thus furnish the field from which the paying advertisers may reap a profit. It can make no difference that the ultimate purposes of the corporate defendants were charitable or educational."

Infringement Liability

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

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

Middlebrooks Cited


KQW Video Site

C. L. McCarthy, vice-president of KQW San Francisco, acting for the station has asked the city planning commission to authorize the rezoning of a five-story Twin Peaks to permit construction of a television outlet.

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

WEST COAST HOOPER UP FROM YEAR AGO

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

The Pacific network ratings for the September-October periods show an average evening audience rating of 7.6, up 0.7 from last report and down 1.4 from a year ago. Average evening sets-in-use of 32.4, up 2.8 from last report, is up 0.7 from a year ago. Average evening available audience is 75.0, up 0.9 from last report, and down 1.1 from a year ago.

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

Westinghouse Changes

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

NBC Play Premiere

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

Page 54 • November 20, 1944
SAW-CUTTING Raw Quartz into Precisely Oriented Wafers, using diamond blade and running lubricant, is Only One of the Exacting Operations in CRECO's War Assignment of Preparing Combat Crystals for the Armed Forces. From these wafers crystals are cut and then lapped to desired frequencies. CRECO has time now to Similarly Service a Limited Number of Standard, FM and Television Applications that Demand Results Based On KNOWLEDGE, EXPERIENCE, ACCURACY.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Porter Bldg.
KANSAS CITY, MO.

Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

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

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

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

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

Van Camp Expands
WITH TIN containers becoming more available to food packers, Van Camp-Stokley Bros., Indianapolis, is increasing its network advertising for various tin and paper packaged products. According to a spokesman for the agency, Calkins & Holden, New York, the food firm last spring reduced sponsorship of Luncheon With Lopez from a three-weekly show to the present weekly program Fridays, 1:30-1:45 p.m. on 129 MBS stations, because of a container shortage which caused packing and distribution problems. Discontinuing Lopez Jan. 26, Van Camp on Jan. 29 started a musical variety show on about 130 MBS stations, Mon., Wed., and Fri., 11:30-11:45 a.m. New Show will feature the Landt Trio Boys, Frank Novak's Orchestra and Doc Willard, WOR New York announcer, as m.c.

CBS Gross Up
CBS Board of Directors on Friday declared a cash dividend of 60 cents a share on outstanding class A and class B stock of $2.50 par value for the fourth quarter, payable Dec. 3 to stockholders of record Nov. 24. Leon Levy, president, WCAU Philadelphia, presided at the meeting in the absence of William S. Paley, CBS president, and Paul Kesten, executive vice-president. A financial statement covering the first nine months of the year shows CBS and its subsidiaries had a gross income of $62,730,765 for that period, a gain of 16.5% over $53,846,109 in 1943. Net income after taxes for the Jan.-Sept. period was $8,399,081, up 4.7% from $8,245,626 last year.

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

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

Attending the two-day meeting were Dr. William J. Everett, chief of the Operational Research Branch, Office of the Chief Signal Officer, Washington, newly-elected president of IRE. The new vice-president is Dr. Hendrik J. Van der Bil, Johannesburg, Union of South Africa. Elected directors for three-year terms were: Stuart L. Bulley, Washington consulting engineer; George W. Hanley, editor of Electronic Journal, and Dr. Benjamin B. Shackleford, engineer in charge, RCA Frequency Bureau. Speakers at the fall Rochester meeting were:


Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people eager to listen to their radio—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings results, because we know Quebec, its people, preferences and psychology.
ANA Favorably Receives Bureau
(Continued from page 24)

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

Half the people (53%) think wartime profits too large, the average belief being that present profits are about 30% and that they should be about 10%. Manufacturers were thought to be making excess profits by 41% of the people, labor by 33%. Labor also was considered as failing to cooperate in the war effort by 47%, whereas only 13% cited manufacturers for such lack of cooperation.

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

WCKY, WCPO, WKRC REINSTATE HOOPER

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

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

Ship When Ready for Fastest Delivery

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

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

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

WRITE TODAY for “Quizzical Quiz” — a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-12, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.
Clifford J. Durr, or any other member of the Commission, for the chairmanship. Mr. Durr had been a candidate.

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

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

With that thought in mind and pursuant to the provisions of the Federal Communications Act of 1934 as amended, I hereby designate you as chairman of the Federal Communications Commission, effective the 15th day of November 1944.

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

Allocations Study

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

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

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

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

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

E W E L L  K. J E T T

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

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

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

Dear Mr. President:

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

Despite the personal reasons calling for this step—and these you have recognized—I make the move only with great reluctance. The forward movement of electrical communications is now fraught with problems.

Barlett Mentioned

Commenting upon the Fly appointment, Mr. Benton said the former chairman and associate counsel, as lawyer, experience and leadership in the FCC's Law Department, Bartlett, Craven vacancy lawyer, experience and leadership in the FCC's Law Department. With the FCC from its creation in 1934, Col. Benton has been overseas for about two years, having entered the service as a major in January 1942.

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

Others whose names are believed to be under consideration include:

Look over... Not 250,000 prospects in the Sabine area of Texas... KFDM Blue Network, 560 K.C., 1,000 Watts Beaumont, Texas means business Represented by the Howard H. Wilson Company

A Voice for Sale

Women listeners enjoy—a voice with personality which stimulates ACTION—makes sales:

Connie Stackpole

RENEWALS prove she's good! Clients participating locally include:

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

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

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

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

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

No other city in the North- west is included in the list of the 15 cities leading the nation.

Grand Forks consistently paces the country because it is located in the center of the lushly rich Red River Valley, a 200 million dollar farm market.

KILO, the only CBS outlet in the Valley, serves this area in a hundred different ways. It alone can do the job for you.

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

For a woman's audience and RESULTS, consult—

Connie Stackpole

New England Cupboard 448 Statler Bldg., Boston 16, Mass. Hancock 4400
of broad and deep significance. In some recent measures the landmarks of principle have been established and the pattern new. Yet, much work remains to be done. The most important task is that of the development of international communications. In this regard I shall stand ready from time to time and in a private capacity to assist in, in any manner possible.

I need hardly remind you of the deep gratitude I feel for the friendly and generous assistance which you have held midst all the ills of doctrine. My deep personal respect and great confidence go with you in the most significant work which you have ahead.

Affectionately yours,

JAMES LAWRENCE FLY

President’s Letter

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

Dear Larry: With great personal reluctance, I accept your resignation as a member of the FCC.

You have had a number of personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy after the last war, I feel I cannot deny you the “ter- ritor.”

You have given five years to the prosecution of monopolies in the Anti-Trust Division of the Dept. of Justice, five years to your brilliant defense of the Tennessee Valley Authority and five years to the reorganization of the FCC—ultimately, perhaps, to the defeat of the Wall Street the broad and deep significance of these qualities which support our American ideals of democracy. I accept your resignation as Chairman, James Lawrence Fly.

Chairman Fly first joined us a little more than five years ago. From the beginning, he has shown a patriotic zeal and devotion to the work of the Commission and has exhibited unusual ability in grasping the complicated subject matter with which we deal daily.

As Commissioners, closely associated with him during the past five years, we have learned to appreciate also his courage and steadfastness of purpose. The general recognition of these qualities by others, as evidenced in recent tributes in the press and elsewhere, confirms our more intimate judgment.

I move that these remarks be incorporated into the minutes of this meeting, to gather with our expression of appreciation for his services to the Commission, and our best wishes for the future.

WTAG Worcester, Mass., in conjunction with the BRC, is staging a “Great Music Week” Nov. 18-20. As an indication of how radio can contribute to greater international understanding and world peace.

Porter Selection

(Continued from page 13)

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

A New Dealer

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

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

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

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

Mr. Porter is the father of two daughters—Betsey, 13, and Ann, 7. Mrs. Porter is the former Beasie Eager of Winchester, with whose father Mr. Porter was once associated in the practice of law.

Lear to Make Sets

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

Two for MBS

TWO Michigan stations owned by the Ashbacker family interests, WKBZ Muskegon and WKLA Ludington—are joining Mutual Nov. 20, bringing the total number of network outlets to 245. Formerly a Blue affiliate, WKBZ is operated on 250 w with 1490 kc by Ashbacker Radio Corp., the chief owner, Grant F. Ashbacker. WKLA, a newly established station, operates with 250 w on 1450 kc, the chief owner, Karl L. Ashbacker.

A CHILD’S WISH was answered by Joe Brown, conductor of Joe Brown’s Radio Gang, Saturday morning children’s program on WRVA Richmond, when Donald Lee Crain of Norfolk, victim of an auto accident, received an electric train he had asked for just before undergoing a serious operation.

Because of the boy’s interest in the program, Donald’s mother appealed to Mr. Brown to help obtain a train. Her letter was read on the program and within a minute after signing off a sympathetic shutin called to offer a train, which Brown delivered to the hospital.

Budget Increased

The advertising and promotion budget of American Home Foods Inc., subsidiary of American Home Products Inc., New York, has been increased by about 25%, with allocation to the radio division and medium largely contingent on the extent to which the Government releases stocks for civilian use. With the Government now taking 100% of the output of G. Washington Coffee, American spot radio campaign on 12 stations for this product was discontinued at the conclusion of the campaign having contracts for several months ago, and will resume only if restrictions are lifted. Participating programs and spots on six stations in selected markets for calls where 5-F. Duff & Sons will continue. There is no radio in view for Clapp’s baby foods, produced by third division of AFH, Harold H. Clapp Inc.

On CBS

CONTINENTAL CAN Co., New York, will sponsor a documentary program, Report to the Nation, starting Jan. 6 on 149 CBS stations, Sat., 13-30 p.m. Institutional advertising will be used for the first few programs with plans for straight product advertising later, for various types of containers. Program, which features John Daly, CBS commentator, as narrator, also will be heard on CBS outlets in Montreal and Toronto. Contract for 52 weeks placed through BBO, New York.

Priebe Appoints

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

Wichita KFH

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

Operated too... facts available at any Petry Office

Buy the present with a future at that Selling Station in Kansas’ Richest Market—

KFH

WICHITA

BOOMTOWN Sewing Circle

—Cassie Photo

KAN

OKLAHOMA

OKLAHOMA

5000 WATT DAY & NITE CALL ANY PETRY OFFICE

CB5 • 60 • November 20, 1944

BROADCASTING • Broadcast Advertising
Pierce Leaves OWI After Two Years

Tells Story of Capture Of Radio Station Luxembourg

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

"Embarrassed"

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

He mentioned among others William S. Paley, CBS chief, on leave as radio chief, Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Forces; Charles Topmiller of WKY Cincinnati, now chief engineer for OWI in the Mediterranean Theatre; Lt. Col. Sam Rosenbaum, president of WFL Philadelph, recently transferred from the AMG at the request of Mr. Paley to take charge of Radio Luxembourg; Guy Della Ciopa, CBS director, now Chief Radio Officer, Radio Division, OWI London office.

Maj. Walter Brown of NBC, now with SHAEF public relations; Lt. Victor Tervel of NBC, now with PWD in Italy; Maj. John Hayes of WOR, now in charge of the Army Forces Network in France; Davidson Taylor of CBS, now assistant radio chief SHAEF; Larry Stinson, who recently returned to his post as chief engineer for KYVO Tulsa after completing a special assignment for OWI in the Italian theatre.

Lt. Col. Howard Nustbaum, program producer for NBC, now in charge of radio for the 12th Army Group; Ed Codel, former general manager of the Atlantic Coast Network, now with the OWI in England; and Phil Cohen, former chief of the OWI Domestic Radio Bureau, now director of the American Broadcasting Station in Europe (ABSIE).

A casual recital of the details of the capture of the 150 kw Luxembourg station demonstrates beyond the shadow of a doubt that Morrie

earned the military commendation he received for this feat [Broadcasting, Oct. 23]. He was with the American Army when it first entered Luxembourg. Just behind the site of the transmitter, was in enemy hands about 12 miles away.

Morry lost no time in carrying out his objective. He went off in a jeep with a small Army unit to reconnoiter. Driving toward Junglinster along a side road, they had to wait while two German tanks passed on the main highway. Reaching the station, he instantly perceived the exact location of the transmitter. He was directed to the top of a hill from where he could see the massive towers of the station. A Luxembourgier agreed to go down on his bicycle to look over the situation. He reported that the Germans were all at the nearby schoolhouse where they had been quartered.

Asked for Help

Morry hurried back to seek the aid of an American armored division. The colonel in charge was none too enthusiastic about taking the station. It wasn't considered important. Fortunately, however, the commanding general appeared on the scene and Morrie again pressed his request, stressing the value of the station both OWI and SHAEF. "You really want that station, Pierce?" asked the general. "Yes, sir, I do", Morrie replied.

An order was immediately issued for a platoon of tanks, a platoon of armored cars, and a complement of infantrymen. At midnight, in pitch blackness, the detail set out through the heavy forest, with Morrie and several officers leading in a jeep, guarded by soldiers who led the way on foot. The procession moved as quietly as possible without lights.

They soon found the way barred by tank barriers constructed from sections of huge trees. Heavy cement blocks were attached to the logs and pulled away by winches. On one occasion it was necessary to use dynamite to clear a path. By daybreak, the last obstacle—a hill too steep for the tanks to ascend—was reached. The infantrymen deployed to surround the station. From all sides they closed in on the transmitter house and the antennas. There was no sound from the enemy. The Germans had evidently been frightened away by the blast.

Entering the transmitter house, Morrie found everything intact except that the tubes had been smashed, apparently as the Germans hastily fled. A Luxembourgier, who had been employed at the station, knew of a German communications supply warehouse. It was found to contain an ample supply of replacement tubes.

That same day, Radio Luxembourg was broadcasting the truth for the first time in five years. It had gone off the air Sept. 3, 1939 when Britain declared war on Germany and later became one of the four leading German propaganda stations. Two others, designated Calais 1 and Calais 2 were demolished when the Germans took France. The fourth is Radio Bre- men.

Jamming

There were some interesting sidelights in connection with the capture of Radio Luxembourg. Because of its high power, the station included its own diesel generated electric plant and used the municipal facilities only in an emergency since it caused a suspension of local transit service. Finding the station's power plant without fuel, Morrie dispatched word to Bill Paley at SHAEF headquarters. Within a short time, a fleet of Army trucks arrived with 85,000 gallons of diesel oil to enable the station to operate on full power.

Aside from its value for psychological warfare, for aiding in military operations and for restoring order in liberated areas, there is an additional advantage in capturing a station intact, especially one as powerful as Luxembourg; it forces the Germans to establish jamming facilities to jam the station.

And speaking of jamming, Morrie said the Germans employed an elaborate network of transmitters exclusively for jamming, with monitors employed to check jamming signals. But despite all their efforts they could not keep up with the different medium wave frequencies used by ABSIE and BBC and when France fell a large part of their jammers fell too. Allied shortwave signals are apparently getting into Germany with little difficulty.

Morrie went into Paris the day it was taken (Sept. 25). He said the French Forces of the Interior (FFI) has found, in liberating the city, had been unable to prevent the destruction of the big Parisian stations.

In an effort to stop listening to Allied broadcasts, he said, the Germans had resorted to desperate measures. Two months before D-Day all receivers in Normandy and Brittany were confiscated. On top of that, the Germans shut off the power supply, forcing the inhabitants to use candle light.

But that did not stop listening. The French built crystal sets. BBC had broadcast instructions in advance on how to build them and to use telephone receivers for headsets. The PFI had even operated clandestine stations before the Germans evacuated.

In addition to the satisfaction of helping in the war, Morrie feels that the experience he gained in studying European radio has been priceless. American engineers have much to learn from Britain, France, Italy, Luxembourg and other countries which have far surpassed the United States in high-powered medium wave broadcasting.
Leaders in broadcasting regularly present their messages to the advertising world through general advertising publications—the media which cover editorially all phases of advertising and marketing. Because of their broad coverage, these publications occupy a high position in the promotion programs for the broadcasting industry.

Advertising Age is Number One in readership among advertisers and their agencies, as proved by numerous and repeated independent surveys. Its exclusive coverage of the significant news of advertising and marketing...on a nation-wide basis...puts it first in reader value among all general advertising publications.

Now available for distribution are new surveys showing information of value to broadcasters in their promotion plans. Want copies of these surveys? Just write for a copy.

Advertising Age
The Newspaper of Marketing
100 E. Ohio St., Chicago • 330 W. 42nd St., New York

Network Accounts
All time Eastern Wartime unless indicated

New Business

CONTINENTAL CAN Co., New York (institutional), on Jan. 6 for 82 weeks begins Rept., The Nation in 145 CBS stations plus CBS outlets in Montreal and Toronto. Sat., 1:00 p.m. Agency: BBDO, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston (free-blade, share cream), on Dec. 25 only sponsors Army-Navy football game on about 141 CBS stations Sat., 1:45 p.m. to conclusion. Agency: Moxon Inc., New York.


PROCTOR & GAMBLE CO., Cincinnati (Lava Soap), on Dec. 5 starts The FBI in Peace and War on 74 CBS stations, Sat., 8:30-8:35 p.m. Agency: Biow Co., N. Y.

SHERRIN-WILLIAMS Co., Cleveland (paints), on Nov. 30 starts Metropolitan Opera Auditions of the Air on 150 Blue stations Sun., 5:30-6:00 p.m. Replacing World of Song, Agency: Warwick & Legler, N. Y.

WHITALL PHARMACAL Co., New York (Anacin), on Nov. 15 started Fleetwood Lawn on 7 NBC West Coast stations Mon. Tues. Wed. Fri., 8:16-9:30 p.m. (PWT) Agency: Dancer-Fitzgerald-Samuelson, N. Y.

NASH-KELVINATOR Corp., Detroit, on Dec. 24 starts musical variety program with Andrews Sisters on 150 Blue stations, Sun., 4:30-5:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

ELGIN NATIONAL Watch Co., Elgin, Ill., on Nov. 23 and Dec. 25 sponsors Thursday Night at the Ritz and Christmas Day program on 141 CBS stations, 4-6 p.m. Agency: J. Walter Thompson Co., Chicago.

SOLOFF Mfg. Co., Gladale, Calif. (Boll-Off), on Nov. 6 started Buddy Bing—movie review program, on 13 Blue Pacific stations Mon. Fri., 1:45-2:00 p.m. (PWT) Agency: Newell-Emmett Co., N. Y.

CHEMICALS Inc., San Francisco (Vanol), on Oct. 21 for 52 weeks started Stoop 'n Shop on 16 Don Lee Pacific stations, Sat., 7:10-7:40 p.m. (PWT) Agency: Garfield & Guild Ad., San Francisco.


SWIFT CANADIAN Co., Toronto, on Nov. 7 started Courier Confidence on 3 CBC network stations, Mon., Wed., Fri., 10:15-10:30 a.m. Agent: Walter Thompson Co., Toronto.

HOBE GLASS Ltd., Toronto (glass and plastics), on Oct. 26 started Fred Waring on 29 Don Lee Pacific stations, Monday, Thursday, Friday, 9:30-10:00 a.m. Agency: J. Walter Thompson Co., Toronto.

YORK KNITTING MILLS, Toronto, on Nov. 6 started St. Louis Cardinals Baseball on 26 CBC Trans-Canada stations, Sun., 5:30-6:00 a.m. Agency: Cockfield Brown & Co., Toronto.

PEYER PAUL Inc., New York, Conn. (Dream catchers), on Oct. 24 for 8 weeks started Graeme Fletcher—commentator, on 7 NBC Pacific stations, Tues. Thurs., 7:30-8:15 a.m. (PWT), Agency: Bruns & Van Norden & Staff, San Francisco.

RENEWAL ACCOUNTS

TABLE PRODUCTS Inc., Los Angeles (Napkins), on Oct. 22, 25, 26, 29, Nov. 1, 15 weeks renewed Night at Hollywood on 45 MBS stations, Sun., 8:30 p.m. to 10:00 p.m. (PWT), Agency: Foote, Cone & Belding, Los Angeles.

42 PRODUCTS Inc., Los Angeles (hair oil—shampoo), on Nov. 15 renewed for 8 weeks renewed for Metropolitan Opera on 141 CBS stations, Sun., Mon., Wed., Thurs., 8:30-9:00 p.m. (PWT), Agency: Hillman-Shane-Broyer, Los Angeles.

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


SOUTHERN PACIFIC Co., San Francisco (institutional), on Nov. 8 for 8 weeks renewed Simplification on 140 MBS stations, Wed. 8:30-9:00 p.m. (PWT) Agency: Foote, Cone & Belding, San Francisco.

PERRAULT WINE Co., San Francisco (Monte Cristo wines), on Nov. 7 for 39 weeks renewed聖 of Movie Crisps on 16 Don Lee Cal. stations, Tues., 8:30-9:00 p.m. (PWT), Agency: Foote, Cone & Belding, San Francisco.

BIBE RADIO BIBLE Co., Detroit, on Dec. 31 for 25 weeks renewed Bible Bible Class on 193 MBS stations, Sun., 10:15-10:30 a.m. Agency: Stanley G. Boynton Co., Detroit.

Network Changes


VAN CAMPS-STOKES BROS. & Co., Indianapolis, on Jan. 24 discontinued Laugh on Top of 129 MBS stations, Fri., 1:30-1:45 p.m. and on Jan. 29 started musical-variety program on 150 MBS stations, Mon. Wed. Fri., 11:30-12:15 a.m. Agency: Celmins & Holden, N. Y.

EMERSON Drug Co., Baltimore (Bronco Sulfur), on Jan. 6 will replace Elrey Queen with The Shift on 15 NBC stations, Sat., 7:30-8:00 p.m. with replacing Dec. 26-31 episodes, Thurs. 10:30-11 a.m. Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), has added 17 CBS stations in New England, making a total of 145 CBS stations, Tues... Wed., Thurs. 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston (Neddy), has extended contract for boxing bouts on over 150 NBC stations, Fri., 10 p.m., from Jan. 25, 1945 to Aug. 31, 1945, replacing original 26-week contract with Grosjean contract retroactive as of Sept. 8, 1944. Agency is Moxon Inc., New York.

EMERSON Radio & Phonograph Corp., New York (instalment) on Nov. 10 discontinued You Can't Take It With You on 61 MBS stations, Sat., 11:30-12:00 p.m., Agency: William H. Weintraub & Co., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Drene), on Nov. 16 started The Radio Valley Show on 125 NBC stations from Sat., 8:45-9:30 p.m. (PWT) to Thurs., 10:30-11:45 p.m., Agency: H. Kester & Co., N. Y.

WILLIAMSON Candy Co., Chicago (candy bars), on Nov. 10 shifted Famous Jewsery Show to 101 Broadway Tues., 9:30-9:45 p.m. to Fri., 8:30-9 p.m. and renew for 52 weeks. Agency: Ashbury, Moore & Walloon, Chicago.

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

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

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

Promises to Fight

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

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

AMA Radio Session

AMERICAN MARKETING Assn., at its annual meeting to be held Nov. 20-21 at the Esquire Beach Hotel in Chicago, has scheduled a luncheon meeting Thursday on the NAB's Broadcast Measurement Bureau. Paul Peter, NAB director of research, will speak.

OWI PACKET, WEEK DEC. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 1. OWI Transcripts contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

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See OWI Schedule of War Message 188 for names and time of programs carrying war messages under National Spot and Network Allocation Plans,
STUDIO AFLOAT GAVE LEYTE NEWS

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

IT WAS an ex-radio man who supervised the installation of radio equipment and reconstruction work on the 100,000 w radio ship used to bring to the world news of the Philippine landings. He is Lt. Sanford T. Terry Jr., former control operator of WRVA Richmond, now with the Signal Corps. After months of drawing plans, testing equipment, working out modifications and changes, a handful of officers and enlisted men of the Signal Corps, led by Lt. Terry, completed the work that transformed the 55-year-old vessel into a communications ship that has broken news records in the announcements that have been broadcast on its wavelength.

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

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

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

Cowles Executives Meet For Policy Discussion

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

Other scheduled to attend are:

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

Also planned are: W名列前 A. Craig Lawrence, vice-president of WHOM Jersey City and WOOF Boston; D. Armstrong Jr., general manager, WOOF; Merle Jones, general manager, WOL Washington; Don Inman, vice-president and general manager, WNAX; James Milloy, vice-president, Look; Karl Haase, treasurer, WHOM and WOOF; Eugene Katz, secretary, the Katz Agency, sales representative of the Cowles stations.

Dealers Get New Discs

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

J-W-T Video Head

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

Public Will See RCA's New Video Production of Model Receiver Awaits Lifting of Freeze

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

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

Projection Method

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

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

STOVIN & WRIGHT

STATION REPRESENTATIVES

MONTREAL WINNIPEG TORONTO
Other Fellow's Viewpoint

‘Atrocities’ Abroad
EDITOR BROADCASTING:

May I enter an objection in the name of American broadcasters, to the atrocities being committed on the American stations in England. It is criminal that this “front window” of the American Broadcast- ing system in England, should be cluttered with such trash as the character being on “created” on the Rite & Shirne program, and others.

Certainly, it is definitely unfair to the high quality of our production and programs at home, to present the British listeners with such hazardous and slip-shod programming.

HENRY POOLE, CSC

[Editor's Note: Mr. Poole, now stationed in England by the Navy as Aviation Chief Radio Man, formerly was with K WAL Wall- lace, Ida.; KRJF Miles City, Mont., and WDGY Minneapolis. His address is Box 1, F. A. W. 7-F. P. O. New York City.]

For Ed's Headache
EDITOR BROADCASTING:

"Snap Back with Stanback”—Ed Stanback

Undoubtedly your editorial writer had Stanback in mind, (knowing the headaches that are in the business), when he borrowed part of the famous slogan to headline the article in today’s (Nov. 8) issue of Broadcasting commenting on Mr. Kobak’s entry into Mutual.

We applaud the decision of all concerned: Mr. Kobak, Mutual and your editorial writer. To show that we wish Mr. Kobak every success, the least we can do is suggest use of the enclosed package of Stanback for his first BIG headline.

CLAYTON J. CONE, Assistant Advertising Manager, Stanback Co., Ltd.

Got a ‘Boot’
EDITOR, BROADCASTING:

Oh Brother! That caption on the editorial page of the Nov. 8th edition of Broadcasting regarding Edgar Kobak going to Mutual: “Snap Back With Kobak”! WOW! Our whole staff here sure got a boot out of that one.

The cleverest I've seen in a long time.

MEL KAMPE, Program Director

WIL St. Louis

Correction

MORTON SALT Co., Chicago, will use an average of 10 spots per week not five as reported in the Nov. 6 Broadcasting and the timebuying for the account, as for all other Kenyon & Eckhardt accounts, is handled by the New York office rather than in Chicago.

NETS GRANT AFRA SUSTAINER BOOST

AMERICAN Federation of Radio Artists last week reached agreement with the networks on terms of a new contract for the employment of artists on sustaining programs and with the recording companies on a new transcription agreement.

Sustaining contract is patterned closely on the recently concluded commercial code and calls for an overall 10% increase in all rates with the same provisions for extra fees where evening dress is required, payment for traveling expenses, name credits, etc., as in the commercial agreement (broadcasting, Nov. 13). Formal ratification of the code is now awaiting approval of the AFRA locals.

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

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

WAC GIVEN PLAN
TO HELP VETERANS

PLANS for an educational cam- paign to guide civilians in their treatment of returning war veterans were presented last Tuesday by the War Advertising Council to a meeting of about 150 business leaders, held in New York under the auspices of the Drug, Cosmetic and Allied Industries Council Program, endorsed by Army, Navy, Retraining and Rehabilitation Administration and other offi- cial agencies and already approved by the Committee's policy com- mittee, would call for an extensive advertising schedule in all media, contributed by the Committee, which last year donated an esti- mated $2,000,000 worth of time and space to recruiting women for war jobs and the previous year spon- sored a war bond campaign.

Drug, Cosmetic and Allied Industries Committee plan differs from most advertising support of Government campaigns in that each participating company is asked to contribute 5% of its total ad- vertising budget, either in cash or in time and space. For radio an allocation plan is to be worked out by which each participating sponsor con- tributes, not 5% of each broadcast, but all of each 20th broadcast. From which all product selling is dropped so that the entire broadcast can be presented in the interests of the war campaign. Lee H. Britistol, vice- president in charge of advertising Bristol-Myers Co., is chairman of the Committee.

Stability Counts
NOW...AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets. The markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.3% of the national advertisers on this station are renewals.
- 88% of the local advertisers on this station are renewals.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL 5000 WATTS NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

NETS GRANT AFRA SUSTAINER BOOST

AMERICAN Federation of Radio Artists last week reached agreement with the networks on terms of a new contract for the employment of artists on sustaining programs and with the recording companies on a new transcription agreement.

Sustaining contract is patterned closely on the recently concluded commercial code and calls for an overall 10% increase in all rates with the same provisions for extra fees where evening dress is required, payment for traveling expenses, name credits, etc., as in the commercial agreement (broadcasting, Nov. 13). Formal ratification of the code is now awaiting approval of the AFRA locals.

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

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

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EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

It doesn't take
MAGIC TO GET RESULTS
FROM THE MAGIC VALLEY

KTEL TWIN FALLS, IDAHO

REACH THE Active SALT LAKE MARKET THROUGH KOY

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO., National Representative

"The Gospel Singer"

with Ed McGhee
420 15-minute transcribed programs
NOW AVAILABLE

Harry S. Goodman
16 EAST 53rd STREET NEW YORK CITY
Liberalizing of Voluntary Code Urged at NAB Board Meeting

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

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

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

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

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

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

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

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

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

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

Aldama on KFAC ALDAMA PRODUCTS Co., Los Angeles (E-Z apple sauce, pie-crust gravy), new to radio, on Nov. 15 started sponsoring a weekly quarter-hour program of commentary and recorded music on KFAC Los Angeles. Contract is for 13 weeks. Agency is Brissac-Van Norden & Staff, Los Angeles.

"Now, if we were only staying at THE ROOSEVELT"

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

Rooms with bath from $4.50.

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

Other Hilton Hotels From Coast to Coast:


Aldama on KFAC ALDAMA PRODUCTS Co., Los Angeles (E-Z apple sauce, pie-crust gravy), new to radio, on Nov. 15 started sponsoring a weekly quarter-hour program of commentary and recorded music on KFAC Los Angeles. Contract is for 13 weeks. Agency is Brissac-Van Norden & Staff, Los Angeles.

Audax equipment is now a distributor of

Audax Equipment

The "Royal Family" of pick-ups, cutters, jewel points

AUDAX, now available through HARVEY, distributor of fine radio and electronic equipment, represents its ultimate in professional recording accessories. AUDAX pickups are made with the unique "relaxed-flow" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Into the pickups, as well as the Cutters and Jewel Points, has gone the delicate precision craftsmanship of masters of the trade. Long noted for its engineering and mechanical perfection, Audax equipment is used in radio stations, recording studios, and wherever the performance requirements are exacting.

Free PICK-UP FACTS! Write today for this valuable booklet which contains the answers to most questions in the field of sound reproduction, written by Max Bicknell, leading authority on the subject.

Harvey Radio Company

HOLLISTER & CRISTAL CO.
Boulder - Colorado

Page 66 • November 20, 1944
GOLDMARK, LODGE
PROMOTED BY CBS

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

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

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

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

‘Argosy’ Spots

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

FRANK SAMUELS, recently named Blue spot and network sales director in San Francisco (Broadcasting, Oct. 19) previously sales manager of KGU-Blue San Francisco, has been named sales promotion manager of the Blue’s western division, succeeding TRACY MOORE. BYRON NELSON becomes San Francisco sales manager for the Blue.

Mem May Use Radio

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

NBC CANCELLATION

IRKS UPTON CLOSE

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

NBC executives in New York, and similarly sales manager Mrs. M. Seeds Co., Chicago, declined to comment. It is understood the program has been set to go off next month, and that a new commentator and format have been lined up for Shaffer.

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

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

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

Apparent in a move to counteract arguments repudiated this, Henry J. Taylor also was being dropped for his political views, the Blue Network was quoted this week in a previous announcement that he was going off the air, with a second statement, explaining that he was being dropped for “certain publicity in his domestic broadcasts only through Dec. 31, and would not continue his 3:30-4 p.m. commentary after that date.

First announcement came last month at a luncheon meeting on Blue network programs (Broadcasting, Oct. 16). At that time Stanley Flosheim, Blue cooperative program sales manager, stated that with decreasing interest in political news after the election, Mr. Taylor would be replaced by a different type of program.

NARFD NAMES THREE AT PHILA. MEETING

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

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

Addressing the conference were: Charles H. Smith, CBS research dept.; Charles A. Bond, Dept. of Agriculture Radio Service; Russell Rock Jr., editor, Extension Service, N. J. State College of Agriculture; Charles E. Franklin, vice-president, Young & Rubicam; C. W. Hackenynos, General Electric Co.; Dr. Carroll C. Pratt, head, Psychology dept., Rutgers U.; Dr. Paul Lasfield, director, office of Research, Columbia U.; E. A. Koster, Radio Committee U. of Chicago; Robert Reed, editor, Country Gentleman; Barney Molohon, Radio News Service, Treasury War Finance Division.

Education FM Foreseen

As Leader in Service

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

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

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

Referring to television, Dr. R. N. Lowdermilk, U. S. Office of Education Radio Service, said that schools may enter into contracts with television stations to use their studios during the day, when there is not a large general audience. He added that if facilities are so designed, education will request an allocation.
PAGE 68  *  NOVEMBER 20, 1944

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

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

**PAUL GODLEY CO.**

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

**McNARY & WRATHALL**

CONSULTING RADIO ENGINEERS

National Press Bldg., DI. 1205

Washington, D. C.

**HERC R. SKIFTER**

H. R. SKIFTER DONALD M. MILLER

CONSULTING RADIO ENGINEERS

ENGINEERING SERVICES

AVAILABLE AFTER VICTORY

**GEORGE C. DAVIS**

Consulting Radio Engineer

Minsey Bldg., District 8456

Washington, D. C.

**JOHN BARRON**

Consulting Radio Engineers

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington 4, D. C.

Telephone National 7737

**RING & CLARK**

Consulting Radio Engineers

WASHINGTON, D. C.

Minsey Bldg.  * Republic 2347

**WOODWARD & KEEL**

CONSULTING RADIO ENGINEERS

Earle Building, Washington 4, D. C.

Telephone National 6513

Washington 4, D. C.

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Telephone National 7737

**LOHNES & CULVER**

CONSULTING RADIO ENGINEERS

Minsey Bldg.  * District 8215

Washington 4, D. C.

**MAY, BOND & ROTHRICK**

CONSULTING RADIO ENGINEERS

AN FM TELEVISION FACSIMILE

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

District 7362  * Globe 5800

**WORTHINGTON C. LENT**

Consulting Engineers

INTERNATIONAL BLDG., WASH., D. C.

1319 F STREET N. W.  * District 4127

**“PHOENIX AND TUCSON**

WILL TAKE ALL PRODUCED"

THE SHADOW

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

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**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

NOVEMBER 11 TO NOVEMBER 17, INCLUSIVE

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**Decisions . . .**

**NOVEMBER 13**

1490 kc-WRLA Ledington Broadcasting Co., Ledington, Ill.—Grant application.

1385 kc-WJAC Norfolk, Va.—Granting license to cover CP new standard station.

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

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

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

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

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

Plain's Television Inc., Boston—Granted license to cover CP new standard station.

**NOVEMBER 14**

1490 kc-KEEW Brownsville, Tex.—Granting application for license to cover CP new standard station.

2140 kc-Altona Broadcasting Co., Thompson Broadcasting Co., Altona, Pa.—Same.


1290 kc-WFVA Fredericksburg, Va.—Same.

1250 kc-KMLB Monroe, La.—Same.

1240 kc-WARG Rochester, N. Y.—Same.

1230 kc-KEW Bennington, Vt.—Same.

**NOVEMBER 15**

1900 F St., N. W.—Washington, D. C.

Frank H. McIntosh

Consulting Radio Engineers

Shoreham Bldg., ME. 4477

Washington, D. C.

**Applications . . .**

**NOVEMBER 13**


1490 kc-Southbiddle Virginia Broadcasting Corp., Petersburg, Va.—Same.

1490 kc-Eastern Radio Corp., Reading, Pa.—Same.

1500 kc-Scripps-Howard Radio Inc., Cincinnati—CP new FM station.

**Tentative Calendar . . .**

**NOVEMBER 20**

950 kc-WORL Boston—License renewal.

1490 kc-KFVD Los Angeles—Same.

1110 kc-KFAS Pasadena, Cal.—Same.

790 kc-WMC Minneapolis—Same.

**NOVEMBER 24**

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

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

45,790 kc-Times Picayune Pub, Co., New Orleans—CP new FM station, 14,000 sq. mi., amended to change coverage to 13.-

1430 kc-WAPO Broadcasting Service, Chattanooga, Tenn.—CP new experimental hf station, 1 kw A-3 FM emission.

1240 kc-WKIP Farmington, N. Y.—CP install new antenna and make changes.

1600 kc-KFRE Fresno, Cal.—CP change frequency from 1540 kc, increase 600 kw, ERP, to 1450 kc.

1440 kc-J. E. Rodman, Bakerfield, Cal.—Same.

880 kc-KP0 San Francisco—CP install new transmitter.

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

**NOVEMBER 14**

1490 kc-Mississippi Broadcasting Co., Jackson, Miss.—Same.

1420 kc-KYW Philadelphia—CP new standard station.

1410 kc-KYU Long Beach, Cal.—Same.

210 kc-Volatley Broadcasting Assn., McAllen, Tex.—CP new standard station.

1460 kc-KFOX Fargo, N. D.—Same.

1490 kc-Jonas Welland, Peterburg, Va.—CP new standard station, 110 kw, unlim. est. ($2,000,000).

**NOVEMBER 15**

43,390 kc-Raynville, Miss., Waltham, Mass.—CP new FM stations, 6,530 sq. mi., $60,000,75 sq. mi., estimated cost.

1420 kc-KSFQ San Francisco—CP new FM station, 6,060 sq. mi., estimated cost.

$1,000,000.

14,900 kc-KRIL-FM Los Angeles—CP change frequency from 44,500 kc, specify 44,500 kc, specify station.

1410 kc-KYU Baltimore—CP new station.

1490 kc-Air Capital Broadcasting Co., Waco, Tex.—New standard station.

1440 kc-KRHP Detroit, Mich.—Same.

1490 kc-Air Capital Broadcasting Co., Waco, Tex.—New standard station.

1410 kc-KYU Baltimore—New standard station.

1490 kc—KXLY-AM Spokane—Same.

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1490 kc-KXLY-AM Spokane—Same.
Help Wanted

Announcer, Experienced newscaster, also capable of routine studio work. 5 kw transmitter, 220 volt ac. Located in a small market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidentially. Box 540, BROADCASTING.

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

Announcer for $5000 watt CBS station, Excellent opportunity for top-notch, reliable man, with experience in advertising application. Box 855, BROADCASTING.

Announcer-operator wanted by station in Rocky Mountain area. Send experience, snapshot, and references. Must either be or become a first-class license holder. Box 871, BROADCASTING.

Immediate opening for two versatile announcers. $600.00 basic and talent. Send photographs, complete details of background, statement of availability if possible. Box 877, BROADCASTING.


Transmitter and control operators for 6 kw midwest station. In first letter outline experience, will qualify for good position on a large midwest clear-channel station. 40 hours, 5 day week. Talent and overtime payments possible. Write Box 888, BROADCASTING.

CBB affiliate in beautiful New England university town seeks experienced announcer. Familiarity with future development of the station and good salary. Station largest in area with no competition. Write as soon as possible. Box 891, BROADCASTING.

First-class announcer by old established regional broadcasting station in Florida. No floaters. Give age, draft status, experience and salary expected. Box 893, BROADCASTING.

Announcer—CBB affiliate has immediate opening for above average announcer. Talent opportunities and work in radio, television, film and print. References, expected earnings, first letter. Voice recording, WBAV, Savannah, Georgia.

Wanted—We are in need of a first-class engineer and an announcer. Call or write, collect, Melvin Hulson, Engineer, Tennessee Valley Broadcasting Company, Decatur, Alabama.

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

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 1.5c per word. Bold face copy 30c per word. Ad must be all light face or all bold face copy. Count 3 words for blank number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont’d)

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

Copy writer experienced. Good position with 1000 watt midwest station. Weekly salary $300.00 plus dollars for box for man who can produce saleable commercial copy. Send full particulars and sample script with first letter, to Emmer Knopp, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first-class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEE Phoenix, Arizona.

Wanted—First or second class operator, Excellent opportunity for advancement. Ideal working conditions. Permanent, Blue Network, 10,000 watts, plans for great expansion. K battery-equipped. A real opportunity for right party. Advise expected salary to start. Letter number first letter. WZJR, Jackson, Tennessee.

WY Radioengineer Company, Oklahoma City, Oklahoma wants experienced announcer and send transcription and full details to Blyce Wright, Production Manager.

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

Transmitter operator wanted—First class position in small person station. Postwar experience desired, snapshot, salary requirements, first letter. Immediate opening. Write or wire KOPK, Des Moines, Nebraska.


Wanted—Canadian operator available immediately. Now on regional CBS station. Four years radio news editor, backed by American and foreign experience. Box 896, BROADCASTING.

First-class engineer now employed as chief engineer, Southwestern, requiring references. Box 892, BROADCASTING.

Announcer—Some experience, wire plays preferred, returning to work. Minimum $50.00, facing audience, large town, view FM, television. Radio school graduate. Box 886, BROADCASTING.

Announcer—Commercial Radio, Washington, D. C., desires change to work west coast. Experience, references, contact Manager, WBBW, Welles, V. E.

Help Wanted (Cont’d)

Newscaster, capable of compiling own script, Permanent position for right man in network under supervision of George Gow, KFH, Wichita, Kansas.

Situations Wanted

Station promotion director thoroughly experienced in publicity, advertising and production. Box 819, BROADCASTING.

Chief engineer now employed. Seven years' experience, five as chief with 250 watt transmitters. Desires change due to working conditions here. Permanent connections desired. Reasonable salary expected. Married with family, 4F, 8 years of station experience, to be available 50 days after accepting your offer. Virginia, North Carolina or South Carolina preferred. Box 882, BROADCASTING.

Program manager—Network newscasting and engineering experience. Desires changing opportunity and permanent future. Box 883, BROADCASTING.

Announcer—All around man, restricted license, strong voice, six years' experience. Minimum $60.00. Box 884, BROADCASTING.


Radio writer-caster—Commercial Radio, Des Moines, Iowa. Desires change immediately. Write or wire KOPK, Des Moines, Nebraska.

Wanted—Operator-announcer to join NBC affiliate immediately. Now on regional CBS station. Four years radio news editor, backed by American and foreign experience. Box 895, BROADCASTING.

First-class engineer now employed as chief engineer, Southwestern, requiring references. Box 892, BROADCASTING.

Announcer—Some experience, wire plays preferred, returning to work. Minimum $50.00, facing audience, large town, view FM, television. Radio school graduate. Box 886, BROADCASTING.

Announcer—Commercial Radio, Washington, D. C., desires change to work west coast. Experience, references, contact Manager, WBBW, Welles, V. E.

Situations Wanted (Cont’d)

News editor-cast-writer—Available now to put straight news, commentaries and more music, light fill-in work for your station and sponsors. Eight years' experience, capable of writing, rewriting, analyzing, dramatizing news for newspapers, wire services, radio, radio-newspaper publication, AP, AP. Now on publicity and speech-writing staff of major political party. Campaign's over, job's done. What's your news problem? Box 894, BROADCASTING.

Announcer, newscaster, writer, actor. Reliable, ambitious. Veteran, Eastern station, 20 years experience. Box 97, G.P.O., New York 1, N. Y.

Wanted to Buy

Will pay cash for 250 watt transmitter, FCC approved. Box 860, BROADCASTING.

Wanted—1000 watt transmitter, FCC approved, also pre-wired “F” network. Write Box 861, BROADCASTING.

Wanted—Frequency monitor and modulation monitors. Thome Central 6656, collect, Chicago, Mr. Clifford.

Wanted—Any type vertical antenna. Phone collect Central 6656, Chicago, Mr. Clifford.

Wanted—Broadcasting equipment such as pre-amplifiers, booster equipment, new and secondhand an equipment other equipment. Write or wire of what you have. R. A. Homes, Jr., S1 83rd St., Birmingham, Ala.

For Sale

United Sound Engineering Companies 5 to 15 kw transmitters. Complete or parts. Model serial USE, new, $125, Box 894, BROADCASTING.

Wanted—Frequency counter, tube, tubular construction, complete with gauze wire, base insulator, lighting equipment. Ashland Broadcasting Company, Ashland, Kentucky.

Miscellaneous

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

WANTED

5 kw transmitter
1 antenna, any height
with lights
1 250 watt transmitter
Box 876, Broadcasting

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

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

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

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

RECOGNIZING the need for better rural coverage, the Allocations Committee of Panel 4, Radio Technical Planning Board (PTPB), has recommended that 10 clear channels, each 10 kc wide, be made available in the 200-400 kc band (long wave) for stations of 500 kw power or greater, it was learned last week.

The recommendation, which moves to Panel 4 for consideration, was adopted after the Committee heard reports from Paul F. Godfrey, Montclair, N. J., consulting engineer, and H. W. Holt, chief engineer of WOV New York, on expansion of the standard band.

Superior Coverage Seen

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

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

Until service in the 200-400 kc band is such that the number of receiving sets is not sufficient to cover the entire country, the Panel 4 group suggested that it may be economically feasible to permit clear channel stations to operate stations in the new band, carrying the same programs as those on the regular outlets, to test the new service.

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

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

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

Raymond F. Guy, NBC radio facilities engineer and chairman of Committee 3, RTPB Panel 8, recommended that further study of the use of 3-17 mc for rural broadcast be dropped because of interference with international broadcasting, which apparently will continue. His report was adopted.

Power Boost Study

The Committee voted to continue its study of horizontal power increase for all stations. Three resolutions of the NAB Small Market Stations Committee, (1) requesting study of nighttime coverage of stations operating on local-channel frequencies, (2) regarding expansion of the standard band, and (3) regarding the use of synchronized control relays for AM satellite stations, were adopted. The FCC is to be notified that the NAB action now has been formally approved by the Panel 4 group. George Milne of the Blue Network was authorized to write the formal report to be submitted to the Commission as a supplement to the allocation hearings testimony.

Report from Philip Merryman of NBC; Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, and Mr. Oglie on relays led to the recommendation that relay frequencies be allocated in block assignments, rather than be interspersed with other services, as at present.

The Committee previously had recommended that the 540 kc channel, adjacent to the broadcast band, be used for regional stations with 1-5 kw. The 530 and 520 kc proposed channels, which would be added to the broadcast band under recommendations to the FCC, would be local with 250 w [Broadcasting, Nov. 13].

Members of the Panel 4 allocation committee include leading consulting engineers, and network and station engineering officials and broadcasters.

Listening Increase On Election Night

Audience Up 50% Over That Of an October Tuesday

LISTENING on election night was more than 50% over that on a Tuesday three weeks before, according to breakdowns of set-in-use figures in the 32 four-network cities made by C. E. Hooper Inc. Increase is consistent throughout the NAB's 3,777 broadcasting outlets, totaling the 9-9:15 period each Tuesday—41.8% of all sets were found in use on Oct. 17; 58.0% were found in use on Nov. 7.

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>P. M.</th>
<th>WM.</th>
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<tr>
<td>6:00-6:15</td>
<td>18.9</td>
<td>28.6</td>
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<td>6:15-6:30</td>
<td>18.4</td>
<td>24.0</td>
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<td>6:30-6:45</td>
<td>18.5</td>
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<td>6:45-7:00</td>
<td>18.6</td>
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<td>19.0</td>
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<td>10:15-10:30</td>
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CED Disc Series

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

'GE House Party'

GENERAL ELECTRIC Co., Bridgeport, will begin sponsorship of a network program, titled GE House Party, next year on CBS, Monday through Friday, 4-4:25 p.m. on behalf of the company's merchandising department. Art Linkletter is m. e. for the show, which is scheduled for its air premiere sometime between Jan. 15. Agency is Young & Rubicam.
A D V E R T I S I N G M U S T P A C E P R O G R E S S

The PENALTY OF LEADERSHIP

In every field of human endeavor, he that is first must necessarily bear the heaviest burden of leadership. Whether the leadership he mustered to make a nation out of a continent, or a corporation out of a family, he has discovered that the responsibility of his leadership is always the same. The result is the character of the man's work becomes a reflection of his whole work. It is the leader's task to set the pace; and when he is not there, it is his task to do it through those who are his assistants. The man who is a leader must always be a leader in the mind of the people. He must have the confidence and the respect of those who follow him. He must have the ability to inspire others to follow him. He must have the ability to lead by example. He must have the ability to think clearly and decisively. He must have the ability to act with courage and conviction. He must have the ability to anticipate problems and to solve them. He must have the ability to make difficult decisions and to execute them. He must have the ability to communicate effectively. He must have the ability to inspire others to action. He must have the ability to understand the needs of the people. He must have the ability to lead with a vision. He must have the ability to lead with a purpose. He must have the ability to lead with a conscience. He must have the ability to lead with a heart.

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

Birth Certificate
OF AN INDUSTRY’S GREATNESS!

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

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

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

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

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

Division of The Crosley Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION
CINCINNATI 2, OHIO
YOU may be interested in what RCA tube workers have been doing to make more tubes available for John Public.

Back in August, 1943, thousands of workers in RCA tube factories organized themselves, through War Production Drive Committees, into the "World's Best Tube Makers." They resolved to do their jobs better than they had ever been done before.

They began a drive to reduce tube "shrinkage"... tubes "lost" in the manufacturing process. Knowing that a poor tube takes just as much material, just as much time, just as much labor as a good tube, these "World's Best Tube Makers" set about making more of their lost production good production.

Now, look at their record:

During the first month of their campaign, tens of thousands of tubes were made available which formerly would have been scrapped. During the second month, the gain had reached the hundred thousand mark. And this astounding performance is still going on.

Thus war quotas are being filled faster and faster, and civilian needs can be met sooner...more sets can tune in your station.

In Peace, it will mean finer RCA tubes than ever...both for your transmitter, and for your listeners' radios.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA.