THE LATE FAMED O. O. McIntyre once wrote, “To my notion the best radio speaker is Alfred W. McCann, Jr.” There may be people who’ll debate that, but few can argue the long-lasting popularity and pulling power of this remarkable WOR personality.

The facts? Listen—Every weekday morning at 9:30 more than 300,000 WOR listeners hear Alfred W. McCann devotedly as he makes vitamins and minerals, and the science of nutrition, sound as interesting as a news-flash and as simple as saying, “Hello.”

When 300,000 people are exposed to such air magic, something must happen. And it does! For instance, 16 brief announcements pulled 200,000 requests. The sale of one sponsor’s product was spurred from 250,000 cans a year to more than 10,000,000 in less than 4 years.

Surprising? Not particularly. It’s mostly the power of a simple, sincere, intensely ethical show plan merged with the skillful scrutiny and smart scheduling of WOR’s gifted programmers.

If you would like to take advantage of the advice of people who make a habit of consistently doing things like this, you simply phone PE 6-8600, or write...
The unbiased news editing of Julian Bentley (in his eleventh year at WLS News microphones) and his aides, Gil Hix and Lew La Marr; the fine broadcasts from Europe by Associate News Editor Ervin Lewis; the WLS policy of covering all important events on the spot; these have built the confidence that gets quick mail, that generates sales; that gets EXPLOSIVE RESULTS!

REPRESENTED BY
John Blair & Company

STARTING AN ADVERTISING CAMPAIGN WITH WLS IS LIKE TOUCHING A MATCH TO A DYNAMITE FUSE; RESULTS FOLLOW, SURELY AND EXPLOSIVELY.

FIRST DAY...$431.80 IN DIMES

Repeating a listener-service instituted early in World War II, Julian Bentley and WLS News Staff edited a new, up-to-this-instant war map especially for WLS friends in Michigan, Wisconsin, Indiana, and Illinois. We offered this map (on newscasts only) for ten cents, November 29, 1944. In our mail bags November 30 were 4,318 dimes! Explosive results from the first announcement!

SECOND DAY...$791.90 IN DIMES

Like a snowball rolling down Pike's Peak, WLS News staff's War Map offer gained momentum: Second day's mail, December 1, contained 7,919 dimes. Two-day total, 12,237 requests, each backed by ten cents!

FIRST WEEK...$3,998.90 IN DIMES

Wednesday, December 6 (one week of announcements on news broadcasts only) showed a total of 39,989 dimes. Practically FOUR THOUSAND DOLLARS in ten cent pieces, sent to WLS for its new war map in one week. (By December 18, with no more announcements, the total had reached 45,744.) Listeners in four states (including huge Chicago) have confidence in WLS newsmen; confidence built over twenty-one honest years of sincere service; confidence extending to the products we advertise. See any John Blair man and arrange to try this four-state response for YOUR product. Learn why so many of our customers, past and present, say WLS GETS RESULTS!

WLS GETS RESULTS

890 Kilocycles
50,000 Watts
Blue Network

CHICAGO 7

The Prairie Farmer Station

MANAGEMENT AFFILIATED WITH Koy, Phoenix, and the Arizona Network, KOY Phoenix * KTUC Tucson * KSUN Bisbee- Lowell-Douglas
Little Elmer says: "There's no need experimenting in the Chicago area when WGN's leadership in local and spot business is so well established."
With the right start in life, any healthy and normal boy or girl is sure to become a good American citizen.

To give Boston's boys and girls the chance to develop under practical, spirited leadership, the Hearst newspapers in Boston recently organized the Massachusetts Youth Committee. The MYC, knowing the accomplishments of WEEI's Youth on Parade (which has successfully grown to be a CBS coast-to-coast favorite), asked WEEI to help.

A brand-new radio "station", MYC-WEEI, Jr., was born. It is the first of a complete "chain" of 14 intra-school stations to be built and operated by Boston boys and girls. Each is fundamentally an ingenious amplifying system which WEEI's chief engineer, Walter Stiles, Jr., designed for easy construction by students from spare receiver parts.

Dolphe Martin, director of WEEI's Youth on Parade, has written a manual showing students how to organize and operate a miniature "station" which incorporates all the basic elements that make up big league broadcasting.

This practical plan for uniting the interests of myriad young people has caught on fast. The first MYC-WEEI, Jr., went "on the air" recently with hundreds of proud parents among the studio audience at East Boston High School.

Soon 14 MYC-WEEI, Jr.s, will be operating in Boston—building radio's men and women of tomorrow... but, above all, building better citizens and community leaders for tomorrow.
Mr. Gordon Gray,
Radio Station KOIL,
Omaha 2, Nebraska.

Dear Mr. Gray:

We are pleased to pass on to you the results of an interesting promotion sponsored by us and using KOIL exclusively.

Coincidental with the overseas mailing dates, we offered listeners to our early morning programs at 6:15 and 8:15 A.M. a service man’s sewing kit without any obligation on their part. Results were beyond expectations. In a short period of about fifteen days we gave out nearly seventeen hundred of these sewing kits to parents and friends of men in the service. These were enclosed in packages sent overseas.

It brings into sharper focus the picture of radio in retailing, and what a wonderful job radio is doing for us. For building good-will and attracting new customers, we firmly believe, radio offers unlimited possibilities.

Sincerely yours,

Sam Greenberg
Advertising Manager

"RESULTS WERE BEYOND EXPECTATIONS" . . . a common experience with KOIL advertisers . . . but words which are still music to our ears. Just one of the reasons why in Omaha, IT PAYS TO ADVERTISE ON KOIL.

Represented by Edward Petry Co., Inc.
Now! At All Times*

Between 8 A.M. and 6 P.M.

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station—
including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
SUMMARY of suggestions and requests from station program and sales executives interviewed:

1. Give us a service especially designed for radio broadcasting -- plenty of short instrumental selections -- separate vocals.
2. Give us material that will be exclusive to our station in our locality.
3. Give us music not available on phonograph records!
4. Give us enough selections by every performer to make the program worthwhile without repeats.
5. Give us network quality arrangements, musicians and vocalists.

Stripped to basic features, The Music of Manhattan is at once a versatile music organization and a vibrant program exclusive to Thesaurus subscribers. It blankets the cosmopolitan range of Manhattan itself—from Broadway rhythms to penthouse moods—from concert hall to Harlem hot-spot. Everything from New York musically becomes something for each listener.

The Music of Manhattan is the first of the new Thesaurus' long planned innovations—Custom-built program organizations. Others are being prepared, each as distinctive, each as severely measured against the Thesaurus check-list—compiled by over 1,000 station executives who know what they want, and who get it in Thesaurus!
.. for the demands of all radio listeners
.. for the special needs of subscribing stations
.. to the exact specifications of more than 1,000 broadcasting executives!

PLAN BRILLIANTLY INTRODUCED BY
The Music of Manhattan

STAR MUSICIANS—28 men recruited from top network commercial programs—musical supervision and direction, Norman Cloutier.

ACE ARRANGERS—10 of New York's foremost instrumental craftsmen—arrangements created exclusively for Thesaurus, not available from any other source.

TREMENDOUS REPERTOIRE—An unequalled range of late hits—standard favorites—original themes—symphonic orchestrations—authentic jazz rhythm sections—solo and choral units—fresh novelty numbers.

COMPLETE PROGRAMMING—Continuous listings for non-repetitive schedule—full 3 quarter-hour weekly material with initial release.
At Deadline . . .

BOB HOPE, comedian, has signed a 10-year approximately $10,000,000 radio contract with Pepsodent division of Lever Bros. Co., it was announced Friday by Charles Luckman, president of the division. The contract was said to have about as many million dollars as years. Hope has broadcast for Pepsodent since 1938. It is described as the largest radio talent contract of all time.

COUNTY PERFUMERY Co., Bloomfield, N. J., in promoting Brylcreem hair tonic, will spend most of its 1945 budget for radio, using quarter-hour programs and transcribed spots on about 18 stations. Campaign will begin early this summer. Agency is Atherton & Currier, N. Y.

NATIONAL Biscuit Co., New York, has begun a series of new programs for Premium Crackers and may expand to over 100 stations. Agency is McCann-Erickson, New York.

BY LATE Friday, James C. Petrillo, AFM president, had not replied to a telegram sent him Thursday by the Sixth Regional War Labor Board advising that he inform the Board within 48 hours what steps he has taken to comply with its order of Dec. 20 to call off the strike of musicians at the Minneapolis studios of KSTP.

E. J. BRACH & SONS, Chicago, on Jan. 4 extended Swing's the Thing on WGN Chicago to 11 MBS stations for 13 weeks. Agency is Schwimmer & Scott.

TOP SPOT FOR A NATIONAL ADVERTISER

Yours . . . if you hurry . . . 15 minutes on the 3rd highest "Hoopered" show between noon and six o'clock in Washington, D. C.

It's on the Tony Wakeman "Sports Parade" . . . Monday through Saturday. $145 for the whole business!

We're holding it for a national advertiser . . . first come first served. It's a dandy—on one of the fastest-growing stations in this six-station town.

WWDC the big sales result station in Washington, D. C.

Sellers of SALES

Although Frank Haas, timebuyer of Erwin, Wasey & Co., had an erudite schooling in Switzerland, Brookline, Mass., and Columbia U., he immediately followed this academic background with a post-graduate course in that venerable institution of highest learning, the University of Glancing Blows.

Most of these were absorbed at WCNW New York, where Frank worked during the summer and after graduation from the Business Administration School at Columbia U. At the station he did everything from sharpening pencils to sweeping up the shavings in the transcription room. He even did some acting and filled in as a sound effects man.

When WCNW went off the air Frank joined Ruthrauff & Ryan doing account detail work on the American Tobacco Pall-Mall radio campaigns that were running at the time. After a year and a half or so, Clarke Brown, radio director of Lake, Spiro & Sherman in Memphis, offered him the job as timebuyer, handling primarily the placement of the Plough Proprietary business. Plough Inc., handled by that agency, is one of the largest users of spot radio.

But the three B's—Basin Street, Boogie Woogie and the Broiling heat combined with a nostalgia for New York, prompted Frank to return when the opportunity to become timebuyer at Erwin, Wasey presented itself.

In the past year Frank has bought time for Erwin, Wasey's long list of accounts: Mustoerole, Pertussin, Forhan's Tooth Paste, Kremi hair tonic and shampoo, Barbosal, Primrose House products, Dutch Master Cigars, Dr. Edward's Olive Tablets, K. R. O., Johnson's Wax, Carnation Milk and Lydia E. Pinkham.

Frank is interested in radio production. He usually manages to be at the studio when Erwin, Wasey is producing a show or transcription. He is watching and studying from the agency viewpoint, the changes that will be brought about in radio by television as well as FM. He usually manages to get in a couple of weekends of skiing, and confesses that he "plays a lousy game of tennis."
During the past year in the pages of this magazine, we have presented ample evidence to establish the reason why “Portland, Oregon people prefer KGW.”

We have had testimony to that effect by a long list of prominent witnesses from many walks of Portland’s busy civic life. In this case the public is both judge and jury and the verdict overwhelmingly establishes KGW as preeminent in the area it serves.
"It's Mr. F&P. The Boss practically hugged him. Oh gosh....!"

We've no secret methods of selling. We just try to discover what you want to accomplish with your advertising, then try to bring you the sort of data, information and suggestions that have seemed helpful to other people in the same boat. No cigars. But it's interesting to see how many time-buyers go ahead and give us their orders, anyway!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Lea Probe Demands Sweeping Law Change

Joint Legislative Study, Scanning of Sales and Press Ownership Urged

By BILL BAILEY

ALTHOUGH GIVING the FCC what amounted to a clean bill of health, the House Select Committee to Investigate the Commission last Wednesday closed its hectic life of two years with recommendations for sweeping revision of the Communications Act. Preponderant opinion was that the FCC had won its case, although it suffered a few bruises.

Splitting along party lines, minority reports castigating the Commission were filed by Reps. Louis E. Miller (R-Md.) and Richard B. Wigglesworth (R-Mass.), but the two Republicans joined their Democratic colleagues in urging that Congress define the Commission's powers and rights of broadcasters. Highlighting the majority recommendations were:

Four Main Points

1. Creation of a Joint committee composed of representatives of the FCC, each of all branches of radio to confer together with a view to concluding so far as practicable in legislative changes that will "contribute to the improvement of the present law and its better administration."

2. Congress should reappraise the "public interest, convenience and necessity" clause of the Communications Act and determine whether Secs. 311 and 323 [antimonopoly and antitrust] should be strengthened or modified in light of the May 10, 1943 Supreme Court decision upholding the chain broadcasting regulations.

3. The appropriate Congressional committee "might well consider" station sale prices and financial methods with a view to requiring a uniform system of accounts and, if necessary, diversion of station accounts from other businesses of licensees.

4. Congress should review the newspaper ownership question with a view to providing necessary or clarifying legislation. Mere ownership of a newspaper should not exclude ownership and operation of a station.

Clearest indications that Chairman Clarence F. Lea (D-Cal.), who heads both the Select Committee and the Interstate & Foreign Commerce Committee, proposes to seek new legislation this session was given promptly after release of the report. He said it was his plan to have his Committee conduct hearings at this session on general revisions of the communications law, including the controverted subject of newspaper ownership.

"That (newspaper ownership) is one of the main things this Congress should decide," he declared. "It is a matter of policy which Congress, and not an executive agency, should define by law."

Lea's Plans

Chairman Lea also said he would not ask the House to extend the life of the Select Committee and that he proposed to work through standing committee channels. A subcommittee on communications of the Standing Committee in the 78th session was headed by Rep. Alfred L. Bulwinkle (D-N.C.). Whether Chairman Lea will draft an integrated bill designed to supplant the Communications Act of 1934, or simply introduce a series of amendments as a vehicle for the program he apparently had not been decided last week.

FCC Found Derelict

The Committee found that the FCC was derelict in many instances and that former Chairman James Lawrence Fly placed "broad interpretations" on various sections of the Communications Act, but it blamed lack of proper definitive legislation, rather than the Commission. The report was replete with conclusions of debatable interpretations and of bickering, even among Commissioners, and in nearly every citation the Committee recommended overhauling the present Act.

Differences of opinion among Commissioners, though not a matter for condemnation, were brought about because various Commissioners interpreted the Communications Act "according to their different philosophies of Government," said the report. Led by Chairman Fly, the predominating group represented the "more liberal interpretation of the Act as to the broad powers conferred on the Commission."

Main Recommendations by House Select Committee...

RECOMMENDATIONS by the majority of the House Select Committee to Investigate the FCC, extracted from the 53-page report, follow in the order of their appearance in the document, released last Wednesday:

1. Every practical effort should be made by the FCC to limit use of temporary licenses.

2. Congress should review newspaper ownership question with a view to providing necessary or clarifying legislation.

3. Congress should reappraise the "public interest, convenience and necessity" clause of the Communications Act in light of the May 10, 1943, Supreme Court decision upholding the chain broadcasting regulations and "might well determine whether or not the 'determination of the composition of that traffic' language of the Supreme Court opinion calls for any strengthening or modification" of Secs. 311 and 313 of the Act.

4. The appropriate Congressional committee should consider station sale prices and bookkeeping "with a view of giving authority to the Commission to require uniform systems of accounts and, if necessary, diversion of station accounts from other businesses of the licensee."

5. Protests involving stations should be placed in open and not "confidential" files, the person "adversely affected" should be informed and "given an opportunity to reply."

6. As to the sale of WPTL Ft. Lauderdale, Fla., by Ralph A. Horton to the Fort Industry Co., of which Lt. Comdr. George B. Storer is president, "the Committee is of the opinion that there was deception and double dealing on the part of persons negotiating in behalf of the purchaser for this sale... The Committee does not charge that the Chairman (James Lawrence Fly) intendedly or knowingly participated in aiding the fraudulent purposes, but unwittingly or unwittingly his attendance at a private conference regarding the sale..."

"Under this interpretation," said the report, "powers that might be of debatable validity were claimed for the Commission. The other viewpoint believed in the strict construction of their powers with a view to restricting the Commission's activities and the exercise of caution in the exercise of debatable powers."

In spite of his leadership of the "broad interpretation" clique, Mr. Fly was commended as a "very able, resourceful man, strong in his convictions, aggressive and persistent". His zeal for work met with increasing opposition and "sometimes he was arbitrary in the conduct of hearings, to the irritation of persons appearing before the Commission and to some members of the Commission itself. His general assertion of the full powers of the Commission might be claimed under the Act was from time to time a matter of bitter criticism directed at his activities."

Defines Basic Needs

Broadcasters contacted by the Committee and its staff expressed the collective desire to have broadcasting's relations and duties to the Government clearly defined in order that stations might operate with more certainty, the Committee disclosed.

Most of the bitterness involving the Commission, the Committee concluded, was based on personal likes (Continued on page 60)
NABET Walks Out of Net Negotiations

Carries Case to NLRB On Charge of Unfair Labor Practice

AFTER WALKING OUT of its negotiations with the NBC and Blue networks, the National Assn. of Broadcast Engineers & Technicians last week carried its case to the National Labor Relations Board to have the NLRB certification of NABET's jurisdiction over platter turners.

Assured of speedy action by NLRB, Martin F. O'Donoghue, NABET counsel, took steps Friday to file an unfair labor practice charge with the regional board of New York, charging the networks with "wilful and deliberate refusal to bargain" with NABET and to honor the certification of NABET's jurisdiction over platter turners.

Complaint Expected
NLRB is expected to issue a complaint early this week against the networks and will probably order a hearing to be held within 10 days at which the networks will be called on to answer NABET's charge. Under usual board procedure, the hearing will then be issued giving the nets a definite time limit to bargain with NABET in accordance with NLRB certification of its jurisdiction. Should the board decide by this order, the Board would go to the Second Circuit Court of Appeals to compel the nets, by judicial decree, to sign.

NABET decided on its course of action after carefully considering the seriousness of a strike against two networks and its effects on more than 300 affiliated stations and on 900 affiliated platter turners. Although the membership was unanimously in favor of taking the step and in one key station was on the verge of walking out, it decided to handle its case through the NLRB rather than to risk the public censure which might well result in having its fight go before the War Labor Board whose decisions Petrillo has seldom respected.

The showdown on the NABET-network controversy came Wednesday when Allen T. Powley, NABET president, demanded that the contracts being negotiated include platter turner jurisdiction. He told BROADCASTING that the network officials meeting with him in New York Saturday "wouldn't say" whether they'd give him platter turner jurisdiction. He told BROADCASTING that the network officials meeting with him in New York Saturday "wouldn't say" whether they'd give him platter turner jurisdiction.

Sen. Expected to Approve Quickly Porter Nomination as FCC Chairman

QUICK SENATE approval of the nomination of Paul A. Porter for the FCC has been seen this week following consideration today (Jan. 8) of the Presidential nomination by the Senate Interstate Commerce Committee. The committee has approved the nomination of Paul A. Porter, who has served as chairman of the FCC succeeding Mr. Fly under a recess appointment since Dec. 21, was renominated by President Roosevelt this week. The Senate committee action on the nomination is expected later this week, following which the Senate will act on the nomination of James Lawrence Fly to July 30, 1949.

Whereas Chairman Wheeler (D-Mont.) had indicated following the original Porter nomination last session that public hearings would be held, Committee attaches said last week the proceedings on confirmation would be in executive session. No formal protests had been made, it was pointed out, and it is customary to hold public hearings only when there are such protests.

Immediately following the original Porter nomination in mid-November the Socialist National Committee to disapprove Chairman Wheeler in opposition. This, however, was not regarded as in the category of a formal protest.

While several Republican Sena- tos were reported having plans to consider the appointment as premised upon political factors, there was no semblance of organized opposition. The fact that Mr. Porter as an attorney specialized in radio and that he had served with distinction in important government posts in peace and war tended to dispel Senatorial opposition.

MBS Up 41%

MUTUAL Broadcasting System's gross time sales for 1944 totaled $15,833,600, up 41% from the 1943 gross of $11,341,608. Leading sales ad- vertiser was Sinclair Refining Co., whose gross time charges were $1,808,917. Leading agency was Shalon Advertising Co., with billings on MBS of $2,406,501.

Robards Promoted

SIDNEY M. ROBARDS, for seven years a member of the RCA information department, has been named in charge of the department, moving into the job vacated a year ago when Orin E. Dunlap Jr. was appointed director of advertising and publicity.

NAB Convention Is Cancelled By Byrnes War Travel Edict

THE OFFICIAL edict from War Mobilization Chief James F. Byrnes last Friday banning all gatherings of more than 50 persons requiring travel effective Feb. 1, will mean cancellation of the NAB's 1945 Executives War Conference, tenta- tively scheduled for the first week in May.

Director Byrnes announced ap- pointment of a committee, headed by ODT Director Johnson, to pass on applications for all conventions or trade association meetings of more than 50 persons. On the com- mittee will be representatives of the Army, Navy, War Production Board and War Manpower Com- mission. Mr. Byrnes said he hoped all applications not necessary to the war would be cancelled voluntarily, thus precluding "further steps" by the Government. President Roose- evelt approved the travel ban.

With the announcement of the ban, in the interest of the tightened war effort, NAB President J. Har- old Ryan said there appeared to be no alternative but to cancel the meetings with conditions brighten, it was thought, the war conference might be rescheduled later in the year.

The fact that the NAB session drafts upwards of 1,000 delegates (the last was 1,100) places it in the category of large meetings, which would unduly strain transpor- tation and hotel facilities.

Mr. Ryan doubted whether the ban would affect the NAB district meeting schedule, which gets under way Jan. 15 in Memphis. It was thought that by limiting attendance to one representative per out-of-town station, the letter of the Byrnes mandate could be met.

From the viewpoint of deterring someone who would try to call off the national convention, it was thought that Travel Board ap- proval could be procured on district meetings. The matter will be sur-veyed this week, Mr. Ryan said.
Feltis Named Measurement Bureau Head

Leaves KFAB Post; Will Tour NAB Meetings

HUGH M. FELTIS, who sparked the drive for a standard audience measurement plan for radio, is the new executive head of Broadcast Measurement Bureau Inc.

Mr. Feltis has resigned as general manager of KFAB Lincoln, Neb., and assumed his new duties Jan. 2, following appointment by officers of the BMB board.

Mr. Feltis, whose selection was approved unanimously by the Bureau’s board, was persuaded by BMB officers to accept the assignment after he had repeatedly asserted that someone else should be selected. Familiar with the entire history of the BMB he, as chairman of the NAB Research Committee, introduced the resolution at the association’s War Conference in Chicago Aug. 28 setting in motion the new organization.

To Explain Details

It was voted unanimously then to create, in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a radio bureau of circulation which would utilize a standard method of coverage measurement.

The plan generally calls for a ballot count of listeners every two years, using one million ballots at a cost of $1 each. Total cost of the biennial survey, estimated at $1,000,000, is to be absorbed by station members.

Mr. Feltis, pursuant to his selection to head the new bureau, is dividing his time presently between Washington and New York, consulting with board members of BMB preparatory to presenting the plan before district meetings of the NAB. These district meetings get under way Jan. 16 with the inaugural parley at Memphis.

Original financing for BMB was provided by the NAB, which appropriated $75,000 as a loan to the new organization to see it through its first formative year. It has been announced by J. Harold Ryan, president of NAB, that the AAAA has agreed to underwrite 20% of this original amount. At the present time NAB is scheduling two hours at each afternoon session at district meetings for presentation and discussion of the BMB plan, making it the top order of business.

Mr. Feltis will submit to the board of BMB in New York at the office of the AAAA at 2:30 p.m. Jan. 9 his detailed proposal for further steps in obtaining funds to finance the study and commence production of the plan.

It is understood a program for assessing station members will not be announced until the first meeting in Memphis. However, at the time the plan was adopted by the NAB conference, it was said that cost to member stations would be based on station rates with a possible starting point of $150 per year.

Actual selection of Mr. Feltis was made by BMB board officers, including NAB President Ryan, chairman; Paul West, AAAA president, 1st vice-chairman; Fred Gamble, AAAA president, 2nd vice-chairman, and Roger Clipp, president of WFIL Philadelphia, secretary-treasurer. The four officers of the board were authorized by the entire membership of the BMI to name the executive head. It is understood that Mr. Feltis will be permitted to make all other official appointments to the BMB. At the present time, candidates for the important job of research director are being considered.

Speaking of Mr. Feltis’ appointment, Mr. West said: “Advertisers are naturally gratified with this move toward standardization of the data on which radio time purchases are made. They feel it fortunate that Mr. Feltis has agreed to become executive head of the organization. We are sure that he will do the same splendid job in this position that he did as chairman of the committee in charge during the formulation stage of this project.”

Seeks Industry Aid

First aim of the bureau is to enlist the universal acceptance and financial support of broadcasters. Mr. Feltis’ qualifications to take on the task are a matter of record. He is a director-at-large of the NAB. Well-known in the broadcasting industry, with more than 15 years of experience in station operation, he comes to the new job from KFAB, where he has been general manager since 1943.

It was considered originally that Mr. Feltis would be asked to take a three- or four-month leave of absence from this post in order to do a selling job at the district meetings, subsequently stepping aside so an executive head of the organization could be selected. This plan was discarded as impractical by members of the BMB board who agreed that the person who did carry on as executive head of the organization must be the one who would make the original appeal for membership.

Mr. Feltis started his radio career in 1929 as a salesman at KVOS Bellingham; the following year he became acting manager of KXBO Aberdeen, Wash. He then succeeded to the management of KFQ

Mr. FELTIS

Leaves KFAB Post; Will Tour NAB Meetings

BROADCASTING • Broadcast Advertising

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PRESENT AT the organization meeting of the Broadcast Measurement Bureau, held in New York Dec. 15, was this group of broadcasters. Seated at the head of the table (left foreground) is James Ryan. Seated around the table are: (1 to r) Frank M. Russell, NBC vice-president; *Paul F. Peter, NAB director of research; Hugh M. Feltis who was then the general manager of KFAB and now is serving as executive director of BMB; *Homer Elder, assistant secretary, AAAA; Leonard T. Bush, vice-president, Compton Adv. Agency; Linnea Nelson, chief timebuyer, J. Walter Thompson; Carlos Franco, head of station relations, Young & Rubicam; A. N. Harrington, director of media, Procter & Gamble Co.; *Paul B. West, president, Assn. of National Advertisers; D. E. Robinson, director of research, Pedlar & Ryan; *Issac W. Dugges, AAAA counsel; Donald B. Stetler, advertising director, Stenvert Bureau Co.; *George L. Orr, AAAA counsel; *John Morgan Davis, NAB counsel; Roger W. Clipp, president, WFIL; Frederic W. Gamble, AAAA president. Board members unable to attend were: Joseph M. Allen, assistant vice-president and advertising manager, Bristol-Myers; Robert F. Elder, director of market research, Lever Bros. Co.; J. A. Miller, advertising director and sales promotion manager, Standard Oil Co. of N. J. Names with asterisks indicate those not board members, who attended to assist in organization detail.
Cassidy Discovers That War Is Hell

Attack by Divebombers Brings Realization Of Uter Terror

By JAMES CASSIDY
WLW Correspondent, WBC, the American Forces in Belgium

The author of the accompanying report is director of international broadcasting of WLW Cincinnati. Since arriving on the European scene a few weeks ago, he has scored several radio "beats" among them the first broadcast from German soil and the first eyewitness radio account of American shelling of the Nazi home territory, both carried by WLW and NBC.

TWO DAYS BEFORE Christmas the full utter terror of war came home to me as it never has before. Two days before Christmas, with a number of friends of mine, I was caught in a German divebombing attack.

The bombing was a small part of the tremendous counter-offensive which has been launched against us, and all the events that have happened to me since I came over here was the worst. A number of us were in a building somewhere in Belgium. We had just finished lunch. It was a clear bright day. The sun was coming out and because most of us were tired after all that had happened we decided to go back to the house before moving again. I was looking at a copy of the Stars and Stripes.

The Dive

Suddenly there was a tremendous explosion a short distance away. Having been blasted out of a building by a buzz bomb earlier in the week I thought this was another that had gone safely overhead and landed beyond us. But it wasn't a buzz bomb. It was German divebombers, three or four of them. There were quick frightened shouts from the men in front of the building, a modern building with good strong walls but also with huge planes of glass in front. There was a frenzied terrible scramble as all of us in the front room of the building dived into a corner. George Hicks jumped in right on top of me and dug his head into the scramble of people who were huddled in a corner.

Then the German plane came down. It dove down in the long terrible drone, and dove until it seemed that it must crash right on us.

Then the blast came. It came in a horrible, stunning explosion. The building rocked and a building went off directly outside and the walls, the windows, the plaster came tumbling down upon us.

My own sense numb. I felt nothing and I thought nothing except one thing—that more bombs were coming and they did. There was a second I heard a cry of pain, not a loud cry but a surprised pri-
Heavy Weather

That big picture certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going . . . they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore . . . W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest number of listeners at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm . . . NOW!

WITH

Baltimore, Md.

Tom Tinsley, President   Represented Nationally by Headley-Reed
High Figures Hardly Reveal Story of Radio's Effort

By GEORGE P. LUDLAM
Chief, Radio Bureau, OWI

RADIO last year contributed $66,141,600 of time and talent to the war effort through the OWI Radio Bureau allocation plans, as the statistical table on this page demonstrates.

The figures are imposing—and some 20% better than last year. But figures barely begin to tell the story. They reveal little of the thought and time and intelligence put into radio’s effort, and even less of the significance of this joint industry-government weapon of war.

Through radio’s war information machine, the Government has, in effect, a direct wire into practically every American home. It can bring war messages and appeals right into the family circle, presenting them through the voices of radio personalities who enjoy the affection of the listener, or in the form of dramatizations which not only make the messages interesting and easy to understand, but which illustrate and greatly point up their urgency.

The fact that this effort is voluntarily assumed on the part of advertisers, agencies, networks, stations, writers, producers and talent—and the fact that the great majority of those in the actual production and distribution of the messages undertake their assignments conscientiously, and with a full awareness of the importance of their work—has brought to the radio war information program a success comparable only to the great success of commercial radio itself.

The listener is not only not annoyed—but every survey ever made to discover whether there is a surplus of war messages on the air has not only turned up with a negative answer, but has disclosed a large body of listeners who think that there are not enough.

That this public acceptance of war information on commercial radio is due in large part to the high quality of presentation is attested indirectly by the continuing results of the Radio Bureau’s monitoring service, which show that about 65% of the war messages rate either "excellent" or "good," 30% "fair," and only 5% "poor."

As of the end of 1944, in short, radio’s war information machine is running smoothly and effectively. It is performing a most valuable service in the country’s war effort.

What of 1945? In looking forward to the coming year, the Radio Bureau can see ahead only a continuing war job, the gravity and urgency of which will demand the very best that radio has of brains, imagination, showmanship, and ingenuity.

The German conflict, apparently so near its end in August, demands constantly increasing quotas of vital materials of war. And beyond victory in Europe, twin enemies face us across the Pacific—distance and Japan. The potency of neither is yet clear to many of us. Throughout 1945 we shall need every possible ounce of effort in war production, every possible seaman to man our cargo ships and tankers, nurses for battlefronts and hospitals, sharpened awareness by all of us of the continuing necessities of wartime living at home—food rationing, bond buying, price control, security, to mention but a few.

It is our hope, therefore, that we will continue to receive—in deed, if war needs are to be met, the war agencies and the services tell us that they must receive—the same enthusiastic, conscientious and intelligent support of our OWI facility plans that has made radio’s war participation on the domestic front for the past three years something of which it has every right to be proud.

RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1944

A Summary of Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributed by Advertisers, Networks and Stations

<table>
<thead>
<tr>
<th>OWI FACILITIES</th>
<th>No. of Programs</th>
<th>No. of War Messages Per Week</th>
<th>Per Year</th>
<th>Fat. &quot;Listener- Impressions&quot; Per Week</th>
<th>Fat. Annual Value of Time &amp; Talent (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Network Allocation Plan (Sponsored)</td>
<td>410</td>
<td>210</td>
<td>10,920</td>
<td>460,000,000</td>
<td>$39,000,000</td>
</tr>
<tr>
<td>2. Special Assignment Plan</td>
<td>150</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. National Spot &amp; Regional Network Allocation Plan</td>
<td>185</td>
<td>1,017</td>
<td>84,048</td>
<td>24,000,000</td>
<td>2,774,000</td>
</tr>
<tr>
<td>4. Station Announcement Plan (Stations)</td>
<td>893</td>
<td>4,218</td>
<td>2,247,356</td>
<td>68,000,000</td>
<td>15,861,000</td>
</tr>
<tr>
<td>5. Special Events</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Women’s Radio War Program Guides</td>
<td>1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>45,055</td>
<td>2,344,870</td>
<td>642,000,000</td>
<td>$66,141,000</td>
</tr>
</tbody>
</table>

*Represents number of stations-programmed per week.

| Figures represent commercial value of time and talent of programs carrying OWI assigned messages.

TYPICAL OWI RADIO CAMPAIGNS IN 1944

<table>
<thead>
<tr>
<th>Campaigns</th>
<th>Weeks</th>
<th>Programs</th>
<th>Station Announcements</th>
<th>Est. Listener Impressions</th>
<th>Est. Value of Time &amp; Talent</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAG Recruiting</td>
<td>43</td>
<td>690</td>
<td>112,144</td>
<td>1,018,256,000</td>
<td>$2,700,000</td>
</tr>
<tr>
<td>Prepare for Winter</td>
<td>10</td>
<td>484</td>
<td>45,213</td>
<td>583,725,000</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Victory Gardens</td>
<td>16</td>
<td>274</td>
<td>96,580</td>
<td>1,095,480,000</td>
<td>$2,800,000</td>
</tr>
<tr>
<td>Red Cross War Fund</td>
<td>10</td>
<td>451</td>
<td>93,765</td>
<td>1,166,205,000</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Fourth War Loan</td>
<td>5</td>
<td>472</td>
<td>87,994</td>
<td>1,060,543,000</td>
<td>$2,574,000</td>
</tr>
<tr>
<td>War Production Comes First</td>
<td>4</td>
<td>226</td>
<td></td>
<td>519,798,000</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Cadet Nurse Corps</td>
<td>18</td>
<td>233</td>
<td>25,515</td>
<td>626,000,000</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>Income Tax Regulations</td>
<td>8</td>
<td>315</td>
<td>10,248</td>
<td>686,340,000</td>
<td>$1,314,000</td>
</tr>
<tr>
<td>Sixth War Loan</td>
<td>4</td>
<td>817</td>
<td>25,012</td>
<td>1,676,297,000</td>
<td>$2,812,840</td>
</tr>
<tr>
<td>National War Fund</td>
<td>5</td>
<td>421</td>
<td>41,014</td>
<td>787,616,000</td>
<td>$1,500,000</td>
</tr>
</tbody>
</table>
TODAY'S

BEST BUYS

A U D I E N C E T E S T E D F O R B U S Y T I M E B U Y E R S

EAST

WHN—New York
50,000 Watts
FOR LADIES ONLY
1:00 to 1:30 P.M.
Mon. thru Fri.
Some special spots, but not much,
Pulse Experimental Studies of BMB Suggest Day Rather Than Week Plan

THREE experimental studies to check on the plan the Broadcast Measurement Bureau intends to use in establishing a single standard station coverage measurement, conducted by The Pulse Inc., are reported in a supplement to the December issue of The Radio Audience, monthly newsletter of The Pulse.

In the first experiment, eight independent stations were listed on a card which was shown to the respondent and the list read aloud. The respondent was asked to indicate those stations heard in the last week. Only two stations in the list had primary coverage in some of the counties covered by the survey (12 counties of the New York metropolitan area), according to the BMB definition of mentions by 50% or more of the returns in a county. "While it is true that these results do not completely cover the entire family as the NAB plan intends," The Pulse comments, "these results were obtained in a personal interview in which only selected independent stations were shown. This probably results in more mentions of independent stations than would be obtained in a mail survey employing unaided recall and offering competition with the 'big stations.'"

A second study consisted of one question: "How often do you listen to station X (an independent station)?" Reporting that in seven counties, half or more of the respondents state they never listen to that station, The Pulse asks, "What percentage can this station expect in the NAB method?"

Results of a third study, in which respondents were asked to which of five independent stations they or their families listened to within the previous hour, suggest the possibility, says The Pulse, "of using a day basis rather than a week basis in the method," adding, "perhaps Saturday and Sunday listening habits are different enough from weekdays to justify separate figures."

Results are offered to help evaluate the NAB system. The Pulse states, pointing out that further experimentation seems needed before the plan is finally adopted.

MYERS HITS PULSE FOR BMB CRITICISM

LIKENING the trials of the NAB Broadcast Measurement Bureau to the early days of the Audit Bureau of Circulation, C. W. Myers, president of KOGH Portland, Ore., has written to the Pulse Inc., New York taking issue with the Pulse's comments on the NAB method of measurement. In his letter, Mr. Myers said the Pulse's criticism of the NAB method "seems to be based on the assumption that the listener is too dumb to know what stations he tunes in for his favorite programs."

Mr. Myers assured Pulse Inc. that radio, especially in rural areas, is taken quite seriously. Mr. Myers said he felt the new measurement plan might give non-network, independent stations a "break" but that "we are not going to worry about that."

Pointing out that advertisers as well as agencies and the stations themselves have agreed to try acceptance of the NAB method, Mr. Myers recalled the opposition the ABC had at its inception in 1925 and reminded the Pulse Inc. that the ABC "is still the accepted form of newspaper circulation measurement."

Parker Campaign

PARKER WATCH CO., New York, starting a 1945 radio campaign running into almost seven figures, on Jan. 1 began sponsorship of Johannes Steele news commentator, for 52 weeks on WHN New York, Monday through Friday, 7:45-8 p.m. Mr. Steele, who shifted from WMCA to WHN Jan. 1 [BROADCASTING, Dec. 25], is under contract with the watch company to do news commentaries on stations they select. Berne W. Wilkins, radio director of agency handling account, Sterling Adv., New York, late this month will make a nation-wide tour to purchase the outstanding program or best series of shows available for sponsorship in each of 45 Parker markets. According to Mr. Wilkins, the company feels that programs do a better selling job and are more effective than time-signal announcements. In the latter case, he said, there are too many time-signal announcements by several watch companies, and this helps to lose sponsor-identification. Parker also currently sponsors These Are Our Men, a weekly half-hour dramatic program on NBC.
PIVOT POINT OF DEMOCRACY

Yes or no.—This or that.—Pick and choose.—This is the essence of democracy:
—which is the essence of competitive American radio.
By Government decree and economic edict, each radio station and network must compete with
the other—and at the same time—for the ears and attention of those they would serve. Should they
fail to interest, they fail to serve. Should they fail to serve, they fail.
So with his thumb on the dial, the American listener controls the pivot point of democracy. Your
ideas, your politics, your talents, your wares, your religion, are welcomed or denied to his home
as he elects, at the switch of a dial.
He’s in the driver’s seat, because competitive American radio has put him there, and will keep
him there.

In the past twenty years, WSM has had a part in developing our American system of radio; has
had to compete for a loyal and substantial following now numbering in the millions which tune to
WSM for both sides of public questions, and politics; for their type of religion and inspiration; for
their informational and educational needs; in sheer hunger for diversion and entertainment.
With our frequency and our assignment, we have been privileged to bring these serv-
ices to the listeners of rural America, to accept or reject as they please.
We are proud to report that more have been served than have not been
served. No other radio station can report more. No other radio station should
report less.
This is clear channel broadcasting.
This is WSM.

650 Kilocycles
Edwin W. Craig, Pres.

NBC Affiliate
Harry Stone, Gen. Mgr.

National Representatives, EDWARD PETRY & Co.
National Life and Accident Insurance Co. Nashville, Tenn.
You’ve Got to See to Believe!

The substantial business we have done with advertisers willing to pay 50,000 Watts rates, has long since taught us they don’t tackle their important job of time-buying blindfolded.

It is because they do want to know who listens, from where they listen and how many listen, that WWVA is doing a top-ranking 50,000 Watts business.

Coverage and market data figures, backed solidly by results, prove WWVA one of America’s greatest per-listener buys!

WE PROVE IT!

ASK A JOHN BLAIR MAN

WWVA
WHEELING, W.VA.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

RADIO WORKSHOP
Winston-Salem Group Made
Regular City Activity

THE COMMUNITY Radio Plan of Winston-Salem, N. C., started over a year ago, has been incorporated into the regular structure of the Community Council as one of its central services, making the city the first to organize such a program as part of its regular community planning. The plan is made possible by the cooperation of local stations WAIR and WSJS and is financed for a three year period by the United War Chest and the Junior League.

Under the leadership of radio consultant Charlotte Demorest, the workshop was opened after studying the needs and possibilities of the city for interpretation by radio. Free to all citizens of the county and biracial, it has trained 140 members, with the help of the staffs of both stations, to write, direct and act their own shows.

Programs are produced for all ages, types and purposes. Most recent is a series for children on local history. Othess deal with the city's role in the war, books, music, and dramatic skits. The workshop also has assumed full responsibility for the Youth Campaign radio publicity and has cooperated with the Public Library, Red Cross, Girl Scouts, Tuberculosis Assn. and others.

KALE Farm Service

A FARM service department, first of its kind in the city, is being established by KALE-FM under direction of Burton S. Hutton who has resigned as assistant general agricultural development and marketing for the Great Northern Railway, to accept the position. Mr. Hutton will give timely and practical farm facts and market news on weekday morning and afternoon programs.

Mr. Hutton has been director of agricultural broadcasting on KOAC and Corvallis, Ore., and farm editor of two Oregon newspapers.

Z. Zimmerman Hugus

Z. ZIMMERMAN HUGUS, 55, assistant vice-president of the American Telephone & Telegraph Co., New York, died Dec. 28. Following his graduation from Washington & Jefferson College in 1910, he entered the telephone business as a salesman. After serving in the Signal Corps in World War I, Mr. Hugus joined Bell Telephone Co. of Pennsylvania as assistant publicity manager. In 1925 he joined AT&T in an executive capacity. Surviving are his wife and a son.

Returns to WSPA

STERLING WRIGHT has returned to WSPA Spartanburg as director of special events and a member of the sales staff after a two and a half month absence while associated with a Charlotte advertising agency. Mr. Wright also will air the 7:30 a.m. and 1 p.m. newscasts. He formerly was program director of the station for three years. Marshall Pack of the WSPA sales department has shifted to the announcing staff replacing Wayne Davis, resigned.

NEW YORKERS will hear FM programs emitted by this new two-bay General Electric circular antenna, installed by CBS atop the 700-foot building at 500 Fifth Ave., for the network's FM station, WABC-FM. Provision has been made to add two more bays to the 14-ton structure, which rises 100 feet above the rooftop. The antenna cost $15,000, most of which went toward labor, installation services, scaffolding and modification of the steel structure. When the antenna goes into use it will give CBS the first FM station in New York to cover its assigned area, according to William B. Lodge, CBS general engineering supervisor.

Net Committee Named

PRESIDENT J. Harold Ryan of the NAB has announced the following committee to coordinate radio's 25th anniversary observance on behalf of the four major networks: Dr. Frank Stanton, CBS vice-president; Robert D. Sweeney, MBS assistant vice-president and general manager; Frank E. Mullen, NBC vice-president and general manager; Mark Woods, Blue president. Committee will determine general network policy and correlate programming, advertising, publicity, promotions, sales, public relations and station relations during this anniversary year. Meeting is scheduled for January.

WOR Video Board

A TELEVISION program planning board of nine has been set up by WOR New York to enable the station to familiarize itself with the demands and techniques of television. Board includes Norman Livingston, program director; J. R. Poppele, chief engineer; "Tiny" Ruffner, assistant program director; Dave Dickson, director of war service and news; Charles Oppenheim, publicity director; Joseph Creamey, promotion director; Eugene King, daytime program manager; Robert Simon, continuity director; Robert Emery, producer and director of WOR television programs.

KCNO Kansas City has appointed John E. Pearson Co., Chicago, as national representative effective Jan. 15.
Wonderful "spots" for any advertiser are spot programs. For these powerful, sales-producing programs are more than spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

And there are many such programs available. Already well established on the air, they are headed by well-known local personalities who have demonstrated their selling ability.

A John Blair Man can tell you about the best of them, in markets that interest you. Call him today—he's a fine fellow to know.
Iowa's rich corn country

A successful method of measuring program popularity at small stations has been devised by Pin Holdlinger, general manager of KDB Santa Barbara. On the radio page of local newspapers was inserted a "coupon" listing 30 of the regular KDB programs, both sponsored and sustaining. Coupon also listed sponsors, time of program, and a blank space in which the listener was invited to write its order of popularity. Contestants submitting the lists most closely resembling popular choices were awarded War Bond prizes. Plan not only measured program popularity, but also provided all programs considerable publicity. KDB expects to make such a poll an annual event.

* * *

KMB Mail Piece

MAILING PIECE, accompanied by a letter from Sam H. Bennett, vice-president in charge of sales for KMBC Kansas City, has been sent to all local, regional and national advertisers to boost late programs. Reprint of station advertisement in Kansas City Star, mailing piece promotes idea that clock has been pushed back in Kansas City to near Kate Smith, Nelson Eddy, Kenny Baker and other major programs broadcast after 10:30 p.m.

* * *

WOR Announcers

FOR the use of advertising agencies, and the station's sales and executive staff, WOR New York is distributing a booklet on its announcers which may be used in conjunction with a master recording of their voices available for reference. Announcers read commercials heard regularly on WOR. Issued in the form of mimeographed stapled 6 x 8 inch paper-saving pamphlet, the written data includes material in the announcer's radio experience and general background.

WBT Story

BUGS BUNNY sits on the front cover of the folder "WBT's Happy Endings Dept., Grady Cole, Mgr." inside the folder, opposite a picture of a huge cabbage upon which sits a dejected farmer, is the ad with "Poor Mr. Eggers" and how WBT Charlotte sold his 100 tons of cabbage through two announcements. Story ends with a plug for WBT's "friendly service".

RCA Book

HISTORY of American radio during the past quarter-century, from the formation of RCA in the fall of 1919 to the present, is told in an illustrated book, "25 Years of Radio Progress With RCA".

* * *

KVoo Brochure

TO ANALYZE the station and the market, KVoo Tulsa has issued a brochure, done in buff and green, designed to show how the station covers the Tulsa area. In addition to the coverage area, with population and pictures of such Oklahoma towns as Pryor, McAlester, Picher City, Miami, Okmulgee, Muskogee and Bartlesville, brochure shows Philover Rldg. where KVoo studios are located.

* * *

Program Brochure

BROCHURE on Buy Roads to Romance, a participating program, has been prepared by WHOM Jersey City giving background on Josephine McQuillin, WHOM woman's director and conductor of the program.

Canadian Ratings

Canadian daytime program head the national popularity poll for December released by Elliott Haynes, Toronto research firm. "Soldier's Wife" leads the December programs with a rating of 20.9, followed by "Happy Gong" with 17.6 American originating program, "By Young's" with a rating of 17.1, Road of Life, Ma Perkins, Claire Wallace (Canadian program), Lucy Locket (Canadian program), Right to Happiness, Pepper Young's Family and Women of American On Air. On the French networks, the December national ratings reports place the following as the five most popular daytime programs: "Jeunesse Doree" with a rating of 33.5, Quelles Newelles with a rating of 31.7, Joug Troubadours, "Histoires d'Amour" and La Rire Principale.

Sgt. Don Chapman

Sgt. DON CHAPMAN, former in the transcription department of Don Lee Broadcasting System, Honolulu, Hawaii, is now in action in Germany, according to word received.

F & F LABS, Inc., Chicago (cognos, has started spot announcements on the following Chicago stations: WENR 31 weekly, WIN 20 weekly, WICL 5 weekly. Tel for bid contract was placed by Olman Ad. Chicago Account is expected to beg spots in four or five other markets.
"...but what about Belleville, Kansas?"

Big things were happening in the vast KFAB area! "Advance men" had been setting up shows for the celebration of KFAB's big 20th birthday party.

They had contacted Oakland, Holdrege, and Wilbur...typically rich Nebraska communities...and the wealthy Denison farming area over in Iowa. Everywhere, a glad hand...everywhere, KFAB was definitely "one of the family"!

BUT WHAT ABOUT BELLEVILLE, KAN-SAS? What kind of a reception could be expected in the southern KFAB area? Here's what happened!

The entire Belleville territory through its Chamber of Commerce welcomed KFAB and were glad of the opportunity to help celebrate the station's big 20th birthday party. The "Belleville Show" was a humdinger... just like all the others.

Yes...KFAB is a household word throughout the vast 200 county area it serves. If you are interested in profitable coverage, why not let THE BIG FARMER STATION sell your product to its 340,808 listening families.

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, NEBRASKA
BASIC COLUMBIA

HUGH FELTIS, General Manager
Represented by PAUL H. RAYMER COMPANY
Put your Confidence in
WSIX - - Nashville

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

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

New Video Lights

TELEVISION STUDIO lighting will be more efficient, less expensive and longer-lived as a result of recent developments by Norman Hall, plant engineer of Allen B. DuMont Labs., N. J., according to an announcement by DuMont last week. Mr. Hall has worked out a system for operating water-cooled mercury vapor lamps on direct current instead of the alternating current now used. Experiments conducted by DuMont indicate that the new method completely eliminates the objectionable flicker in the old lamps. Installation of these new lamps will soon get under way in the studios of DuMont television station, WABD New York.

NRDGA TO DISCUSS
VIDEO TECHNIQUE


The afternoon session will be in the form of a production panel. Speakers include Samuel H. Cuff, general manager of DuMont station, WABD New York; Robert Gibson of the GE station, WRGB Schenectady; Raymond E. Nelson, vice-president in charge of radio and television of Charles M. Storm Co., New York; Frances Hughes of Mademoiselle; Thomas H. Hutchin-son of RKO Television Corp., and Bud Gamble, president of the Television Producers Assn. Chairman of the production panel will be Irwin A. Shane, of the Television Workshop, New York, who organized the television session.

New ETO Station

DIRECT RADIO news service between America and the European war zone was amplified Jan. 2 when Press Wireless Inc., New York, began transmission from a mobile unit somewhere in Holland. Designated as Station PX, the new unit is similar to Station PQ, the first in Europe to begin service from the Normandy beachhead June 13. A special 400-watt transmitter is used. A third Press Wireless station is in operation from Leyte in the Philippines. All were developed for the press under authorization of the FCC, the war theatre commands, the Board of War Communications and other agencies.

Chrysler Donates

CHRYSLER Corp., Highland Park, Mich., due to the illness of Maj. Edward Bowes, m. c. of the amateur program, has turned over its program time on CBS, Thurs., 9-9:30 p.m., to the Red Cross. Top radio programs will be presented in that period at the invitation of the Red Cross until Maj. Bowes returns to the air.

PRESENT AT PASSING of WGL Ft. Wayne from Westinghouse to Farnsworth ownership was this group of four representatives of the two companies. Seated (l to r): Walter Evans, vice-president of Westinghouse Electric & Mfg. Co. and vice-president and general manager of Westinghouse Radio Stations Inc., and E. A. Nicholas, president of Farnsworth Television & Radio Corp. Standing (l to r): Horace L. Lohnes, Westinghouse counsel and E. M. Martin, secretary and counsel for Farnsworth. Sale of WGL, a 250 w NBC outlet operating on 1450 kc, was made in compliance with the FCC duopoly rule in view of Westinghouse ownership of WOWO Ft. Wayne. Price was $235,000. Farnsworth took over station operation Dec. 28.

Kellogg Resumes

KELLOGG Co., Battle Creek, Mich., is scheduled to resume sponsorship of "Superman" for Pop on MBS starting Jan. 8. Program, dropped by Kellogg last fall, may be delayed a week. Number of stations has not yet been determined. Although show is currently heard Monday through Friday 5:30-5:45 p.m., program may be shifted to 5:15-5:30 p.m. Agency is Kenyon & Eckhardt, New York.

Harris Appoints

M. H. HARRIS, New York, has appointed Richard C. Fordham Radio Productions, New York, to handle advertising for its 28 branch stores in the New York area. Transcribed chain-break and one-minute spot announcements will be used as well as transcribed five-minute programs on two or three New York stations.

5,000 WATTS 980 KC

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press
and an advertising message is “Well Placed”, too, when it's aired over WSPD.

Our primary signal of 5,000 watts reaches not only the “Top Hatters”, but more than a million-and-a-half prosperous prospects in the rich Northwestern Ohio-Southern Michigan area, with top NBC shows and tailored local programs.
Product Boycott, Nonlistening Caused by Spots, Listeners Say

Active Dislike Shown in Letters to Bannister; Other Stations Commend Transmission Ban

ACTUAL boycott of advertised products; turning off of radio sets during commercials and general disgust leading to little use of sets are some of the reactions inspired by poor commercials, letters to Harry Bannister, manager of WWJ Detroit, reveal in commending him on the station's ban on all transcribed commercials [Broadcasting, Nov. 27].

About half of almost 200 letters received during the month after the announcement was made show the writers to be aggressively resentful and hostile towards certain spots; to the extent that they would "take it out" on advertisers. Mr. Bannister's action is looked upon as an example of intelligent and courageous leadership and he is called "one of the great benefactors of mankind" who has shown "mercy toward the feelings" of the audience.

High Calibre

Many of the messages are from women, written on postcards; others are signed by professional groups—scientists working together on a project; business firms and several from servicemen. The quality of writing and expression indicate that the writers generally fall in the educated group. Many refer to the Time magazine article on the ban.

General concern is expressed about WWJ's ability to survive the action financially. One letter had a $10 check enclosed "to partially defray expenses" and another a dollar bill. Writers also were quite specific in naming sponsors of offensive material. The soap announcements for Rinso and Duex and "LSMFT", the Lucky Strike tobacco auctioneer chant, came in for criticism.

Following are some actual quotes:

From a bank—"unlike the motion picture industry, you realize when your medium should abandon short pants." From a couple—"a smart business man would know they build up gall instead of good wishes."

"Personally I would rather pay 10 cents per diem and eliminate all advertising on the radio," writes another who cites Ford Motor Co. as an example of good advertising. One believes "They'll make us willing to pay not just .05 a day for Muzak but any amount." Another says now she'll try turning on the radio again... sometime next year" to see what its like. One broadcaster states that while loyal to industry and company "I have been afraid of the practices of the last five years" of certain agencies and advertisers; another, who has taken certain modified steps on spots says "It is however, to you stronger operators that industry must look...."

A writer complaining about a soap commercial (Duex) turns the radio off when the ad comes on, says others at the bridge and pinochle clubs have the same reactions.

In Upstate New York a club has been formed whose members are pledged never to buy a product, if it can be helped, that has a singing commercial.

DOWNIE DISCS SET FOR LOCAL STATIONS

Coca Cola Co., Atlanta, Ga., will augment its between program of Songs From Morton Downey, starting Feb. 6 on 240 MBS stations, by making transcriptions of the show which will be sent to local bottlers for placement on about 200 stations in cities not serviced by MBS. On MBS, show probably will be heard from 12:15 to 12:30 p.m., Monday through Friday.

In announcing last week that Coca Cola's Victory Parade of Spotlight Bands would remain on the Blue when the Downey program shifts to MBS, Blue Network officials said that the network "has a general policy against the use of transcriptions for network originated programs, except in cases where technical difficulties preclude the presentation of live broadcasts."

"The policy was adopted in October 1944. While Mr. Downey is entertaining servicemen overseas, his program is being continued on the Blue with guest stars appearing each week and when he returns, he will be supported by the same cast, Jimmy Lytell's orchestra, Leah Ray, and David Ross. Last week Mr. Downey was reported hospitalized in Paris but his illness is said not to be serious enough to keep him from returning to this country in time for his first Mutual broadcast. Agency for the Coca Cola Co. is D'Arcy Adv., New York.

Salsbury Plans

DR. SALSbury's LABS., Charles City, Ia., is sponsoring a one-minute transcribed spot announcement campaign on approximately 60 stations starting in the middle of February through the spring of 1945. N. A. Winter, Des Moines, is agency.

Yes, a new name for the same splendid opportunity... a three-station group serving a vast inland empire, already in gear for post-war production. You reach 16 wholesale centers, 80 retail centers, a population-total (daytime primary) far above 6,000,000; all at group rates as low as $72 for a daytime quarter-hour on three great stations. What a buy!
CBS Affiliates Meet

PROGRAM plans for 1945 and other topics of network-station interest will be discussed by the CBS Affiliates Advisory Board at its first meeting of the new year, Jan. 10 and 11 at network headquarters in New York. Board members, all of whom plan to attend, are: C. T. Lucy, WRVA Richmond, chairman; John M. Rivera, WCSC Charleston, secretary; Arthur B. Church, KMBC Kansas City; Clyde Coombs, KARM Fresno; Franklin M. Dox- little, WDRC Hartford; Leo Fitz- patrick, WJR Detroit; I. R. Louis- berry WBKB Buffalo; Clyde W. Rembert, KRLD Dallas, and H. Summerville, WWL New Orleans.

Wheeler to Speak

SEN. BURTON K. WHEELER, chairman of the Senate Interstate Commerce Committee in charge of radio legislation, will address the Radio Executives Club of New York at its luncheon meeting Jan. 18.

TO INAUGURATE new, modern studios, KFOR Lincoln held a clients' party which attracted this quintet of owner, management, network, and station representative people. In usual order are: Gordon Gray, KOIL-KFOR general manager; Edward Borroff, vice-president Blue central division; Charles Stuart, KOIL-KFOR owner; James Thompson, Edward Petry Co., Chicago office; Mel Drake, KFOR manager.

CROSLEY Corp., Cincinnati, has ap- pointed Graybar Electric Co. as distributor for Crosby products in the state of Rhode Island. The Prov- idence branch of Graybar Electric Co. is under Elliott Lunn, a veteran of 25 years' service with Graybar.

JOE FROM, former assistant editor of the air edition of the Chicago Sun, has been appointed producer for Ameri- can Dairy Assoc., heard 12 noon Sun- day on NBC. He replaces Lou Jacob- son, 20th with J. Walter Thomspon Co., Chicago.

These are but a few of the more than 30 BMI-licensed titles recorded by Clinton. See DISC DATA for the complete listing from which to build your all-Clinton programs.

BOLERO IN BLUE  Bl. 10836
TABOO         Bl. 11058
TEN MILE HOP  Vic. 26575
LADY SAID YES Vic. 27446
STUDY IN MODERNISM  Vic. 27446
A KISS FOR YOU  Vic. 26523
BACK TO BOOGIE  Vic. 27510
TOWN TATTLER  Vic. 27446

Larry Clinton

Clinton is one of the "triple-threat" men of the orchestra world. He's a brilliant arranger in addition to playing trumpet and trombone.

Since 1936 his fame as a leader has grown with a smooth steadiness that bodes increasing and long- lasting popularity.

WQXR Business Soars Despite Song-Spot Ban

TOTAL YEAR'S business of WQXR New York in 1944 exceeded the income of 1943, its previous largest year, by more than 40%, despite the ban on "singing commercials", according to an an- nouncement by the station last week. It was also stated that the business for the last quarter of 1944 was the biggest in the sta- tion's history, exceeding the next best quarter by over 12%. WQXR said that "policy barring the 'jingle' from WQXR was adopt- ed in March of 1944 because it was felt that since WQXR specialized in good music, the 'singing commercial' was too much of a contrast with this good music and thus would create ill will for the adver- tiser and the station.Advertisers using the 'jingle' finished out their contracts as permitted by the station and released using live an- nouncements without singing accom- paniment."

BOOK OF THE MONTH CLUB, Inc., New York, in stepping up its use of radio advertising, on Jan. 15 begins sponsorship of "Author Meets the Critics" on WOR New York, Mon- days, 8-10:30 p.m. Book club also sponsors a weekly hour and half-musical program on WQXR New York.
Modern transmitters require little maintenance—but when they do, ease of maintenance is important.

In Westinghouse Transmitters all units are easily accessible, both for inspection and maintenance.

Complete protection to operators is assured by interlocks on doors to all compartments in which dangerous voltages are present. Controls are of the dead front type, instruments at ground potential for maximum safety.

Indicator lights flash circuit conditions to the operator in case of overload, making it easy to check up for the possible cause of the interruption.

We will gladly furnish complete information on these and other advantages of the HG-5-KW and HG-50-KW Transmitters, such as: Low Operating Cost, High Fidelity Signals, Continuity of Operation, Simplicity of Control.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.
In Metropolitan

DELIVERS A STATION TO MORE PEOPLE THAN ALL OTHER STATIONS

CBS ... FIFTY
GRAND IN WATTS
Jimmy's Broken Record

IN ONE RESPECT the Congress that expired last month and the one that convened last week were the same. Both observed, doubtless with some inquisitiveness, the quaint Washington scene which finds top executive boards of the Government waiting to the shrill and discordant fiddling of James Caesar Petrillo.

Before the last Congress ended, the Senate unanimously passed a bill which its author, Senator Vandenburg (R-Mich.), said would "remove Petrillo's foot from the necks of the nation's school children." The House didn't have time to act.

That, however, was only one isolated reaction to the Petrillo campaign of conquest. But it was symptomatic of the thinking in official circles and of the new determination to move legislatively against the AFM Czar.

Senator Ball (R-Minn.) is prepared to sponsor a law making the Government's wartime labor policy apply to labor unions and to establish a "legal basis for action against union defiance." "Assistant President" James F. Byrnes, in his recommendations to the President and to Congress, pleads for power to enforce orders of the War Labor Board in the courts in a manner "which will treat Petrillos and Aversy alike!"

Jimmy Petrillo has an unbroken record since the war began of defying Government orders. Where Montgomery Ward officials have been pitched out on their ears for WLB defiance, Jimmy has gone his merry way unmolested, using his monopoly on musicians to track down new quarry under threat of strike. He told all and sundry, including the President, to go to grass in the recording ban. He ignored the NLRB's mandate that striking musicians at KSTP return to their posts. He has defied committees of Congress and War Stabilization Director Vinson. He ignored also the WLB order giving to NABET jurisdiction over record-tumers at all NBC and Blue owned stations except Chicago, and he's forcing the nets to knuckle down or suffer possible boycott by his musicians.

It has been evident since Jimmy became AFM czar five years ago (and he was a power even before that) that he proposed to take over control of radio via his union, through stand-bys, make-work, fixed quotas of musicians, fixed quotas of pay, his private Social Security system on recordings and transcriptions, and, lastly, platter-turner control. He has won his intra-industry battles through threats and coercion. He has won those battles with the Administration through political power and the abject unwillingness of the Government to act. To some degree he has gotten away with it because the laws exempt labor unions from anti-trust proceedings. But they do not exempt them from the emergency wartime statutes.

Now, for the first time, Congress seems aroused. Justice Byrnes wants action. The President is embarrassed. The public is indignant, and has lost confidence in the WLB. Certainly all of the factors necessary for legislative relief are present. And certainly this is no time for radio, or any part of it, to fall for Petrillo's platter-turner booby-trap.

THEODORE CUYLER STREIBERT

IN 1933 Theodore C. Streibert deserted the academic post of assistant dean of Harvard Business School to become assistant to Leon J. McCooer, president of Jam- berger Broadcasting Service Inc., owner and operator of WOR New York, with the anything but academic assignment of reorganizing the station's operating set-up to enable it to meet the growing competition of the network-owned stations in New York. With the turn of the year Mr. Streibert became president of the corporation, succeeding Mr. McCooer, now chairman of the board.

It is a one-paragraph success story with a few "Who's Who" statistics, let the record show that Theodore Cuyler Streibert, named for a prominent Brooklyn minister, was born Aug. 29, 1899, in Albany, N. Y. After early education at Albany schools, Ted was graduated from Wesleyan U., Middlebury, Conn., in 1921 and subsequently received his M.B.A. from the Harvard Graduate School of Business Administration.

In 1923 young Streibert became a member of the research staff of the Bureau of Business Research at the Harvard Business School. Later he was associated with the late Guy W. Currier, noted Boston attorney, and when Joseph P. Kennedy asked Currier's aid in financing FBO Pictures Corp., later became RKO Pictures, Streibert was named assistant secretary of the company to represent Currier's interests.

After a movie career that included service as treasurer of Cinema Credits Corp. of New York and as a board member and subsequently assistant to the executive vice-president of Pathé Exchange, in 1929 Streibert returned to Boston and to Harvard Business School as assistant dean.

Four years later, when the owners of WOR were searching for a man with both business and show business experience and Ted was offered the job, he again deserted Harvard's cloistered halls, and this time the desertion stuck. He was in radio for good.

1938 was a mayoralty election year in New York, and Ted's first job at WOR was to supervise political sales, bringing him immediately face to face with some of the most difficult problems of commercial radio. The result was a revamping of WOR's policies not only for political but for all the station's business. Then Ted moved over to the program side, effecting a similar reorganization of WOR program policies.

In 1946 he was elected a member of the station's board of directors and the following (Continued on page 40)
WMFM has proved its worth to listeners and advertisers!

Over four years of FM pioneering have soundly established the value of WMFM to audience and advertisers alike.

From the listeners' standpoint, WMFM has brought a bright schedule of distinctive quality programs to their homes. The superb reception, the keen, farsighted programming have developed an intensely loyal audience that keeps tuned to WMFM.

From the advertisers' standpoint, WMFM offers a family of Wisconsin listeners that is discriminating and receptive to new ideas. Here are people eager to avail themselves of better things. An impressive list of local and national advertisers have found WMFM produces results.

Plan now on including WMFM in your next schedule.
Our Respects to  
(Continued from page 48)  
year he became vice-president and general manager of WOR. Meanwhile, Streibert played a major role in the formation of the Mutual Broadcasting System, started in 1934 as a four-station hook-up with WOR as the New York outlet. First treasurer of MBS and a member of the network's board, he was later elected executive vice-president of Mutual, a post he still retains. He is also a member of the network's executive committee.

In charge also of the operations of WBAM, WOR's FM affiliate, Streibert in 1940 assisted in the formation of FM Broadcasters Inc. Vice-president and director of FMBI, he also represents that organization as an alternate member of the Radio Technical Planning Board.

Despite his FM interests, however, Ted does not believe that FM will replace AM as the standard type of broadcasting, except possibly for some low-powered stations. "The only thing that will possibly replace AM broadcasting is television," he declares, "and that will take a long time to happen."

Looking ahead, Streibert sees the future as a period of most interesting and exciting in radio history. Where the last ten years have seen merely the expansion of AM broadcasting, the next will see the introduction and development of new types of radio service—FM, television and facsimile. "The next decade is it in radio," he predicts, "when the character of broadcasting will be set for a generation or more to come."

One of the most pressing postwar problems of radio, Streibert believes, is the establishment of a policy for international broadcasting that will insure the expression of a unified national foreign policy without the necessity of Government control or ownership. The solution of this problem is one of the most important tasks of the broadcasting industry, he says.

Ted lives in Glen Head, L. I., with his wife, the former Margaret Grout of Brooklyn, and their three children, Catherine, 9; Marshall, 6; and Theodore P., 3. His hobbies—tennis, golf, riding and occasional Sunday afternoon following the hounds with the Buxton Beagles—afford a strenuous balance to long working hours. In college Ted was a member of Alpha Delta Phi social fraternity and Phi Delta Kappa. His clubs are the Raquet & Tennis, and Harvard, in New York; Piping Rock, in Locust Valley, L. I.

BARBARA MILLER, eldest daughter of NEVILLE MILLER, former NAB president and now senior vice-president of the Balkan Mission, UNRA, made her formal debut last week in Washington.

WALTER GRAHAM, for nine years announcer and assistant in the commercial department of WMUZ, Marion, Ohio, has been named commercial manager of WFMU.

JOHN PEARSON, owner of John Pearson and Ralph Foster, general manager of KWTX Springfield, is touring Mexico with BUCKY BARRIS, radio director of Grant Ad Agency.

DUNCAN MILLER, formerly with the London department of Time Magazine and presumably with J. Sterling Getchell, has been appointed promotion manager of WJZ New York. He succeeds JAMES MILLER, who left to become sales manager of KGY Pittsburgh.

PAUL M. HOLLISTER, vice-president in charge of advertising and sales promotion of CBS, will speak on the place of radio in department store advertising when he addresses the national convention of the National Retail Dry Good Assn. in New York at the Hotel Pennsylvania, Jan. 11.

BEVERLEY MIDDLETON, released from the Army and former sales manager of WABC New York, has joined CBS Hollywood as account executive.

ROGER M. WISE, for two years director of engineering for Silvania Electric Products Inc., New York, has been appointed to the newly created post of vice-president in charge of engineering. He previously served as the company's chief radio engineer for 10 years.

MAJ. C. E. HANRAHAN, former vice-president of the Scripps-Howard radio enterprises and general manager of WKYS Memphis, a Scripps-Howard station, has been lieutenant-colonel M. L. Col. Hanrahan received his promotion while on duty in Germany.

JOHN SALT, North American director of the BBC, will attend the Commonwealth Broadcasting Conference in London later part of this month.

JIM TURNER, former program director of WING Dayton and WIZE Springfield, Ohio, and more recently general manager of WIMK-PM Myersville, Pa., has been named vice-president of State Capitol Broadcasting Inc., operator of KXTI Austin, Tex.

ED HALE, formerly with the Blue Network in Chicago, has joined the sales and merchandising staff of WRK Cincinnati.

BERNARD (Barry) KEIT, member of the sales staff of hometown Reed Co., Detroit, has been named eastern sales manager of Mutual succeeding EITAN.W. (Ted) DANLEY, named sales service manager.

D. WORTH CLARK, former Idaho Senator, has been named a partner in the firm of T. G. (Tommy the Cork) CORCORAN & CO., vice-president and treasurer. They will maintain offices in Washington and engage in general practice. Senator Clark holds a minority interest in KJFB San Francisco, acquired last year, and a fellow student with Mr. Corcoran at Harvard.

HARVEY ANHALT, chief engineer of FM station WGNY New York, operated by Muaak, has taken on additional duties as general manager. Mr. Anhalt has been temporarily in charge of the station since last November when HAROLD ROE-MONT, director and program director of the station, resigned to join CBS as an assistant director.
You have a beef coming from the Inland Empire. Prime Livestock—prize winners in any market—ready to feed the nation. It is typical of the choice products that produce an annual Farm Income of over $300,000,000—a rich market worthy of your best sales efforts.

But you have no "beef" coming when KHQ is your choice. Its complete coverage of an area having the nation's second highest Per Capita Buying Income wins first place against any competition. One market, one medium, one station, one cost—that's economical coverage.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated
Radio Central Building  Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.
The Speaker that Revolutionizes the
Methods of Sound Reproduction!

SEND FOR BULLETINS

2 Views of THE FUTURE

DUPEX SPEAKER

BEHIND

THE MIKE

MELVIN P. (Bob) WAMBOLDT, former production supervisor at the Blue Network, has been named eastern production manager, effective Feb. 1, succeeding LINDSAY McMURRAY, who joins Young & Rubicam, New York, on that date as Director of W The People, sponsored by Gulf Oil on CBS. Mr. MacMurray succeeds JOSEPH BILLY, who becomes story editor of the operation.

WILLIAM ROBSON, CBS producer-director, on Christmas Day became the father of a boy.

F. C. STRAUSS, formerly of the advertising and promotion department of the Kansas City office of the Continental Baking Co., joined KCNO Kansas City, Mo., as promotion director effective Jan. 1.

ERIC PAIGE, new to radio, has joined WMN in Montreal as an announcer.

LESLEY B. RAIN, WIOD Miami news commentator, has resumed his 6:16 p.m. broadcasts following his return from Europe where he was an accredited correspondent for the past three months. He covered the Italian, Balkan and French theatres.

BOB ELLIS, a Washingtonian formerly with WHOA Baltimore, has joined WWDC Washington replacing MIKE HUNNIGUTT on the 5-9 a.m. period. BETTY ALLEN, formerly of WWOC Washington, conducts Misses Gone Shopping on CBS in New York for the past two years. BETTY ALLEN replaces WILHELM HANCOCK on the Good Neighbor Club, 10:30-11:30 a.m.

HILL, NOWHER, formerly publicity director and farm editor of KJR Seattle, has been named station program director, replacing BOB GENTRY.

AVERRIL ERMAN, announcer of KJZ Hollywood, has shifted to KFWB Los Angeles.

JOE LEIGHTON, formerly on the publicity staff of CBS Hollywood, has joined the publicity department of Young & Rubicam, Hollywood.

FRED EDMONDS, formerly in the Marine and former announcer of KLX Oakland, has joined KREAL Long Beach, Calif.

JAMES HADLOCK, formerly of KSL Salt Lake City, has joined KGER as an announcer. Formerly a lieutenant in the Army Air Force, he replaces FRANK THOMAS, formerly of KHJ Los Angeles.

KNIGHT, as a Washingtonian formerly with WCTO New York, last report of 78.8, down from the last report of 9.7.

REILLY has resigned from WWDC Washington and has been succeeded by Bob Hope, who becomes the second largest sponsor identification index, 91.5, with 91.5 also identifying the program correctly. Misidentification was 0.9 and those who didn't know totaled 7.6.

Tibbett on Parade

LAWRENCE TIBBETT, Metropolitan Opera baritone, replaced Frank Sinatra on Your Hit Parade, sponsored by the American Tobacco Co., for Lucky Strike cigarettes on CBS, Saturday 9:30-10:30 p.m. Mr. Tibbett is understood to be under long-term contract with the tobacco company which feels that it can reach a more mature and appreciative audience through Mr. Tibbett. This is the second program change for Mr. Sinatra in three days. On Jan. 3 he began a program sponsored by Max Factor cosmetics [Broadcasting, Jan. 1]. Reason for Mr. Sinatra's discontinuance on the show is reported to be that he makes less than $2000 a week and since his broadcasts originate from the West Coast, contracts calls for his paying the line service amount to over $3000 a week. Agency for American Tobacco is Foote, Cone & Belding, New York.

ANN HUNTER, WABF New Jersey news commentator, leaves early February for the Eurovisum Operations as a newswoman for the station.

GARY GRAY, announcer and newscaster for WAGA, Burlington, Vt., is the father of a girl.

TOM HARRIS, producer of NBC Hollywood, has joined the Hollywood as program director. He replaces GLAN REISSCH, who resigned to take the McGuff-Evans in an executive capacity.
More than 35 Years of Service to the RADIO INDUSTRY

Whether Amplitude Modulation... Frequency Modulation... or Television — dependability is a must for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because it stands up.

For more than thirty-five achievement-studded years... from the Poulsen Arc to the new CBS Television Station... Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system...

All this, plus the war-sharpened techniques that are the result of ability and experience, combine to give you craftsmanship... the kind of craftsmanship that builds dependability into all Federal equipment.

In AM... FM... TV...

... your prime need in broadcast equipment is dependability — look to Federal for it.

Federal Telephone and Radio Corporation

Newark 1, N. J.
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE UP—PA—INS

WIND CHICAGO
5000 WATTS 560 KC

Top WOR Agencies
RUTHRAUFF & RYAN spent more with WOR New York last year than any other advertising agency, this station reported last week. Of ten top agencies, in order of volume, are: Young & Rubicam Inc., 100 N. Western Ave., Chicago; Donahue & Co., 400 W. 30th St., New York; Lake-Spiro-Sherman, Arthur Rosenberg Co., 335 E. 42nd St., New York; Walter Thompson Co., 500 Madison Ave., New York.

GOLD & KASS ENTERPRISES, Hollywood, has reported its audience of 25,000 as effective in the motion picture division of its agency, the erection of the new products division of the agency to fill vacancies created by various accounts, leading the agency in the Chicago market.

Bruce Participations
E. L. BRUCE Co., Memphis (floor finishes), Jan. 2 began sponsorship in three participation shows and one theatre commentary: Molly Stark Lunch on MPR; half-hour show, WIRE Indianapolis, weekly; Mrs. Farrell's Kitchen of the Air, half-hour show, WOR Indianapolis, twice weekly; Mrs. Page's House-"the guest speaker at the Jan. 3 Chicago Radio Management Club luncheon.

Frank W. MAHAN, copy writer, Foote, Cone & Belding, Chicago, is recovering from a broken leg suffered in a fall.

PAUL A. RICKENBACHER, an executive in the motion picture division of Foote, Cone & Belding, New York, has taken on additional duties as director of the radio and television department, a new position due to the reinforcement and merging of the two departments. Lee Strubhorn will continue as manager of the New York radio department and will be in charge of all productions produced in New York. Mr. Rickenbacher, who joined the agency in September, formerly was manager of radio talent for Young & Rubicam, New York, prior to that was associated with J. Walter Thompson Co., New York.

E. A. W. SCHULENBURG, media director of the Gardner Adv. Co., St. Louis, and Robert B. Donnelly, former vice-president and manager of the Minneapolis office of McCann-Erickson, have been named vice-presidents of Gardner Adv. Co., J. V. Kitchinoff was elected secretary of the agency to fill vacancies created by the advance of Mr. Schulenburg.

CHAMPIONSHIP CO.
SALES FOR A SONG!!

Sales for a song? You bet!—because you can participate as a sponsor on one of these programs at a cost that is unbelievably low for the job done.

Think of reaching the big and appreciative audience these personalities have built up among the great new WJZ radio family . . . now totalling more than 18,000,000 people within range of WJZ's louder, clearer signal! And think of the favorable impression on your own dealers, on jobbers and brokers—for they know that these programs move goods in the world's richest market! Here's why they know it . . .

BREAKFAST IN BEDLAM—Ed East's early-morning show recently proved its sales ability when one 50-word announcement for razor-blades brought returns 49% higher than a similar announcement a couple of years back, despite the fact that today hundreds of thousands of shaving-age men in this area are away in the armed forces. Monday through Saturday.

WOMAN OF TOMORROW—Nancy Craig's after-breakfast show has frequently pulled more than 40,000 letters a month! One participant in Nancy's program received 13,000 requests for a booklet after a few announcements! Monday through Friday.

WOMAN'S EXCHANGE—Alma Kitchell's after-lunch program recently doubled the number of contest entrants for a sponsor who ran the same contest on another major New York station last year! Monday through Friday.

HOUSEWIVES PROTECTIVE LEAGUE and SUNRISE SALUTE—Galen Drake's double-barreled package of selling. The show Billboard Magazine calls one of the greatest theories of product selling in radio! 6 A.M. and 1:45 P.M., Monday through Friday.

STAN SHAW'S SHOW—The Voice With a Record—and what a record! Stan ran a 30-day try-out job into a seven-year record of sales! Now on WJZ, Saturday mornings only.

For Details on Your Own Participation, Contact BLUE SPOT SALES, or the Sales Department of
War Predictions
TWENTY NBC commentators and war correspondents stationed in the nation's major cities and at various points throughout the world, presenting their annual predictions for the New Year, are in general agreement that Germany will be defeated in the summer or early fall; that the war with Japan will extend into 1946.

RCA VICTOR Division, Camden, has appointed the Associated Distributing Co., Indianapolis, as wholesale distributor of RCA products in the central Indiana area. The new agency is headed by E. D. Robinson and George T. Purves Jr., with H. T. Littler as sales manager. Don Delbrook will be associated with the firm.

Since the dawn of history
Though naturally in far cruder forms, the flute dates back to the days of primitive man, who con- nected it with ideas of fertility, rebirth and love. In Melanesian history we find the flute—East Indian tribes used it too. And the ancient Egyptian "nay"—a rudimentary flute, the tone of which is excited by blowing directly across the cut end of the reed—it still played by nates over the Nile today.

Used in early opera
In one of the earliest operas—Peri's "L'Euridice," which was performed in Florence in 1600—there was a "Simfonia for three flutes." From that time on, the use of the flute for short instrumental passages in symphonic works increased rapidly.

Today's flute is a far finer instrument than the flute of Haydn's day or Bach's. The modern mechanism of keys and levers has made possible more sure and rapid fingering, and structural changes have resulted in far mellower tone.

Radio Advertisers


CROUSE & BLACKWELL Canadian Co., Trenton, Ont. (marmalade and sauces), has started transcribed dramatic annoucements on Toronto and Vancouver stations. Account was placed by McKim Adv., Toronto.


THRIFTY DRUG Co., Los Angeles (Southern Cal. chain), adding to its local schedule on Jan. 6 started weekly half-hourtranscribed dramatic Famous Players Theatre series on KECA Los Angeles. Original dramatic--well-known radio talent. Contract is for 52 weeks. Agency is Hillman-Shane-Greiner Inc., Los Angeles.

NORTHERN ELECTRIC Co., Montreal (electrical supplies), has placed its account with Harry E. Foster Agencies, Toronto.

OGILVIE FLOUR MILLS Co., Montreal (flour, etc.), has placed its account with Harry E. Foster Agencies, Toronto.

ALCORK, LAIGHT & WESTWOOD Co., Toronto (beverages), has started weekly snow condition broadcasts for skiers in southern Ontario on CKEX Toronto. Account was placed direct.

SOULAUCE Fur Auction Sales, Winnipeg, has started weekly quarter-hour musical programs on six western Canadian stations. Account was placed by McKim Adv., Winnipeg.

THOR-CANADIAN Co., Toronto (washing machines), has started a spot announcement campaign on a number of Canadian stations. Account was placed by Famous Broadcasters Agency, Toronto.

VITARINE Co., New York (VT-lose Laxative) has named Maxwell Dane Inc., New York, as agency. Radio is said to be considered.

TAPPIN'S JEWELERS, Newark, has ap- pointed A. W. Lewis & Co., Newark, as agency. Plans are said to include radio.

SNOW-WHITE Products Co., Land- born, Va. (hair beautifier), has named Van De Mark Adv. Inc., Cincinnati, as agency. Plans are said to include radio.

MODERN APPLIANCE Co., San Mateo, Cal. (commercial and household appliances), has appointed Walker Adv. Agency, San Francisco, to handle its account. Radio may be included in plans.


CASCADY FROZEN FOODS, Seattle (Agent's Quick Frozen Foods), has appoint- ed Joseph & Gerber Co., Portland, Ore., as agency. Radio may be included in plans.

Correction
JERRY LAWRENCE, record m.c. of WROK, New York, and not a radio director of J. K. Kup- sick Adv., New York, staged the Dec. 15 War Bond auction reported in Broadcasting, Dec. 26. Total Bond sales have since risen to $10,000,000.

Radio Advertisers

Who're you crazy about, Simanthy?
Ooo-h-h-h! I'm crazy about those smart, smart men at WDAY!

Women around Fargo—and that includes practically every woman in every town and on every farm within 100 miles—get most of their household hints, their beauty tips, their local and world news from WDAY. So do the men, for that matter. But WDAY knows who spends the family cash—so that's the girl we go for!

WDAY
FARGO, N. D. 5000 WATTS N. B. C.
AFFILIATED WITH THE FARGO FORUM FREE & PETERS, NATIONAL REPRESENTATIVES

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Correction
JERRY LAWRENCE, record m.c. of WROK, New York, and not a radio director of J. K. Kup- sick Adv., New York, staged the Dec. 15 War Bond auction reported in Broadcasting, Dec. 26. Total Bond sales have since risen to $10,000,000.
NORTH CAROLINA IS THE SOUTH’S No. 1 STATE . . .

IN AGRICULTURE

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$221.8 (Million)

$133.3 (Million)

IN INDUSTRY

NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$1420,600,000

$304,478,000

WPTF IS NORTH CAROLINA’S No. 1 SALES MAN 50,000 WATTS AT 680 KC! N. B. C.!

WPTF • RALEIGH FREE & PETERS, INC., NATIONAL REPRESENTATIVES
WHK Aid

WHK Cleveland was instrumental in aiding the war effort, according to a letter by K. E. Hackathorne, WHK general manager, from W. L. Everett, director of the Army Service Forces' Operational Research Staff, who said that a detailed description of the WHK antenna towers given by Earl K. Smith, in charge of research for WHK, now on leave to the Army, helped the Chief Signal Officer solve an antenna problem in connection with development of a new system.

Italian Discs

TO AID the National Foundation for Infantile Paralysis in its 1945 drive, WOV New York has produced a series of 10 transcribed announcements in Italian, featuring outstanding Italian radio artists. Discs will be distributed by the foundation to all stations nationally carrying Italian-language programs.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

With "Pulling Power" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

War Ad Council Support Is Praised by President

Voluntary contributions of advertising men and women under the leadership of the War Advertising Council are being lauded by President Roosevelt in a message to the Council which states that the "organization has performed splendidly in achieving its patriotic purpose by mobilizing the forces of advertising to assist in winning the war."

"The need for this wartime aid," the President continues, "cannot be overestimated. Those who are assisting in bringing information to the people have a responsibility to help prevent any letdown on the home front. And after the war, there are critical economic problems requiring the understanding and cooperation of all Americans. It is vitally important that the working parts of business and Government which has so successfully brought information to the people during the war, continue into the postwar period."

Murray's All-Stars

SPORTS editor of WIBG Philadelphia Frank Murray has announced his resignation from the all-schools football team for the Philadelphia area. WIBG also produces the baseball games of the Philadelphia Athletics and Philadephia Eagles professional games, beside the Villanova and Temple football contests.

"Telegram" on WOR

THE New York World Telegram, one of the leading critics of radio advertising effectiveness, notable in the retail field last week started a circulation-building campaign on WOR New York, using their weekly participations for 52 weeks, including the broadcast rounds. Business was placed by L. E. McGivens Inc., New York. Commercials urge listeners to rest W.F. features.

GE Mexico Plans

GENERAL ELECTRIC, S.A., has announced the opening of a subsidiary in Mexico of all GE products, as plans to start a radio campaign some time this year. The Grant subsidiary has acquired Max Factor & Co., manufacturer of cosmetics, which uses radio in Mexico.

KTHS Service

AS RADIO celebrates its 25th anniversary this year, KTHS Hot Springs, Ark., in its 21st year, in celebration of its achievements, the radio station has invited 46 Hot Springs merchants devoted the Los Angeles programs to the benefit of KTHS in its 20 years of service to Arkansas.

OPA Thanks WRVA

WRVA Richmond and its program service manager, Jack Robinson, have been thanked by the local Office of Price Administration for donating time to the Sunday night service feature "New You'll Know" which is heard weekly. WRVA is providing most help to the OPA program as a whole. Questions to confront the board each week are aired in discussions with heads of various divisions of the local OPA.

KFAR Album

FAMILY ALBUM of KFAR Fairbanks, Alaska, was the Holiday greeting sent to friends and listeners of the station "in the Northland and in the States." Booklet contains pages of pictures of the staff, at the control panel, mike and desk. The cover is a color picture of the transmitter building.

Home Audition Winner

FIRST ex-service woman to land a regular job through the NBC "Welcome Home Audition" Plan is Robert Stark, released from the Army after service in the South Pacific, who was interviewed by Jack Robinson, manager of WCOA Pensacola Fla., and given an announcing job at that station.

Basketball Coverage

WASHINGTON, W. Va., in order to broadcast basketball games of the U. S. Military Service, has canceled all commercial and sustaining programs on Pitt games. Sponsor are the Triangle Food Stores, Coca-Cola Bottling Co., Mountaineer Flower Center and the Chicago Dairy & Ice Cream Co. Outdoor games will be covered by the WAZR mobile unit.
Moonlight is fine, as long as you feel the same about things in daylight. That's the real test—not only for love, but for transcribed libraries, too!

The glamour of "names" has to be backed up by consistent program power. A few peaks can't make up for a lot of valleys in listener appeal.

On this all-important basis of real usefulness, your best bet is ASSOCIATED!

For ASSOCIATED gives you most hours of the best radio music. Not just playing hours but paying hours...

exclusive, network-calibre entertainment that always assures more listeners and clients!

Yes, there's mighty good reason why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Quality has a way of getting to the top...especially when it's quantity, too!

Want to know how ASSOCIATED can do a better job for you? Write today for the ASSOCIATED LIBRARY booklet. No obligation, and plenty of worthwhile information.

Get the facts now!

Associated Program Service

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

MOST Hours of the Best RADIO Music... Represented by Loren Watson, 400 Madison Ave., N.Y.C.
You cannot cover the
tremendous New York
market without using
WBNX, because ...
WBNX reaches
- 2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present
New York schedules with
WBNX. Our program
department will assist you in
the translation of your copy.

**CBS Survey of Radio Ownership
1944.

**Hooper Station Listening Index
May through September, 1944.

PAUL H. RAYMER CO.
National Representatives

COLUMBIA NETWORK

Page 50 • January 8, 1945
And Cover Entire Albany-Troy-Schenectady Area
With One Station, At One Cost!

- Three cities, yes. But so close together in their geography and their thinking, that they blend into one great market. Think of it—three markets in one, and big ones.

Then why not sell all three, with one strong, influential radio station that covers them all? And will!

In doing so, you solve your “Albany problem”—and cover Troy and Schenectady too. The name to remember: WTRY.

NOTE: With WTRY’s strong signal, the coverage you get is unbeatable.

Invest in the United States
* Buy War Bonds

Basic Blue Network • 980—Middle of the Dial—980 • Representatives: Paul H. Raymer Company

WTRY, Albany-Troy-Schenectady • Associated with WSYR, WKNE, WELI
Hey, Joe—KABC Sure is Strong on Cooperation!

Joe already knows that business is mighty good on KABC, but we believe in making things even better—both for listeners and advertisers.

Listeners are kept reminded of Blue Network and other program features by a constant schedule of newspaper advertising...and clients are extended the fullest measure of cooperation, to the end that their advertising will produce maximum results.

Is it any wonder that KABC is widely known as “The Fastest Growing Radio Station in San Antonio?”

KABC
SAN ANTONIO'S BLUE NETWORK STATION
WEED & COMPANY, National Representatives
There's a population greater than Baltimore city

Covering an area* greater than all the New England states combined...

In the Denver Market and Mountain and Plains States Region served by KOA

- This is an essential market. KOA is the essential station. There are extra millions in sales available in Colorado alone; 850 out of every 1,000 homes have radios. KOA, and KOA alone can reach these millions—and still more in neighboring states. Let "power-full" KOA show you real cash register sales.

*KOA Daytime Primary Area.

Inaugurated 1924: Growing greater
...going stronger than ever before!

In Denver—KOA gives you more than the other four.

50,000 WATTS
TOP NBC PROGRAMS
COVERAGE—Colorado and adjoining states
DEALER PREFERENCE (68.8%)
LISTENER LOYALTY (69%)
SALES RESULTS

First in Denver

KOA
50,000 WATTS
850 KC

Broadcasting - Broadcast Advertising
Recommendations by Lea Probe

(Continued from page 13)

formance and the advice he gave tended to serve the purposes of those participating in the deception of the owner.”

7. As to the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, Blue Network chairman and former Undersecretary of Commerce, the Committee absolved Mr. Noble, William J. Dempsey and William C. Koplovitz, his Washington counsel; Thomas G. Corcoran, former White House confidant; the White House and FCC of any “pressure” as charged by Mr. Flamm.

8. For the Commission, adequate engineering staff, adequate monitoring staff and adequate personnel to handle applications promptly for postwar needs.

9. Former Chairman Fly (who resigned last Nov. 15 to enter private law practice and become chairman of Muzak Corp.) “is a very able, resourceful man, strong in his convictions, aggressive and persistent . . . and assumed unquestioned leadership . . . Sometimes he was arbitrary in the conduct of hearings . . . It is probably true that Mr. Fly contributed materially to the better functioning of the Commission. He left it better than he found it. His resignation from the Commission has removed him as an element of controversy from its future activities.”

10. Continuation of the investigation “is not contributory to good administration”.

Clear Definition

11. As for overall legislation “the uncertainties of interpretation, so far as possible consistent with the exercise of the reasonable discretionary powers of the Commission, should be removed. The rights and duties of the industry should be more clearly defined; likewise the powers, duties and limitations of the Commission should also be considered, and necessary amendments made to conform to good practice as developed by experience.”

12. As a practical method of approach to new legislation the Committee recommended appointment of a joint committee from the FCC and radio profession to suggest necessary amendments to Congress “that will contribute to the improvement of the present law and its better administration”.

KFJ to Miller

TRANSFER of control of total stock interest in KFJ1 Klamath Falls, Ore., from George Kincade, deceased, and Rachael J. Kincaid to Willard D. Miller, local businessman, for $115,000 was granted by the FCC last week. Commissioner Durr voted for a hearing on the case. The 100 w Mutual-Don Lee affiliate on 1240 kc was established in 1932 by John A. Kincade, upon whose death the station was transferred in July 1944 to his son.

OVER 160,000
RADIO HOMES
In W M O H
.5 MV/M Area

The SPOT For
Your SPOTS Is

WMOH
Hamilton, Ohio

How to Sell Your Product to the 5,000,000 Persons in Cuba

Many national advertisers have found out that the most effective way of stepping up distribution and increasing sales in Cuba is by using RHC Cadena Azul, the dominant network in Cuba.

For RHC, day in-day out, delivers the largest audience in Cuba.

And in Havana the RHC outlet is the station people listen to most.

A recent impartial survey made by six large national advertisers shows that RHC has twice the audience of its nearest competitor.

Our New York offices will be glad to show you the latest Cuba audience survey, a comprehensive survey similar to the Crosley ratings in the United States.

RHC CADENA AZUL

Cuba’s only network affiliated with CBS

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City Wisconsin 7-1166

NOW BACK in production

LINGO

VERTICAL TUBULAR STEEL RADIATORS

Prompt Delivery
subject to existing regulations

We are ready now to serve you again, if you have the proper priority to purchase new equipment. In planning your modernization program, be sure to investigate the exclusive and superior features of the Lingo Vertical Tubular Steel Radiator. They are available in standard heights—100 to 500 feet. Orders placed now can be delivered within a few weeks. Write at once for details.

Lingo also produces tubular steel poles for the support of FM, television and other UHF antennas.

Our staff will be pleased to provide you with the complete story as it applies to your own case. In writing, please give location, power, frequency of station and indicate radiator height desired.

JOHN E. LINGO & SON, INC.
Est. 1897 Camden, New Jersey

Page 4 • January 8, 1945

BROADCASTING • Broadcast Advertising
### TO THESE ADVERTISING AGENCIES AND THEIR CLIENTS WHO
### BROADCAST ON WLIR IN 1944

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<th>ADVERTISING AGENCY</th>
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<td>Bates, Ted, Inc.</td>
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<td>5 Penick &amp; Ford Ltd., My-D-It Co., New York Telephone Co., United Fruit Company</td>
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<td>Luther K. Bell, Inc.</td>
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<td>Harry A. Berk, Inc.</td>
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<td>Blow Company, Inc., The</td>
<td>Bulevar Watch Company</td>
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<td>Blackstone, The Company</td>
<td>Dilbert Bray, Fabulity Bros., Pedra &amp; Ojito, Resort Hotels of Sullivan County</td>
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<td>Blaine-Thompson Co., Inc.</td>
<td>&quot;In Bed We Cry&quot; &quot;J. C. Wilson Warner Bros.</td>
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<td>Carl Colman, Inc.</td>
<td>Empire Gold Buying Co., Old Fashioned Gospel Hour</td>
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<td>Wendell L. Colton Co.</td>
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<td>Diner &amp; Dorskind, Inc.</td>
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<td>Gunn Meers Advertising Agency</td>
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<td>Lester Harrison Assoc., Inc.</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<tr>
<td>Kimball, Abbott Co., Inc.</td>
<td>Journal-American, Joe Lawe Corp. Pianos, Creamsicle</td>
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<td>Landau, A. B., Inc.</td>
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<td>Letton, Al Paul Co., Inc.</td>
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<td>A. W. Lewis Co., Inc.</td>
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<td>Mogul, Emil, Company Inc.</td>
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<td>Most Associates</td>
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<td>Paris &amp; Pearl</td>
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<td>Rosner Advertising Agency</td>
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<td>Arthur Rosenberg Co., Inc.</td>
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<td>J. D. Trench &amp; Co.</td>
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<td>A. Harry Zieg Associates</td>
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<td>&quot;Henry George School</td>
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<td>Direct</td>
<td>&quot;Hudson Canadian Fur Shop</td>
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<td>Direct</td>
<td>&quot;Mambo Bread</td>
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<td>&quot;Maya Department Store</td>
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<td>&quot;Lone Bryant, Brooklyn</td>
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<td>&quot;Michaelis Bros.</td>
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<td>Direct</td>
<td>&quot;S. F. Products</td>
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**SUCH ACCEPTANCE ... MUST BE DESERVED!**

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**NEW YORK'S**

**1190**

**ON THE DIAL**

**CLEAR CHANNEL**

**"THE VOICE OF LIBERTY"**

**ELIAS I. GODOFSKY**

President & General Manager

**DOROTHY S. THACKRAY**

Chairman of the Board

**ROBERT M. SCHOLLE**

Vice-President, Sales

**January 8, 1945 • Page 55**
Video Advertising

TELEVISION'S role in advertising will be discussed at the monthly meeting of the American Television Society at the Modern Museum of Art in New York, Jan. 11. Allan T. Preyer, chairman of the board of Morse International Inc., New York, will be chairman of the meeting. Speakers include: Ira A. Hirschmann, vice-president of Metropolitan Television Inc., New York; Lily Dache, millinery designer; Joseph Copeland of Pat't'n Modes Inc., New York and Willy's Cooper, program manager of Compton Adv., New York. Motion pictures comparing the effectiveness of other advertising media with television will be shown.

Availability Service

A NEW publication, Time-Buyers Guide, listing data on announcement periods and sustaining programs available for sale by subscribing stations, will make its appearance Feb. 1, issued weekly to all timebuyers in the United States, Stanley Young, managing editor, announced last week. First issue will provide information on New York City stations, with additional major markets included in subsequent issues. Publication's headquarters are in the Empire State Bldg., New York. Telephone: Bryant 9-0100. Chicago and West Coast offices will be opened shortly, Mr. Young said.

BROMO (Ky.)

WON'T HELP A SALES HEADACHE!

Nobody "sells her" anything much, for Bromo isn't actually effervescing—in fact, you might say she's pretty flat! On the other hand, WAVE’s Louisville Trading Area is the biggest, best and most concentrated in Kentucky. Here business is fizzing! And WAVE offers real blanketage of the area, without trying to cover the backwoods whistle-stops! Throw away that aspirin, Mister, and take WAVE!

Wigglesworth Fears Possible Federal Ownership of Radio

Supreme Court Decision Gives Powers to FCC Beyond Intent of Congress, He Tells House

DECLARING that the Supreme Court decision of May 10, 1943 gave the FCC powers over program content and business practices of stations not intended by Congress, Rep. Richard B. Wigglesworth (R-Mass.) last Wednesday filed a minority report on activities and findings as a result of hearings by the House Select Committee to Investigate the Commission.

Although taking sharp issue with the majority report, Mr. Wigglesworth in some aspects joined his colleague Rep. Louis E. Miller (R-Mo.) and the majority in calling for remedial radio legislation "which will give proper effect to and provide for the faithful enforcement of the will of the Congress in respect to radio broadcasting".

Regulatory Power

As a result of the Supreme Court decision, "the Commission appears to have been found to possess the power to regulate the contractual relations between the stations and networks and, in fact, to demand fundamental changes in their business methods, as incidents to passing upon individual applications for permission to operate a radio station and to use a specified wavelength, the authority being and under the broad standard of public convenience, interest or necessity," said Rep. Wigglesworth.

"How far the Court would go in respect to other regulations is not apparent. It would appear, however, that carried to a logical conclusion, the functions of the Commission would become in effect those of Government operation, if not Government ownership as distinguished from proper Government regulation. This, I am sure, was not the original intent of the Congress; this, I am confident, is not the intent of the Congress today. In order, therefore, that the Commission may be governed by the will of Congress clarifying or remedial legislation appears to be imperative. This matter assumes particular importance in view of the fact that the FCC is by no means the only agency with licensing powers under the Federal Government."

Criticizing the majority for not making a draft of its report available until 4½ hours before filing deadline, Rep. Wigglesworth submitted a 22-page dissent in which he charged the Commission has permitted "trafficking in licenses". He criticized the Committee for "failure to examine more thoroughly" into alleged abuse of its licensing power by the FCC.

Rep. Wigglesworth charged that the Committee received no cooperation from the Commission but on the other hand "met with constant obstruction, intimidation and behind-the-scenes action, in an apparent attempt to hamstring the work of the Committee and to suppress the truth". He cited several instances where he said the Committee was blocked in its investigation by executive orders.

Hits WMCA Sale

"Generally speaking, the full force of the Administration has been directed against the work of the Committee," he asserted. "Whether or not, as a direct result of Administration opposition, there has been sharp disagreement within the Committee itself, serving, in my judgment, to impair materially the progress of its work."

Rep. Wigglesworth gave no justification for executive sessions in the WMCA sale inquiry and con-

LOUISVILLE'S

WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

Page 56 • January 8, 1943

WROK

1000 Watts

BLUE Network

ROCKFORD, ILLINOIS

METROPOLITAN POPULATION NOW 111,000

WROK is represented by HEADLEY-REED COMPANY

BROADCASTING • Broadcast Advertising
SLOCUM APPOINTED MANAGER OF WPEN

THE NEW general manager of WPEN Philadelphia is Richard W. Slocum who adds the assignment to his regular one as general manager of the Evening Bulletin, new owner of the Quaker City outlet. Mr. Slocum, general manager of WPEN when it was owned by Arde Bulova, from whom the Bulletin purchased it, is retained in an advisory capacity.

He named to assist Mr. Slocum last week was Henry Barringer of the newspaper's advertising department. William L. McLean Jr., vice-president of the Bulletin, becomes in addition to his present duties president and treasurer of WPEN. Mr. Slocum is vice-president and secretary of the station.

The Massachusetts Congressman asserted that abuse of licensing power "can readily lead to Government operation if not Government ownership, as distinguished from proper Government regulation of the radio industry." He pointed out that "some 450 out of a total of some 900 stations" were on temporary licenses from June 1, 1941, to May 31, 1943. "The danger in the use of this type of license as a club over radio stations is self-evident," his report stated.

Called Inadequate

He, too, criticized Andrew W. Wiggins, in the WGN-L. R. Lauderdale transaction between Ralph A. Horton and the Fort Industry Co. Setting forth various parts of testimony, he concluded: "The Committee has given no consideration to the question of whether or not the Communications Act was violated with the Committee's consent and approval, by the Storer interests having become the owners of so many licensed stations, or whether or not those interests may have been engaged in trafficking in licenses."

Rep. Wigglesworth held the Arde Bulova one-day investigation was inadequate. He concluded in the WNNY Watertown, N.Y. case that the letters of protest sent to President Roosevelt by Democratic leaders "motivated the action, and that Black River's construction permit was cancelled on political considerations".

He charged that Chairman Fly and Dr. Robert D. Leigh, former chairman of the General Motors Intelligence Service, violated the law by soliciting aid in Congressional appropriations for the FCC.

Himself a member of the House Appropriations Committee, Rep. Wigglesworth said, "it is but fair to assume" that the Select Committee probe was "largely responsible" for a 2-million-dollar slash in the 1945 fiscal year FCC appropriation.

He called for an investigation of a regional grant to KSJB Jamestown, N.D., a local outlet, charging that John W. Boler, principal owner, at the behest of Mr. Fly, attempted to bring political pressure on Rep. Francis Case (R. S. D.) of the Appropriations Committee to get the cut restored.

Concurring with the majority, Rep. Wigglesworth called for removal legislation to preclude the FCC from discriminating against newspaper ownership of radio.

"Only by a continuation of the work under the new Congress can the essential work contemplated in the resolution creating this Committee be carried to a proper conclusion," his report stated.

Meet WHB's Don Davis—

who lives in a suitcase at "Spot Sales" offices

And that's neither dust nor dandruff on his shoulders. It's ivory snow—sprinkled on by the photographer to indicate that Davis travels from frozen north to sunny south, constantly... the better to serve WHB advertisers. He is probably the only radio station president in America who travels as the station's national advertising representative.

Now, as an associate of Loren Watson at Spot Sales, Davis has the assistance of "Watso", Fred Wister and Bill Ewing in New York... Jameson Brinkmeyer and Willie Kissick in Chicago... John Livingston on the West Coast. Six new reasons why "the swing is to WHB in Kansas City"... with five offices over the nation to submit market information and availability when you phone.

Time clearances are made the same day from Kansas City, and submitted by telegram, telephone or air mail letter. Along with program information and Hooperatings to prove that WHB is your best buy in the booming Kansas City market!

Ask about the new Rush-Hughes Show on WHB—the "Song and Dance Parade." In its first five weeks it has definitely increased the sale of Bond Bread (General Baking), first co-sponsor on this popular participation program originated by WHB, "the station with a difference." WHB participation is available in quarter-hour units, one to six times weekly, "across the board."

You'd like doing business with WHB, "the station with agency point-of-view"... where every advertiser is a client who must get his money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium!

For WHB Availabilitys, 'Phone DON DAVIS at any of these "SPOT SALES" offices:

KANSAS CITY—Scarlett Building—Harrison 1161
NEW YORK CITY—400 Madison Avenue—Elorado 5-5040
CHICAGO—360 North Michigan—Franklin 8520
HOLLYWOOD—Hollywood Blvd. at Cosmo—Hollywood 8318
SAN FRANCISCO—5 Third Street—Exbrook 3558

KEY STATION for the KANSAS STATE NETWORK
Kansas City * Wichita * Salina * Great Bend * Emporia
Missouri * Kansas * Kansas * Kansas * Kansas

January 8, 1945 — Page 57
Miller Asks Protection for Industry

Uniform Books System Held Dangerous by Lea Prober

JOINING the majority in a demand for definitive legislation, Rep. Louis E. Miller (R-Mo.), in a minority report of the House Select Committee to Investigate the FCC, released last Wednesday, took issue with the majority in one respect and called on Congress to "put a stop" to "apparent attempts" of certain Commissioners to "put radio in the same category as public utilities with the Commission having the power to control rates, purchase prices and earnings" of stations.

Asserting the Commission had attempted to accomplish this end by "calling for a uniform system of accounting," Rep. Miller said that such a system would be impractical because of the "various types of ownership". As for control of sale prices, the Missouri Republican commented: "There is no more reason why the Commission should have the power to pass on the sale price of a station than it should have to pass on the sale price of a newspaper."

Need for Law Clear

Evidence adduced at the Select Committee hearings justified the conclusion that the 1934 Communications Act is "obsolete and unsuited to the needs of a rapidly expanding industry," said Rep. Miller's report. He pointed out that since the present law was enacted, many new problems have arisen and since they could not be anticipated by the original lawmakers, the FCC has "been obliged to write special rules to meet current conditions".

"The industry feels that this rule-making by the Commission has been abused in many cases and at times has been used as a threat over the licensee... The yardstick of public interest, convenience and necessity is as broad as the ends of the earth and defines nothing with any degree of certainty, yet it is the rule used by the Commission to grant the grant of refusal of a license."

"What the industry needs and what the Congress should enact is a definite law so that the industry may know and abide by the rules of the game. Why let the industry get down on the 5-yard line and then have the Commission change the rules?"

Rep. Miller reported that "probably the most controversial issue between the industry and the Commission has to do with the control of programs and business". He cited the recent decision in which WOI was granted permission to begin broadcasting at 6 a.m. and pointed to the dissent by Commissioners E. K. Jett and Norman A. Case on the grounds that the action violated the Commission's own rules.

Rep. Miller set forth 20 derelictions which his report said the evidence brought out. In a five-point recommendation he declared that "further controls are necessary in the procedural part of the Act to keep the Commission within definite and ascertainable limits," that Congress should prohibit the Commission from discriminating against newspaper ownership and that Congress, not the FCC, should fix any limit of stations any one licensee may own.

Miller's Conclusions

"Today, the American people are in danger of being told by a Government agency what they may and may not hear over their radios," said his report. "Freedom of speech by radio—freedom from Government interference—is in jeopardy. American broadcasting is the finest in the world. It has brought us the finest entertainment, the best news coverage, and a full and fair presentation of public questions. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC."

Among Rep. Miller's findings were these:

That the FCC has practiced political favoritism; has employed its
powers to reward its political friends; that acting through its former Chairman Fly, it endangered the public welfare and particularly the lives of merchant seamen by refusing to turn over to the Department of Justice the fingerprints of radio operators.

That the Commission sought to punish newspapers politically opposed to the Administration by seeking to restrain certain newspapers from owning and operating radio stations for 10 years and to control program content of stations owned by certain newspapers by requiring said stations "to give a listing of the personnel who perform, arrange, write or create program material who are in any way connected with newspapers," notwithstanding the FCC is specifically forbidden by law from censoring the program content of radio broadcasting.

That the FCC has made misrepresentations to Congress to procure appropriations; that in arrogating itself certain war activities, the Commission has drawn upon needed manpower and critical materials and procured the exemption from military service of a large number of its personnel under the questionable pretext that such personnel was skilled and indispensable.

Charges Derelictions

That the Commission has unlawfully and capriciously exercised its powers to further its own political ideologies and those foreign to our form of Government; that the Commission has without warrant or authority kept the radio industry in a constant state of fear by placing and keeping more than one-half of all stations on a temporary license.

That former Chairman Fly accepted gratuities from Comdr. Storer in the way of payment of his hotel bills while assisting his friend Storer in purchasing station WTTL for approximately half its real value; that the FCC in undertaking monitoring activities in military theatre has interfered with the prosecution of the war; that in the judgment of a competent naval officer (Capt. Adm. Stanford C. Hooper, former Naval Chief of Communications) the Commission was in part responsible for the disaster at Pearl Harbor; that the FCC, and particularly former Chairman Fly, endangered the national security and interfered with the prosecution of the war by opposing transfer of control of radio intelligence from the FCC to the War Dept. in defiance of the recommendations of the Joint Chiefs of Staff.

That the Commission has exceeded its powers by unlawfully attempting to censor radio programs and by attempting to intimidate persons for subversive activities.

That a majority of the Commission under Chairman Fly was completely dominated by him and subservient to his will; that the Commission deliberately has refrained from seeking from Congress powers which it exercised but did not possess because of the fear that the grant of such powers would be refused by Congress; that the Commission did not abuse its powers of discretion in approving the sale and transfer of station WMCA and that the charge of alleged duress in the sale . . . is not sustained by any credible evidence.

Award to Edwards

POOR RICHARD CLUB, Philadelphia, on Jan. 17 will make a special award to Ralph Edwards, m.c. of Truth or Consequences, sponsored by Procter & Gamble for Duz on NBC, for selling as an individual, the largest total of Series "E" Bonds in the country. Mr. Edwards in touring the country with his program has sold almost $500,000,000 in War Bonds.

Howard Back at ABI

ROYAL V. (Doc) Howard, director of engineering for Associated Broadcasters Inc., San Francisco and Pacific Coast radio engineer, who had been granted leave from ABI for assignment to the Army through the Office of Scientific Research & Development, has returned from the ETO. Mr. Howard will be consultant for ABI on special assignment, according to W. J. Dunn, president of Associated Broadcasters, operating KSFO KWD KWIX.

CEW Windsor-Detroit has appointed Adam J. Younger Jr. as its national sales representative, effective Jan. 1. Station is the MBS Detroit outlet, and operates with 5 kw on 800 kc.

You can take the high road

If you dote on the difficult, you can attempt to cover California's great Central Valleys by broadcasting over the mountain peaks . . . But we'll keep the low road open for you. The Beeline offers complete coverage of 41 primary counties in Central California and Western Nevada -- a rich trading area that ranks in population with Los Angeles and exceeds San Francisco in retail sales.

What is the Beeline?

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined on a new basis for National spot business.

*See McClatchy Beeline rate listing first under California in Standard Rate and Data.
Lea Probe Demands Law Change

(Continued from page 13)

and dislikes and on the two schools of thought within the Commission as to interpretation of the Communications Act. Summarizing its investigation and findings, the Committee reported:

"The Communications Act has not been substantially changed since 1934 and in many respects not since 1927.

Should Examine

"The basic need now, from a Congressional standpoint, is for a reexamination of the provisions of the Communications Act with a view to their modification as demonstrated by the needs of the industry and the Commission since the original Acts were enacted. The uncertainties of interpretation, so far as possible consistent with the exercise of the reasonable discretion of the Commission, should be removed.

"The rights and duties of the industry should be more clearly defined; likewise the powers, duties and limitations of the Commission should also be considered, and necessary amendments made to conform to good practice and as developed by experience.

"The investigation by this Committee has made it conscious of these conditions. The problems presented, however, are important and worthy of thorough consideration, and are primary matters for the appropriate legislative committee of the House.

"As a practical method of approach to such legislation, this Committee would recommend that representatives of the Commission and a limited number of representatives of the various branches of the industry confer together, with a view of concuring, so far as practicable, in legislative changes that will contribute to the improvement of the present law and its better administration. The Committee hopes and believes, by patient and friendly cooperation and consideration, a substantial number of the difficulties that now exist can be eliminated or greatly minimized."

Urges-Law Reappraisal

Considerable space was devoted to the chain broadcasting regulations as well as to the Supreme Court decision, which itself has been one of controversy among legal minds. That decision "would have supported a denial of license to applicants owning newspapers if the existence of a monopoly or restraint of trade in the news was established." Chairman Fly had testified, the Committee recited.

In the light of the Supreme Court decision on the monopoly rules, it might be advisable for the Congress to reappraise the public interest, convenience, and necessity clause of the Communications Act of 1934 and Sec. 326 [anticensorship] of that Act, which section prohibits censorship powers to the Communications Commission," said the report. "Congress might well determine whether or not the 'determination of the composition of that traffic' language of the Supreme Court opinion calls for any strengthening or modification of either of those existing provisions (Secs. 311, 313) of the Act of 1934.

"The Committee also wishes to call to the attention of the Congress the recent action of the House of Representatives in passing a bill to override a decision of the U. S. Supreme Court holding that insurance companies are embraced within the purview of the Federal antitrust statutes. For the Committee feels that the Congress may find a degree of similarity between facts involved in the insurance matter and the subject of this recommendation for study by the Congress."

Cites Newspaper Ruling

On newspaper ownership the Committee pointed out that Chairman Fly stated the Commission's authority over such questions remained unsettled despite dismissal of the proceedings in January 1944 [Broadcasting, Jan. 17, 1944].

"He declined to answer a direct question as to whether or not the Commission had authority to issue a general regulation proscribing owners of newspapers or persons owning an interest in newspapers from becoming station licensees," the Committee reported. "In response to an inquiry by the chairman of the Select Committee the Commission's chairman claimed that its authority to protect against monopoly stemmed from the language of the Communications Act of 1934 with respect to public interest and as supported by other provisions of the Act, asserting there was a strong antimonopoly policy threading through the Act."

Urging Congress to review the "entire matter of newspaper ownership and the monopoly angle" with a view to clarifying present
legislation, the Committee asserted: "In the light of known facts as disclosed by this record and from other sources as well, such a vital question should not be left to the undefined responsibility of the Commission under broad, general terms of the public interest, convenience and necessity clause of the Communications Act."

Should newspapers be excluded from owning radio stations, then "such exclusion should be effected pursuant to a clear-cut expression of such a policy by Congress," the Committee contended, adding, "This Committee believes that the mere ownership of a newspaper should not exclude such person from owning and operating a radio station."

Station Sales Studied

Contending that "it is clear when a station is sold at fabulous figures in excess of physical values and the goodwill element, the franchise or right to use the frequency is uppermost in the mind of the purchaser and of the seller," the Committee recommended a review of station sales. It was disclosed that "frequency basic records relative to the financing, ownership and operation of radio stations were intermingled with the records of other business activities of the licensees."

Since the Commission has no authority to require licensees to keep uniform systems of accounts, nor any authority to require them to keep accounts relative to radio separate from other business activities of the licensees, the appropriate Congressional Committee "might well consider this situation with a view of giving authority to the Commission to require uniform systems of accounts by licensees so far as proper administration of its duties makes such uniformity necessary, and also, if necessary, to require divestment of station accounts from other businesses of the licensee, or placing such a responsibility in each case directly on the licensee himself."

WFTL, WMCA Sales

Sales of two stations—WFTL Ft. Lauderdale, Fla., by Ralph A. Horton to the Fort Industry Co., and WMCA New York by Donald Wright Bryan Safe

FIRST word from Wright Bryan, war correspondent for WSB Atlanta and NBC, who was wounded and captured by the Germans several months ago, has been received by John MacVane, NBC, newsmen in London. Mr. Bryan reported that his injured leg is healing and that he is comfortable in a prisoner of war camp. He was taken Sept. 12 with Ed. Mr. Bryan ward W. Beattie, UP correspondent, while with the U. S. Third Army near Chaumont, France.

Noble Absolved

It was a different story in the WMCA sale, however. Mr. Noble, his Washington counsel, Dempsey & Koplovitz; Thomas G. (Tommy the Cork) Corcoran, former White House confidant; the White House itself and the Commission were absolved of any wrong-doing. On the contrary the Committee concluded that Mr. Flamm was not under "pressure, coercion or duress" as charged; that Dempsey & Koplovitz had a right, under the Act, to file for any frequency in behalf of a client; that Mr. Flamm's counsel, William Weisman, advised him he did not have to sell and that "Mr. Flamm has, therefore, grossly exaggerated the effect upon himself of the stated intention of Dempsey & Koplovitz to file an application for his frequency into..."
Haase Manages WDRC; Olson New Program Hea

WALTER B. HAASE, program manager of WDRC Hartford since 1926, has been named manager of the station, according to Franklin M. Doolittle, WDRC president. Mr. Haase is a veteran of 20 years service with the station, having held most positions at WDRC. Mr. Doolittle also announced the promotion of Harve Olson, chief announcer to become program manager, succeeding Mr. Haase. Mr. Olson joined WDRC in 1935 and became chief announcer in 1942. He is an instructor in radio speech at Hillyer Junior College, Hartford.

In Southern New England People are in the Habit of Listening to WTIC

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The celebrities Broadcasting Service Corporation is Member of NBC and CBS Affiliated. Represented by WEDD & CO., PANT, New York, Boston, Chicago, Detroit, San Francisco and Hollywood.

Broadcast Advertising
Varied Reaction Is Expressed
To Report of Lea Committee

REACTION to the report of the House Select Committee to Investi-
gate the FCC was varied. President J. Harold Ryan of the NAB ex-
pressing gratification with the Com-
mittee’s findings, while some saw in the conclusion a “whitewash.”

There was no comment from the Com-
munity, although unofficially it
was learned that the FCC as a whole was pleased, particularly in view of the committee’s con-
firmation in recommender suggestions proposed by Commissioners and FCC person-
nel during the Select Committee hearings. Following are the comments.

MR. RYAN—The NAB is very
pleased with the suggestion contained in the report of the Lea Committee
with regard to radio legislation. As the report points out, the structure of
the FCC as it was originally created in 1934 has progressed tremendously since
1934 and we thoroughly agree with the report’s recommendation for legis-
lation clarifying the structure. The NAB is at all times prepared to discuss such pro-
posals which would help the FCC and to cooperate to the fullest extent in the public interest.

JAMES LAWRENCE FLY, former FCC
chairman (referring to findings that
Mr. F. hired “out the back” on Ralph
A. Horton to sell WFTL, Ft. Lau-
derdale to a Radio Industry Co.)—The
statement directly contradicts that state-
ment. The evidence of all the witnesses is
that an agreement was made and a price fixed before I had any
conversation with the seller on a purely
personal matter. (Mr. Fly declined comment on the overall report.)

BRUCE L. GAREY, former Committee
general counsel—At the time I re-
signed as general counsel of the
Committee, in making public my reasons therefore, I stated that neither I nor
my associates could be a party to a “whitey.” It then occurred to me that
the investigation had become a sheer
whitewashing affair, wholly responsible to
political pressures. The Committee,
by its report, has now fulfilled the prophecy I then made and justified my
resignation. The whitewash is now
complete and the Congress, as I fore-
saw, has been dishonest.

JOHN J. SIRICA, Mr. Garey’s suc-
cessor who also resigned, charg-
ing “whitewash”—I have not read the report and am not in position to com-
ment.

SEN. WARREN G. MAGNUSON (D-
Wash.), former Committee member—
It was a good report, and one borne
down by the evidence presented to the Committee. Congressman Miller sub-
mitted some splendid recommendations although I cannot agree with part of
his minority report. It appeared to me
that the greatest difficulty between
radio and the Commission has been
due to misunderstandings, some doubt-
lessly created through broad interpre-
tations of the present radio Act.

EDWARD J. NOBLE, chairman, Blue
Network—The complete refutation by the House Select Committee to Investi-
gate the FCC of the charges made
against me in connection with my pur-
chase of Station WMC in 1940 is
naturally most gratifying to me. There
was never one iota of truth in these
charges. I am happy that the matter
has been fully investigated by a Con-
gressional Committee and that the public may now know that the charges were
wholly without foundation.

HANDELMAN & IVES, attorneys for
Donald Flassm—Well knowing that
the Lea Committee investigating the
FCC would utilize its position for the vindication of its political friends, such as
Corcoran and Noble, we were re-
luctant to have it delve into the WMCA
matter. When the character of its
investigation became an open farce
and secret sessions were resorted to,
so that the public could not hear the
evidence and so that portions of the
证据 unfavorable to Corcoran and
Noble could be deleted from the record,
we made strenuous objection to the continularion of the so-called
investigation. It is now very apparent that
our objections were well-founded. Once
again a Congressional committee has
ignored the public interest and wasted
$1,000,000 of the taxpayers’ money. Its
whitewash of its political friends
Corcoran and Noble is a farce, the extent
of which will be clearly demonstrated
before a jury in the New York Supreme
Court for this cause.

[Note—The Committee spent $1,000-
000, not $120,000.]

Hob. Herb Abernethy
CBS N.Y.C.

Dear Herb:

Here I am breaking a New Year’s
resolution already . . . promised my-
self I wouldn’t brag on you
.

but I’ve got to tell you this

One announcement on
the WCHS
Old Farm

Washington Square
397 picture frames
at $2.95 each
for Lea’s broth-
ers, a local
county store.

How’s that

for tellin’ them

a’ud settin’

them?

Yrs.,
Algy

WCHS
Charleston, W. Va.

they go together

OKLAHOMA CITY

O

A MUTUAL STATION
ASK THE WALKER CO.

January 8, 1945 • Page 63
McNARY & WRATHALL.
CONSULTING RADIO ENGINEERS.
National Press Bldg., D1. 1205.
Washington, D. C.

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

FREQUENCY MEASURING SERVICE.
Exact Measurements at any time.
R. C. A. COMMUNICATIONS, INC.
64 Broadway New York 4, N. Y.

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

WORTHINGTON C. LENT.
Consulting Engineers.
INTERNATIONAL BLDG.
WASH., D. C.

BLOOMSBURG.
Baltimore's Listening Habit.
The Blue Network Station.

BROADCASTING • Broadcast Advertising
Here Came the Couriers...

For four battle-scarred years, this Richmond landmark was the hub of the Confederacy. To it came Generals for conference, and the couriers bearing news. Here lived Jefferson Davis, President of the Confederacy.

As his home, it was "The White House of the Confederacy". Today it is a museum housing invaluable relics and heirlooms of the Old South, a living link between a modern city and the charm and dignity of the past. Such an indestructible binding together of the Old and the New presents a clear and true analogy of WRVA’s respect for tradition, faith and competence for progressive future.

50,000 WATTS ... NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK

WRVA
A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
WHEN is a musician not a musician? James Caesar Petrillo's latest efforts spotlight that question: In fact, they practically demand its replying into "Who is a musician?"

The current threat of a strike by his musicians' union, if the networks sign with the National Association of Broadcast Engineers and Technicians for the purpose of record changing in radio stations, makes that question pertinent. Record changing or "platter turning" as it is called in the industry, is logically an engineering job. There is absolutely no musicianship involved. But having managed to get the Chicago radio stations to submit to the idea of union musicians being paid union musician fees for this un-musical task, naturally James Caesar Petrillo, not being James Alexander, sees new worlds to conquer—and the promised lands of those worlds are the major radio networks.

Now the Engineers and Technicians Union is making a fight for its rights. In fact, the National Labor Relations Board awarded to that independent little union jurisdiction over platter turning. So this is not a case of Petrillo against employers but Petrillo against labor—Petrillo against a decision by the very government which passed the legislation which has given him so much power.

For it is not only the case of the Engineers trying to hold on to the rights to turn platters that is involved. It really is the bigger issue of what constitutes a musician—and how far will the Musicians' Union go in claiming jurisdiction over control boards? If the turning of a record is musicianship, then much more so is the handling of the apparatus which electrically translates the record indentations into music. Thus the Musicians should take over the radio station engineering control boards. There would be more musicianship involved in that case than record turning, because they could at least make the music loud or soft at will.

Then surely they should also handle the transmitter engineering, for that is how the music is sent into the air! But we are not at the end yet.

Symphony Plan

OF INTEREST to those concerned with broadcasts from large concert halls will be the next two Sunday programs of the Detroit Symphony, when Mutual will invite listeners to judge the effectiveness of a new method of electrical compensation for acoustical effects in large auditoriums. New system to be tried out on the Detroit 13 program, for comparison with preceding Sunday's program, has been developed by Edward T. Content, assistant chief engineer, WOR, Mutual's New York affiliate. Mr. Content explains that high sounds lose much more energy than basic tones in large auditoriums; that a way has been found to rejuvenate overtones through compensation by means of electrical filter equalizers in the audio circuits.

Going back to the radio station we must trace this extension of the boundaries of musicianship backward as well as forward in order to get the whole picture.

And that takes us back to the pressing plant which made the record. Surely the machines turning out these musical engravings are doing a musician's job. And if so they belong to James Caesar, too. And so do the studios—where the records are originally made, with another set of engineers there to be turned into musicians.

Now by this time James Caesar Petrillo, of course, would have complete control of all American radio stations, not only in the performing musicians but the engineering staff as well. But would he stop there? Judging only by his methods to date he would then cast about and suddenly discover that the sales department that had sold a client a musical show was certainly trafficking in music and if that doesn't come under the Musicians' Union, what does?

To paraphrase another Caesar, "I came, I saw—and darned if I didn't hear music all the time!"

Religious Series

INTERNATIONAL COUNCIL of Religious Education, Chicago, has recorded 234 5-minute dramatic shows based on current events and religious themes for airing in local church identification on each network. Approximately 65 stations are expected to carry the bi-weekly 30-week series, effective Jan. 2. Recording expense is borne by空白.

For the purpose of local church identification on each network. Approximately 65 stations are expected to carry the bi-weekly 30-week series, effective Jan. 2. Recording expense is borne by 42 denominations of the organization and interdenominational agencies of churches in local communities. Stations agreed to carry the series as a public service feature are:

The series was dropped. Mr. Trammell's reason for dropping Close was a matter of network operations but Close declared, "I shall be able to point out to the Senate and House Interstate Commerce Committees, members of which have asked for them, the pressures brought upon NBC and made known to me through executives of the organization or sources outside the organization ever since the time of Pearl Harbor when I was improperly barred from station KFO in San Francisco..."

CHARLES W. HOLLOWAY, 30, CPA food economist and husband of Dorothy Aune Holloway, assistant information director of the FCC, died Dec. 31 in Johns Hopkins hospital, Baltimore, following a long illness.

When you eat at the same restaurant week after week the food must be good!

When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the "profit pie" must be good eating!

Just a few availabilities left... better hurry!

3RD MARKET MUTUAL AFFILIATE

Represented Nationally by GEO. P. HOLLINGBERY CO.
Navy Radio Discussion

CAPT. J. B. DOW, USN, will discuss "The Navy Electronics Program and Some of Its Past, Present and Future Problems" at the joint session of the American Institute of Electrical Engineers and the Institute of Radio Engineers scheduled for 8 p.m., Jan. 24 at the Engineering Societies Bldg., New York. The AIEE will present its Edison Medal to Dr. E. F. W. Alexander of General Electric Co. at this session [Broadcasting, Dec. 25].

Stewart-Warner Promotions
THREE promotions of men who have been with the company about 25 years have been made by the Stewart-Warner Co. Arden Lefevre has been named vice-president and director of engineering of division one (selenium, instruments and radio); Fred R. Cross, advertising manager and George W. Oehsen Jr., assistant director of engineering, division one.

GROUND FLOOR OFFICES of KQV under new ownership have been opened in the Union Trust Building Arcade, Pittsburgh. Pete Wasser, vice-president, announced a rotation of window displays featuring KQV and Blue Network programs. KQV was sold by Hugh J. Brennan, also owner of WJAS Pittsburgh, to four businessmen under the FCC duopoly rule [Broadcasting, Aug. 21]. New owners are William S. Walker, president of Walker & Downing, advertising agency; Irwin Wolf, vice-president of Kaufman's Dept. Store; Earl F. Reed, attorney and Charles T. Campbell, former head of a ship transportation company. KQV is one of the nation's pioneering stations.

STEAK AND PORK CHOPS

Stock raisers are big business in the tri-state section of Arkansas-Louisiana-Texas, served by 50,000 watt KWKH. Purebred cattle and hog culture is a large and expanding industry here, where mild climate and fertile soils solve most housing and feed problems. Today, in this developing region, nearly 600,000 head of cattle and calves and some 400,000 hogs and pigs representing millions of dollars of potential purchasing power, are growing and fattening for the central market, Shreveport, to help supply war meat needs. Powerful KWKH serves this area and influences the buying habits of its prosperous millions!

PRINCE ENGINEERING HEAD IN GE SHIFTS

SEVERAL promotions, shifts in responsibility and a change in the management of the Apparatus Dept. have been announced by the General Electric Co.

David C. Prince, vice-president formerly in charge of application engineering for the department, has taken charge of the engineering laboratory, activities of which are being broadened to include requirements of the entire company. E. D. Spieser, vice-president responsible for apparatus manufacture, is now a member of the president's staff in New York supervising engineering relations and consulting on general manufacturing matters.

William R. Burrows, a vice-president since 1927, is chairman of the labor relations committee, retired Dec. 31.

The apparatus operating committee was discontinued at the close of the year and Roy C. Muir, a vice-president of the executive staff, has relinquished his special duties to become general manager of the western division. Earl O. Shreve, vice-president and chairman of the defunct committee responsible for all apparatus sales, is now a member of the president's staff in charge of customer relations.

Mr. Muir has named H. V. Erben, commercial vice-president and manager of the Central Stations Division, assistant general manager of the department; C. H. Lang, vice-president, as manager of sales; H. A. Winne, vice-president, manager of engineering; Neil Currie Jr., manager of manufacturing; Guy S. Hyatt, assistant comptroller, head of accounting; and W. W. Jenkins of the law department, counsel.

In San Francisco, Frank P. Barnes who for several years was specializing in industrial electronics and radio communications for the company, has been appointed district representative for the transmittor division. Mr. Barnes' territory includes northern California, Pacific Northwest and Rocky Mountain areas.

Navy Thanks Radio

REAR ADM. A. S. Merrill, USN, Director, Navy Office of Public Relations, sent the following letter to NAB President J. Harold Ryan:

"The year 1944 has seen the United Nations make great strides toward the ultimate victory, for which we are all striving. During this eventful year the NAB and its many member stations have assisted the Navy both in telling its story and in procuring personnel. I wish to take this opportunity of thanking you, your staff and membership for your cooperation during 1944, and to extend to all hands best wishes for a Merry Christmas and a New Year that will bring us closer to our ultimate goal."
RUTH HANNA SIMMS, 64, president of Rockford Broadcasters Inc. and owner of WROK Rockford, Ill., died Dec. 31 at Billings Hospital, Chicago, as a result of a pancreatic ailment. Daughter of Mark Hanna, Ohio's famed President, the national political figure and liberal Republican, serving as secretary to her famous father in the early days of her career. Mrs. Simms' first husband was the late Sen. Medill McCormick of Illinois.

Mrs. Simms was first chairman of the GOP Women's National Committee. During her long career in radio, politics, business, agriculture and civic affairs Mrs. Simms managed to devote much time to operation of her 242,000-acre Trinchera Ranch, near Ft. Garland, Colo. In 1928 she was elected Congresswoman-at-large from Illinois. As Republican National Committee woman from New Mexico, Mrs. Simms was active in the support of Gov. Dewey for Republican Presidential nominee.

Entering the Rockford newspaper field in 1928, Mrs. Simms obtained full ownership of WROK in 1940, two years after the station became affiliated with the papers.

Survivors include Albert G. Simms, her husband, a banker, lawyer, and former Congressman from New Mexico, and two daughters, Mrs. Peter Miller and Mrs. Courtlandt D. Barnes. Funeral services were held Jan. 4 at Albuquerque, N.M.

Browder J. Thompson
Of RCA Dies in Crash

BROWDER JULIAN THOMPSON, 40, associate research director of RCA Laboratories, Princeton, N.J., on leave to serve as expert consultant in the office of the Secretary of War, was killed in action the night of July 4-5, 1944, during a flight in an Army plane in the Mediterranean theatre while on a special mission. Mr. Thompson at RCA headed research work on television tubes and tubes for generating power, and was credited with advances in screen-grid tubes and power pentodes.

Many Radiomen In Pacific Theatre

Col. Dyke on Month Leave Tells of Jungle Station

"RADlOMEN seem to come right out of the woods the minute word goes around that a radio station is starting, no matter how remote the Pacific island," Col. Ken Dyke told BROADCASTING last week just after his return from the Philippines.

Col. Dyke, promoted to that rank on Dec. 22 before he left Leyte, is a former NBC advertising and promotion director. He also has been advertising director of Colgate-Palmolive-Peet Co., and before he was commissioned, was OWI Director of Bureau Campaigns.

After 16 months in the Pacific Area as commanding officer of the Information and Education Division, U.S. Armed Forces in the Far East, Col. Dyke is back in the States on temporary duty. He plans to return to the Philippines and supervise operation of the latest Armed Forces Radio Service station, scheduled to go on the air within the month. Capt. Harold A. Nelson, formerly with Young & Rubicam, is to be officer in charge of the station, according to Col. Dyke.

"I left the Philippines," he said, "the night before Christmas, and all through the house the Nips were dropping bombs. In spite of the war, though, we did manage to have a real radio get-together at Tacloban with Abe Schechter and Art Feldman. The three of us were together at NBC before the war."

Maj. A. A. Schechter, former NBC news and special director, is now in charge of public relations and radio work in the Philippines. Arthur Feldman is there as a Blue war correspondent.

"There are a great number of radio men in the Pacific," Col. Dyke remarked. "Practically all of the men at the AFBS stations are ex-industry men. My radio officer for the area is Maj. Ted Sherdeman, who was with NBC and CBS, and station managers, engineers, announcers are radio men from all over the country."

Col. Dyke said that though there had been a problem of getting receivers to the troops, the Signal Corps had recently developed an all-wave receiver that works on AC or DC currents or on battery. Under his jurisdiction are 12 AFBS stations of the Jungle Network—soon to be joined by the Philippine station. His section supplies a weekly news map to the troops, is supported by "souvenier talk" pamphlet, posters, and news feature service operated like a syndicate for over 100 camp newspapers in the Southwest Pacific Area.

The field of the U.S. Armed Forces Institute, which gives correspondence courses, comes under his direction. In addition, he supervises the SWPA edition of Yank.
Government May Back WLB Orders

Byrnes, Ball Ask Right To Compel Pettrillo Compliance

STRONG PROSPECTS that the Government will be given power to enforce the decisions of the War Labor Board developed last week as an outgrowth of the seizure of Montgomery Ward stores following defiance of a Board directive by Sewell Avery, board chairman of Ward, War Mobilization Director James F. Byrnes and Sen. Joseph Ball (R-Minn.) both cited the refusal by James C. Pettrillo, AFM president, to obey the WLB in the recording case calling for legislation which 'will treat Pettrillos and Averys alike'.

In his first report to the President and Congress on the operations of the Office of War Mobilization and Reconversion, Director Byrnes recommended that the authority of the WLB 'be strengthened to enable it to enforce its decisions without resort to seizure'. Last October when the President had requested Mr. Pettrillo to accept the directive of the WLB in the recording case, he had stated that neither the Board nor the Director of Economic Stabilization recommended Government possession since it could not be found that non-compliance 'unduly impedes the war effort'.

Agrees 'in Substance'

At his press conference Tuesday, President Roosevelt said he agreed in substance with the recommendations of the Byrnes report but he made no specific mention of the proposal to enforce WLB orders. It could not be learned whether the President would urge such legislation in his "state of the union" message which was to be sent to the new (79th) Congress Saturday.

Sen. Ball, who endorsed the Administration action in the Ward seizure, advocated legislation to require Mr. Pettrillo as well as Mr. Avery to submit to WLB decisions. In a statement issued shortly before the convening of Congress, Sen. Ball referred to Pettrillo's defiance of the WLB in both the recording case and the RSTP dispute, in which a strike of musicians at the Minneapolis studios of the station is now in its eighth month.

"Defiance of the WLB by Pettrillo threatens employer-worker and public confidence in WLB machinery just as effectively as does that of Montgomery Ward", Sen. Ball asserted. "I believe the Government has an obligation to act in both cases.

Defense by Davis

Chairman Davis, at a news conference, defended the WLB action in the recording dispute and said the two cases were not alike. When the Board took jurisdiction in the Pettrillo case, he said, there was evidence that the ban on recordings and transcriptions threatened to interfere with the war effort because small radio stations were dependent upon the transcriptions for a large part of their revenue and continued operation of the stations was a necessary part of the war at that time, particularly as a part of the civilian air raid warning network.

"However," he continued, "when the case was sent to the Economic Stabilization Director, after the Board had failed to get compliance, all but one of the transcription companies in the case and one of the three large record companies (Decca) had signed contracts voluntarily with the union and were operating. This particular threat to the war effort had been removed."

"The strike in the Montgomery Ward case had epidemic possibilities. . . . In the Pettrillo case there were no such contagious possibilities. . . . There were no picket lines, no riots, no moves toward sympathy strikes or other actions by other unions."

Mr. Avery took issue with Chairman Davis' explanation of the Government's failure to force compliance in the recording case. "Under the War Labor Disputes Act," he declared, "the WLB found, in issuing its order against Mr. Pettrillo's union, that the union's strike would 'lead to substantial interference with the war effort'."

"Mr. Pettrillo's defiance of the WLB was not challenged by Presidential action," he pointed out.

Meanwhile, Sen. Vandenberg (R-Mich.) planned to reintroduce his bill to prevent Mr. Pettrillo from interfering with the broadcast of noncommercial cultural and educational programs by educational institutions. Such a bill (S-1957) had passed the Senate in the closing days of the last Congress but failed to reach the House before adjournment [Broadcasting, Dec. 4, 18].

Tape Firm's Debut

INDUSTRIAL TAPE Corp., New Brunswick, N. J., through Kenyon & Eckart, New York, will begin its first nationwide radio campaign starting Feb. 15. Participating women's programs will be used thrice-weekly for 10 weeks on 90 stations throughout the country and one-minute spot announcements will be used 10 times weekly on four stations. New stations will be added from time to time. According to George Chiho, advertising manager, radio was selected as the main medium because of its ability to capture the quickest and most widespread consumer action.

WKBW-AM, Buffalo, N. Y., will begin the tape spot announcements in its own weekly show and KFRC, San Francisco, will handle the spots in the Bay Area. Other stations will be announced at a later date. The campaign will last through the end of July.

-- Broadcasting --
Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with experience, in well established national network station. Box 92S, BROADCASTING.

Operator-announcer, First class radio telephone license. Must be capable of news and special announcing. Possible NBC station in eastern city. Good post-war future. Box 892, BROADCASTING.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 901, BROADCASTING.

Radio station in middle west has opening for radio engineer. Must have either first, second or third class license. Write full qualifications and we will pay expenses for interview. Box 17, BROADCASTING.

Radio station in midwest has opening for sales manager. Person may now be active in radio station sales department but is looking for opportunity to expand. Must be qualified to completely supervise and sell local and national spot and network advertising. Fullest cooperation assured and expenses paid for interview. Please write full particulars. We will give as much detail as possible. Box 28, BROADCASTING.

Southern California station wants an experienced announcer for all night record show. Must be an air personality, not just a disc jockey. Must prove yourself right away. Write Box 65, BROADCASTING.

Announcer—All around work. Sober, substantial, intelligent. Northeast network local. Complete details first letter. Box 46, BROADCASTING.

Transmitter operator—Update New York regional station. First class license only. Permanent position. Send all qualifications. Box 66, BROADCASTING.

Southern station, 250 watt, has good position for second class engineer, also opening for beginner with first license. Immediate return. Write Box 73, BROADCASTING.


Wanted at KFPA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy, handle sport shows, and newscasts. Also, one straight announcer who can write copy. State experience, references. Restricted permission not necessary, but bring additional salary.

Immediate position available for combination program director and first class license telephone. Telegrach call station KFJF, Klamath Falls, Oregon.

Wanted—Experienced transmitter operator with first class license. Permanent position. XGIO, Mason City, Iowa.

Wanted immediately, radio operator, first, second or third class. First class preferred. Wire collect, WBIR, Knoxville, Tennessee.

Copywriter—if you are a good radio copywriter, familiar with script writing and want a permanent position with a network company, where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of work. Jospy Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

Situations Wanted

Experienced transmitter-studio technician. Midwest, desired. Permanent. Box 901, BROADCASTING.

Available, Third class operator and announcer. 35 years old. Draft exempt. Excellent service record. Experienced. Box 594, BROADCASTING.

Announcer—Woman, 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Experienced announcer, newsmen, producers, editors, directors, technical assistants. Will work on any of these fields. Box 62, BROADCASTING.

Station manager—Metropolitan major network station interested in making change. Family man, 38 years of age. Successful and profitable operations experience. All correspondence treated confidentially. Box 68, BROADCASTING.

Announcer—Experienced, news, commercial, spot shows. Acquainted with all phases of broadcasting. Dependable and reliable. Draft exempt. Box 64, BROADCASTING.

Wanted to Buy

Wanted to buy—250 or 1000 watt broadcast setup, Studio, transmitter, transmitter tower, etc., and all accessories. Give full details, description. Box 87, BROADCASTING.

Speech input, high fidelity, eight channels. Frequency monitor, turntables, six microphones, portable speech input, six amplifiers. Give make, model or specifications, conditions, location, delivery date, price for each. Box 212, BROADCASTING.

Wanted—Modulation and frequency monitors, RCA, BCA, or Western Electric. Console for 50 watt station. Box 64, BROADCASTING.

Complete equipment for 250 watt installation, including tower of 150 foot. Cash available immediately. Write giving particular job, Radio Station WLAG, LaGrange, Georgia.

Wanted—Western Electric or RCA Cardioid microphone. Station WEKZ, Erie, Penna.

For Sale

For sale—250 watt transmitter, FCC filing data, also frequency monitor, $2,500. Write Box 52, BROADCASTING.

Transmitter—250 watt complete transmitter with one set of tubes and some spare, FCC approved. Box 59, BROADCASTING.

Most complete ham transmitter in south. Can be easily converted to 250 watts. Tube complement, 2 Taylor TW-1053, 2 RK-4PN, 2 TPi, 60A, 3 204Z, 2 685Z, 2 466, 1 752, 1 275, 2 296, 1 291, 1 80 and 1 6L6. Price $800.00. Write Box 72, BROADCASTING.


Miscellaneous

Will furnish equipment for radio station for interest. Box 25, BROADCASTING.

SALESMEN— OPPORTUNITIES UNLIMITED!!!

An aggressive New York local station wants 2 local salesmen—the only requirement is complete knowledge of the New York—New Jersey market. The money is here along with complete sales help and really solvable shows.

Write—Write Wire Box 80, BROADCASTING.

ELECTRONICS ENGINEERS WANTED

Two excellent positions are available for graduate engineers or physicists with a good fundamental knowledge of radio and having some transmitter type equipment experience. The work will consist of field installation of high frequency heating equipment and complete follow-through servicing. Operating conditions will have to be established for the customer and maintained through repairs, adjustments or new applications. Positions are permanent and offer fine postwar possibilities for development.

The Girdler Corporation

Thermex Division

223 E. Broadway

Louisville 1, Kentucky

Attn: Personnel Department

SALESMAN WANTED

WCPO Cincinnati’s News Station

Has an opening for progressive, local salesmen. Salary and commission. Send full details, attention sales department.

SALES MAN WANTED

ONE RCA 10DX CONVERSION UNIT

BOX 79, BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.
Better Church Programs Goal Of Radio Religious Workshop

Score of Ministers Attend First Session in N. Y.; Aim to Set Standards for Future Broadcasts

RADIO'S FIRST religious workshop got under way yesterday morning (Jan. 7) in New York, when a score of ministers and religious educators from the eastern states attended the first meeting of the Church of the Air as the first session of a course of radio training that will continue through Saturday afternoon, with a panel of 22 experienced radio and church executives as instructors.

Workshop, goal of which is to acquaint church leaders with professional standards for religious use of broadcasting, is the first major undertaking of the recently announced joint radio committee of the Congregational Christian Churches, the Methodist Church and the Presbyterian Church U. S. A. It is conducted by Everett C. Parker, radio director of the committee, and Rev. James Rowland Angell, assistant director of religious programs.

In the year similar week-long workshops will be held in Chicago, Hollywood and another city as yet unnamed. Plan is to repeat the workshops annually in each city.

Seek Improvement

To carry on its experiments toward the improvement of religious broadcasting until it can successfully compete with any other type of radio fare, the committee plans to file applications for several FM stations as soon as the FCC has determined the frequencies to be allocated to FM. Several cities have already submitted applications for stations, and the committee, in cooperation with local churches, will devote themselves exclusively to religious work, but will carry a balanced program schedule. Operating policy has not been decided as yet, he said, but they probably will not sell time to advertisers.

Another committee project, which is already under way, is the production of several series of transcribed programs which will be made available without charge to local church councils which already have sustaining radio time allotted to them. Stressing the fact that the committee is not encouraging church groups to ask for more air time, but rather to make the most effective use of the time they now have, Rev. Parker said that these programs, which are written, produced and performed with top professional talent, should serve as models for better live religious programs as well as comprise good programs of their own.

First of these series, now being recorded at NBC, is a dramatization of the Bible, using the biblical text as the basis for the scripts.

Named by Blue

JAMES G. BENNETT, formerly of Blue spot sales, has been appointed merchandising manager of the network. Robert Sewell, of the Blue promotion staff, has been made manager of exploitation. Promotions were announced by Fred Smith, Blue director of advertising and promotion, who also announced the resignation of Jesse Thompson as director of promotion of the cooperative program department.

BLUE SALES NAMES MACHARRIE, CAPPER

TRANSFER of Stuart Macarrarie and Guy Capper from the WJZ New York local sales staff to Blue spot sales, which will henceforth handle both national and local business for WJZ under the direction of Robert I. Garver, WJZ sales manager, was announced last week jointly by John McNeil, station manager, and Murray Grabhorn, assistant general sales manager of the Blue and supervisor of Blue spot sales operations.

A separate WJZ sales staff will be organized under Mr. Garver's supervision to concentrate on special sales for the station sales of a particular program or for a particular account, which cannot conveniently be handled by the spot sales staff which services all accounts of WJZ and the other Blue O and O stations. Jack Seelig, formerly with KXOK St. Louis, and two other salesmen still to be announced will comprise this special WJZ sales staff.

Jack Broome, recently discharged from the Coast Guard, has returned as New York manager of Blue spot sales, serving under Ralph Dennis, national manager.

Pekor Aids Crandall

CHARLES F. PEKOR JR., who joined the CBS department of press information a year ago after seven years with NBC's press department and has since traveled the country visiting more than 100 CBS station cities, has been appointed assistant director to the director of the department, George Crandall. Before entering radio Mr. Pekor worked for the New York Sun.

Hauser To Head New MBS Section

Plan Co-Op Series Expansion; Merchandising Service

CREATION of a separate department of cooperative programs and appointment of B. J. Hauser, former sales promotion manager of the Blue, as its director, were announced last week by Phillips Church, program director of MBS. Mr. Hauser, who was recently placed in charge of audience promotion at the Blue after serving as sales promotion manager at the Blue since the separation from NBC in January 1942, will join Mutual Jan. 15. He is the fourth Blue executive to move to MBS in recent months.

Merchandising Service

Mutual, which pioneered in the field of cooperative programs, currently carries radio programs that can be sold to any other network and plans further expansion under Mr. Hauser's direction. The new department also will offer stations a complete merchandising service to aid them in selling the programs to local sponsors and to aid sponsors in merchandising the programs to their audiences.

A Dartmouth graduate, Mr. Hauser was associated with American Thermowar Co. and Robert E. Ramsay organization in sales promotion capacities and wrote articles for advertising publications before joining NBC in 1931. With NBC he worked in program promotion and merchandising, subsequently becoming manager of station promotion and joined the Blue as sales promotion manager in January 1942. Jean Russell of the Blue promotion staff has been named acting audience promotion manager.

Lt. McGowan of WJR

Killed in Bomber Flight

LT. FRANK J. MCGOWAN, 26, former newscaster and announcer of WJR Detroit, has been killed in action over Germany on one of his first missions as a lumberjacker. He came to WJR from KSTP St. Paul in October 1941. He enlisted in the Army Air Corps and was sworn in on the air following presentation of his Army commission in January 1942...

After two years in OCS and bases in this country, he arrived in England less than a month ago. Writing to his former WJR news editor, he said, "Well, I'm finally at a station where I can at least see some action."
...Give An Advertiser * A Horse He Can Ride

(And Radio Stations, Too)*

Tall Enough, So she won't drag your feet! *The Texas Rangers* transcribed library of western entertainment is riding to new heights with a selected list of blue book nationally known advertisers - on America's prestige radio stations.

Plump Enough, So she's sure riding from mane to tail! *The Texas Rangers* music with mass appeal has been solid comfort to advertisers large and small - dealing in bread to hair tonic - from Maine to Honolulu.

Fast Enough, So she's a winner in every race! *The Texas Rangers* with its flexible program building is receiving testimonials daily from those in the saddle - dealing in beer to cold tablets - from Minnesota to Louisiana.

Gentle Enough, So she's easy on the pocketbook! *The Texas Rangers* with its Hollywood and network radio talent has a reasonable feed bill, whether it's for fashionable stables in New York or for a little gray barn in the West.

Yet, Spirited Enough, So she's worth the owning! *The Texas Rangers* is one transcribed library that hasn't been ridden by every Tom, Dick and Harry. If you're one to treat her right, we'll be glad to give you a breeze about the paddock in the form of a sample program. You won't have to buy her, of course.

An Arthur B. Church Production - Write George Halley, Pickwick Hotel, Kansas City, Mo.
Colorado has established its importance in manufacturing.

The manufacturing establishments of Colorado have done some amazing things in the past few years, taking in their stride orders for destroyer escorts, landing ships and sea barges. More than 160 Denver factories alone are producing supplies and equipment for war ranging from delicate instruments to heavy-duty machine tools, from rubber rafts to 8-inch shells.

Denver today is the largest center for the production of 115-mm. and 8-inch shells in the world.

With few exceptions, the factories producing for war today will return to production of peacetime needs in the Denver region.

The manufacturing facilities and know-how of the Denver area, together with the mining, agricultural and livestock industries are still in economic balance; they're fundamental and basic assets which earmark this region as a stable market under practically any economic circumstances.

The Denver market is a sound one in which to make advertising investments, and a basic medium through which to make such an investment pay off is KLZ. This can be backed up with no more pointed a statement than that more advertisers—local and national—buy more time on KLZ than on any other Denver station.

KLZ - DENVER
CBS Network • 560 Kilocycles
Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City
Represented by The Katz Agency