more families listen to WOR in the early morning than to any other New York station

★ In fact, from dawn till 8:45 A.M. WOR ranks a consistent first. From 7:00 to 8:15 A.M. WOR has more listeners than all New York stations combined.

EVERYBODY LISTENS TO WOR
IN THEATERS . . . AT FAIRS . . . AND IN LIVING ROOMS THEY'RE THE MIDWEST'S RADIO FAVORITES

There's plenty of evidence to prove the popularity of WLS entertainers—crowds, for one thing. More than a million people have paid to see the WLS National Barn Dance in the Eighth Street Theater. Every day, crowds jam other theaters where they play. Only recently, WLS talent set four new, one-day, theater attendance records in two weeks—at Aurora, Peoria and Danville, Illinois, and at Hammond, Indiana.

Last fall, WLS stars played at 192 state and county fairs, scattered from North Dakota to Pennsylvania. At three Midwest state fairs, the WLS National Barn Dance played to 32,000 paid attendance.

As for their popularity as radio stars . . . listeners send WLS a million letters a year!

That's the kind of talent we have at WLS, talent that commands the crowds, on personal appearances and WLS programs. Good talent is another reason people in Midwest America listen to WLS . . . and that's why WLS Gets Results!

Represented by
John Blair & Company

The WLS Rangers

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Burridge D. Butler
President
Glenn Snyder
Manager

Chicago

Management affiliated with Koy, Phoenix, and the Arizona Network—Koy Phoenix • KTUC Tucson • KSUN Bisbee-Douglas
House Anger Seen as Probe Includes Cox
AFM Strike Against MBS Is Brief
War News Merger Studied
Blue Acquires Seven Affiliates
Wine Industry Turns to Air
Radio and the Farmer in Wartime
Fewer Draft Deferments Granted
NAB Reorganization Group to Meet
Radio Reporting Tougher, Says Brown
Wray Heads Firm to Acquire KTHS
Anti-Trust Policy Won’t Help Nets
Waters to Anti-Trust Post
Equal Radio Rights for Press Advised
Radio Set Census Figures for 30 States
Benson Urges Tax Law Change
Newscasts Aid Latin Relations
Boycott Advocated in New Haven Feud
Crosley to Open Elaborate Studios
Net NAB Status Up to Convention
New York Baseball on WOR
Dogfood Turns to Dry Pack

Departments
Agencies
Agency Appointments
Behind the Mike
Buyers of Time
Classified Advertisements
Control Room
Editorials
FCC Actions
Meet the Ladies

Merchandising
Network Accounts
Personal Notes
Purely Programs
Radio Advertisers
Station Accounts
Studio Notes
We Pay Respects
Hix Cartoon

Broadcasting
The Weekly Newsmagazine of Radio
Broadcast Advertising
April 6, 1942

Contents
WCAU’s formula for keeping them tuned to WCAU is “all out”, day in and day out promotion. In the first three months of 1942, WCAU used 51,000 lines of display advertising in Philadelphia’s three leading newspapers; The Evening Bulletin, The Inquirer and The Record, whose combined circulation is 1,294,044. A total of 491 individual insertions were made, at least 3 for every commercial program and outstanding station feature broadcast by WCAU. And that, by the way, is just one illustration of how WCAU keeps working, to keep ’em listening—to WCAU.

WCAU
50,000 WATTS IN ALL DIRECTIONS
Out of the shrill whine of high-speed cutting tools, beneath billowing gray-black smoke from towering stacks, there is emerging in Detroit the greatest arsenal on earth. Gigantic peace-time industries of a year ago are rapidly being converted for mass war production. Soon their might will be felt around the world.

In addition, many other Detroit plants already on full war production are working 24 hours a day, seven days a week. It is estimated that factories in this area will soon furnish employment to a million of the highest paid workers in the country, making Detroit the greatest industrial market of all time!

How Detroit's vast war effort has already boomed business activity in this great market 26% OVER a year ago is reflected in the figures above, from the publication "Where's Business?" issued by Brooke, Smith, French & Dorrance, nationally known advertising agency.

Yes, Detroit has, and will continue to have, the power to buy all available kinds of goods and services. And WWJ, by itself, offers advertisers effective, economical coverage of this great market. In fact, every listener-interest survey made of Detroit radio audiences during the last 10 years shows substantial leadership for WWJ, at all periods of the day and evening.
The two Carolinas, almost equally divided between INDUSTRY and AGRICULTURE, provide a steady, balanced and year-around market.

Charlotte, at the CENTER of this rich area is the hub of distribution for the Carolinas.

WBT, with 50,000 watts located in Charlotte, is the logical center from which to relay your sales message to this thriving market.

WBT

50,000 WATTS, CHARLOTTE • THE STATION AN AUDIENCE BUILT

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: Los Angeles, San Francisco, New York, Chicago, St. Louis
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

DALTON LEMASURIER
OWNER AND MANAGER, KDAL, DULUTH

1926 - While attending high school he served as part-time announcer and operator of KFJM, the University of North Dakota station.
1929 - Left University of North Dakota to go with WDAY, Fargo, N. D.
1930 - Assumed management of KFJM for the University. Managed KFJM until November, 1941.
1936 - Established Radio Station KDAL in Duluth, Minnesota.
1941 - Became owner of Station KILO, successor to KFJM, in Grand Forks, North Dakota. Boosted KDAL to dominating position in Duluth market with 1000 watt CBS.

FAR be it from us to claim the power of prophecy—but here is a young man who has already come a long, long way in radio, and who we believe is destined to go a very great deal further. Because Dalton LeMasurier has developed both a technique and a habit of doing the things that other people call "impossible"—and now, in his early thirties, is owner and general manager of two successful radio stations!

When it comes to doing "the impossible", we of Free & Peters have a pretty good record, too. We have brought together a group of well-managed stations in which there is not one single dud—have built an organization of highly-skilled radio specialists to interpret them to you—have organized such dependable methods and facilities that many large agencies and advertisers use us virtually as a department of their own businesses.

Yes, before Free & Peters started in business, most advertisers would have said it was "impossible" to buy and use spot-radio as easily and conveniently as it is today. For that, most of the people in radio give us considerable credit. And that's the way we'll continue to work, in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

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<th>City</th>
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CHICAGO: 80 N. Michigan
Franklin 6775

NEW YORK: 327 Park Ave.
Plaza 2-4153

SAN FRANCISCO: 115 Sutter
Sutter 4555

HOLLYWOOD: 1111 N. Gordon
Gladiolus 9949

ATLANTA: 322 Palmer Bldg.
Main 5667

Page 8 • April 6, 1942

BROADCASTING • Broadcast Advertising
Aroused House Seen as Probe Hits Cox

Resentment Noted Over Justice Inquiry

FIREWORKS aplenty on Capitol Hill over alleged tactics of the FCC majority, headed by Chairman James Lawrence Fly, in attempting to block passage of the Cox Resolution are predicted when the House reconvenes April 13 following its Easter quasi-recess.

Disclosure last week that the Dept. of Justice is investigating charges that Rep. Eugene Cox (D-Ga.), author of the resolution for a select committee inquiry into the FCC, had acted improperly in representing WALB, Albany, Ga., precipitated the new wave of Congressional resentment. Rep. Cox himself angrily denounced the reports and promised to answer the "attempted smear" on the House floor when the full membership is present.

May Call Fly Again

The resolution itself is still pending before the House Rules Committee. Chairman Fly last month made two appearances in opposition to the measure and, among other things, denied knowledge of any effort to block its passage. The committee is expected to meet again during the April 13 week, with Chairman Fly to make a third appearance and with at least one other witness to be called by Rep. Cox.

Whereas some doubt had been expressed as to favorable action on the resolution prior to the Dept. of Justice disclosure, development of this incident was expected to enhance its chances of approval. In informed quarters it was freely stated that the inquiry into the Albany, Ga., affair had been instituted by the FCC. As a matter of fact, word had seeped out several weeks ago that it had been discussed in mid-March at an FCC meeting.

First disclosure of the Cox incident came March 28 in a story published by the New York tabloid PM. It related that the Dept. of Justice had been asked to investigate the exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co. of Albany, licensee of WALB. Photostats of a number of documents had been received by the Department, it was said, but the source had not been disclosed.

The Department last Tuesday confirmed the report that it had received photostats of checks exchanged between the Congressman and the Herald Broadcasting Co., and said the matter was "in the hands of its Criminal Cases Division".

The PM story stated that the photostats included a $2,500 check dated Aug. 15, 1941, signed by Rep. Cox, payable to the Albany Herald Broadcasting Co.; a check dated Aug. 16, 1941, three days later, signed by C. D. Tounseal, secretary-treasurer of the broadcasting company, and payable to Rep. Cox; a $2,500 deposit slip made out to the account of Rep. Cox in the City National Bank of Albany; a voucher stating that the $2,500 check to Rep. Cox was for "legal expense"; a statement by Mr. Tounseal declaring that the check given Rep. Cox was for "future services".

The PM story stated further that the check for $2,500 given to the company by the Congressman was in payment of 25 shares of stock in the station, which operates on 1560 kc. with 1,000 watts. The payment of $2,500 to Judge Cox three days later, explains PM, "exactly equalled the payment made by him to the company."

Station Ownership

FCC public records do not reveal Rep. Cox as a stockholder in WALB. The largest single stockholder, as of June 25, 1940, was H. T. McIntosh, publisher of the Albany Herald, with 56% or 136 shares. J. A. Davis is shown as the owner of 77 shares or 23% of the stock. All other stockholders listed hold not more than 20 shares, or 6%.

The Dept. of Justice has been asked, according to PM (but it does not say by whom), "to find out whether the stock was returned or still is owned by Cox."

Friendly Interest?

After pointing out that Rep. Cox has interested himself in pending applications filed by WALB for a change in facilities, as well as in past applications, the PM article continued that the department has been asked to "investigate whether this was the friendly interest which a Congressman might normally take in the affairs of a constituent or whether he was, in effect, serving as counsel to the company."

Further, it was stated the Department has been asked to ascertain whether the effect of the check and stock transactions was to give Rep. Cox $2,500 worth of stock in the station and, if so, was this a payment for legal services.

In a follow-up article published in the March 30 PM, it was stated that among documents received by the department were minutes of the Herald Broadcasting Co. showing that in April, 1940, Rep. Cox was asked to serve as its counsel.

The Department admits, PM added, that there is "no improper- ity in a Congressman acting as counsel for a private client". But the newspaper stated that to this "there is only one exception—a Congressman may act as attorney except in cases before some Federal agency". Then it brought out that Section 113 of the Federal Criminal Code "makes it a felony for a Government official, elected or appointed, to represent a client before any other bureau or department of the Government."

Named Acting Speaker

No comment was forthcoming from Chairman Fly following publication of the PM stories. Rep. Cox, however, announced in a statement that he would follow through as soon as Congress returns from its informal Easter holiday. He was named Acting Speaker of the House by Speaker Rayburn for the quasi-recess, and apparently felt it was

AFM's Strike Against MBS Ended as Net Cuts Off WSIX

Musicians Locals in Dozen Cities Negotiating In Effort to Broaden Employment Payrolls

RADIO'S shortest strike, lasting only a few minutes, was called at 4 p.m. last Thursday by the American Federation of Musicians against MBS, withdrawing all musicians from the network's programs, both commercial and sustaining, to insure that no such program might reach WSIX, MBS affiliate in Nashville, against which the AFM local in Nashville is striking.

Strike was terminated almost as soon as it began when the network stopped its service of musical programs to WSIX, thus achieving the result desired by the AFM. Strike lasted only for the few minutes necessary for the network to notify WSIX of the action and to report to the AFM that it had been taken.

Remotes Restored

No programs were affected by the strike, whose termination also brought about a resolution to MBS of its remote dance band pick-ups which the union had ordered off March 18 in protest against the failure of WSIX and WGBC, Louis- ville, to reach agreements with their local musicians' unions. The Louisville dispute was ended more than a week ago [BROADCASTING, March 30].

Meanwhile, it was learned that AFM locals, acting in conjunction with national headquarters, are seeking to negotiate increased employment in a dozen cities. Last weekend conversations were particularly active in Baltimore and Scranton.

Weber Explains

All signs pointed to redoubled activity by AFM, in advance of its convention in Dallas in June, to broaden the employment and payroll base generally. Emphasis is be- ing placed upon network affiliations and purported loss of employment in stations using a preponderance of network programs.

Explaining MBS' action in withdrawing service from an affiliated station rather than face a general network strike, Fred Weber, general manager, stated that "discon- tinuance of service to the Nashville affiliate was unavoidable, in view of the fact that 198 other Mutual (Continued on page 48)
wrong for him to answer the allegations until he could do so from the floor during regular House proceedings.

That Rep. Cox has an explosion in mind was made clear in the statement he released last Tuesday. "I do not propose to let an attempted smear of my official record go unchallenged," he said. "The full story written upon each leaf of the report, the full facts attacking me, will form the basis for the complete refutation of any such attack upon me in the newspapers.

This is another attempt to stop a member of Congress in the prosecution of an inquiry which bureaucracy opposes...

precisely how the story 'leaked' is not known. Some observers incline to the view that it was given out by an FCC attorney or investigator who had been sent to Albany to inquire into the whole affair. That the FCC was looking into the matter shortly after the introduction of the Cox Resolution Feb. 2, was known in informed radio circles, and even Rep. Cox himself, during a recent interview with Chairman Fly, asked about the 'perfect army of ambitious young men' used in investigations.

At a meeting of the FCC in mid-March, it is further believed, a FCC Commission was told of the 'discoveries' in connection with the WALB case. At that time the talk was that the FCC would maintain the case as long as it took, through Department of Justice, to force the newspapers into court.

Despite all this publication of the story in PM was regarded as 'premature' and embarrassing to Chairman Fly. The fact that Chairman Fly's term on the FCC expires June 30 will become a factor in the proceedings.

Others Have Stock
As for ownership of stock in broadcasting stations, the records show there are at least a half-dozen members of Congress who hold majority or minority interests in stations. The FCC only March 24 authorized a new station in Elkins, W. Va. [BROADCASTING, March 30], in which a majority stockholder is Rep. Jennings Randolph (D-W. Va.). An application for a new station in Topeka, recently rejected, was signed by Senators Robert M. La Follette, Prog.-Wisc., and D. Worth Clark (D-Iowa) as stockholders.

The Cox Resolution (HRs 420) proposes appointment of select committees of five members of the House to investigate "the organization, personnel and activities of the FCC, with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest."

Rep. Cox has stated he proposed to retain special counsel for the DESCRIBING the problem as "highly technical," President Roosevelt in a press conference last Friday disclaimed that the appointment of a dozen or so Government war news might be issued, but it is understood the Army and Navy have already objected to issuing their war contracts through any other agency. Credence is lent to absorption of the Donovan Committee by the fact that Col. Donovan himself has secured his desire to go into active military service.

The Office of Censorship, it is understood, will remain outside the fold of this agency, being concerned primarily with what should not be broadcast and published. However, Byron Price, chief censor, has been mentioned for the new job as have Archibald MacLeish, chief of the RFC; Lowell C. Matts, director of the Office of Government Reports and administrative aide to the President; Elmer Davis, now chief of the press bureau; Walter White, Negro columnist. It has been said the new job might be given Cabinet rank.

WTAG, in Worcester,
Becomes CBS Affiliate

FORMAL announcement of the affiliation of WTAG, Worcester, with CBS as a basic station on April 5, 15, was made last week by Col. Archibald MacLeish, special consultant to the chairman of the Federal Communications Commission. The plan to subsidize the shortwave stations has been placed in the hands of the President and the Budget Bureau, and it is possible it is being held up pending the decision on a War Information Administration. It is believed consideration of the new information setup is the reason for the slowness of action on proposals to take over the international broadcasting regulation.

Hearings Start April 14
The latter committee, headed by Rep. Lea (D-Cal.), is slated to begin hearings April 14 on the Sanders Bill for amendment of the Communications Act of 1934. It covers a plan for full-scale reorganization of the FCC, with one division of three members assigned to broadcasting and related matters and the second division to common carrier regulation, with the chairman as executive officer, having no regular vote on either division.

Plans already are under way for presentation of testimony to this committee. The FCC will be called on to present a review by the time the hearings open, it is a foregone certainty that committee members will want to know about the FCC's recent activities under the stewardship of Chairman Fly.

7 More Affiliates
Acquired by Blue
WSRR, WNB, WELL, WCFL, KBUR, KRM and WSPR

SEVEN NEW affiliates were announced by the BLUE last week: WSSR, Stamford; WNB, Bridgeport; WELL, New Haven; WCFL, Pawtucket; KBUR, Burlington, KRM, Shreveport, and WSPR, Springfield.

WSRR, owned by Stephen R. Rintoul, executive of The Katz Agency Inc., newspaper and station representative organization, operates with 250 watts power on 1400 kc. after the Blue April 15. The two other Connecticut stations, WELI, with 1,000 watts daytime and 500 watts nighttime power, on 960 kc. and WNB, with 250 watts on 1460 kc., are scheduled to join the BLUE June 15, date that WICC, Bridgeport, which is affiliated with both BLUE and MBS, becomes an exclusive MBS outlet.

Other Affiliations
WFCI, using 1000 watts power on 1420 kc., also joins the BLUE June 15, when WEAN, Providence, also drops its BLUE affiliation to become exclusively MBS. WFCI is currently an exclusive MBS outlet.

WSPR, now on MBS, will join the BLUE Sept. 29. It operates on 1270 kc. with 600 watts.

Following the previous announcement that the BLUE will go BLUE June 15 [BROADCASTING, March 30], the BLUE status in New England as it will be after June 15—when the Shepard stations which now are outlets for both BLUE and MBS programs drop their BLUE affiliations and when the Westinghouse stations WBZ-WBZA, Boston-Springfield, move from BLUE to CBS—will be fairly well clarified with the exception of Worcester. In addition to the stations already mentioned, WBNK, Brockton, Mass., WBCB, Boston, and WMUR, Manchester, are also BLUE affiliates, and NBC's Maine stations, WRDO, Augusta, and WGBR, Bangor, carry BLUE programs.

KBUR, Burlington, IIa., which joins the BLUE June 1, operates with 250 watts on 1400 kc. KBUR's general manager, Joe Du Mond, is a stockholder in BCE. 50-kw station now under construction in Waterloo, IIa., which also joins the BLUE [BROADCASTING, March 30].

KRM, Shreveport, will become a member of the BLUE's Southeast Group Sept. 1. Station operates with 250 watts on 1340 kc.

EX-LAX RENewing
EX-LAX Inc., Brooklyn, the early part of this month is signing re- newal contracts with the large list of stations throughout the country carrying its spot announcement schedule. No official count of the stations is available from Joseph Katz Co., New York, agency in charge.
Wine Industry Turns to Air Campaigns

Gain of 28% Is Noted Over Last Year in Time Purchased

An upsurge of wine accounts on the air has been perceptible in recent months as the thriving American wine industry reports sales up 28% over last year. Placing partially through their regional and local distributors, big wine producers have added more and more time both for name and direct sales advertising, with this spring apparently to be the biggest season of such advertising in history.

Some stations, in line with self-imposed policy, are refusing to accept wine accounts—but these are in the minority. Wines and beers are not frowned upon by the authorities in the same sense as hard liquors, the latter practically uniformly being barred from the air.

Coast Problem

While considerable activity was noted by Broadcasting's correspondents in wine advertising in the East and Midwest, it is a curious anomaly that West Coast wineries and distributors continue to invest most of their advertising money in "branded-at-the-retail" advertising, using newspapers, billboards and other media, but not radio to any great extent.

Despite the fact that there are some 500 wineries in California and more than 90% of the beverage produced in the United States comes from that State, agency men declare there are many restrictions on the West Coast that bar wine advertisers from utilizing radio time. For example, Oregon state stations are barred by State law from carrying wine advertising during weekdays before 10 p.m. There are also beverage restrictions in the State of Washington.

Since there are no State laws prohibiting it, the majority of California stations accept such accounts without restrictions and it is reported that the Pacific Coast BLUE has been making a concentrated drive for wine accounts, but has been stymied by isolated restrictions laid down by some of its affiliated stations.

Largest user of radio time among wine companies in the New York area is B. Arakelian Inc., Long Island City, which in mid-December increased its schedule on WNEW, New York, by 33 1/3% with a 52-week non-cancellable contract. This included 1,997 15-second cut-in announcements, 936 one-minute announcements and 312 quarter-hour musical programs, all promoting Mission Bell wines. Arakelian also uses 54 spots weekly on WINS, New York, a minimum of 18 announcements a week on WORL, WHD and WMEX, Boston; WORC, Worcester; WMAS, Springfield.

The agency placing these accounts, Firestone Adv. Service, New York, also handles the company's West Coast schedule of six 15-minute programs on KFYA, San Francisco, and 17 spots weekly on KJBS, San Francisco, and KLX, Oakland. Mission Bell also has a current schedule in Chicago, which includes 10 quarter-hour periods a week and 7 one-minute announcements a day on WCPFL; 6 half-hour and 2 quarter-hour periods on WBBM; and 1 half-hour on one-minute announcements on WJJD.

Outside of Chicago, the company is using 3 quarter-hour periods weekly on WIRE, Indianapolis; 6 quarter-hours and 14 one-minute spot announcements weekly on WCBG, Springfield, III.; 30 one-minute announcements weekly on KCMO, Kansas City; a quarter-hour daily on WCOL, Janesville, Wis.; 6 quarter-hours and 6 one-minute announcements on WTMV, East St. Louis, Ill. Midwestern advertising for Arakelian is handled by Schwimmer & Scott, Chicago.

Eastern Wine Series

Eastern Wine Corp., New York, in its annual spring campaign in markets on the Eastern Seaboard, this year is using eight stations. In past years the company has spent close to $5,600 in spot radio for Chateau Martin, Sun-Rich, other wines and vermouth, especially identifying them with the live trademark of "Gaston," who sang their praises in broken English with the catch-phrases "I'm Nuts About the Good Old Oo-Ess-Ay", and "I Go Queek and Get My Ceetizen Papers". Agency handling this account is H. C. Morris & Co., New York.

Roma Wine Co., Fresno, Cal., places its eastern radio advertising in New England through Boston, Castleman & Pierce, New York. Currently it is using WNEW, New York, on a 52-week schedule, including 12 quarter-hours, 3 five-minute periods and 30 spot announcements weekly; WOR, New York, a weekly quarter-hour program titled Short Short Story; 54 transcribed announcements weekly on WINS, New York; foreign language announcements on WBNX, New York, WBYN, Brooklyn, and WHOM, Jersey City.

Roma's San Francisco office has been a consistent user of spot radio, shifting its account in early March to McCann-Erickson's branch in that city. Its advertising plans call for continued use of radio time, along with other media, in addition to the newcasts and spots already being purchased.

In Chicago it is reported preparing to sponsor a quarter-hour newscast on an unselected station, placed through Robert Kahn Associates, which handles its Midwest advertising.

Paul Garrett Testing

The Brooklyn winery, Garrett & Co., since mid-February has been testing for a 10-week period a total of 370 announcements on 11 stations in New England. The campaign promotes Virginia Dare wines and Paul Garrett wines and champagne. Agency is Ruthrauff & Ryan, New York.

Chicago branch of that agency recently placed on WGN, as a test, a half-hour musical program titled (Continued on page 40)

Ban on Tank Cars To Hurt Wineries

Eastern Bottling Plants to Feel Effects of Action

Many Eastern wine companies will be hit by the Government's decision to appropriate all tank cars after June 1 to transport material and fluids vital to the war. Up to now many Eastern companies have used these cars to convey the necessary fruit juices and distilled substance from California to the East Coast for bottling and local distribution. This ruling will cripple Eastern companies having no bottling plants in California.

Golan Wine Inc., Los Angeles, seems to have acted in time, however, having just completed several large bottling plants on the East. Consequently, it will now be able to ship cases of wine eastward via regular freight cars.

Big Golan Budget

Already maintaining a large marketing operation, Golan's plans for 1942 call for the distribution of 6 million cases. To insure the success of this marketing operation, it has appropriated a million dollars for radio advertising out of a total advertising appropriation of $1,500,000.

Beginning March 30, Golan released a campaign in the New York area through Brown & Specter, New York agency, to introduce their wines—Legend, Golan, Largo, ICV—to the low income groups of the New York area. All of these wines sell for 50 and 79 cents a quart.

Live and transcribed announcements comprise the schedule. Transcriptions, prepared by the Columbia Record Corp. vary from 20 seconds to one minute.

UNITED BUSINESS FORECAST MAP FOR APRIL

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada. The figures on each side of the map are percentage comparisons of business volumes with a year ago by States and Canadian provinces, based on check transactions for the latest complete month.

BROADCASTING • Broadcast Advertising

April 6, 1942 • Page 11
Radio and the Farmer During the War

Production Must Rise; Industry Told How It Can Help

By MORSE SALISBURY
Director of Information
U.S. Department of Agriculture

FROM the days of the Macedonian phalanx to the present moment of mechanized armaments, shortages in tactics, weapons and organization has been the rule of making war. But a few factors have remained constant.

The most constant has been the one summed up by Frederick the Great in the dictum that "An Army, like a serpent, travels on its belly." That's as true today as at any time since men organized armies to fight wars. So farm production today, as always, is indispensable to victory. You can't fight without grub. Nor can you make munitions without eating pretty regularly. So, as Secretary of Agriculture Wickard pointed out, "If we win the war, we'll win the war and write the peace."

Farmer Army

America's 6 million farm families are in the front line of the wartime production army. They must work together and adjust their production to the needs of the nation and our allies. The nation calls on them to raise more of the protein foods—meat, milk, eggs, beans—more of the fats and oils, things we used to import from the Pacific lands and can't bring in any more—peanuts, soy beans, flaxseed—and less of the things that are already in abundance—wheat; about the same of things in which we just need to keep up the present supply—cotton and tobacco.

The total need is for a total farm production greater than we've ever had in history. Get this: American farm production set a new record in 1940, and set a second new record in 1941. Now the nation is asking the 6 million farm families to turn out a still higher record output in 1942.

Get this also: Farmers have got to do this job with less labor, less machinery, and less of the usual production supplies like fertilizer and spray materials.

In short, farmers are taking on about the toughest production job of any American group.

And it's tougher to organize them for the job than it is to organize any other American group. If you want to step into the line of industry, you can call a roomful of people together and talk directly to the men or women who control the whole industry.

We don't have any rooms that will hold 6 million farmers. So when the people's Government calls upon the farming people to change their production schedules all around, and to step up the total output in spite of shortages in labor and supplies, just about the biggest war time job of getting out information is involved.

The arm of the nation's Government which carries on the agricultural services—the Department of Agriculture and associated agencies—depends in part on farmers themselves to place the facts before all the farm families. The community and county committees of the AAA and the volunteer community leaders of the Federal-State extension services are busy every day on the telephone and by calling on their neighbors to get this story of the nation's needs and each farm's part in supplying the needs before every last farm family.

But just as strongly, the Department and associated agencies rely upon the people who operate the mass communications media of the nation to help get the facts to the farm families. As the tires grow thinner and there can be less visiting back and forth, the people's Government and the farm people themselves will depend more and more upon these media—radio and the press.

Radio's Part

Every station that serves a substantial farm audience can help the nation's war program by helping get the facts to farm people about (a) the kind and the amount of production of crops and animals that ought to come from each State and county to meet the nation's war production schedule; (b) the help that Government can give them in conserving supplies and averting shortages of supplies and labor; (c) more importantly, the things that individual farm families have worked out to do themselves in order to meet their production schedules in the face of shortages of supplies and labor; (d) the unified effort of all America in this war, of which effort farm production is an integral part.

How should a station go about carrying on this part of its war time job? Well, it seems to me, the plan is to start by getting 100 stations which already have put on staff members to organize and carry on the services for farm listeners. The Government agencies obviously can't organize a program for every station.

And, equally obviously, if they could, they wouldn't put it on as well as the station which knows how to be of maximum service to its particular listening group. The station management can be of maximum service, it seems to me, by making all of the staff members responsible for planning and carrying through the farm broadcasting. And I don't mean just farm service programs.

There needs to be some chain-break announcing of a slogan type. Some insertion of special appeals in programs that are popular with farmers. Some special search for news of the progress of the farm production effort in the coverage area of the station and recommendation of actions to be taken by individual farmers which can go into the news programs in each day's schedule; And, I make bold to suggest, some special promotion stunts.

Promotion Stunts

Here's one that I think would be a natural: In spite of all the help that Government can give and all ingenuity that farmers themselves can bring to bear on the problem, the only way of making up for (Continued on page 44)

LOCAL BOARDS GIVE FEWER DEFERMENTS

ACTIONS taken by local draft boards—principally the weeding out of previously considered "indispensable" men—and the revised attitude of Selective Service Headquarters on qualifications for deferment point to increasing inducement of radio technicians and other station employees, it was indicated in Washington last week.

Conjecture arising from the growing scarcity of 1-A men and the increasingly great need for manpower as United States forces leave for overseas fronts, held that it would be reasonable to predict that many men who has been considered as "necessary for the maintenance of the national social structure" will find tightening restrictions gradually eliminating them from that classification.

Also pointing to greater inducement of station personnel, particularly technicians, is the growing need for men in service with radio experience as indicated by the various inducements offered men with this experience by the Army and Navy and the drives undertaken by the services to recruit technical men. The Army Signal Corps will shortly undertake a drive for technically trained workers to fill civilian positions for wartime work.

Wests Drop Paper

INTERESTS associated with the late James M. West, Texas capitalist, who were granted for authority to purchase KTBC, Austin, for $60,000, on March 26 suspended publication of the Dallas Journal due to wartime conditions. West Publishers Inc., in which the principals are Wesley West and J. Marion West, his sons, will continue to publish the Austin Daily Tribune. The West interests also formerly were applicants for new stations in Dallas, Houston and other Texas cities, but do not at present hold any radio interests.
Like huge augers, rotary rigs bore thousands of feet for the oil and gas wealth that makes the KWKH area one of the richest in the world.

Deeper, deeper into the wealth of spendable oil and gas income go the augers of KWKH advertisers. Even with production controlled, the world's richest oil and gas wells are pouring millions of dollars into the pockets of farmers, lease-holders, drillers, producers—all the thousands of persons identified with the industry. KWKH stands in the heart of the area—holds an influential hand on the purse-strings of 370,000 radio families. *

Buy KWKH for dominant coverage of the oil-gas market...a market selected by federal and army agencies for more than 300 million dollars of war construction...a market that has gushed new wealth for scores of KWKH advertisers.

Member South Central Quality Network

*CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.
Wray Heads Firm To Acquire KTHS

50 kw. and Moving of Site
Included in Provisions

A NEW DEAL for the disposition of KTHS, licensed to the Hot Springs (Ark.) Chamber of Commerce, was disclosed last week with the filing of an application for transfer to Radio Broadcasting Inc., an Arkansas corporation headed by George D. Wray, automobile dealer of Hobbs, Fort, Baton Rouge, Chattanooga and Marshall, Tex.

The transferee corporation has been authorized to issue 700 shares of 6% preferred stock, par $100, and 2,000 shares of common stock, same par, with one-fourth of the common stock already subscribed to. Mr. Wray, the 200 share owner and president of the new company; Allen D. Morris, vice-president, also a Shreveport auto dealer, holds 200 shares; and F. E. Furlow, associated with Mr. Wray, holds 100 shares.

Other Provisions

Under the deal, Radio Broadcasting Inc. would pay $12,000 cash to the Hot Springs Chamber of Commerce, whose membership is understood to have voted in favor of the transaction, and this cash is to be used to clear up outstanding indebtedness.

All of the 750 shares of preferred stock would be held by the Chamber of Commerce and the remaining stock to be subscribed to by the public and to pay the Chamber of Commerce an additional $5,000 cash one year after construction and $10,000 two years after construction.

This deal is a 10-year agreement under which six 50-word spot announcements would be carried daily in the interests of Hot Springs, the State of Arkansas, or the Federal Government.

This deal follows the dropping [BROADCASTING, Feb. 23] of a project under which Col. Tom H. Barton, Arkansas oil magnate and owner of KARK, Little Rock, and KELD, El Dorado, would have purchased KTHS and moved it about 50 miles nearer Little Rock. The latter station was forced off the air by the FCC insisted that Col. Barton relinquish KARK upon accepting control of KTHS.

Gulf Spray Placing

GULF OIL Corp., Pittsburgh, is preparing its annual campaign for Spring Insecticidal with its early May. Series features twice-weekly quarter-hour transcriptions by Jack Broch, host of all Gulf in 1942, not under consideration. Gulf has also announced that when it starts We, the People April 26 as a summer replacement for Screen Guild Theatres, the title will be changed to We, the People at War. Agency is Young & Rubicam, New York.

Radio Reporting Tougher, Says Brown

Plans Tour, Then Return to Warfront

THE RADIO correspondent abroad has a tougher job than the newspaper war reporter, Cecil Brown, CBS foreign correspondent, stated at a press conference in New York last Tuesday, immediately following his return from Australia.

"And that's true on both sides of the fence," he declared. "In both Rome and Singapore the official view is that the power of the spoken word is so much greater than that of the printed word that a radio correspondent cannot be allowed the same 'freedom' as a newspaper man.

"It's incredible, the fighting you have to go through in order to get out the simple story," he continued. "In my first broadcast from Australia I worked for five hours with the censor and in Singapore I once spent 14 hours with the censor on a single story."

He added that the radio man has the double job of getting his story and then getting facilities to get it out to America, whereas the newspaper man is finished when he puts his story on the cable.

Abroad Repulse

Abroad the British warship Repulse last December when she and her sister ship, Prince of Wales, were sunk by Japanese torpedoes, Cecil Brown broke the story. In trying to get that report to CBS a few hours after he had been rescued, his eye-witness report of the battle in which the ships were lost won him such honors as the award of the national journalistic fraternity, Sigma Delta Chi for the best news reporting of 1941 and the Overseas Press Club award for outstanding radio reports.

Expelled fr-m Italy for offending Fascist officials, with his outspoken broadcasts, Mr. Brown was subsequently barred from the air by the Italian authorities in Singapore for the same cause. Lashing out at such censorship, he insisted that it is the duty of every correspondent to tell the truth and as much of the truth as he can within the limits of military security.

"If you're asking people to die," he declared, "and they have the courage to do it, they have the right to know why they are dying. I have been in places where people were asked to die but were refused the right to know why." In answer to questions on his itinerary, he stated that this statement could be applied to both Rome and Singapore.

He added that in Singapore, the military authorities, "for some reason best known to themselves," were determined that a reasonable report of the war should not go out.

Evaluates Propaganda

Asked about the propaganda effort of the different nations, Mr. Brown said he considered the German propaganda extremely well done, but that he could not say much for the Italian attempts. In

HOME FROM THE WARS. Cecil Brown and Mrs. Brown disembarked in New York last Tuesday after landing the preceding Saturday at a West Coast port. The noted CBS war correspondent is back for the first time in five years.

Malaya, he said, the Japanese propaganda has been extremely effective, as was the case in the Pacific area during the war period.

After a couple of weeks of rest, Mr. Brown will start on a lecture tour under the management of W. Colston Leigh, speaking on "The War in the Pacific." Tour is scheduled to begin April 13 at Newark, followed by appearances in Utica, Roanoke, Richmond, Staunton, Va., Selma, Ala., Ann Arbor, Nashville, Munsey, Ind., Tulsa, St. Louis, Des Moines, Omaha, San Antonio and Dallas. Following the Dallas lecture May 14, the tour will probably be extended to the Pacific Coast. He also has promised to write a book for Random House and after that, he said, "I hope CBS will send me abroad again."

MURROW SPONSORED INTERNATIONAL SILVER CO., Meriden, Conn., which has been considering the usual summer replacement for its CBS Silver Theatre program, last week decided to cut the Sunday half-hour program 6:30-7:30 p.m. on April 18 and present news analyses by Edward R. Murrow, chief of the CBS European news staff. Although Mr. Murrow is currently in this country, he will be in London when the series begins, starting out his broadcasting from there. The week beginning May 2, "This is London..." No title has been picked for the series, according to Young & Rubicam, New York.

Special Committee of NAB Will Meet

Reorganization Group Plans To Discuss Operations

The NAB Reorganization Committee, headed by Don S. Ellas, executive director of WWNO, Asheville, will meet in New York Tuesday for the first time since its appointment March 20, coincident with the session of the NAB Executive Committee called for the same date by President Neville Miller.

Authorized to develop a plan to "bring about a more effective distribution of funds and concentration upon important programs and objectives," the committee has been surveying the field for a public relations executive to replace Ed Kirby, chief of the Army's radio branch, who formally resigned last month preparatory to induction as a commissioned officer.

Several other ideas, it is understood, will be discussed in a preliminary way.

Plans for Hearing

All members of the Reorganization Committee except Howard Lane, KFDB, Sacramento, are expected to attend.

The committee is largely composed of members of the Executive Committee. Executive committee members are John J. Gillin Jr., WOR, New York; W. F. Condon, WOR; James D. House, WULWA, Cincinnati; O. L. Taylor, KGNK, Amarillo; Messrs. Ellas and Miller.

Members of the Reorganization Committee are Messrs. Ellas, Gilin, Elmer, Morency (alternate) and Edward Klauder, CBS executive committee chairman, as well as Mr. Lane. Mr. Klauder sits on the executive committee's staff, as does a representative of NBC.

The executive committee was called to devise plans for presentation of an industry case to the House-Interstate and Foreign Commerce Committee, which on April 14 begins hearings on the Sanders Bill (HR 5497) to amend the Communications Act of 1934. Mr. Miller is expected to present the principal industry case.

Several other topics are on the meeting agenda, including approval of the standard form of agency contract developed by committees of the American Assn. of Advertising Agencies and the NAB, and the NAB program for the annual convention in Cleveland May 11-14.

MBS at Convention

HOTEL CLEVELAND in Cleveland will be the MBS headquarters during the NAB convention in that city next month. Convention will be held at the Statler Hotel, but MBS has withdrawn its NAB membership during the 1941 convention in St. Louis. Mutual executives chose another hotel for their headquarters.
Interview with a client on the subject of sales

RADIO PROGRAM

SPONSOR: H. C. Bohack Company
STATION: WEAF
DATE: APRIL 3, 1942
TIME: 1:00 to 1:15 P.M.

MISS MCBRIDE: As you advertising men know, a "client" is something that radio people mention in hushed tones. I don't know why. I guess it's because, as the salesmen say, they're supposed to be pretty tough fellows.

Well, I have one here today -- yes, a real live client. And he doesn't have tough at all. In fact, he's very nice. I've been talking about one of his Company's products, Tenderay Beef, over WEAF for about three months now. Mr. Buente, I hope that it has helped your sales around this section. Has it, or am I sticking my neck out?

MR. BUENTE: You're on perfectly safe ground, Miss McBride. All of us at Bohack are delighted with what's happened to Tenderay Beef's sales since you started talking about it. In the New York area, they are 29% over last year's figures, and we feel that your program has played an important part in this increase.

MISS MCBRIDE: It's nice of you to say that. This is the first time I've ever been on this side of a commercial. I like it.

MR. BUENTE: Well, you've also been of invaluable help in getting our new Supermarkets off to a good start. Yes, you've done a swell job all around, and we want you to keep on talking about Tenderay Beef and Bohack for many more months to come.

"Sales up 29%"

The Bohack Company is one of the many Mary Margaret McBride sponsors whose sales charts are thriving on Mary Margaret's sincerity and WEAF's following in the New York market. And her program is one of many result-producers on WEAF's schedule. Whether you prefer morning, noon or night, news, variety or women's shows, you'll find the program for your problem and the program that delivers on WEAF. Ask NBC Spot Sales all about it.

50,000 WATTS
660 KILOCYCLES
NBC RED NETWORK

Characters: Mary Margaret McBride, originator of the woman's radio program; and George P. Buente, Advertising Director, the H. C. Bohack Company.
New Federal Anti-Trust Policy Not to Affect Network Actions

Executive Accord Said to Affect Only Cases in Which Heavy War Production Is Involved

THE ANTI-TRUST Division of the Department of Justice does not have the remotest idea of dropping its civil suits against RCA-NBC and CBS as a consequence of the agreement reached by President Roosevelt with several cabinet members for deferment of anti-trust prosecutions during the war.

This was learned from authoritative Department of Justice quarters last week, following announcement at the White House of the decision of the President, Attorney General Francis Biddle, Assistant Attorney General Thurman Arnold, Secretary of War Henry L. Stimson, and Secretary of the Navy Frank Knox, to defer anti-trust prosecutions whenever it was determined their continuance would impede war production.

Not War Production Broadcasting, it was stated flatly, does not fall in the war production category, in the first instance. Besides, they foresaw little likelihood that Government officials responsible for war production certifying that the cases should be dropped—a step essential under the program worked out by the President.

Whether NBC and CBS, in the light of war developments, will petition the Attorney General for exceptions, was not known last week.

The fact, however, that the broadcasting industry has been classified as an essential arm of defense, particularly from the morale standpoint, may motivate the major networks in seeking deferment for the duration. Such a contention was made before the FCC, in connection with its own chain-monopoly regulations, but it was practically ignored.

Determination of the Anti-Trust Division to continue its prosecution of the Chicago suits, which have been thrice postponed, was seen last week with the announcement that Victor O. Waters, special assistant to the Attorney General, who handled the preliminary phases, would continue in charge of the prosecutions despite his transfer to New Orleans as head of the newly-created Southern States branch of the division [see story on this page].

The complaints were filed last Dec. 21. The networks, however, have procured from Federal Judge John P. Barnes an extension until April 27 for the filing of counter-motions, and until May 26 for the filing of answers.

Whether RCA, by virtue of practically 100% conversion of its manufacturing plants to war production, could claim exemption in the Chicago proceedings, as the parent of NBC, also was the sub-

ject of speculation. In this regard, it was pointed out that NBC is a separate operating entity and that the Department preferred no charges against RCA Mfg. Co. in these proceedings. NBC itself is not engaged in manufacture at all. Nor is CBS.

After the War

The agreement reached at the White House conference provides that any pending anti-trust action can be postponed, if the Secretary of War or Navy, or presumably any other Governmental agency identified with war production, certifies that continuation of such action will impede war production. Similarly, these Government executives must be consulted before any new cases can be initiated and certification from them would stop the proceedings.

After the war, however, Mr. Arnold would be free to follow through, since the plan contemplates introduction of legislation extending the statute of limitations on anti-trust cases, so that court actions thus postponed can be re-

(Continued on page 46)

Photo Firm Expands

HOLLYWOOD FILM STUDIOS, Hollywood (photo enlargements by mail), using daily five-minute live commercials in a national campaign, on March 29 expanded its schedule to include WFBF KMPF KBUR WTAM WGAN KQA KFWB KFOX KHJ WAVE WMIN WBEK WIXO WEBC KBBN KSL KFSD KBGS KHG KFHR WOR KFRC WPEN WSMB KGRO WELL. Agency is Raymond R. Morgan Co., Hollywood.

CONGRESSMAN BUYS CONTROL OF WSNJ

SALE of controlling interest in WSNJ, Bridgeton, N. J., by Howard S. Frazier, president and director, to Rep. Elmer H. Wene (D-N. J.), based upon an evaluation of $50,000 for the entire property, is proposed in an application filed with the FCC last week.

Rep. Wene, owner of one of the largest chicken hatcheries in the country at Vineland, N. J., and a director and minority stockholder in the new WTTM, Trenton, and WFGT, Atlantic City, will acquire 603 shares of 999 shares outstanding. Of the stock purchased, 61% is owned by Howard S. Frazier and 10% by W. Burley Frazier, a marine engineer.

New WTTM, a former consulting engineer, has joined RCA Mfg. Co., Camden, as a Government sales engineer. WSNJ operates on 1240 kc. with 250 watts fulltime.

Waters Appointed To Antitrust Post Will Direct Investigations In the Southern District

PROMOTION of Victor O. Waters, special assistant to the Attorney General, to the post of director of the Southern Division of the Anti-Trust Division, Department of Justice, with headquarters in New Orleans, was announced last week by Assistant Attorney General Thurman Arnold.

Mr. Waters, who has handled music, copyright and radio litigation at the Department for several years, will continue to supervise matters incident to the anti-trust cases brought by the Department against RCA-NBC and CBS, now pending in the Federal District Court in Chicago. He will work under Assistant Attorney General Arnold, in charge of the Anti-Trust Division, and Holme Baldridge, chief of the litigation section of the division, while in his New Orleans post. The branch office will cover a dozen states and is an entirely new operation.

Handled ASCAP Litigation

Mr. Waters handled the ASCAP anti-trust proceedings, which resulted in procurement of a consent decree last year. He also drafted the complaints in the network cases, which were filed last December. These cases, before Federal Judge John P. Barnes, largely parallel the original proceedings of the FCC against the networks, alleging monopoly. Federal District Judge Barnes, of the Chicago court, recently granted a third extension of time for filing of answers in these proceedings and the parties now have until May 26.

Wise Using 69 Stations To Promote New Book

RESUMING its campaign to promote sale of best selling books, Wm. Wise & Co., New York publisher, has started 6 and 16-minute periods on 69 stations. It is said the list may be increased to about 150 stations by early April. Northwest Radio Adv. Co., Seattle, is handling the account. Following is the list of stations now carrying the series:

CELC, KARK, HDY, KFRR, KFEL, KFIO, KFVD, KFWB, KFTK, KOHL, KNH, KPT, KIBS, KXL, KCMG, KOY, KPS, KPO, KEAN, KEEL, KFIO, KSOO, KFTJ, KTVG, KUGT, WATT, WAG, WAPE, WARK, WACO, WCAW, WCF, WCH, WDR, WFR, WWPA, WWJ, WAX, WHT, WANG, WIT, WHIB, WWIB, WWJ, WJ, WJOD, WMX, WMV, WNO, WOL, WOR, WST, WTV, WTV, WYRT, WTMA, WWD, WXY, KFQ, Wenatchee, Wash., on April 1 shifted to 150 kc. with 1,000 watts daytime and 500 night, has appointed Joseph Hershey McIlvira as its national representative.

Page 16 • April 6, 1942
"Martin batting... Runners on first and third! It's the Pirates' first chance to score. Here comes the pitch! It's a - - - -.

Snap! The radio went dead!

That sort of thing happened regularly to endless lines of motorists streaming in and out of downtown Pittsburgh. Blithely tuned to their favorite program, they'd enter mile-long Liberty Tubes, only to lose all traces of reception.

Of course radio signals never penetrated any tunnel anywhere, and this particular one was two hundred and fifty feet under Mount Washington. But KDKA determined to prevent that maddening interruption.

It wasn't easy!

It meant mile-long underground antennas and months of trial and error in placing them. It meant relocating such things as three-stage amplifiers and lead-in and pick-up antennas. It meant weeks of testing to get consistent signal strength.

But KDKA wired that mountain for sound!

Now you can hear KDKA and every Pittsburgh station in the Liberty Tubes. For each Westinghouse station pursues an endless quest of greater usefulness to the public and the advertiser. Learn to expect it of Westinghouse stations.

WESTINGHOUSE RADIO STATIONS Inc
KDKA - KYW - WBZ - WBZA - WOWO - WGL
REPRESENTED NATIONALLY BY NBC SPOT SALES
IN PROPOSING to remove restrictions on the sale of its news for broadcasting, the Associated Press has given the sponsor of such news the right to publish it at any hour of the day or night, a right denied to the AP's own publisher members, the special report on provisions of the communications by-laws stated in submitting to members its recommendations for permitting extension of publication hours. These and other proposed revisions will be considered by members attending AP's annual meeting in New York, April 20.

WILLIAM DOLPH

WASHINGTON, March 16—The broadcast of Fulton Lewis, Jr., Mutual's famous Washington commentator, today resulted in two congressional investigations.

The House Military Affairs Committee, meeting as a whole, started an investigation of the activities of Sidney Hillman, of the War Production Board, who, although he is a "dollar-a-year" man for the U. S. Government, continues to draw a yearly salary of $12,000 from the Amalgamated Clothing Workers Union, of which he is still the president.

It is alleged that Hillman's Union is monopolizing War Department contracts for service uniforms, and Lewis wanted to know "Why?" He described the existing situation on several of his broadcasts, and soon Capitol Hill was itself flooded with letters and telegrams of protest against Hillman. The rest will soon be history.

The other probing is into the sugar shortage situation. Under the direction of Representative Wright Patman, of Texas, a special committee is studying Lewis' charges of January 27 that the sugar shortage can be averted by making the alcohol needed in the production of smokeless powder with grain, instead of with sugar.

Of interest locally is the fact that William B. Dolph, WOJ, General Manager, immediately after the Lewis-impeled investigations had taken form was reported by usually reliable sources to have stated, "No matter how many investigations Fulton Lewis, Jr., stands up I'm still making him available for local sponsorship at a talent fee and charge of the one-time quarterly-hour rate per week."

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Equal Radio Rights

For Press Advised

Civil Union Urges, However, Caution in Station Grants

With the HHS newspaper-divorce proceedings before the FCC in their last lap, the board of directors of the American Civil Liberties Union last Thursday issued a statement denouncing the argument that newspapers should be treated differently from other applicants for station licenses. It added, however, that the FCC should exercise extreme care in each newspaper case to see that as a practical matter "no monopoly in the presentation of news and opinion is created."

Special significance was ascribed to the Union declaration by Harold V. Hough, chairman of the newspaper-Radio Committee, in the light of recent testimony by FCC Chairman James Lawrence Fly before the House Rules Committee, describing the Union as "the people who are most interested in the freedom of speech."

Value of Position

The Union statement, Mr. Hough said, will be authoritative with a good many of those interests which have been the chief clients of newspapers and of newspaper relationships and the radio, and therefore "should be of great value to the thorough presentation of the newspaper-radio issue to the American people."

The Union's statement follows in full text:

"In developing a public policy of promoting freedom on the radio the ACLU is committed primarily to the proposition that all sides of all public issues should be accorded equal facilities for expression, and that no listeners anywhere should be deprived of access to programs. The Union has been concerned with the claims that ownership of radio stations by newspapers tends to monopolize the channels of communication, and that listeners are thereby penalized in the freest possible discussion of controversial public issues. The argument is advanced that since both enterprises are engaged in the business of conveying information and expressing opinions a newspaper should be treated differently from other applicants for radio station licenses.

"Such a contention appears to the Union without merit. The fact that newspapers are engaged in dealing in and recouping licenses should not disqualify them as applicants for radio licenses. But their ownership of radio stations may, under certain circumstances, be an important factor to be considered in appraising "public interest, convenience and necessity"—the FCC's basis for granting and revoking licenses. Extreme care should be taken by the FCC in each case to see that as a practical matter no monopoly in the presentation of news and opinion is created."
Yes, out here in the middlewest, everybody goes to the Fair. But not all for the same thing. Some go for the livestock exhibits—some to see the machinery—some for the Midway—some for the grandstand with its races, fireworks and the like.

It's like that in radio. Everybody listens—but not all to the same thing. That's why well produced programs, catering to local preferences, are so essential to effective radio service. The "we-cover-everything" stations can't do that.

We recognize that listening preferences vary. So, having four stations, we program each one specifically for its particular audience in its particular locality.

People listen when they get what they want. Three men are charged with seeing that Cowles Stations programming is good—and what the listeners want. The result—big, responsive audiences which have been listening for years to the Cowles Stations.

Ed Linehan has been in the program department of KSO-KRNT for 8 years. As program manager, he knows his audiences and what they want—one reason why KSO and KRNT produce so well for advertisers.

Douglas Grant has been program director of WMT ever since it became a Cowles Station. His intimate knowledge of listener likes and dislikes has helped make WMT the resultful station it is.

Eleven years in radio, 7 years with Cowles Stations, the last four as program director of WNAX qualify Art Smith to provide programming that is making WNAX one of the nation's top stations.

WMT
CEDAR RAPIDS-WATERLOO
KRNT
DES MOINES

KSO
DES MOINES

WNAX
SIoux CIty-Yankton

Represented by The KATZ Agency
Radio Set Census
Is Summarized for 30 Selected States
County Breakdowns Lacking
In Latest Federal Figures

STILL STYMIED by the pressure of work from issues in State-by-State and county radio census, despite the fact that the count of radio homes was taken in 1940 along with the decennial census of population, the Bureau of the Census has issued an advance release presenting data on radios for 30 selected States and the District of Columbia.

These figures, totals for States only and not containing county breakdowns, are recapitulations from the Second Series Housing Bulletin by States which will come off the presses of the Government Printing Office as fast as that agency can produce them. They cover only three State reports, covering New Hampshire and containing the county radio breakdowns among other data [Broadcasting, March 16], have been issued.

Cause of Delay
The slowness in releasing the State reports is explained first by the fact that the Census Bureau itself is loaded with special war assignments, and secondly, by the fact that the Government Printing Office has been unable to turn over its figures to these reports. It may take all of the year before all the reports for the 48 States are made available.

Nearly three-fourths of the homes had radios in the 30 selected States and the District of Columbia covered in the Census Bureau’s April 2 release. Radio ownership was highest in Connecticut and Rhode Island, where 95.9% of the homes reported in 95.7% of the occupied dwelling units. The proportion of homes with radios was highest in the urban areas of the selected States, in which 81.1% of the occupied dwelling units had radios as compared with 71.5% in the rural-nonfarm areas and 52.4% in the rural-farm areas.

Big Increases
“Between 1930 and 1940 tremendous increases have occurred in the number of home radios in all of the selected States and in the Bureau. “In the total of these States the proportion increased from 25.9% in 1930 to 71.1% in 1940. It should be noted that few of these increases are larger than that shown in the present list and that the percentages based on the resulting totals are not representative of the United States as a whole. This is indicated by the fact that the United States total for 1930 showed 40.3% of the homes with radios, as compared with 26.9% in these 30 selected states and the District of Columbia.

CANNED MEAT WHOSE LONG LIFE IS EMPIRICALLY PROVEN
The fact that long-life blades, each planned for a lifetime of use, have been brought to the market by the Preservers of CFRB, Toronto.

UP Appoints Salisbury to Manage Radio News
HARRISON E. SALISBURY, formerly assistant foreign news editor of the United Press, has been named by UP as its new radio news manager, it was announced last week by Hugh Baillie, UP president. He succeeds A. L. Bradford, who becomes general radio manager, in which capacity he will correlate the work of the radio news and sales departments.

During his 12 years with UP, Mr. Salisbury has handled editorial assignments in Chicago, Washington and New York. As assistant foreign news editor since the outbreak of the war, he has handled foreign dispatches and helped organize the incoming reports from the worldwide war fronts. In his new position UP will supervise the preparation of the basic radio wire report which UP supplies to approximately 500 stations in the United States.

OCCUPIED DWELLING UNITS WITH RADIO, FOR SELECTED STATES (URBAN AND RURAL): 1940

<table>
<thead>
<tr>
<th>STATE</th>
<th>TOTAL</th>
<th>URBAN</th>
<th>RURAL-NONFARM</th>
<th>RURAL-FARM</th>
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<tr>
<td></td>
<td>Number reporting</td>
<td>Number</td>
<td>Number reporting</td>
<td>Number reporting</td>
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<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
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<td>50.0%</td>
<td>60,280</td>
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<tr>
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</tr>
</tbody>
</table>

Page 20 • April 6, 1942

BROADCASTING • Broadcast Advertising
Concerted strength, properly meted out, will deliver a mighty signal. Radio engineers agree that one of the most desirable transmitting setups is 5000 watts at 570 on the dial. Now, after 16 years of pioneer broadcasting, WKBN, serving the Youngstown, Ohio market area, becomes a member of the exclusive "5000-at-570" Club.

At no rate increase to its myriad of network, spot and local advertisers, WKBN boosts its power to five times its former strength, blanketing Northeastern Ohio and Western Pennsylvania with strong, interference-free reception!

In these days of realigned radio budgets, it's smart to group WKBN-YOUNGSTOWN in that important "selected" list. The nation's fourth largest steel center is the hub from which WKBN reaches into the radio homes of three million people. Reaches into—and sells! This CBS outlet for the rich industrial and farming areas of Ohio and Pennsylvania is not only powerful—it's popular.

Proof? Wire or write at once for the revealing, new CBS-produced Brochure. Important!

Represented Nationally by Paul Raymer Company
WITH THE SHIFT of sponsors April 6 for the Dr. I. Q. program on NBC from Mars Inc. to Vitamins Plus, subsidiary of Vick Chemical Co., New York, a change will be made in the cash awards for listeners sending in "right and wrong" questions and answers.

Heretofore, $50 was given for the best three sets of three questions, but under the sponsorship of Vitamins Plus, $200 will be sent the listener submitting the best set of six queries. Jimmy McClain continues as "Dr. I. Q.", after April 6 when the show will be heard on 61 NBC stations, Mondays at 9:30 p.m. instead of 9-9:30 p.m.

**Syllogism...**

(Syllogism: A logical... argument, consisting of three propositions... the major premise, the minor premise, and the conclusion.  Webster.)

The major premise

According to the U. S. Department of Agriculture, farm income in the tremendous area served by KFYR, was up 49.9 per cent in 1941, and it's still rising. North Dakota, one of only six states whose farm income rose more than fifty per cent, alone had a total farm income last year of over $227,700,000.

KFYR, with 5000 watts at 550, is the only single advertising medium capable of covering this huge area simultaneously. And listeners have made KFYR a daily habit down through the years - the result of sparkling programming and outstanding public service.

KFYR can hitch these dollars to your product. Now, more-than-ever-before, KFYR is one of the year's outstanding buys for result-wise advertisers.

TWO MONTHS before the President's recent request that drivers hold their cars to a 40-mile-per-hour speed for the duration, WCAR, Pontiac, started its Forty For Victory Club, five-minute educational feature designed to teach motorists the value of lower speeds. Red, white and blue shields, suitable for pasting to automobile windshields, are sent out by the station to anyone writing for them. They bear the slogan "40 For Victory."

**WAYG Logs**

NEW program schedule form approved by the NAB has been adopted by WAYG, Worcester, and is being mailed to the industry as station promotion. The four-page folder shows day-by-day bi-monthly reports on all station programs, with broadcasts coded accordingly to category. The entire first page is devoted to the WAYG selling story.

**Modern Cinderellas**

FIVE LUCKY LADIES whose shoe measurements corresponded to those of a slipper loaned by Louise Rainier, attended her performance of A Kiss For Cinderella as the guest of Bill Berns, stage and screen commentator, at WNEW, New York. Berns provided the lucky lovelies with escorts chosen from among the servicemen at the Metropolitan Theatre Wing Canteen in New York. After the curtain all went backstage.

Mississippi Thread

MOUNTED on a post card, a roll of cotton is described as "Your Thread of Life" in an imaginative station promotion by WIPR, Greenwood, Miss. Broadcasting to the rich region of Delta cotton producers, the card asserts the station's ability to "strengthen or create the Thread of Sales Life" for business or product alike.

More Maps

WORLD WAR ATLAS of 11 double and single size maps is available to listeners of WINS, New York, for 15 cents, as promoted by announcements made throughout the day on the station's INS news program. The book shows war areas of the entire world together with detail maps of certain countries and an air distance map.

Ads on Programs

PROGRAM cards, mailed each week by WNBT, NBC television station in New York to set-owners in the metropolitan area, this week carry an advertisement for Victor records on the back of the schedule, the first time the cards have been so used.

Free Best Sellers

PREMIUMS for all questions submitted by listeners and used on the new war quiz series of WMCA, New York, will be recently published books on the war. First book given free was Ambassador Joseph E. Davies' best seller, Mission to Moscow.

**HUMANITARIAN CLUBS**

Are Organized at WHAM

To Aid Needy

ACTING for humanitarian principles in a large way, Al Sigl, of WHAM, Rochester, has organized a "Blood Donor's League", made up of 1,400 Rochester residents and has other projects under way. The blood donors are on perpetual call for transfusions.

Another Sigl project is the "Send a Package" club which promotes packages of fruit, cigarettes, candy and other articles suitable for the boys in service. Promotion for the idea is given on Al's Howdy Neighbors program and interested women, with headquarters in a downtown Rochester hotel, take up collections for the packages. When money is donated, articles such as cartons of cigarettes are purchased and the change is converted to stamps for mailing of the packages.

The project has interested many civic and other organizations who contribute proceeds of card parties and other social gatherings to the "Send a Package" club.

ASK ANY JOHN BLAIR MAN, OR WRITE, FOR THE COMPLETE STORY OF KFYR
Many Industry Figures Attend Annual Dinner Of Overseas Writers

RADIO FIGURES were prominent among those attending the 21st anniversary dinner of Overseas Writers in Washington, March 29, with H. V. Kaltenborn and William L. Shirer participating with Edgar Ansel Mowrer, Hallett Abernethy, John Whitaker, Jay Allen and Edmond Taylor in a round-table discussion which featured the dinner. Also featured were special broadcasts from London and Melbourne, conveying greetings from radio and newspapermen there to those attending the dinner. The broadcasts, reproduced from transcriptions, were arranged by CBS and NBC.

Among the industry figures attending were: H. R. Baukhage, NBC; Kenneth Berkeley, NBC; Harry G. Butcher, CBS; Martin Codel, BROADCASTING; Roland C. Davies, Telecommunications Reports; William J. Dempsey, Washington attorney; William B. Dolph, WOL; Col. William J. Donovan, Office of the Coordinator of Information; Wesley J. Dunn, KSFO, San Francisco; Richard Eaton, MBS commentator; James L. Fly, FCC Chairman; Robert Heinl, Heirl News Letter; William Hillman, NBC commentator; C. M. Jansky Jr., Army Air Force; Robert Lindley, NBC commentator; Capt. Leeland Lovette, assistant director of public relations, Navy Department; Frank E. Mason, NBC; Neville Miller, NAB; George Henry Payne, FCC; Nelson Poynter, Donovan Committee; Capt. Joseph Redman, Director of Naval Com-

In St. Louis

More Music
More News
More Sports
Than Any Other Network Station

ST. LOUIS

KWK - MUTUAL

BROADCASTING • Broadcast Advertising
April 6, 1942 • Page 23

NOXEMA HUDDLE before Quiz of Two Cities went on WWL, New Orleans, and KTRH, Houston, on March 29. Seated are (1 to r): Woody Hattie, who emcees the show from New Orleans; W. H. Summerville, general manager of WWL and John Bates, Ruthrauff & Ryan account executive. Standing (1 to r), Larry Baird, newly-appointed WWL commercial manager, and Jack Bottger, commercial announcer.

School Discs

AMERICAN SCHOOLS, Chicago, which has been promoting its high-school home study courses with one to five times five-minute transcriptions on several stations, is now using 24 in various parts of the country, and will add more to the list during April, according to the agency in charge, Huber Hope & Sons, New York. Stations are WPEN WFIL WCOP WPIC WAKR WXYZ KITE KFDM WDGY KFBK KELA KFEL WINN KXOK WNBC WEBR KFRI WSAZ KIEV WEAQ WJZ WOV and WAAT.

OFF ISSUES DISCS
IN GERMAN, ITALIAN
APPROVED by the Office of Facts & Figures, which supplies the material, a new series of 15-minute German and Italian transcriptions is being made available without cost to stations carrying foreign-language hours. Produced by Maurice Dreier and written by Marion Dix, the double-faced discs, with release dates covering two weeks, may be procured from Foreign Language Radio Service, 998 Fifth Ave., New York. It is also available in script form in English.

The programs are titled Uncle Sam Speaks and consist of a rundown of information and announcements from Government agencies, telling the German and Italian language groups in this country, partly in question and answer form, about the activities of the military services, Federal Security Agency, Office for Civilian Defense, etc. Stations are asked to incorporate them into their German and Italian hours, carrying them sustaining for the time being.

Uncle Sam Speaks is being produced in Italian by Mr. Dreier on WOV, New York, from whose broadcasts the discs are made off the line. The German version is specially produced. The Washington end is handled by Lee Falk, in charge of radio for the OFF foreign language division.

ROBERT E. MERRY of the advertising department of Lever Bros., Toronto, and formerly chairman of the radio committee of the Assn. of Canadian Advertisers, has joined the Royal Canadian Navy as a lieutenant.
Carnation Expands Schedule of Discs

ADDition of 15 new stations in Southern states and WOR, New York, to the list of 18 stations already broadcasting the transcribed Carnation Bouquet program was announced last week by Erwin, Wasey & Co., agency for Carnation Co., Milwaukee, the sponsor. The increase is effective April 7.

In addition 35 new stations in Canada were placed on the schedule March 24, which brings the total to 69. Show is presented twice weekly as a quarter hour daytime program and features music, story and philosophy.

American stations carrying the broadcasts are:

WSB, WBAL, WAPI, WHIS, WBBN, KBIB, WCHS, WBT, WODD, WGN, WIS, WWJ, KROD, WHIC, WFBC, WNOX, KMBC, KJZ, WOR, WFAE, KYW, KOAM, KDKA, KGW, WMBC, WDBJ, WHAM, WSAM, KPO, WTCG, KOHO, KSD, WSYR, WPYA.

Revision of Personal Service In Tax Law Urged by Benson

AAA Head Tells House Committee Present Plan Does Not Permit Agencies to Qualify

SEEKING a clear definition of a "personal service corporation" in contrast with the "ambiguous" definitions in the present tax law, John Benson, president of the American Assn. of Advertising Agencies, last Wednesday proposed before the House Ways & Means Committee an amendment to the tax law which would allow members of the association to qualify as personal service corporations.

The committee is now considering means of raising the seven billion dollars in the new tax bill. The AAAA urged that its agencies be qualified as personal service corporations before the new tax bill is drawn up so that they may use the invested capital basis for exemption from corporate taxes as an alternative to the average earnings basis.

No Media Taxes

Thus far no proposals have been made to the committee for an overall tax on advertising media or for a radio franchise tax. However, it is felt such proposals will be made before the committee's hearings are completed. First manifestation of interest in such taxes was the proposal of Rep. Sauthoff (Prog.-Wisc.) March 18 that radio and newspaper advertising be taxed to relieve to some extent the Treasury income tax proposals on middle-income groups [Broadcasting, March 20].

Mr. Benson contended the advertising agency business is essentially 100% personal service and said the handicap of not being allowed to use the invested capital basis for tax exemptions "does not seem right".

Further arguing against invested capital taxes on agencies, Mr. Benson pointed out that in 1940 "an average net profit of 1.7% on annual volume was equal to over 30% on our invested capital". He added that the only alternative agencies had to escape the taxes was to qualify as personal service corporations.

Mr. Benson's references to the "ambiguity" of the present definitions of personal service corporations were directed to the text of the tax law which states: "To qualify as a personal service corporation, its income must be ascribed primarily to the activities of the shareholders". Also: "Capital must not be a material income-producing factor."

He took issue with the meaning of the word "primarily" as set forth in the tax law. "It has always been ambiguous," he said. "It led to widespread litigation under the old excess profits tax law following the first World War; and it is still a fertile source of trouble for both the Revenue Bureau and the taxpayer. Nobody seems to know what it means. The law itself has never defined it. Treasury experts disagree in their interpretation of it."

Not Feasible

The distinction between principals and their assistants in a professional firm, Mr. Benson said, is the basis for the contention by the Treasury that the agencies cannot be exempt from the capital investment taxes. He said that under one interpretation of the present definition of a personal service corporation all creative and technical employees of the agencies would have to be shareholders in the agency so it could qualify in that category. This would not be feasible in many cases he said, "for obvious reasons."

Mr. Benson stated that, also under the present tax law, if it was determined that the primary source of a corporation's income was derived from the efforts of creative or technical employees agencies could not qualify as personal service corporations. He argued that creative or technical employees cannot be regarded as a primary source of income of agencies "since they cannot operate at all without the leadership of the indispensable heads who guide them."

Indicating that the capital investment of advertising agencies was established to offset lean times, Mr. Benson in further argument
against tax on agencies' capital said "there is relatively little need for capital to operate. The minor use we make of it is mostly needed as an insurance policy against bad debt losses or abrupt loss of billing and consequent deficits, which require some liquid surplus to cover."

"Is that an incidental use of capital," Mr. Benson asked, "or is it a material income-producing factor?"

Not Trying to Avoid Tax
"We feel decidedly the former," he said, "the only ways that capital can directly earn a profit in our business is by investing it in some other business, or in the stock market, or by using it to earn cash discounts, which are not allowed to the client because of slow pay. This is a very minor source of income compared with professional fees earned by serving clients."

Mr. Benson declared that advertising agencies were not seeking to avoid taxes, explaining, "Since the law requires that all net earnings of a personal service corporation must be declared out to shareholders in full for their individual taxation, we are not seeking to escape taxes."

In concluding, Mr. Benson offered his amendment to the present tax laws which would bring members of the AAAA under the definition of personal service corporations. The text of the amendment follows:

(To Follow Definition in Present Law)

The professional type of personal service corporation is defined to be one engaged exclusively in counseling, serving or assisting clients with plans and ideas and their execution.

The primary source of income of such a professional personal service corporation shall be construed to derive from those of its personnel who are a predominant factor in (a) attracting clients through personal ability and professional reputation or in (b) retaining clients by means of skill and experience in counseling or serving them, or (c) are looked to by clients of the corporation as being in responsible charge of its professional service to them.

(These should be distinguished from assistants or technicians who have not attained to these major responsibilities and do not of themselves qualify as being in professional charge of a client; in fact, are told what to do in their division of the work assigned to them by the leadership above referred to; hence are a secondary source of income of the corporation.)

Since the professional type of the personal service corporation does no trading on its own account, but always for the account of an identified client, and since its use of capital is minor and incidental, that use is not to be considered as a material income-producing factor, within the meaning of this law unless primarily invested or employed to earn a profit directly due to such employment other than in the normal conduct of the agency business, and unless such profit is a major item compared with the earning power of skill, experience, and reputation of its shareholders.

We suggest a subsidiary definition for the professional type of personal service corporation, instead of changing the present definition applicable to all personal service corporations in order to avoid the possibility of loopholes developing for non-professional corporations.

Canada Price Mentions

For Cigarettes Eased

Canadian broadcasters may now mention prices on the air in connection with special cigarette offers for the troops overseas, according to an interpretation given the Canadian Broadcasting Corp. price mention regulations by J. R. Radford, CBC supervisor of station relations, at Toronto. Says Mr. Radford in a letter to all broadcasting stations:

Provided no particular brand of cigarettes is mentioned, there is no objection to stations broadcasting announcements of these special offers; e.g., "500 cigarettes can be sent overseas for $1." However, it is not permissible to associate such announcements, either directly or indirectly, with any particular manufacturer, dealer or brand as they would then become purely commercial and Regulation 10(b) would apply.

STARRY in an RKO picture, to go into production in May, will be Fibber McGee & Molly, principals in the NBC show sponsored by S. C. Johnson & Son, Racine, Wis. They have already appeared in the movies in "Look Who’s Laughing."

SIGNAL GETS CLOSE and this group got together to discuss the new 15-minute commentary of Upton Close for Signal Oil Co., launched March 15 on 8 NBC-Red Pacific stations, Sundays 3:45-4 p.m. They are (1 to r) Barton A. Stubbins, president of the Los Angeles Agency bearing his name which services the oil firm account; Close; O. W. March, Signal Oil executive vice-president; and Alex Robb, network manager of program and talent sales. Program replaces Signal Carnival.

"... but vice versa old boy" said our national rep.

"you can’t discount frequency"

He was talking to an agency time buyer. The subject was frequency discounts and our national rep., being a great one to make a play on words, saw an opening. “Nope, you can’t discount frequency,” said our rep., as we get the story. “You take WAGA down in Atlanta, for example. WAGA is on 1480 kilocycles right now, but soon they move to 590. Do you know what that’ll mean in increased coverage? Wowie!” (PS—We didn’t learn whether or not he told the time buyer that we’re jumping from 500 watts to 5000 full time when we make the move. Wowie again!)
A SERIES of six-weekly pro-
grams for American troops
at home and abroad, launched
by CBS at the request of the
War Department with the intent of
making "fighting men the best in-
formed in the world," started April
2 with a talk by Edward R. Mur-
row, chief of CBS's European news
correspondents, on the events which
led to the attack on Pearl Harbor.
Then, on succeeding Thurs-
days are: Leigh White, CBS corre-
spondent wounded in the Balkans,
speaking on "The Road to War; Wil-
liam Shirer, CBS news analyst
and author of Berlin Diary, dis-
cussing Your Enemies, the Fasc-
ists; Quentin Reynolds, war corre-
spondent for Collier's, our Allied
Your Comrades in Arms. Following
are the names of the speakers:
Sunday, May 7, with a talk on A Freedom Worth Fighting For.

Labor Unity

COOPERATING with the Commit-
tee for National Morale in an effort
to achieve labor-management unity
and increased production for de-
fense, WINS, New York, has start-
ed a weekly program entitled Your
Labor Relations Reporter. Each
week the Labor Relations Jury of
the Committee will select a nearby
plant engaged in defense work
where labor and management have
cooperated to settle controversial
issues, in the interests of increased
production. Plant and workers will
receive certificates of patriotism
from the committee and WINS at
the broadcast. The program will
include an account of how the settle-
ment was brought about.

British Exchange

A CLEARING-HOUSE for the ex-
change of news of advertising and
its related fields, between America
and Great Britain, is the idea be-
hind a new one-hour weekly short-
wave program now heard on BBC.
In answer to specific inquiries from
America, leaders in British
advertising, newspaper publishers,
small store owners and others, tell
listeners to BBC's North American
Service, "How the war has affected
business. Questions are to be sent
to the New York office of BBC, 629
Pent Avenue, or to Broadcasting
House, Portland Place, London,
England.

Noon Patriots

EACH DAY at noon, patriotism
takes the air over WRAK, Wil-
liamsport. First the oath of alle-
giance is read and listeners are asked
to repeat. Immediately following,
one verse of the National Anthem
is broadcast.

Dear Soldier

LETTERS from listeners to be
forwarded to lonely soldiers are re-
quested by Dick Slade as part of
A Letter From Home broadcasts of
WKWK, Wheeling.

Blue's News Roundup

AS A REPLACEMENT for the
Sunday evening Worldwide News
Roundup, the BLUE has started a
Weekly World Journal program with
reviews of the news by its com-
mentators in four strategic points.
Morgan Beatty is M.C., introducing
Helen Hest and Edward Tomlin-
son from New York, Robert St.
John from London, Martin Agron-
sky from Melbourne, Baukhage
from Washington. Sam Cuff serves
in a "standby" capacity in case of
failure of facilities from London
or Australia.

Peoples Choice

RADIO LISTENERS make their
own choice of a speaker on the
current Radio Listeners Luncheon
Club, presented daily except Sun-
day by KLX, Oakland, Cal. under
direction of Phil Ray. Program
originate either from the studio or
local Oakland where service and
fraternal clubs are meeting for
lunch. Dialers wanting membership
cards write in to the station and
them is picked a board of
 governors, who choose the speaker
of the day.

Poet and Bacon

MORNING rhyme has been added
to the schedule of WGL, Ft.
Wayne, by Parrot Packing Co.
Titled Ray the Rhymes, it feature-
tures Norm Carroll and Herb Hay-
worth. Carroll plays piano. Hay-
worth takes names from cards
written by listeners and blends
them into poetry within 60 sec-
onds. All listeners poetized re-
cive half-pound of bacon. Sponsor
uses display cards, truck banners
and newspaper space to promote
the show.

Who's Who for Youngsters

WHO TURNS WHEELS of their
city is learned by youngsters
interviewers on WBOE, Cleveland,
school FM station. Directors
of various civic institutions and busi-
nesses outline functions of their
establishments and give details of
their work.

TRAFFIC TRIBUTES

Safe Drivers Are Commended

-Daily By WBNs

WITH appropriate fanfare Irwin
Johnson, conductor of the Early
Worm program on WBNs, Colum-
bus, 0., every morning pays tribute
to safe drivers.

Each day the Columbus police
department cooperates by having
the crew of its safety car, which
cruises the streets looking out
traffic violations, nominates ap-
proximately 15 citizens who they
observe driving safely and courte-
ously.

The Early Worm program then
sends a card of congratulations to
the nominee. It is planned that
periodically all persons so honored
will be invited to a safety banquet
or a similar celebration.
**BROADCASTING • Broadcast Advertising**

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**Connecticut LEADING KDKA**

have eight speeches of interest. The audience participation approach, listeners are urged to phone poetry. For each $25,000 collected, the Statler offers weekends for two service-men selected by the USO.

**Effects With Music**

RECREATING musical comedy successes through records with the aid of sound effects Barlow Fellows, formerly with CBS and now at WITF, offers Baltimore listeners a new program, *Musical Comedy Review*. Heard at 10:30 each weekday evening this program has invited interest of the late evening musical seeker. Mail indicates wide interest.

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**War Speeches**

MADE UP of excerpts from speeches on the war situation by famous statesmen and personalities of the United Nations, *The World's War* has been started on WLAC, Nashville, F. C. Sowell. WLAC, general manager, prepares the 50-minute show with a cast of eight WLAC announcers.

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**Wartime Farming**

RELATED to the drastic revisions in farm operations made necessary by the war, a series of 13 programs have been started by KDKA, Pittsburgh on the *Farm Hour*. Programs have been recorded by Don Lorch, KDKA farm director, and feature interviews with members of the Pennsylvania State College faculty.

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**Officials Advise**

LEADING war effort officials of Connecticut plants describe their duties and advise the public on how to aid the war effort on *The Front Line*, new feature of WDRC, Hartford. Ray Barrett, chief announcer of WDRC, does the interviewing.

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**Tell the Story**

DIRECTING a message to the enemies of the United States and her allies, WPAR, Parkersburg, W. Va., airs the five-minute *Voice of Victory* each evening. Programs are intended as a morale builder by psychologically engendering and aggressive spirit into listeners.

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**Bayer Changes**

IN A RESHUFFLE of its network programs, Bayer Co., New York, instead of taking off the air its *American Melody Hour*, on April 21 will move the program from its present Wednesday spot on the BLUE to CBS Tuesday 7:30-8 p.m. The program occupying that time, *Second Husband*, also sponsored by Bayer, will be shifted to the BLUE April 20 in that network's Wednesday 9-9:30 p.m. spot. Agency in charge is Blackett-Sample-Hummert, New York.

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**We make ammunition for your salesmen**

Turn into profit the sales ammunition published in *PRINTERS' INK* every week.

Here is how the Red Network of the National Broadcasting Company helps its sales staff with material from *PRINTERS' INK*. To meet the question—*Why Should We Advertise in Times of Emergency?*—the Red Network compiled a portfolio of answers, made it part of its sales bulletin, "FACTS." This was issued to network salesmen, executives and all affiliated stations.

*PRINTERS' INK* contributions to "FACTS" were 11 sections quoted from its pages, 57 articles for recommended reading and a 31-page report. All but four of the articles were published in 1941. The 31-page report first appeared in August, 1941. That this material is still useful and timely is a tribute to editorial foresight.

This is typical of the practical editorial service *PRINTERS' INK* renders to alert business men who want to keep ahead of trends. There is no other editorial service like it.

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**Leberman Takes Leave To Enter Navy Service**

P. K. LEBERMAN, president and owner of KFSC, Seattle, and manager of Music's FM station, W4TNY, New York, as well as president and advertising director of *Family Circle* magazine, is on leave of absence to assume duty as lieutenant commander in the Naval Reserve.

An Annanlins graduate, Mr. Leberman in 1923 was an assistant to Mr. Leberman's communications officer on the staff of the late Hilary P. Jones, Commander-in-Chief of the U. S. Fleet. He joined *Family Circle* in 1934 as Pacific Coast manager, transferring to the New York office in 1938. Jack H. Curtis, former vice-president and western manager in Chicago, takes over Mr. Leberman's duties in New York.
MORE and MORE PERSONAL STARS ON WCKY
We Want No ‘Gimme’

APPARENTLY spurred by the example of England, where curtailed newspapers now get some 17% of their advertising from the Government itself, all sorts of propositions have been set before the Washington authorities to have them undertake paid advertising campaigns in behalf of the war effort.

Now many reports that such purchases of time and space may soon be undertaken, close inquiries among the proper authorities, made by BROADCASTING, reveal them to be without foundation. Right now there is no disposition in high places to have Uncle Sam become a paid sponsor of time on the air or a buyer of space in newspapers.

It is true that the subject has been considered by the Committee on War Information, our wartime high command over news policy. But only as an academic question, because it would take an act of Congress, with slight chance of its passage, to secure a big enough advertising appropriation to utilize all or even a great part of the country’s 20,000 or more dailies, weeklies, magazines and other periodicals which would demand equal treatment, let alone the 900 broadcasting outlets.

The simple fact of the matter is that radio, like a goodly proportion of the press, isn’t asking for any Government in the form of paid advertising. If there should be paid advertising, radio expects equal consideration with other media. But we think we can speak for radio, just as a Scripps-Howard editorial recently spoke for that part of the press that wants no subsidy even though the times are getting tougher for the printed media, in saying that radio wants no part of the “gimme” spirit which threatens our war efforts.

Conservation

FROM EVERY QUARTER we hear it’s going to get worse before it gets better on critical materials for transmitter maintenance. The squeeze is particularly hard in the case of tubes. War requirements for tubes are tenfold the normal capacity of manufacturing plants, but with the full conversion of factories to military radio production, this gap gradually will be closed.

The accent, from here out, should be on conservation of equipment, and more particularly tubes. Edgar T. Bell, directing head of WXY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs, has introduced what to us appears a very effective conservation measure. He’s signing off an hour earlier, and on an hour later, cutting two hours from the daily operating schedule.

It works this way: Two hours per day equals 14 hours per week or 728 hours per month. That cuts off more than one month’s wear and tear per year on plant. It stretches tube life. And purely as a secondary matter, it effects an economy in operation.

Not Far Enough

THE ADMINISTRATION’s action in suspending anti-trust prosecutions for the duration, where responsible officials certify that war production would be impeded, is logical and sound. It is obvious, however, that it doesn’t go far enough.

What about essential war services as distinguished from physical war production? To plead a special case there’s the broadcasting industry, which admittedly is performing outstanding and indispensable war service. Yet it is under attack of Assistant Attorney General Thurman Arnold’s “trust-busters” in proceedings instituted last December.

The complaints are against RCA-NBC and CBS, but they cut across the entire economic fabric of the industry in such fashion, perhaps, as to be helpful to a small segment of radio. But the overall effect is demoralizing and impedes the industry as a whole in performing at peak efficiency during the nation’s battle for life.

Without debating the merits of the antitrust monopoly suits, it stands to reason that if the top executives of the networks, as well as staff personnel, must prepare for a protracted trial of the issues, that much time and energy, not to mention money, will be lost to the war effort. Moreover, it has a depressing effect on the entire industry and its clients.

The President, in declaring a moratorium on anti-trust prosecutions where heavy war industry is affected, provided a formula for deferring these purely domestic battles until the job of winning the war is done. That’s in the public interest. Besides, it was made clear that new laws will be passed to extend the three-year statute of limitations applicable to anti-trust laws so that the litigation can take place after the war.

The Administration might well broaden the scope of its suspension program to encompass essential services as well as production. The contribution of radio in the war effort on the home front isn’t directly comparable to the war functioning of heavy industry. Yet it is interwoven in the whole war pattern—keeping the public informed and providing entertainment and relaxation to the nation at war.

The suspension program should go beyond even that. Why should the FCC fiddle around with such issues as newspaper ownership and multiple ownership and a host of other non-war issues? They likewise should be put on ice—or forgotten—so all concerned can pitch in on the one big job. Moreover, with the accent on economy in Government non-war operation, a neat savings in FCC appropriation would be effected.

Petrillo’s New Grab

JIMMY PETRILLO, czar of the musicians, is feeling his oats again. Because WSIX, Nashville, wouldn’t capitulate to his demands, it has lost network service from MBS. This is symptomatic of what will happen generally, unless Petrillo’s latest rampage is halted.

Petrillo’s neat strategy was unavoidable as WSIX, a 1940 station, had rejected an ultimatum that he increase his musicians’ payroll from about $2,600 to $3,000 a year, Jolting Jimmy ordered AFM to strike against MBS. The strike was called off minutes later when MBS stopped feeding musical programs, both sustaining and commercial, to the station. MBS said its action was unavoidable as it couldn’t let one station cause loss of program service to nearly 200 other stations.

Having won this initial test in his new drive to make the broadcasting industry pay through the nose, Petrillo can be expected to proceed down the line. He has told broadcasters they will have to pay for the privilege of being network affiliates. It’s ‘made work’ for stations with a vengeance, but the authorities don’t seem to be doing anything about it.

AFM holds its annual convention in Dallas in June. The industry, as a whole, hasn’t had an agreement with AFM since expiration of the “Plan of Settlement” of Jan. 1, 1940. It’s an even bet that a new “licensing plan”, percentage-wise, will be proposed at this convention, with affiliates “taxed” for carrying network programs.

Till now, labor has been coddled and spoon-fed. Evidently certain elements in the union field don’t realize this is war, and insist upon throwing their overfed weight around. Some reaction has set in on Capitol Hill, but it hasn’t touched such domains as that controlled by the irrepressible Petrillo.

Now is the time for affiliates and networks to get together as a new Petrillo thrust. Like the ASCAP problem, it will never be solved without a united industry. A definite plan of action should be devised promptly. Most of the industry meets in Cleveland May 11-14 for the NAB convention. AFM hasn’t meet until the following month.

There is more important work than music and musicians to be handled in Cleveland. The industry has a lot to do. Yet it can’t afford to overlook this grab for dollars and the threat of pulling the music plug on all radio.
B R I T I S H - B O R N " J i m m y " James, from whom it was like pulling teeth to uncover what those E. F. H. initials stands for, is living proof that the British really have a sense of humor. Many of those who come into daily contact with the busy young director of the BLUE Net- work's publicity, promotion and research may not even know it, but "Jimmy" James has a store of anecdotes of both foreign and domes-tic vintage, plus a manner of telling, that would qualify him for the stage had he been chosen that field for his career. He is one of radio's best raconteurs, a distinction he cherishes far less than the fact that he is one of the few NBC veterans who started back in the old 1920 days and who is really one of the pioneers of the radio promotion game.

"Jimmy" James joined NBC when it was planning to move to 711 Fifth Ave. and when the congestion was so great that he was not even given a desk of his own. The Sales Promotion Department, which he has headed ever since, started on a borrowed desk which he was permitted to use only when the salesman who had it was out visiting clients. Thus he prepared his first promotion job for NBC at home—a booklet on the old Ipana Troubadors titled Improving the Smiles of a Nation.

From a wall display board, on which were pinned a few rather dilapidated pieces of merchandising and promotion material, "Jimmy" James developed the NBC Merchandising Advisory Service and its very exhaustive files of merchandising material. He had been engaged by Dan Tuthill, then sales manager, and was told he had two jobs to do—one to promote NBC, and the other to give advice to clients. Even in those early days NBC recognized that merchandising was equally as important as self-promotion.

Since he joined NBC some 15 years ago, "Jimmy" James has written or supervised the writing of countless promotion pieces and sales letters. He has written innumerable articles and made more speeches on broadcast advertising than anyone else in the organization. His insistence has always been that broadcast advertising and merchandising must be coordinated with all other forms of advertising and promotion, and the first textbook on the merchandising of radio campaigns was written by him in 1930.

Edgar Percy Horace James is a Londoner, born in the British capital June 23, 1904, the son of P. F. James, a well-known British advertising man who was better known for his cartooning, which he did for British periodicals as a side-line, than as president of the P. F. James Advertising Agency. At London U he studied business subjects and economics for less than a year, deciding to abandon his studies to join an accounting firm. He stayed with this firm the balance of his normal four college years and got to know the inside workings of such businesses as dry goods, Spanish fruit importing, jewelry, shoe pol- ish manufacturing, fertilizers, pi- ano making, safety matches, spice and tea importing, brush manufac- turing, commercial photo enlarg- ing, etc.

In 1924 he decided it was time to start a career in earnest. Following his father’s footsteps, he joined the small but important Nash & Alexan- der Advertising Agency. After two years of varied advertising experience, including work on several American accounts, he decided to visit the United States and learn something of American methods. He liked it here, and when an op- portunity arose to join the copy staff of Lambert & Peasley, New York agency, he quickly accepted.

Except for a short trip back to London in 1927 to tell the folks of his determination to stay in America, and occasional vacation trips, he has been here ever since. He joined NBC right after his re- turn to this country, and has been an American citizen. His friends think he needs only to find the right American girl to complete his naturalization process.

In 1927, while with the Nash & Alexander Agency, he founded a sales office for Maxwell House in the Pacific Northwest. In 1929 he joined the western sales office of Maxwell House and became known as the Northwest region salesman. He was appointed commercial manager of Maxwell House in 1933 and at the same time was asked to organize a new sales office for the Blue Network in Los Angeles, California.

From 1933 to 1936 he was in charge of the Blue Network sales and sales promotion field offices, which he expanded from one to four. In 1937 he was appointed regional sales manager, and in 1938 he was appointed national sales manager. In 1940 he was appointed vice-president and sales manager of NBC, and in 1941 he was appointed assistant general manager of NBC.

James W. Bancker, director and vice-president of the Western Electric Co., retired last week after approximately 50 years service to the company. Mr. Bancker holds a number of other Bell System posts. He is a director of Bell Laboratories, the Teletype Corp., and the N рассu Stu- dios, Inc., and a member of the board of the Manufacturers’ Telephone & Telegraph Co., and the Chicago Board of Trade.

J. P. HiiDeldon, formerly vice-president of the Pacific National Agency, Seattle, has joined KIRO, Seattle, as assistant general manager, W. F. Seavey, Seattle, as general manager.

B U R L E ELY, assistant sales and promotion manager of International News Service, New York, is the father of a boy born March 29.

R O B E R T C. MAYO, account executive of WOR, New York, is the father of a boy, born March 22.

E. A. Tracey, formerly with Mas- ter Radio & Television Corp., is manager of the sales and promotion department of NBC, New York.

P H I L I P M O R R I S, manager of CFPL, London, Ont., who was stricken ill at the Canadian Broadcasters’ convention at Montreal on Feb. 11 (Broadcasting, Feb. 16), is now back in his home following nearly six weeks of illness.

Pete Smythe has joined the sales staff of KIZD, Deser.

W W L A p p o i n t s B a i r d 
T o B e C o m m e r c i a l H e a d

APPPOINTMENT of Larry Baird, salaried man of WVL, New Orleans, as commercial manager, was an- nounced last week by W. Howard Summerville, general manager. He succeeds A. Louis Read, who resigned to enter the Navy.

Before joining WVL, Mr. Baird was a publisher’s representative for Radio Network News, Chicago.

In 1931 he was advertising manager of the New Orleans States-Item papers, and joined the sales department by Edward L. O’Dwyer, merchandising manager.

New in Who’s Who?

A MONG radio notables included for the first time in the roster of national figures appearing in the 1942 edition of Who’s Who in America are Niles Trammell, NBC president; Frank E. Mullen, NBC vice-president and general man- ager; A. A. Schechter, NBC direc- tor of news and special events; the Sales and Business Manager, Thomas S. Lee, president of Don Lee Broadcasting System; Walter S. Lemon, head of the WGN Broadcasting and Operating WRUL, Boston; Eric Sevareid, former correspondent in Europe, who now acts as associate manager of WRUL and to its Washington bureau; Don Wilson, announcer of the Jack Benny show; Arch Oboler, radio producer of "The Mortimer Snerd Show"; author of One Man’s Family; Mer- edith Wilson, musical director of Maxwell House Coffee Time; Bob Hope, star of the Bob Hope Show; James and Jordan Janis (Fibber McGee & Molly); Ezra Stone (Henry Aldrich).
BEHIND
the MIKE

DON HASTINGS, formerly with KFMB, Hollywood, and KDB, Santa Barbara, is now announcing for WIBC, Indianapolis, and celebrating 16 years in radio which started in the same studios now occupied by WIBC.

DOROTHY DEAN HUDDELL, formerly with KTH, Phoenix, has become traffic manager of KTFS, Twin Falls, Idaho.

BILL DAY, Colorado U graduate and publicity director of the school of the last Governor of Colorado Ed Spradl, now is in the news department of KOA, Denver. Spradl leaves for yoeman's school for the Navy.

HOWARD ROBERTS, band director of the public library department of KTA, Denver, was inducted into the Army last week.

BRUCE MACDONALD, formerly of KFMB, Milwaukee, has joined the announcing staff of WIND, Gary, Ind.

JACK JENNINGS, announcer of KFAP, Beaumont, Tex., joined the Army April 3.

MAY FRANCES SEGALL, public director of WMFF, Pittsburgh, N. Y., has resigned to enter fulltime volunteer civil defense work. WMFF publicity work is being handled by Earl Sharrard, formerly of WNBR, Saranake Lake, now a WMFF announcer.

GEORGE R. THOMAS, Jr., formerly managing editor of Country Life, has joined NBC's press department in the network's international division, succeeding Gerald Mayer who resigned to take a position which he had been offered.

DAVID STONE, announcer of WINS, New York, married Ruth Schlauger, of Brooklyn, last week.

HAZ MULLIGAN, formerly of WING, Dayton, has joined the announcing staff of WGAR, Cleveland.

WILLIAM SHANKLE, formerly of KFDB, Great Bend, Kan., has joined the announcing staff of KBD, El Paso, Tex.

BILL HARPEL, former announcer and salesman for KFSD, Anchorage and KDIA, Fairbanks, is now at KDB, Santa Barbara.

JAMES A. PETERSON, formerly announcer-producer at KGA-KHG, Spokane, Wash., joined KSL, Salt Lake City, as chief announcer, replacing Russ Stewart who resigned to become director of KLO's Salt Lake City studios.

PETER ARNELL has been appointed publicity director of WJJS, Beckley, W. Va. He will handle his regular announcing assignments.

SHIRLEY MAYER, publicity director of WPEN, Philadelphia, has resigned.

Marilyn MACLEAN has been appointed traffic manager of KROW, Oakland, Cal., succeeding Shirley Radaton, who resigned to enter defense work.

TOM HOTCHKISS, announcer, formerly of KTUC, Tucson, Ariz., has joined KROW, Oakland, Cal., replacing Gene Nolan, resigned.

JOSs CRESPO, stage and screen actor, has joined the Spanish language staff of the CBS shortwave division as an announcer for CBS' new Latin American network.

Shaw on Pulpit
NEWS REPORTER to preacher was the experience of Charles C. Shaw, news bureau head of KTSA, San Antonio, when he recently was guest speaker in the pulpit of the Woodlawn Methodist Church, San Antonio. His subject was "The Axis and Religion".

RUTH BARNARD, Hollywood traffic manager of Don Lee Broadcasting System, has resigned to accept a Government post in San Francisco.

BOB MARTIN, formerly of WAAT, Jersey City, has joined the announcing staff of WTAG, Worcester, succeeding Bill Brennan who joined CBS.

FRED PARSONS, from WPAP, Parkersburg, W. Va., has joined WSB, Atlanta, as announcer-writer.

WALTER PASCALL, news editor of WBS, Atlanta, will in instruct the Emory U "Personalities in Politics" classes during the spring term.

HUGH IVEY, announcer of WSB, Atlanta, has been called into the service and will instruct air navigation classes at Camp Gordon naval aviation base.

FRED HAYWOOD, of the production staff of WRT, Charlotte, was to report for Army duty, April 11.

BILL HENRY, newspaper columnist and Hollywood commentator on the four-weekly-hour NBC By the Way, sponsored by America's Chicle Co., has signed for a featured role in the Republic Productions film, "Beyond the Divide".

LOVIE MacCLORE and Dorothy Haythorne, now to radio, have been placed in charge of KHE, Hollywood, as writer-director, a position which they have handled.

WILLIAM ROY AUSTIN, has rejoined KOY, Phoenix, as an account executive following a nine-year absence.

HOWARD GRAY, production manager and chief announcer of KFVD, Los Angeles, is the father of a girl born in early March.

DOUG DOUGLAS has been elevated to chief announcer of KFBD, Los Angeles, succeeding Howard Bell who resigned to join KPAS, Pasadena.

ARAM REJEBIAN, program director of KVDX, Los Angeles, has been called out of the Marine Officers Training Branch.

BOB EDWARDS, sportscaster, formerly of KROY, Sacramento, Cal., has joined KSFN, San Francisco.

C. A. ANDERSON, formerly of KIDW, Lamar, Col., has joined the announcing staff of KFEL, Denver. Lynn Cook, formerly of KGB, Great Bend, Kan., joined KFEL as a newsreader.

CHIC CRAHATREE, production manager of KTFS, Twin Falls, Idaho, is the father of a girl.

BILL DZIELING, Hollywood free-lance radio writer-producer, has joined the writing staff of the weekly NBC Radio Western Show.

MARGARET JUHASZ, assistant accountant of KXH, Hollywood, and Al Blackman, insurance company executive, are to be married in June.

VIOLET MOSS, Hollywood radio writer, and Gerald Max Wilk, of that city, were married March 29 in Santa Monica, Cal.

GLENN RIGGS, Blue announcer, will handle commercials and act as mc of the program on WZJ, New York, to start April 13 under sponsorship of Rubens & Horman Brewing Co., starring Diane Courtois and the Jesters.

JOE CONNOLLY, scriptwriter of J. Walter Thompson Co., New York, has been transferred to the agency's San Francisco office. He will record Carroll on the Kraft Cheese Co. NBC program.

JOY VIRGINIA GRUBBS will return as assistant director of CBS School of the Air of the Americas on April 10 to accept an appointment to the staff of the U.S. Embassy at Bogota, Colombia.

HARRY T. ROSS, announcer, has joined KOW, San Jose, Cal., replacing Bert Bussini, who recently joined the Navy.

DICK WYNE, announcer and newscaster of KFRC, San Francisco, has joined the Marine Corps.

AL FITZGERALD has been appointed assistant director of CBS Eastern Division, North Bay, Ont. He comes from CKCN, Rouyn, Que. He replaces Russ Shulman who joined the Royal Canadian Air Force.

MARY DORR, commentator, has resigned from KLO, Oakland, Cal.

PHIL RAY, announcer and sports-caster, formerly of KROW, KFRC and other Bay district stations, has joined KGO, San Francisco.

LINCOLN MILLER, formerly of Alaska, has joined KSFN, San Francisco, and Betty Zepel of Pasadena were married recently.

BEN FARKES, formerly program director of KSFN, Salt Lake City, has joined the production staff of KROW, Oakland.

NEIL B. HACKETT, newscaster of WPAT, Paterson, N. J., has joined the Army and is now at Fort Dix.
JOHN BRADFORD, has been promoted as assistant program and production manager of WFMJ, Youngstown, replacing Jim Simons who recently joined the production staff of CBS, New York.

DAN WYANT, formerly of WCMJ, Ashland, Ky., joined WFMJ, Youngstown, as continuity writer.

DON LERCH, farm director of KDAR, Pittsburgh, has been elected an honorary member of the Future Farmers of America, Slippery Rock, Pa., chapter.

MAJ. PAUL C. RABOCH, military analyst, returned to WHN, New York, March 30 to do a series of military broadcasts on his new book "Mechanical Night."

GEORGE MAYNARD, assistant eastern production manager of NBC and producer of "Home Miscellany" of the Home Front, has joined the radio section of the Chemical Department's Bureau of Public Relations as a technical writer.

RUTH FAUST recently married Has joined the Philadelphia office of the Philadelphia Mutual Life Insurance Company, and has been appointed assistant manager of the department.

RAYMOND BAKER has become the program director of WYBC, Baltimore, replacing Bob Bingham. Tom O'Connor then became assistant program director and Eddie Hubbard, staff announcer, also handles publicity.

DICK DUNHAM, announcer at WYBC, Baltimore, recently married Idina Ingram, sister of Tom Ingram, engineer there.

Dillon at Navy Dept.

CHARLES DILLON, for the last five years director of radio of the American Red Cross, has joined the radio section of the Navy Department's Bureau of Public Relations as an executive officer, with rank of lieutenant (j.g.) U. S. Naval Reserve. Chief of the section is J. Harrison Hartley, former assistant director of news and special events of NBC.

CBS Honor Roll

RED-BORDERED white flag bearing 48 blue stars honoring that many CBS Hollywood employees new serving in armed forces was unfurled at a ceremony held in that studio's patio March 27. Donald W. Thornburgh, CBS Western division vice-president, performed the flag-raising rites, while Harry W. Flannery, network's former Berlin correspondent, read the honor roll.

"If you want magical results, try KXOK
St. Louis, Mo.
630 kc. 5000 watts
BLUE NETWORK

Scripters in Hollywood Aid In War Activities
FIRST REPORT on activities of the Hollywood Scripters, Mobilization, organized less than two weeks after the United States entered the war, reveals that more than 200 writers in the radio, scenario and publicity divisions have been engaged actively in war assignments.

Included in the effort are radio script written by True Boardman, and shortwave to Australia; a broadcast written and produced by Hector Chevigny and Frederick Kohner on President Roosevelt's birthday and shortwave to Czechoslovakia; a St. Patrick's Day broadcast written by Mary McCarty Jr. and Milton Slavit, which was shortwave to Ireland. Numerous skits, plays and stories suitable for war activities have been turned in by Sam Moore, Hal Fimberg and Paul Franklin, with the latter also writing 250-foot trailers for the Red Cross camp division. Robert Lee Johnson wrote material for the Junior Defense Savings Division.

PRIZE HAM FOR TALL CORN was the prize recently presented to the Governor of Iowa by the State of West Virginia, acknowledging the farmer's claim for the largest corn. During the fifth annual WHO-Iowa State Fair National Tall Corn Sweepstakes, West Virginia, through WCHS, Charleston, challenged the supremacy of Iowa's corn. Iowa won the competition but the award was temporarily withheld when it was rumored the prize-winning stalk was earless. Eventually this technicality was cleared up and on March 23 West Virginia acknowledged defeat. Gov. George A. Wilson was officially presented the West Virginia ham by Herb Plameke (right), farm editor of WHO, while J. O. Maland, manager of the Des Moines station, watched.

12 good reasons why you should use WQXR . . .

1. MARTINSON's COFFEE

286 weeks on WQXR

2. VENIDA TISSUES

284 weeks on WQXR

3. STROMBERG-CARLSON RADIOS

135 weeks on WQXR

4. G & D WINES AND VERMOUTH

131 weeks on WQXR

5. WILLIAMS SHAVING PREPARATIONS

106 weeks on WQXR

6. BOTANY WORSTED MILLS

106 weeks on WQXR

7. FELS NAPHTHA SOAP

99 weeks on WQXR

8. GENERAL FOODS CORP.

82 weeks on WQXR

9. OLD GOLD CIGARETTES

80 weeks on WQXR

10. SCHRAFFT'S RESTAURANTS

68 weeks on WQXR

11. GULDEN'S MUSTARD

60 weeks on WQXR

12. JERGENS-WOODBURY BEAUTY AIDS

56 weeks on WQXR

Other Clients

New Using WQXR:
PEPSI-COLA
VICTOR RECORDS
MEL DAVIS
DUNHILL CIGARETTES
WELCH'S GRAPE JUICE
BEECHNUT CHEWING GUM

10,000 WATTS NIGHT AND DAY CLEAR CHANNEL

"Music sells the world's greatest market!"

BROADCASTING • Broadcast Advertising
April 6, 1942 • Page 33
Newscasts Found to Be Leading Factor In Promoting Latin American Relations

No single factor is doing more to further the spirit of intercontinental unity among the Americas than the rapidly expanding program of newscasts throughout the Latin American republics, according to A. L. Bradford, general manager of United Press, who has just completed a tour of inspection of the UP bureaus in 15 South and Central American countries in which Latin American editions of the Esso Reporter series have been started.

"Everywhere there is evident a new sense of the community of interests between our neighbor nations and ourselves," Mr. Bradford said, "and to a large extent this reflects the increasing knowledge and understanding of mutual problems growing out of a vigorous press and a newly energized radio."

Meeting a Need

The Esso Reporter broadcasts, sponsored by the Latin American outposts of Esso Marketers, New York, and placed through McCann-Erickson, New York, meet a "very definite need for brief, reliable news throughout the day," he said, adding that in some communities which have only two or three newspapers, all published in the evening, the people were "news starved" during the day before the Esso series started.

"Radio news distribution in Latin America has been a phenomenal success from the outset," Mr. Bradford stated. "It is not at all unusual to find groups of people gathered around a radio set in some remote village, tuned in and waiting for the newscast. Latin American editors," he added, "have learned what North American editors know—that newscasts actually whet the public interest in news."

Visiting Cuba, the Dominican Republic, Puerto Rico, Venezuela, Colombia, Panama, Costa Rica, Nicaragua, Honduras, Salvador, Guatemala and Peru, in each country Mr. Bradford conferred with the President or other leading governmental officials, who were uniformly cooperative, he said. "We encountered situations where regulations, long existing threatened to block the way, but in every instance when the proposed program of newscasts was explained, all obstacles were removed."

In the Front Line

"It was heartening," he continued, "to learn at first hand how wholeheartedly the peoples of all these countries are on the side of the democracies in this war and how anxious they are to have all the news possible of the United States and its war effort and war plans. The northern countries of Latin America and of the Caribbean Basin and Central America not only are on the side of the democracies but consider themselves actually in the front-line of hostilities along-side the United States.

"For the existence of this attitude, an intelligent reliable American press is entitled to share honors with President Roosevelt's wise Good Neighbor Policy and the helpful activities of the Nelson Rockefeller committee on Inter-American affairs."

Semi-Annual convention of the Society of Motion Picture Engineers will be held May 4-6 at the Roosevelt Hotel, Hollywood.

Meet the LADIES

DOROTHY BURGESS

The Calling All Women daily feature of KGVO, Missoula, Mont., has in three short months built a large following. Dorothy Burgess' fan mail for those three months has just concluded reached the unprecedented height of almost 15,000 pieces.

Dorothy is a graduate of Northwestern U, where she majored in speech and studied radio under Al Crews. She also studied dramatics and stagecraft with Maude Adams at Stephens College, Missouri, and appeared on commercial programs of CBS, NBC and Mutual.

Dorothy has a varied background, both in the East and the Northwest as club speaker, social worker, writer, radio commentator, television actress, and producer for both theatrical and radio shows. Last summer she was director of Children's Theatre at Montana State U.

Dorothy's Calling All Women places accent on women's interests other than cooking, as she feels that today's average housewife is besieged on every side by magazines, radio home economics experts and pamphlets packaged with her grocery store purchases with more good recipes than she can use. Consequently, Dorothy's friendly morning daily programs are concerned with fashions, child care, home decoration and planning, and women's place in the war effort. Her impressive background and her large and loyal following of women listeners belies the fact that Dorothy Burgess is only 22.

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales
Indianapolis Gets First FM Station

Grant of a construction permit for a new commercial FM station in Indianapolis, was announced last Wednesday by the FCC in issuing CP to Associated Broadcasters Inc. The new outlet is to operate on 47.3 mc. to serve an area of 8,400 square miles and is the first FM grant in that city. Associated Broadcasters also has an application pending before the Commission for a new standard broadcast station in Indianapolis, 250 watts daytime on 1240 kc.

Principals are Myron J. McKee, director and officer of the Automobile Underwriters Inc., and director of the local Union Trust Co., 195 shares of stock; Ben L. Tamney, district sales supervisor of Redfield & Co., distributors of Zenith radios, records and automotive supplies, president; Thompson Kurrie, lawyer and realtor, secretary, 95 shares; Rudolph M. Cramond, general manager and buyer for L. S. Ayres & Co. department store, president, 55 shares.

As the freeze order of the FCC and WPB affects standard station applications only, FM, television and other categories do not yet fall under the restrictions in responsible quarters, however, that steps to limit grants in these classifications will soon be taken.

W7A, General Electric Co. construction permit in Schenectady, was granted a modification of CP by the Commission to change its frequency from 45.7 mc. to 48.5 mc. Action automatically changes the call letters to W8BS.

Simultaneously a petition of Greater New York Broadcasting Corp. for grant without hearing of a new FM station in New York was denied by the FCC.

Felix Suspends for War

To Devote full time to a field project for the Signal Corps of the Army, Edgar Felix, director of Radio Coverage Reports, announces suspension of that service until further notice. The staff of Radio Coverage Reports is now 100% on leave for war projects. L. C. Skinner, director of field service, is on the engineering staff of the Sperry Gyroscope Co.; J. Murray, statistician, is calculating for the Navy at Washington.
WENY, Elmira
Kirkman Soap, New York, 80 to, thru N. Y., Ayer & Son, N. Y.
Shell Oil Co., New York, 130 to, direct.
Lever Bros., Cambridge (Swan Soap), 130 to, thru Young & Rubicam, N. Y.
American Chicle Co., New York, (Domino Gum), 130 to, thru Badger, Brooklyn & Nerer, N. Y.
National Biscuit Co., New York (bread), 206 to, thru McCann-Erickson, N. Y.
Manhattan Soap Co., New York (Swan Soap), 72 to, thru Franklin Bruck Corp., N. Y.

WIND, Gary, Ind.
Liggitt & Meyer Tobacco Co., New York (Chesterfield), 70 to, 4 weeks.
Dr. Ellis Sales Co., Dallas (beauty aids), 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh.
Maccan Food Publications, New York (True Detective magazine), 12 to, thru T. J. Maloney Inc., N. Y.

KNX, Hollywood
Kellong Co., Battle Creek, Mich. (Corn flakes), 130 to, thru J. Walter Thompson Co., Chicago.

WJEJ, Hagerstown, Md.
Lever Bros., Cambridge, Mass. (Swan), 14 to, thru Ruthrauff & Ryan, N. Y.
Chamberlain Labs, Des Moines (hand lotion), 87 sp., thru C. A. Linnell, Chicago.

KOMA, Oklahoma City
General Foods, New York (Grape Nuts), $5 sp., weekly, thru Young & Rubicam, N. Y.

KGO, San Francisco
Marine Co., Chicago, 78 to, thru BBDO, Chicago.
Walker Remedy Co., Waterloo, 26 sp., thru Western-Bennett, Waterloo.

KPO, San Francisco
Paradise Companies, San Francisco (Fable), weekly thru Brichaiser, Davis & Staff, San Francisco.
Chamberlain Sales Corp., Des Moines (hand lotion), 8 weekly, thru Caley-Ainsworth, Des Moines.
Kellong Co., Battle Creek (corn flakes), 5 to weekly, thru J. Walter Thompson Co., Chicago.

KPOEL, Denver
Continental Oil Co., Punca City, 3 to weekly, thru Tracy-Locke-Dawson, N. Y.

WFMT, Youngstown
American Cigar & Cigarette Co., New York, 36 sp., thru Ruthrauff & Ryan, N. Y.

WABC, New York
General Baking Co., New York (Bread), weekly thru Newell-Emmett Co., N. Y.

Gallenkamp Adds News
GALLENKAMP STORES Co., San Francisco, has started its Dick Joy & the Nutmeg from the CBS Pacific Coast Network, taking the spot immediately before the New York Philharmonic Orchestra, Sundays. Contract is for 13 weeks and is carried on KNX, Hollywood; KFW, Seattle; KGMB, Honolulu; KDF, Fresno; KROY, Sacramento; KOIN, Portland; KIRO, Seattle. Business was placed by Long Adv. Agency, San Francisco, through Ed Larkin, CBS account executive.

The Business of Broadcasting

STATION ACCOUNTS

KMO, Tacoma, Wash.
Longines-Wittnauer Co., New York (watches), weekly thru Arthur Rosen... (continued)

WMAQ, Chicago
Lever Bros., Cambridge, Mass., (Vivien), 4 weeks, thru BBDO, N. Y., weekly.

KPEO, Riverside
California Electric Power, Riverside, 78 sp. direct.

WHO, Des Moines

KECA, Los Angeles
Murine Co., Chicago (eyewash), 6 sp., thru BBBO, N. Y.
Larson & Bros. (shirts), Richmond, Va. (Domino cigarettes), weekly thru, through Warwick Legler, N. Y.

KJFZ, Fort Worth
Texas Co., New York (gas and oil), 5 sp. weekly, thru Buchman & Co., N. Y.
Liggitt & Myers Tobacco Co., New York, 15 sp. weekly, thru Newell-Emmett, N. Y.

KJH, Hollywood

KFC, Los Angeles

WWRL, New York
Pepsi-Cola Co., New York, 3 sp. weekly, 13 weeks, thru Newell-Emmett, N. Y.
Bowser Sugar Labs., New York (Sulphur Shampoo), weekly sp., thru Halpern Adv., N. Y.

BLUE COMMENTARY
GETS 9 SPONSORS
IN THE TWO WEEKS following the announcement, in mid-March, that the five-weekly quarter-hour BLUE program News Here & About, with William Cameron and Ernest K. Lindley, was available for local sponsorship, nine advertisers have signed up for series on 10 BLUE stations. This is the second Washington commentary series to be offered by BBDO to local outlets for local sponsorship.

Current sponsors and stations carrying the series are: KECA, Washington, D.C.; WJZ, Baltimore, Maryland; KFRC, San Francisco; and TCT, White Plains, N. Y., which is offering the program on 10 stations.

Lindley, Hillman Heard
On Michigan Net Series
MARKING an innovation in radio network coverage, the Michigan Net and seven stations of the Michigan network have signed Ernest K. Lindley and William Cameron for Blue Community, for a special series of broadcasts from Washington, beginning at 9:30 each day. The program is sponsored by Peifer Broadcasting Co. of Detroit. The new series is in addition to the Detroit and the Chicago-territory feature News Here & About heard on the same days over the BLUE at 7:30 a.m.

This was believed to be the first time that a regional network has signed two radio network commentators for a regular sponsored series direct from Washington. The program is piped to Detroit by special lines from the NBC studios in Washington and then distributed to the State network. The comments are now prepared each evening, adding new developments and interpretation to their second broadcast.

New WEAF Accounts
SEVEN new accounts were signed by WEAF, New York, during March, according to W. O. Tillemans, assistant manager of NBC’s spot sales division. These include Planters Pecan Sheller, one-week quarter-hour news with George Putnam, through J. Walter Thompson Co.; Reed Ice Cream, a similar schedule of news programs, through Pedlar & Ryan; two-13-week schedules through Blaine-Thompson Co., for twice-weekly morning hours by Drezma Cosmetics, and five spot announcements weekly for Select Therapeutics; and "O’Farrell's" and "Priorities of 1942": National Shoe Stores, through Emil Mogul Co., S & W Fine Foods, through Enright Co., and E. P. Rice Products Co., through J. M. Mathes, all using participations on local markets. Major new accounts were their ninth and fifth women’s program.
ESSLINGER'S Inc., Philadelphia (brewery), has scheduled a weekly quarter-hour musical program, started March 25, at 7:45 p.m., on WIP, Philadelphia, and WLAB, Atlantic City. The program, The Fleetor Singers, featuring Frank Coleman and Clarence Fuhrman's orchestra, originates at WIP, which feeds it to the Atlantic City station. Jay Freedman is announcing. The program also includes Headlines of Sports by Esslinger's Little Man (George Edward). A. W. Lamb Co., Philadelphia. H. Ross Potter is account executive.

BEACH-NUT PACKING Co., Canajoharie, N. Y., has renewed for four weeks the five-minute program Odd Side of the News, Tuesday, Thursday, and Saturday on WABC, New York. Account is handled through Newell-Emmett Co., New York.

LANGLEY'S Ltd., Toronto (cleaners and dyers) has started spot announcement six times weekly on CKOC, Hamilton, Ont., and may expand to other stations. Account is placed by A. McKim Ltd., Toronto.

FOX WEST COAST THEATRES, San Francisco (motion picture chain) on March 25 started for 32 weeks a five-weekly quarter-hour newscast by Dean Maddox on KFRC, San Francisco, placed directly.

O'CONNOR, MOFFATT & Co., San Francisco (department store) on April 2 renewed for 13 weeks its six-weekly newscasts by Phil Stearns on KFRC. San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

GOLDEN STATE Co., San Francisco (Golden-V Vitamin Milk), on March 9 started for 13 weeks a thrice-weekly newscast by Phil Stearns on KFRC. San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist citrus fruits), has started daily participation in Woman's Page of the Air, Arizona Network's quarter-hour program on WABC. New York, six times a week. Account was placed through Lord & Thomas, New York.

PEPSI-COLA Co., New York, has dropped thrice-weekly sponsorship of The Misses Does J-Sewing, six-weekly quarter-hour program on WABC, New York, and has started participation in a thrice-weekly early evening program on WABC, with three daily announcements six times weekly, Newell-Emmett Co., New York, has the account.

DR. REED SHOE Co., Los Angeles, in conjunction with an expansion plan which includes opening of an additional new store in early May, is sponsoring a five-weekly quarter-hour newscast on KFWB, Hollywood. Contract is for 52 weeks, started in early March. Firm also sponsors a similar program on KMPC, Beverly Hills, Cal. Chas. N. Stahl Adv. Agency, Hollywood, has the account.

GENERAL MILLS Corp., San Francisco (Wheaties), on April 7 starts sponsoring broadcasts of Pacific Coast League baseball games staged in Hollywood and Los Angeles, on KFAC, in the latter city. Frank Bull will handle play-by-play descriptions, with Van DerAUT doing commercials. Firm is also sponsoring the San Diego Padres on KMFB. San Diego, Westco Adv. Agency, San Francisco, has the account.

CHAMBERLIN LABS., Des Moines (hand lotion), on April 7 starts for 52 weeks sponsoring Dave Lane's Soup, on KXXR, Hollywood. Agency is Cary-Ainsworth, Des Moines.

CARNATION MILK Co., Los Angeles, to promote its fresh milk products, on April 2 started for 32 weeks, sponsoring a weekly quarter-hour children's adventure serial program, Secret Legion, on KHH, Hollywood. James Fonda and Robert Reid are co-writers. Fonda is also agency producer. Lord & Thomas, Los Angeles, has the account.

DR. BEAUCHAMP, Los Angeles (cream colds), is sponsoring a weekly 25-minute newscast on KFAS, Pasadena, Cal., with Charles N. Stahl as commentator. Contract is for 52 weeks. Firm also sponsors thetranscribed quarter-hour Strolling Tom six times per week on KFAC. Los Angeles, and KMPC, Beverly Hills, Cal. In addition to approximately 25 spot announcements weekly on KGB, San Diego, and a daily quarter-hour newscast on KFMB, that city. Agency is Chas. N. Stahl Adv. Agency, Hollywood.

IT WAS incorrectly stated in the March 30 issue of Broadcasting that A. A. Sterling is the agency for Botany Toasted Milks, as new sponsor of Lee Sergios' Column of the Air on WOR, New York. Alfred J. Silverstein, New York, handles the three-weekly sponsorship of Miss Sergio's Monday-Friday program, which is sponsored twice-weekly by Creative Age Press, New York for Tomorrow Magazine.

CHEAP (Ky.)
AIN'T NO BARGAIN...

SPOTCASTING BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

WASHINGTON, D. C.

WAV D.C.

CNC 1,710 K.

AMERICAN ROLE TELEV.

CIRCULARS

Manning & Napier, Inc.

1826 1/2 FIFTH AVENUE

NEW YORK 2, N. Y.

April 6, 1942 • Page 37
Rintoul Named to Head Katz Station Relations

WITH THE appointment of Eugene Katz, radio head of The Katz Agency Inc., radio and newspaper representatives, to the executive staff of the Office of Facts & Flurries, Stephen R. Rintoul, of the sales staff, has been placed in charge of station relations and radio policy.

Mr. Rintoul last month joined the agency's publicity division, Bureau of Intelligence. In accord with Government policy, Mr. Katz resigned his post with The Katz Agency.

Mr. Rintoul, for five years with The Katz Agency, also is licensee of WSSR, Stamford, Conn. Before joining Katz he was station relations director of World Broadcasting System.

WINs to Free & Peters

WINs, New York, one of the Hearst Radio group of stations, which holds a construction permit for 50,000 watts on 1000 kc., last week announced the appointment of Free & Peters as its national representative, effective immediately. Formerly it was represented by the now discontinued International Radio Sales. The Hearst-station representation lineup, in addition to WINs, now includes: WBAL, Baltimore; Edward Petry & Co.; WCAE, Pittsburgh; and WINS, Milwaukee. The Katz Agency: KYA, San Francisco, Spot Sales.

Closes Baltimore Office

DUE TO enrollment in military and defense departments of the Government by several members of the staff, Baltimore activities of the Henry J. Kaufman Agency will be directed from the Washington office. The move was made, the agency said, since the Washington staff has collaborated in the planning and production of all major Baltimore campaigns and it was felt this move would be preferable to taking on new men unfamiliar with clients' problems and the agency's methods.
TIME SHIFT HELPS FRED ALLEN RATING
FRED ALLEN'S program lifted its rating from 20.8 in February to 22.7 in March, in moving from the Wednesday spot to the Sunday period vacated by CBS Ford Sunday Evening Hour, according to the March report of the Cooperative Analysis of Broadcasting. The survey also discloses that Shirley Temple's first radio rating of 11.6, for her show Junior Miss, is practically exactly as good as the average popularity rating newcomers to radio have scored in this and the previous winter season of 1940-41.

The programs that formerly opposed Fred Allen's Texaco Star Theatre on Wednesday, showed gains over last month, while his new opposing programs, ranging in type from news and serials to musicals, were reported with somewhat lower ratings. When the Ford Sunday Hour left the air in February, it had reached a rating of 12.8, a figure somewhat higher than its average.

Introductory ratings of new half-hour evening programs in the winter seasons of 1940-41 and 1941-42 averaged between 5 and 6, in comparison to Miss Temple's rating of 11.6 for the first month of broadcasting Junior Miss.

Lewis, Tokar Split
LEWIS & TOKAR, Newark advertising agency, was dissolved last week by its partners, Milton L. Lewis and Alfred F. Tokar, with both executives announcing they would continue in the agency business under their own names. Mr. Lewis' firm is titled Lewis Adv. Agency, and will handle the two radio accounts the original agency had managed, Abelsohn's Jewelry and I. Lewis Cigar Co. Alfred F. Tokar Adv. is the name of Mr. Tokar's company, and both are located at 17 Academy St., Newark.

Seattle Agencies Merge
THREE Seattle agencies recently consolidated to form Lunke-Ryan with offices in the Joseph Vance Bldg. Involved in the merger were James R. Lunke & Assoc., Howard J. Ryan & Assoc., and Tom Jones Parry Inc. Officially the new organization has obtained three new accounts: West Coast Satined Shingle Co.; Pacific Fruit & Produce Co.;爪;爪 conducting test campaigns on Sno-Boy frozen foods; Page-Barker Distrib. of America shortly releasing campaign for Dr. Page-Barker's Hair Lotion.

KFQD, El Paso, recently installed a 1-K 1000-watt RCA transmitter.

Opportunity
BECAUSE most of the talent is being paroled, the weekly half-hour variety program, San Quentin on the Air, presented by inmates of that California State prison over Pacific Coast Don Lee network stations, will be discontinued following broadcast of April 19. Resumption of the show, which attained a Hooper rating of 5.5 since its start on Jan. 25, depends upon ability to get new talent, according to Mel Venter, studio production manager of KFRC, the Don Lee San Francisco station which relays the program.

CAROLYN E. BONNESSEN
ONE OF THE MOST widely experienced timebuyers in the country, Carolyn E. Bonnesen, of Sherman & Marquette, Chicago, has a background in advertising that embraces every phase of merchandising, media and markets. During her four years with Sherman & Marquette, she has placed millions of dollars of spot and network advertising for Colgate-Palmolive-Peet products—Super Suds, Halo shampoo, Colgate tooth powder and shave creams, Cashmere Bouquet and Crystal White soaps; for Quaker Oats Co.—Parina and Pull-O-Pep feeds; and for Dr. W. B. Caldwell proprietary.

As a pioneer timebuyer, Miss Bonnesen placed Tums on the air for the first time with spot announcements on a handful of stations nearly seven years ago. That was during her four years as timebuyer for Ruthrauff & Ryan, Chicago.

Plunging into advertising fresh from business school, before radio entered the picture, and in the midst of a depression, Miss Bonnesen was initiated on the secretarial staff of an agency during a time when plenty of ingenuity was demanded for survival. For recreation, she likes to hike, is addicted to concerts and the theatre.

KFQD
Anchorage
Alaska
Located Geographic Center of Alaska

Headquarters Alaska Defense Command

Alaska's Oldest Station
Direct Representation

ROANOKE
WDBJ VIRGINIA

CBS Affiliate . 960 K.C., 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

BROADCASTING • Broadcast Advertising
Wines and Radio
(Continued from page 1)
Maid of America, featuring Bob Trendler's orchestra and Heather Tweed in the role of Virginia Dare, who interviews guest stars. After the second week on the air, the program was fed to WIBC, Indianapolis. The company is reported currently considering expansion of the program to a mutual network of 48 stations.

G & D Program
Since 1938, Gambarelli & Davitto, New York, has been using radio to promote its Italian Swiss Colony wines. At present, through A. A. deBasisi, New York, the company has a weekly quarter-hour on WOR, New York, a half-hour on WBNX, New York, and the 25-minute Music To Remember program six times weekly on WQXR, New York.

American Wine Co., St. Louis, on March 16 appointed M. H. Hackett, New York, to handle advertising for Cook's Imperial American Champagne and wines, but no plans have so far been made for spring radio advertising.

San Gabriel Wine Co., Long Island City, for Colomoto wines, uses foreign-language spot announcements on WOV, New York, through its agency, Emil Mogul Co., New York.

Monarch Wine Co., Brooklyn, which has been sponsoring Johannes Steel's news commentaries five times weekly on WMCA, New York, this week is dropping four of the quarter-hour programs, continuing only on Saturday evenings. According to J. R. Kuplick Adv., Agency, New York, the agency in charge, the change is due to the seasonal decline in wine sales, always prevalent in early spring, but the program may be resumed later this month.

Monarch also uses foreign-language spots for its wines on WEVD, New York, and WBGN, Brooklyn.

A large number of New York wineries use local foreign-language announcements only, including Hungarian Grape Products, WBGN, WEVD, WHOM, Buchman-Silberman and Palestine House, WBGN, WHOM; Ganales Wine and New York State Wine, both on WBGN and WEVD; Sunset Wine Co., Shapiro Wine, Manischewitz Wine and Wagner Wines, WBGN; Montebello Vermouth, WINS; Delmonico wines and Prosperity California wines, WHOM; Canizzaro Wine Co. and Rumanian American Winery, WEVD.

Golan Wines, Los Angeles, is expanding its radio advertising, according to Sam Golan, vice-president in charge of the Chicago sales office, using stations in the East and on the West Coast as well as in the Midwest. In the Midwest, the company currently is sponsoring a quarter-hour of recorded music on KCMO, Kansas City; five-minute newscasts four times a week on WXRC, Louisville, and WLW, Cleveland; participation on Moonlight Saving Time, all-night program of WOR. It is also using Maurice Hart's and Stan Shaw's programs on WNEW, New York; Paul Brenner on WAAAT, Jersey City; Dick Gilbert on WHN, New York. After April 6, the campaign will be extended to 42 cities in the East.

In Chicago, Golan two weeks ago placed 6 half-minute announcements weekly on WIND and reported it will use two other stations. Brown & Spector, New York, places a portion of the advertising, but it is placed through local distributors.

Other Coast Accounts
Italian Swiss Colony, San Francisco, through Leon Livingston Adv., that city, sponsors a transcribed quarter-hour version of Fulton Lewis jr. on 3 Don Lee California stations (KKJ, KFRC, KGB), Tuesdays and Thursdays, 9:30-9:46 p.m. (PWT), having started Feb. 16 on a 25-week contract. It is also using some spots.

Gallo Wine Co., Modesto, Cal., placing through Raymond R. Morgan Co., Hollywood, currently sponsors a nightly one-hour continuous live and transcribed newscast titled Continuous Newsreel on KHJ, Hollywood. First quarter-hour of the six-week program is broadcast as live talent. Following three 15-minute newscasts are transcribed repetitioins of that program with commercials separating

cherub at the mike is william george hinds whose dad, bill, is an announcer of kdka, pittsburgh. rapidly learning to talk, the 16-month-old tyke is getting the feel of the velocity mike.

we had a swell time mr allen

QV.11D (G. K. 1942)
Gunnison Captured By Japs at Manila Cuhel in Australia, Asserts MBS; Miss Wayne Back
ROYAL ARCH GUNNISON, MBS correspondent in Manila, and Mrs. Gunnison are among the 1,500 prisoners held in that city by the Japanese, Mutual learned last week. The couple were presumed interned there when the Japanese captured the city, as Gunnison was known to have stayed there with his wife rather than escape with General MacArthur's forces.

Since the safe arrival in Australia of Frank Cuhel, Mutual correspondent formerly in Java, and the arrangement of regular broadcasts by him from Melbourne, MBS has included his reports on its Sunday 12:30-1 p.m. Far Eastern News Roundup program instead of those by John R. Hughes, MBS West Coast commentator. Mr. Hughes continues on Mutual five times weekly at 1 p.m., as well as twice weekly at 10 p.m. for Anacin Co. Also heard on the Sunday show are Owen Cunningham from Hawaii and Leslie Nichols from Cairo.

Miss Wayne Back
Elizabeth Wayne, original MBS correspondent in Java, arrived in New York March 28 after three months and two days at sea, one of the first correspondents to return from the Far Eastern front since Pearl Harbor. Discussing broadcasting from Java, she said that in Batavia the radio facilities were modern and complete and that there was an excellent variety of programs in both Dutch and English.

Until the fall of Holland in May, 1940, a shortwave schedule was maintained for the benefit of the folks at home. Censorship, she stated, worked much the same as in Europe: A military advisor checks all scripts and sits in on the broadcast with the engineer, who clips a comment when he thinks it necessary.

Home for the first time in more than two years, Miss Wayne wants to "see a lot of bright lights, eat a lot of oysters, visit my home in Swarthmore, Pa., and rest. But not for long—if I can get to Australia, I will." Explanation for the last desire is that in private life Miss Wayne is Mrs. John Raleigh, wife of the CBS correspondent who is now "somewhere in Australia".

JOHNNY LONG records for LANG-WORTH

WIBW The Voice of Kansas in TOPEKA

NATIONAL PEANUT COUNCIL, Atlanta, to J. Walter Thompson Co., New York.
JURISTRE MG., Chicago to Almon Wilder Brooks Inc., Chicago.
PARKER PEN Co., Janesville, Wis., to J. Walter Thompson Co., Chicago (effective Aug. 15).
PEARSON PHARMACAL Co., New York (ethical Eye Drops), to McCann-Erickson, N.Y.
SOIL-OFF MFG. Co., Glendale, Cal., to Buchanan & Co., Los Angeles.
DIANA STORES Corp., New York (women's store chain) to Betens Adv. Agency (women's division) to use radio.

P.S... Tri-Cities Customers are Busier than ever... Better use WIBF's "Inside Pull!"

Just now swinging into production—that $100,000,000 army tank contract affecting nearly all Tri-Cities manufacturers! More and more Tri-Cities men—and women—bring home generous pay checks each week.

They're mighty good customers for you—and they're faithful listeners to WIBF, of course. BECAUSE WIBF is the one most powerful (1000-watts) local voice. No time now to depend on the uncertain secondary coverage of "outside voices". Put your message on WIBF—and its "Inside Pull" gets action. Let us show you the EVIDENCE!


The Perfectly BALANCED MARKET
World's Largest Importer-Caster, Home of the Nation's Richest Farming Country now beam news with "Food for Defense" production—served by WIBF.

Basic Mutual Network Outlet
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND - DAVENPORT - MOLINE
Press News Ltd. Plans First Annual Meeting At Toronto on April 11
FIRST annual meeting of Press News Ltd., subsidiary of Canadian Press, will be held at Toronto April 11, followed by the annual meeting of the Canadian Press. Presiding at PN annual meeting will be W. Rupert Davies, of CKWS, Kingston, Ont. and CHEX, Peterborough, Ont., who is president of both PN and CP.

Since its formation year ago PN has established a coast-to-coast wire network. It started operations in Ontario and Quebec in July, 1941, extending its circuit to Winnipeg and Vancouver last December and to the Atlantic coast stations early this year. In releasing its first list of stations taking PN service, PN shows a total of 27 stations from Atlantic to Pacific on its circuit.

Stations taking PN service are:

CJCB, Sydney, N.S.; CHNS, Halifax; CKSB, Saint John, N.B.; CIHO, Prince George, B.C.; CHEX, Peterborough, Ont.; CILO, Leamington, Ont.; CJFO, Owen Sound, Ont.; and CKCR, Edmonton, Alta.


THOUSANDS of Uncle Sam's finest stationed at various Virginia military camps and bases listen each morning not so much for the bugler blaring tones but rather for the voice of Glenn Graham, the "Reveille Girl" of WRNL, Richmond. It's Glenn's music and pleasant chatter at 6:30 a.m., directed solely to the servicemen, that sends the boys out of their bunks and sailing into the day with spirits high.

Though the show is sponsored by Miller & Rhoads, one of the South's largest department stores, not one word of commercial advertising is used. Rather the sponsor feels that it is in the interest of the men's morale, that the broadcasts be dedicated entirely to them.

Glen was chosen for the job a short time ago when Mallory Scott, educational director of WRNL, was seeking a suitable personality voice that could wake up the boys at Camp Lee. The audition left no alternative and Glenn, who hails from Hollywood where she made several film efforts, became the big sister, girl friend and pal to the boys at Camp Lee.

Glen was not satisfied that the men should just know her, but took steps to meet her new-found friends. Down to Camp Lee, Langley Field, the Norfolk Naval Base, and other service centers she went. From brigadier general to yardbird, she met them all.

In the canteen, leading the grand parade of the St. Patrick's Day dance, alongside the bugler and in the mess hall, Glenn learned how much an understanding friend meant to these boys in uniform. Now with her new program barely a month old, Glenn knows the likes and dislikes of the men. And the servicemen don't mind in the least being dragged from the arms of Morphues at 6:30 a.m. by the personal voice of Glenn Graham, WRNL's reveille girl—she's their pal.

COME TO TOWN WITH THE WICHITA TIMES AND RICHMOND'S GLEANER

GLEN GRAHAM

FETE FOR 'TAVERN'
Musical Show on KSD Now
In Its Fifth Year

THE Friendly Tavern program, now entitled Julie O'Neill & Co., has begun its fifth year on KSD, St. Louis, sponsored by the Columbia Brewing Co. (Alpen Brau beer). The 15-minute show originated in December, 1937, over KSD, presenting his tunes and unusual band and vocal arrangements and has continued without interruption nightly, Monday through Saturday.

A musical variety show featuring Russ David and his KSD orchestra with the voices of Julie O'Neill and Joe Karnes, it has offered such regular vocalists as Helen O'Connell, formerly with Jimmie Dorsey's orchestra, and Cheri McKay. The Merry Maids, Clair Callihan, has been announcer for the show since its beginning. Guest stars appear frequently. Ollian Adv. Co. handles the Alpen Brau account.

KOFN, Portland, on April 1 renewed Northwest Neighbors with Joseph Sampietro, musical director, leading the 18-piece KOFN orchestra. Program, featuring unusual stories told by Northwest residents, is also carried on WKRQ, Pendleton; KOIN, The Dalles; KBNB, Bend; KAST, Astoria, in Oregon; and KFTH, Walla Walla, and KFTH, Yakima, Washington. Art Kirkham, KOIN announcer, is m. H. M. Stewart, KOIN's violinist and entertainment department, does programming; Ted Cooper, program station, is producer and Donald Hennessey is script writer.

KLX, Oakland, Cal., is the first station west of Denver to subscribe to the Press, a division of Associated Press, recently opened a San Francisco office.

WMPF, Plattsburg, N. Y. has accepted the name of Miss Winne's Jolly Juveniles in a recent contest to find a name for the new Saturday morning children's show conducted by Winnie O'Meara. Talent consists of selected juvenile singers and musicians.

WIBX, Utica, after starting a program of local purveying and lonely philosophy with George Davis singing and narrating, announced a new card to 105 clerksmen in the Mohawk Valley asking for suggestions. The station reports that general pleasure was expressed by the clerksmen for a stronger program in wartime.

WBN, New York, has issued a new cover page, showing its own "guaranteed coverage area" since its increased in power to 50 kw. and the new rate card. No. 10, effective that date, station has not increased its rates with its power and the only change in the card is the elimination of participating announcements, although station breaks are unchanged.

TRAFFIC SAFETY is urged dramatically in The Story of the White Safety Car series by KMBC, Kansas City, has been renewed for a third 13-week series. Presented in cooperation with the local police department and safety council, the programs are written by Larry Clark and produced by Ed Edwards of the KMBC staff. Kansas City Junior College students appear in dramatic roles.

KDFL, Salt Lake City, participated in the observance of Greek Independence Day, March 25, with the presentation of a special program of Greek music together with brief talks by leading members of the Greek community in Salt Lake City. Emerson Smith, KDFL program director, handled details of the program.

Richmond's Reveille Girl
Glenn Graham of WRNL Wakes Them Up With Morning Music and Chit-Chat
The ceremonies were recently staged an economists whose study benefits the University of Chicago. The ceremonies were broadcast to the overseas students and faculty members. The ceremonies were broadcast on WJR, Detroit, and the station's coverage was extended to listeners in the United States and Canada.

WJW, Detroit, broadcast a formal induction of Tom Harmon's football team, which took place on the football field at the University of Chicago. The ceremonies were part of Harmon's farewell program.

The Block on Barn Dance, a popular radio program featuring a local barn dance, has been broadcast on WBBM, Chicago, and has become a popular local program.

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Egbert White on Staff
Of New Army Newspaper

EGBERT WHITE, vice-president of BBDO, who during the last war was on the staff of the AEF's newspaper Stars and Stripes, last week was designated as a member of the staff of a new Army newspaper, written by and for American soldiers, which the War Dept. announced would soon begin publication. It will be known as Yankee, will carry no advertising and will be edited and managed by Army personnel, chiefly enlisted men. Mr. White will be one of the founders of Yankee, serving as chairman of a subcommittee of the Joint Army and Navy Advisory Committee along with Adolph Shelby Ochs, general manager of the Chattanooga Times, also a Stars and Stripes alumnus; Martin Fouss, managing editor of the Saturday Evening Post; Alfred C. Strasser, art editor of Liberty.

Last Word spoken by Announcer "Selectee" Aubrey Guy (holdmike) as he described his own goodbye party for WMC, Memphis, listeners. It was part of a special broadcast of the parade here in conjunction with the departure of several hundred Memphis selectees. Guy is assisted by announcer George Paudler.

Radio and Farmer
(Continued from page 12)
the shortage of labor in a number of areas will be by lengthening the work day of the farmer, his wife and his boys and girls.

Even this won't do the trick unless the Yankee inventiveness of farmers is brought to play in finding short cuts so that they can all put effectiveness of an hour of human labor. Government isn't going to do this invention. Industry isn't going to do this invention. It's got to be done by individual farmers who think in labor-saving short cuts. But in this time of crisis, all the farmers ought to know about these short cuts so that they can all put them to work.

So there's your idea for a promotion campaign. Why not organize a contest with a weekly award to the farmer who invents the best labor-saving short cut; then let him appear with your farm service man and tell how he did it. Now is a simple way of putting the piece which will give directions for applying his brain wave on other farms.

Another type of station promotion is possible where any recognition of the part that farm women play in getting the wartime job of agriculture done. Awards for essays or reports and other devices spring immediately to mind here. The field is endlessly fertile and the imagination of individual station managers and promotion men can develop in half an hour more ideas than I can set down in three pages of BROADCASTING MAGAZINE.

Instructions to Stations
Now the thing to watch out for, of course, is to be sure that you are going along the line that will best serve the agricultural part of the war program. So the station managers who want to get into war service on this front will want a place to go to in order to be sure that they are getting the rights facts issued, and going down the right line in promotional material, commentary etc. I make this suggestion:

If your station service area lies within one State, get in touch with the Department of Agriculture War Board of the State and they'll instruct you how to get the requisite information to send to the various agencies of the Department and the State that are serving farmers, give you ideas on promotion campaigns.

If your coverage area serves two or more States, write the Radio Service, Department of Agriculture, and Wallace Kadddy, who succeeds me in charge of that service four years ago, will put you in touch with one of our field offices which will make arrangements with the War Boards of the States concerned.

Farm program directors who have asked that we keep them in touch with developments in USDA and action now reporting are promised a weekly letter from Kaddyler, and he'll add other farm program directors to the list for this letter upon request.

With this service from here, we'd like to build up an exchange service of promotion ideas among stations that have farm service men. Maybe you've got some ideas that ought to be put to work in this field.

As many stations have already told us and shown by their actions, farm service during the war must be a positive thing—not simply passing acceptance or rejection of requests for free time.

There is a new, war time conception of broadcasting "in the public interest." It's going to take brain work and leg work by all of us to win this war.

Phoney German Station
Claims Midwest Locale
DIRECTED to Midwest listeners, German shortwave stations are reported to be using various devices to convey the impression that it is located in the United States, according to official sources. Heard recently, the station D-E-B-U-N-K refers to European locations as "over there" and its commentators use slangy, colloquial terms to give the station's programs a rural tone.

Simple direction finding efforts, it is said, have definitely established the location of the station to be in Europe and its broadcasts are said to be of the same frequency as Berlin shortwave. Authorities indicated that reports of the station follow official Berlin shortwave so closely that experienced listeners in this country believe that no serious efforts are being made by the Nazis to conceal the fact that the broadcasts are coming from Germany.

Stiegmund Strauss
STIEGMUND STRAUSS, 67, Austrian investor credited with invention of the feedback and with aiding to the invention of the amplifier tube when he had his own laboratories in Vienna, died March 29 at his New York home. He had fled Austria in 1938. He is survived by his widow and a son, Peter H. Strauss.
Righto, Mr. Downey!

Through This Portal, Pass the Most Advertisers in the World.

NAMED TO AMP BOARD

ELECTION OF ERNEST R. VOIGHT, vice-president in charge of the music department of Associated Music Publishers; Ben Selvin, vice-president in charge of program recording of AMP, and K. R. Smith, vice-president and general manager of Music Transcriptions, to the AMP board of directors was announced last week by C. M. Finney, AMP president. Other AMP directors include Mr. Finney, Waddell Catchings, chairman of the board; A. M. Davis, attorney; H. C. Freeman, vice-president of North American Co.; W. J. Herdan, general manager of Wired Radio; William Benton, majority stockholder of AMP and its associated companies.

FLO ZIEGFIELD'S famous stage-door line "Through This Portal Pass the Most Beautiful Girls in the World" is paraphrased by the sales department of WCPO, Cincinnati, in its newly-decorated offices. You can't miss this legend for it is located on the reception room. In front of door are Evelyn Eppinger, traffic manager, and Mortimer C. Watters, general manager and originator of the idea.—From March 30 Broadcasting.

On this caption you have a low score. In the first place, you're wrong on your lore:
You're over a barrel!
Because "twas Earl Carroll
Who first put that sign o'er his door.
To the foot of the class you should go—
And maybe you already know
That your fate should be sealed
For that name of "Ziefield"—
"Twas Ziegfield whose first name was Flo!

J. J. Downey,
Sales Promotion Manager,
Studebaker Corp.,
South Bend, Ind.

Women at Radio Locators

PREDICTION that at least 25,000 women will be employed by the armed forces to operate radio locators of enemy planes and do other vital work was made by Watson Davis, chief of the science service, on his Adventures in Radio program. The Navy, Mr. Davis said, wants women with college degrees, preferably in physics, who also hold amateur radio licenses who will be started in a civilian capacity in radio locating work, in research laboratories or in the development and installation of radio communication facilities.

300 in WBBM School

WBBM, Chicago, has completed enrollment of 300 new students in the station's Radio Telegraphy school offering classes 36 hours weekly in code practice and electrical theory. Instruction is in charge of the engineering staff of WBBM, including Frank Fulker, D. J. Dunlop, George Sherman, Ray Noll, John Kriese, Art Maas, Holly Pearse and Henry Jackson of the sales staff. 250 students in the first classes have completed half of the 15-week course.

GUIDE TO STATIONS PROPOSED BY OFF

ACCENDING to the request of its station advisory committee, the Office of Facts & Figures, through its radio division, has submitted to J. Harold Ryan, Assistant Director of Censorship, a proposed guide to stations and network production mesh amplifying the way they may do without running afoul of Section 7 of the Wartime Code of Censorship.

The eight-page memorandum, which Mr. Ryan will submit to the various Government information agencies for suggestions is in the confidential stage but eventually OFF hopes to issue it to all stations and networks, assuming it is approved by the Office of Censorship.

Whereas the censor advises radio what it cannot do, the proposed guide lists some 50 suggestions about what they can do to build shows without the necessity of checking with the Censor's office. It was said at OFF that the guide was prepared particularly with the problem of the local program producer in mind.

Now Major Roosevelt

CAPT. ELLIOTT ROOSEVELT, second son of the President and former president of Texas State Network, last Thursday was promoted to rank of major in the Army Air Corps. He now is stationed at Fresno, Cal. His wife, Ruth Gogins Roosevelt, is head of Texas State and of KFJJ, Fort Worth, key station.

IT'S PLANTING TIME ON WHAMland's 140,518 FARMS

WHAM gives you rural coverage of, not just Monroe County, but of 43 counties. WHAM gives you urban coverage of, not just Rochester with its year-round industries, but of 18 busy trading centers. And, in city or country, WHAM program leadership insures plus listenership.

WHAM is a better buy.

National Representatives:
GEORGE P. HOLLINGER CO.

"The Stromberg-Carlson Station"

April 6, 1942 • Page 45
ACA Charges Against WBAL Are Dismissed

DISMISSING a complaint by the American Communications Assn., Broadcasting Department (CIO) that Hearst Radio Inc., New York, owners of WBAL, Baltimore, had dismissed two employees, John J. Mutch and Morris O'Connor Jr., and had refused to reinstate them because of activities in the union, the National Labor Relations Board last Wednesday issued a stipulation based on an order that the men be reinstated and paid $150 each to recompense them for any loss suffered by the discharge.

The union complained Jan. 22 that Hearst Radio had engaged in unfair practices within the meaning of the National Labor Relations Act. Hearst on Feb. 6, denied the charges. An agreement was reached March 10 without a hearing.

OFFICIAL congratulations on the dazling power-furnace increase of WKBN, Youngstown, to 5,000 watts, extended March 29 by Ohio's Gov. John W. Bricker (left) to Warren P. Williamson Jr., president of the station. In addition Mayor William B. Spagnola participated in the dedication along with other Buckeye dignitaries. WKBN anticipates a further step up to 5,000 watts in the near future.

Anti-Trust Policy
(Continued from page 18)

sumed after the war. The President insisted that the agreement does not mean that anyone will go without eventual trial for alleged violation of the statutes.

Court Argument

It was clear that the White House agreement is designed primarily to help those engaged in heavy war industries. Whether the scope of the agreement later will be broadened to accompany essential services, not actually engaged in physical production, is problematical. No relief for broadcasting or other service industries is in sight, it was pointed out in responsible quarters, unless such a broadening of the agreement is procured.

Meanwhile, on another front in the multi-phony campaign designed to root out purported monopoly in broadcasting, final plans are being made for arguments before the Supreme Court on the validity of the FCC's chain-monopoly regulations. Arguments now are set on appeals of NBC and CBS for the week of April 27.

It was stated at the court, however, that the cases might not be reached until early May—just prior to the court's cessation of hearings until fall. It is expected that the court will decide the jurisdictional question prior to its formal summer recess in June. Preliminary briefs shortly will be filed not only by the appellants—NBC and CBS—but by the FCC and by MBS, the latter as intervenor, supporting the FCC's rules.

The provocative rules now are suspended under a stay order granted by the statutory three-judge court in New York in February. This stay expires May 1, however, and it is expected that a further stay will be procured from the Supreme Court prior to that day, pending its decision.

Army Day on WWJ

FEATURED by an address by Lieut. Gen. Ben Lear, WWJ, Detroit, dedicated all its locally-produced programs of April 6 to Army Day, including many specially arranged for the occasion. Also to be carried on WWJ was to be a mass swearing-in of 50 aviation cadets of the Army at Detroit's city hall, described by S. L. A. Marshall, military commentator of the Detroit News, which owns the station.

Morton, Parker to J-W-T

MORTON SALT Co., Chicago, and Parker Pen Co., Janesville, Wis., have appointed J. Walter Thompson Co., Chicago, as agency. The latter account used its first radio promotion last year when it sponsored a Sunday quarter-hour of recorded music on MBS for Quink. Future plans have not been announced. Morton Salt has used participating announcements, primarily on the West Coast, and radio entered the future campaign, as yet unformulated, according to C. L. Ostrom, advertising manager.

Boycott Advocated
In New Haven

Feud Prof. Rodell Makes Attack On Newspaper Publisher

LOCALIZED revival of the press-radio feud has developed in New Haven, Conn., over purported boycott of radio defense news by the New Haven Register, published by John Day Jackson, with WELI carrying the issue to the people via regularly scheduled "Editorials of the Air".

Carey Cronan, WELI news editor, for nearly two months has been using his tri-weekly program to battle the boycott. After a number of public figures had declined to appear, Prof. Fred Rodell, of Yale Law School, and publicity director of the consumers committee of the State Defense Council, spoke May 27 as a guest on the program.

Attacks Publisher

Speaking as a citizen of New Haven, rather than in his university or official capacity, Prof. Rodell attacked Publisher Jackson for forbidding his newspapers to publish any news relating to broadcasting of Federal or State programs over WELI. He charged that this ban results from purely competitive factors and ascribed to the publisher the fear that even a small circulation of WELI “might lead New Haven merchants to spend a small part of their advertising budgets for radio advertising”.

Prof. Rodell advocated a counter-boycott by New Haven citizens as a protest against censorship of announcements of defense news and broadcasts. WELI, he said, was not asking Publisher Jackson to announce in his newspapers the daily programs of the station—a service which he said “any decent newspaper would perform automatically”—but asked only that the newspapers publish the announcements devoted to broadcasts of "vital defense information coming from Federal or State government sources".

Lava Spots Planned

PROCTOR & GAMBLE Co., Cincinnati, for Lava soap, is understood to be planning a campaign of 12 one-minute transcribed announcements weekly in defense production centers, designed especially for workers in machine shops. No details as to stations or starting time were available. Agency is Blow Co., New York.

Testing?

Reach a big chunk of ILLINOIS... do your testing thru the DECATURE station

Fishing is better WHERE THERE ARE MORE FISH!

Business is better WHERE THERE ARE MORE $$$

Wrapping up your SALES LINE

THE HEART OF THE FAMOUS INDUSTRIAL REDMONT SECTION

SOUTH CAROLINA

DOMINATED BY WFBC
5000 WATTS
GREENVILLE

NATIONAL REPRESENTATIVE WEED & COMPANY

Reach a big chunk of ILLINOIS... do your testing thru the DECATURE station

250 W, 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

Broadcasting • Broadcast Advertising
Kimball Honored
DEAN of the national radio commentators, H. V. Kaltenborn on April 4 celebrated the 20th anniversary of his first appearance before a microphone. He was honored that evening at a dinner tendered by NBC in New York's Harvard Club, attended by many notables of radio, journalism and public life. He was associate editor of the Brooklyn Eagle when he made his first radio talk, a pick-up of an address before the Newark Chamber of Commerce. He has been on the radio regularly since 1923, joining the CBS news staff in 1928 and transferring last year to NBC. He is currently sponsored on NBC by Pure Oil Co. and Lumbermen's Mutual Casualty Insurance Co., and last week signed a two-year renewal contract with the network.

COMMUNICATES

Victor Record Shortwaves
RCA VICTOR Co., New York, sponsors recordings of Latin American artists in a series of weekly shortwave programs on WLWO, Cincinnati. Titled "Ritmos Tropicales," the broadcasts are produced by WLWO and Manuel Avila, who directs another RCA Victor program on WLWO, "La Musica Que Vd. Desea," also shortwaved to Latin America. In addition, RCA has 31 weekly programs on NBC shortwave stations WRC and WNB.

WCHS 6000 on 580
CBS-WVN
Charleston, WEST VA.
represented by
THE BRANCHO CO.

* COMMUNIQUE, n.—An official announcement.

5000 WATTS
DAY & NIGHT
IN THE HEART OF A
DEFENSE MARKET
WHERE PURCHASING
POWER IS UP!

FOR THE
"World's Best
Coverage of the
World's Biggest News"

RICHMOND-VIRGINIA
EDWARD PETR & CO., INC., NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
April 6, 1942 • Page 47
Chick Allison is Named WLP Publicity Chief

ADDED RESPONSIBILITY has been given to Mrs. F. (Chick) Allison, promotion chief at WLP, Cincinnati. James D. Shouse, president and general manager of the station, announced March 26 that Allison had assumed the publicity function formerly handled by Cecil K. Carmichael, who resigned last month.

Mr. Allison explained that publicity is essentially a promotional function and that the transfer will result in closer coordination of the two departments.

As a result of the shift, James Cassidy, special events director, will report to George C. Biggar, program director, and Katherine Fox, who serves as coordinator of public affairs and defense broadcasts, will report directly to Walter Callahan, executive assistant to Mr. Shouse, since her responsibilities include both program and public relations phases.

AFM's Strike

(Continued from page 9)

member and affiliated stations could not be deprived of service.

No comment was forthcoming from MBS on the possibility that WISX might file suit for damages against the network on the grounds that in stopping musical service to the station the network breached its contract.

Commercials which WISX will lose by the network's action include: Spotlight Band, sponsored by Coca-Cola Co., Monday through Friday at 3-4 p.m.; and Saturday, 9:30-10 p.m.; Old Fashioned Revival, sponsored by Gospel Broadcasting Assn., Saturday, 9-10 p.m.; Double or Nothing, sponsored by Pharmaco, Sunday, 6-6:30 p.m.; Lutheran Hour, sponsored by Lutheran Laymen's League, Sunday, 1-2 p.m.; Voice of Prophecy, sponsored by Seventh Day Adventists Radio Commission, Sunday, 7-7:30 p.m.

Dispute in Nashville, where the strike of the AFM local against WISX continues, is reported by MBS to involve a 100% pay increase demanded by the National AFM office to concern the employment of more men than the single staff musician the station now employs.

CARMICHAEL to NBC

CECIL K. CARMICHAEL, former assistant to James D. Shouse, vice-president of the Crosley Corp., in charge of WGY and WSAI, Cincinnati, who resigned two weeks ago [Broadcasting, March 23], will join NBC April 15 to handle program exploitation, as announced by Frank E. Mullen, NBC vice-president and general manager.

Mr. Carmichael, formerly with UP and WBYT, Charlotte, and WKRC, Cincinnati, Mr. Carmichael became Mr. Shouse's assistant in February, 1939, in which position he handled sales, publicity and exploitation for WSAI, WLW and its shortwave adjunct WLWO.

Elmer Diddler's Doings:

MIGHTY CLEVER STUNT

Yes, Elmer, it takes real genius and patience to make towers out of playing cards. But erecting shaky structures is nothing new to you—for instance, when you deal with umpteen stations to cover the Great Northeast, you've got a plenty shaky structure.

You don't mind, we hope, if the rest of us put our trust in something more reliable. We let WGY do the whole job in Central and Eastern New York and Western New England, for WGY is:

★ the nation's first 50,000-watt station
★ the area's only 50,000-watt station
★ the area's only NBC Red station
★ the area's only 20-year veteran.

THE ONLY MUST STATION IN THE GREAT NORTHEAST

Who (Alone!) for Iowa Plus

Des Moines—50,000 Watts, Clear Channel

 "That March today must have covered WDFD Flint Michigan's half millivolt contour!"
Nets NAB Status Before Convention
Active Status Is Provided in Board's Proposed Change

ADVANCE notice of the impending battle at the 20th annual convention of the NAB in Cleveland, May 11-14, on active membership of networks in the trade association was served last Friday with the official release of proposed by-law amendments.

Pursuant to NAB requirements that proposed by-law amendments be distributed at least 30 days in advance of the convention, the April 3 NAB Reports published a series of 13 such proposals. Highlighting these were the proposals of the NAB Board of Directors, adopted last month in New York, that national networks be given active membership in the NAB, with one director each, and the counter-proposal of John Shepard, president of Yankee Network and chairman of Broadcasters Victory Council, that the networks be excluded from membership entirely and from representation on the board.

Active Status

The Board, defying allegations of purported “network domination”, voted at its meeting March 19 in New York to give the national networks active membership status, in lieu of the existing arrangement whereby network M & O stations are entitled to membership but not the networks themselves. Provision for network directors also is made, consistent with the present arrangement.

Under Mr. Shepard's proposals the board would be reduced from 26 to 23 members, eliminating provision for three network directors, one representing each national network. It goes beyond that, however, in specifying that “no officer or employe of a national network company shall be eligible to become a director-at-large on the Board of Directors of the Association”. Under this provision, executives of M & O stations would be eligible for election as district directors, not as directors-at-large, two of whom are designated to represent large stations, two medium stations, and two small stations.

The board advanced a revised scale of dues to cover national networks. Those with a range of income from $2,000,000 - $4,000,000 would pay monthly dues of $600. The scale graduates upward to $3,000 per month for incomes over $20,000,000.

Hugh A. L. Half, director of WOAI, San Antonio, proposed an amendment revising the schedule of dues so that net receipts from the sale of time would be defined as billings based on gross return for broadcasting service less time and advertising agency discounts, if any, and sales commissions up to 15%, if actually paid, and including billings to networks.

SHIRLEY'S BOYS gather round. Star of the CBS evening show, Junior Miss, La Temple is shown here with (l to r) Ed Wolf, radio agent, Kirby Hawkes, radio production chief of Benton & Bowles, and Jim Rodgers, vice-president and account executive of Procter & Gamble.

OFF 8 HOURS

POWER failure kept WMAL, Washington, in silence March 29 but the station's switchboard was far from silent that day. Station officials estimate the hourly average of query calls at 100. Although the station was silent from 7:30 a.m. to 3:45 p.m. its switchboard hummed with more than 1,000 calls from anxious listeners during the eight-hour broadcast black-out. WMAL was winner several times of the annual NBC award for least time lost.

Map Makers Cautioned On Military References

AMPLIFYING the reference to maps in the Code of Wartime Practices for the American Press, Byron Price, director of censorship, last week asked cooperation of map makers, editors and map publishers in making certain that new maps carry no reference to military depots and war production plants.

"No maps should be published or distributed showing military depots of any kind, such as air, quartermaster or ordinance depots; key war production plants, arsenals, ammunition or explosive plants of any kind," the Office of Censorship announced. Omission of military air fields constructed since Dec. 7, 1941 was also requested. It was pointed out that maps already in existence are not effected by this action.

Acquisition by Watson Of WGTW Is Approved

SALE of WGTW, Wilson, N. C., to Penn Thomas Watson, prominent local businessman, for a total consideration of $22,500 was approved last Tuesday by the FCC. Mr. Watson is a leaf tobacco dealer in addition to having a finance business and owning a tobacco storage company. Relinquishing their holdings are H. W. Wilson, 45% stockholder, now manager of WWPG, Lake Worth, Fla.; George C. McDonald, vice-president of the Monroe Steel Castings Co., Monroe, Mich., 43%; Charlotte Burns, of Detroit, 13%; David Iser, Wilson attorney, 12%. WGTW went on the air in 1929 and is on 1340 kc. with 250 watts.

The FCC under its new freeze procedure disapproved for hearing applications of WBBC, Salisbury, Md., seeking change to 960 kc. and increase to 1,000 watts; WLEU, Erie, Pa., for change to 1200 kc. and increase to 1,000 watts night and 5,000 local sunset; WLAP, Lexington, Ky., change to 650 kc. and increase to 1,000 watts; WTEL, Philadelphia, increase to 250 watts.

Dryden & Palmer Adds

DRYDEN & PALMER, Long Island City, which has been using participations on women's programs for its Gravy Master since last fall in eight New England stations, last week added six more stations in the East to the campaign. Agency is Samuel C. Croft Agency, New York.

Cover the Detroit area...for less.

OVER CKLW

Deliver your sales message to the millions of able-to-buy defense workers in this area...with CKLW. Right in the middle of things at 800 kc. this live wire station sends its signal, clear as a bell, to over 8 million people. It's the strongest dollar buy radio has ever offered. Investigate now!

24 HOURS EVERY DAY

IT'S

800 KC.

50,000 WATTS DAY AND NIGHT

MUTUAL BROADCASTING SYSTEM

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Natl' Rep. - The Katz Agency Inc.

BROADCASTING • Broadcast Advertising

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ON HAND for the Chicago sales clinic of the Socony-Vacuum Oil Co., New York were (to r): William J. Gerwe, Chicago, manager of automotive division; J. L. Van Volkeng, assistant manager, CBS-Chicago; Larry Holmberg, Chicago manager of J. Stirling Getchell; Ernest Shomo, salesmen; Walter Preston, program director, WBBM, Chicago. The success of the clinic was an explanation to the salesmen of the company's intensive radio promotion on WBBM with a recent 52-week renewal of 12 quarter-hour newscasts and the addition of weekly quarter-hour comic serial to promote Socony household products.

Dentyne Test

AMERICAN CHICLE Co., Long Island City, exclusive user of radio for its chewing gum products, on March 50 started a 13-week test campaign for Dentyne gum, using special transcribed four-second radio commercials on WDR, Hartford. The contract calls for 768 spots, averaging 60 per week. If successful, the test will doubtless be explained. Agency is Badger and Browning & Hersey, New York.

Wadham's Sportscast

UNDER A recently signed contract, WTMJ, Milwaukee, will continue to broadcast sports news for the Wadham division of Socony-Vacuum Oil Co. New contract marks the 14th consecutive year the program, daily at 5:45 p.m., has been sponsored by Socony. Russ Winnie, WTMJ sports cast, continues at the microphone.

Standard Oil Spots

STANDARD OIL Co. of Indiana, Chicago, is completing schedule of one-minute transcribed announcements six times weekly on 82 stations. McCann-Erickson, Chicago, is the agency.

Baseball On WJSV

TO FACILITATE the sale of Washington baseball broadcasts as a package WJSV has purchased the rights for all games, home and away, for a reported $25,000. Sponsorship is unsettled. Arch McDonald will describe the games. Last year the games were heard on WMAL.

DATE for the annual award luncheon of the Women's National Radio Commission has been changed from Nov. 19 to 16 to avoid conflict with the NAB convention to be held May 11-14 in Cleveland.

Bold Bruntons

WASHINGTON'S worst March blizzard in history, which discommoded telephone communications in several suburbs, didn't deter the Brunton boys of Northern California from contacting home. In the Capital to attend hearings before the FCC involving SF and their station KQW, the three brothers — Ralph, Mott Q. and Sherwood — set out for their attorney's home in Chevy Chase during the blizzard Sunday, March 29. After pushing the cab out of several snowdrifts, the intrepid brothers arrived at the home of Attorney George Porter, and attempted to call San Francisco. The phone was dead. Mott Q. and Porter tried their hand at walking, got the call through and had a perfect five-minute conversation. Then the phone went dead again.

More for Planters

PLANTER'S EDIBLE OIL Co., San Francisco (peanut oil), in a West Coast campaign which started March 23, is sponsoring the five-minute transcribed series, Guess-A- Tune, two and three times per week on KOMO, Seattle, and KPO, San Francisco, respectively, as well as five-week quarter-hour participation in Breakfast Club on KFRC, in the latter city. Firm uses six weekly participation in the combined Housewives Protective League and Sunrise Salute on KNX, Hollywood, and three-weekly participation in the former program on KIRO, Seattle. Schedule includes six-weekly participation in Kirkman's Newspaper of the Air on KOIN, Portland, and a five-minute program of recorded music three- times weekly on that station. Agency is Raymond R. Morgan Co., Hollywood.

Peoria Regional Asked

LISTING William W. Behrman, until recently manager of WISH, Indianapolis, as president of the Grand View Broadcasting Co. has applied to the FCC for a new license in Peoria, Ill., to operate on 1290 kc. with directional antenna. Anton Hulman, of Hulman & Co., Terre Haute, makers of Clabber Girl baking powder, holds 51% of the stock while Anton Hulman jr., vice president of that company, is listed as a minority stockholder with less than 25%. Other principals are Evanville On The Air Inc., operators of WEOA-WGBF, Evanville, Ind., 24%; Mr. Behrman, 22%; Paul Wilson, 3%.

CBS BEAMING FIVE GERMAN PROGRAMS

FIVE German-language feature programs have been added to the schedule of European transmissions by the CBS shortwave division, in an effort to counteract Germany's radio propagandas with facts by appealing to the decent instincts of listeners in Nazi-occupied territories.

Military analysis by Horst Von Baurersprung and Max Werner, informal talks by Dorothy Thompson, and religious programs prepared by Professors Paul Tillich and Dietrich von Hildebrand will be beamed to Europe simultaneously on WCBX and WCRG, the two new CBS 50,000-watt transmitters at Eastport, Long Island.

The principals of the programs, chosen for their association in the minds of German-speaking people with the struggle against dictatorship, will each give quarter-hour weekly morning broadcasts. Von Baurersprung, who will be heard on Mondays, is a former head of the Magdeburg, German police and security personal advisor to Chiang Kaishek after leaving Germany in 1933.

Russian-born Werner at one time edited an anti-Nazi paper in Germany, is the author of The Battle for the World and contributes to the New Republic. Gropp, Hone of Hans is the title of the informal talks presented Fridays by Dorothy Thompson. Leader of the Austrian anti-Hitler Catholics and now professor at Fordham U, Von Hildebrand will prepare Catholic religious programs for his Sunday broadcasts. Protestant religious programs will be presented by Prof. Tillich, outspoken critic of Nazism, who was compelled to leave Germany in 1933 and is now an American citizen.

Big Kellogg Campaign

KELLOGG Co., Battle Creek (Corn Flakes), has placed 200 to 300 one-minute transcribed announcements on 100 stations broadcast on each station over a 20 to 26-week period. An announcement is built on a miniature program basis with 30 seconds of music and 30-second spot. NBC Radio Recording and WBS cut the transcriptions. J. Walter Thompson Co., Chicago, is agency.

BURNET HERSHEY, new commentator of WORCA, New York, has returned to his five-weekly broadcast after a two-week illness with a strep- toccocal threat.

My family was worried

"Certainly glad I stop at recognized hotels on my many business trips. Once, serious illness developed suddenly at home. Though I'd left no forwarding address I was easily traced to my hotel by phone." D. B. Rochester, New York.

AMERICAN HOTEL ASSOCIATION

FOR A FRESH START

STOP AT A HOTEL

BROADCASTING • Broadcast Advertising

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New Business


ADAM HAT STORES, New York, on April 17 will sponsor the broadcast of the Bob Pastor-Jimmy Blivis light heavyweight bout in Cleveland on 135 BLUE stations, 10:15 p.m. Agency: Glicksman Adv. Co., N. Y.

Renewal Accounts

BROADCASTING can Melody Bayer renews Boake cast news Your York AMERICAN TOBACCO April Miller’s Orchestra Los Angeles.

INTERNATIONAL SILVER tions, Wed., Campbell day, tions for 26 weeks. Monday, Wednes-

UNION OIL Co., Los Angeles, on April 29 renewes for 52 weeks Point Station on 11 NBC West Coast stations on Wednesdays. Agency: Lord & Thomas, Los Angeles.

AMERICAN TOBACCO Co., New York (Lucky Strike), on May 2 renewes Your Hit Parade on 95 CBS stations, Sat., 9-10:15 p.m. Agency: Lord & Thomas, N. Y.

LAND O’LAKES Creameries, Min-

Network Changes

BAYER Co., New York (Aspirin), on April 20 26 weeks. 10:45-11:15 a.m.

CRACKERS by

CRACKERS by HIPOWER

The Hipower Crystal Company, one of America’s oldest and largest manufacturers of precision crystals, has been able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding and polishing methods. Whether your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago Factory—2035 Charleston Street, Chicago, Ill.

BROADCASTING • Broadcast Advertising

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NEW ACT IN MISSISSIPPI

FIXES SABOTAGE PENALTY

AIMED to prevent sabotage or other interference with the operation of stations and other communications facilities, the Missis-
sippi Legislature during its recent enactment provides a maximum sentence of not more than ten years or fine of not more than $1,000,000 for viola-
tors of the act which follows:

Whoever intentionally destroys, impairs, or tampers or interferes with any real or personal property used or useful in the maintenance of any telephone or telegraph system or radio station which is subject to regulation or licensing by any agency of the United States, or to the states or the State of Mississippi, with reasonable grounds to believe that such act will hinder, delay or interfere with the maintenance, repair or operation of such telephone or telegraph system or radio station, or in conviction shall be punished by imprisonment for not more than ten years, or by a fine of not more than $1,000,000.

TANGELE LATE SERIES

GEORGE W. LUFF CO., Long Island City (TangRadio), has started a series of quarter-hour programs thrice-weekly on stations in 8 Latin American countries. According to Export Adv. Agency, New York, which handles the account, scripts are crafted for each national and twice-weekly to the stations. Featuring Hollywood gossip and playlists, the programs are handled by local talent and in cities where local motion pictures are produced the stars appear as guests.

Correction

CAPTON of KOA, Denver, Hall of Fame picture which appeared on page 40 in the last issue contained an error. Broadcasting mistakenly re-
ferred to "T. C. McClellan, engineer USN, killed in action." Actually KOA's engineer was A. M. McClellan, now on active duty in Honolulu. Ensign T. C. McClellan, for-
mer chief engineer of KLZ, Denver, was killed in action at Pearl Harbor.

FOR LIFE-LIKE MONITORING

GET THE NEW HIGH-SPEAK-LIGHT SPEAKER (TYPE JC P-10)

* Perfectly matched to the G-E FM station monitor with monitoring amplifier
* Unusually fine responses from 30 to 15,000 cycles, with G-E monitoring amplifier
* Single unit construction
* Special aural performance magnet for field
* 8-ohm voice coil; 20-watts input
* Can be furnished, either air- or water-cooled; high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifiers, etc.
* An excellent speaker for audience and sponsor rooms
* Built to last; 470,000,000,000 Ws. (Base, if desired, $20.00 additional)

ORDER NOW through the nearest G-E office or direct from General Electric Radio and Television Dept., Section 160-26, Schenectady, N. Y.

FCC YIELDS FOUR TO ARMED FORCES

Sutton, Seaks, Boese, Phillips in Service for the Duration

FOUR more FCC executives have volunteered for military service and last week received their com-
misions and orders. They are deQuinney V. Sutton, head broadcast engineer; Robert G. Seaks, assistant to the Chairman; William C. Boese, engineer in charge of FM and television; Julian Phillips Jr., legal assistant.

George O. Gillingham, informa-
tion director, also has received or-
ders to report to the Chemical Warfare Service as a captain, re-
joining his World War outfit [Broadcasting, March 30].

First Lieut. Sutton last Sat-
urday was called to active duty in the Signal Corps, materiel section, and will headquarter in Washing-
ton. Robert J. Seaks Jr. and J. C. Norfleet has named Harry Tenny-
son, assistant head of the broadcast division, acting head to fill the Sutton vacancy.

William C. Boese joined the FCC in 1934 and since 1938 has been head broadcast accountant. He was in charge of all broadcast financial data and supervised the gathering of such financial statistics cov-
ering the industry. He mustered out of World War I as an instru-
ment sergeant and was a second lieutenant in the Field Artillery Reserve.

Get Federal Leave

Lieu t. ( j. g.) Seaks reported March 30 to Naval headquarters in Philadelphia. His precise assign-
ment is not known. A native of Harrisburg, Lieut. Seaks joined the FCC as an assistant to Chairman James Lawrence Fly Jan. 15, 1941. From 1934 until his FCC appoint-
ment he had been a member of the legal staff of the Federal Radio Authority, of which Chairman Fly had been general counsel.

Second Lieut. Boese joined the materiel branch of the Signal Corps in 1936 after having been an engineer on the staffs of WCCO and WTN, Minneapolis. His first job with the FCC was as radio inspector in Dallas, and he was transferred to Washington in March, 1939. He was named chief of the National Val-
guard and broadcast application section, handling FM and television.

First Lt. Phillips, assistant engi-
neer in the broadcast section, has joined the Field Artillery, War De-
partment, and is said to be working with the FCC since March 26, 1941.

George Adair, assistant chief engineer in charge of broadcast-
ing, with FCC approval has named C. M. Braun, assistant chief of the broadcast section, to succeed Lieut. Boese as acting chief. He joined the FCC two years ago and is a native of Min-
nesota.
Help Wanted

Salesman—With at least three years’ time-selling experience. Must come well recom- mendied. Does own sales and account service. Give full details first letter, draft sales, etc. etc. Radio, Oregon, Iowa.

Central Room Operator Wanted—60,000-watt station in southeast needs control operator. State experience and salary expected. Only draft-exempt opera- tion considered. Box 331, BROADCASTING.

OPERATOR-ANNOUNCERS—There are opportunities for employment in Oregon radio stations for combination men. Give details, experience, age, draft status, salary expected, availability. Oregon State Broadcasters Association, Box 665, Bend, Oregon.

Southwest Station—City ten thousand, wants annual and available programming, draft exempt; should know football: ad 10b: tell all: salary, expected salary, snapshot. Permanent. Box 322, BROADCASTING.

Manager Wanted—1000 watt station in Pennsylvania. Excellent opportunity for right man. Give details regarding education, experience, and references. Box 321, BROADCASTING.

Engineer Wanted—250 watt midwest sta- tion. Prefer combination man experi- enced with RCA speech and turntables. Salary 400. References and draft experience, draft box. Box 339, BROADCASTING.

Engineer—First class, experienced. Ideal working conditions. WNYT, Newburgh, N. Y.

Nationally Known, Established Organization—Wants two or three top notch, high wire salesmen to sell product and service to newspapers and radio stations. Position permanent to right man and offers salary, plus commission and expense. Assurance and experience in newspaper and radio fields desirable. Write full details, stating qualifications, experience, family connections, age, salary desired. Box 338, BROADCASTING.

HOME PROGRAM DIRECTOR—Of large station seeking experienced assistant to power vocalists to effective programs. Must prepare A.B. radio scripts, co-operate with broadcasting. Also write commercial copy. Home Economic degree important. Not es- sential. Woman now successfully han- dling household commercial program in smaller station preferred. Send outline of education, experience, commercial accomplishments, photo and references. Box 344, BROADCASTING.

CONTINUITY WRITER—Experienced man or woman, interested in advertising and merchandising; able to understand sales problems and translate them into effective radio copy; good opportunity with local eastern network station. Full time, salary expected, first letter. Write Box 348, BROADCASTING.

Successful Eastern Local Network Station Seeks Chief Engineer—Must be fully experienced in construction, mainte- nance and operation of small stations (RCA throughout) and assume full responsibility for station. Salary $500 per week, plus food, quarters, and insulators available. Full time, salary expected first letter. Write Box 341, BROADCASTING.

Salesman Wanted—Well accepted basic net- work outlet, major midwestern city re- quires thorough aggressive local sales man. No “big shots”, “managers”, drunks or absolute perverts based on proof of ability. Pleasant surroundings and a future in the broadcasting business. Opportunity offered substantial draft exempt man. $50.00 per week increase as earned. Reply with full information and photo to Box 336, BROADCASTING.

Help Wanted (Cont’d)

Engineer Wanted Immediately.—Also com- bination man as engineer and announcer. Write or wire draft status expected salary. KBIZ, Ottumwa, Iowa.

Radio Engineer—As assistant to consultant engineer. Thoroughly familiar with GR equipment. Forward reference and expected salary. Box 339, BROADCASTING.

Situations Wanted

Seasoned Radio Sales Executive—Thorough, well-rounded advertising and time sales experience. Extensive agency and adver- tising experience with references. Box 344, BROADCASTING.

YOUNG WOMAN—24, college graduate, with varied radio experience desires job with small station. Can qualify as an- nouncement director and help control board and transcription tables. Has also had sales experience. Excellent references. Box 332, BROADCASTING.

Station Manager—East, Responsible, ener- getic, and dynamic. Specialize local sell- up. Best agency connections. S. A. Small dark hair, accepted right spot. Box 349, BROADCASTING.


Traveled cultured Woman—With excellent radio voice now employed in small radio station selling large and small accounts, writing copy and broadcasting, wishes to share where effort and hard, earnest work brings advancement. Box 358, BROADCASTING.

ATTENTION EXECUTIVE—Married man years radio experience. Local and network; now manager small Southern station wants a change in a larger field. Top on program, news, sports, sales. Draft exempt. Suber, Prefer South, Box 319, BROADCASTING.

OPERATOR—First Class license, experi- enced in operating, building, maintaining, transmitters, studio control board mid- west or western station preferred. Draft exempt. Box 324, BROADCASTING.

Experienced Commercial and Dramatic Writer—Producer, director, actor, Chil- dren’s Programs, News, Interviews, Books Reviews. Attained national commendation on writing techniques, production techniques and radio personality voice. Box 329, BROADCASTING.

Engineer-Announcer—Available immedi- ately at $45.00 for 45 hour week. Excellent voice. One year’s experience as announce and studio announcer. Experienced in voice over work. Speech and radio experience. Box 333, BROADCASTING.

ANNUCER—Eight years experience. Married, S. A. Good references. Now em- ployed. Desire position with progressive large station, preferably midwest or east. Box 352, BROADCASTING.

NEWSCASTER—Commentator, reporter, special events, publicity, promotion. Now employed. Box 351, BROADCASTING.


Radio Station—In northwest. State your advertising competition. Box 350, BROADCASTING.

General Radio—84-35 visual frequency meter. HOLLISTER CRYSTAL COM- PANY, 66-100 S. Broadway, Chicago, Ill. $50.00.

Equipment—Complete, including tower for new 250 watt station. Box 329, BROADCASTING.

Dual Motor Generator—To operate with 220 volts 66 cycles, three-phase, to deliver two 21 DC volts at 21 amperes each. Box 333, BROADCASTING.

For Sale

Approved—1900 Watt Transmitter. Box 347, BROADCASTING.

For Sale (Cont’d)

100 Watt Network Affiliated Station—In New York State. Box 389, BROADCAST- ING.

174 Foot Uniform Guyed Type Tower—With capacity head and insulators avail- able in approximately 90 days. In use less than year. Box 395, BROADCASTING.

Fairchild Recorders—Several complete used units in excellent condition. Act quickly as Fairchild equipment practically un- obtainable. Box 349, BROADCASTING.

$500 buys slightly used RCA Model 96A serial no. P1160 limited amplifier complete with t ubes. Guaranteed excellent condition. McClung Broadcasting Station Mersed, Calif.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF THE BROADCASTING Industry
National Press Bldg., Wash., D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D.C.
Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adaptable to Radio Engineers

RADIO ENGINEERING CONSULTANTS
Frequency Monitoring
(230th, Wabash, Ill.)

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Design of First Directional Antenna Controlling Interference

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

McNARY & WRAMTHAL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.

GEOE. C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

GEORGE C. DAVIS
Consulting Radio Engineer
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Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Situations Wanted, 10c per word. Help Wanted and other classifi- cations, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

BROADCASTING • Broadcast Advertising

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Dog Food Makers Turn to Dry Pack

Quaker, Wilson, Rival and Morrell Ready for Market

PACKERS of dog food are rapidly converting the industry from the canned food to various forms of dry packaging.

Within the past week Quaker Oats Co., Chicago, has acquired Charles Belback, Erford, Ill. (Ken-L-Ration), and is planning campaigns for the marketing of a new dry food called Ken-L-Biscuit, a fresh meat biscuit product will be introduced via newspapers, it was said, but will probably use some radio after initial distribution. Account will continue to be handled by Ruthrauff & Ryan, Chicago.

Ralston Series

Wilson & Co., Chicago (ideal), is planning radio promotion for its new “Victory Type” dry-pack dog food [see page 18].

Ralston Purina Co., St. Louis (Fruitman, Cohn), is placing a five-minute transcriptioned program called Bobbie, the Dog, on about five unscheduled stations. Gardner Adv. Co., St. Louis, is handling.

John Morrel & Co., Ottumwa, Ia. (Red Hart), is completing production details on its new dry pack [BROADCASTING, March 2] containing the same ingredients as its canned food and will eventually supplement its present program Bobbie, the Chats on Dogs on 29 NBC stations and on WGN, Chicago, with spot announcements. Henley, Hurst & McDonald, Chicago, is agency.

Rival Packing Co., Chicago (Rival), which has been practically out of production since the first of the year, has announced development of a new dehydrated dog food which contains all the nutritive qualities of the canned food. No date for initial distribution has been set, but it was said that production problems have been solved. It was said, and the product will appear on the market shortly. Advertising plans have been formulated but the company has used spot announcements in the past. Charles Silver & Co., Chicago, is agency.

DCB Appoints Shepard To Serve on Committee

RECOGNITION was accorded Broadcasters Victory Council by the Defense Communications Board at its meeting last Thursday, in authorizing appointment of John Shepard 3d, BVC chairman, as an accredited member of its Committee IV dealing with domestic broadcasting. O. L. Taylor of KGNC, Amarillo, executive of its Committee I, was approved as alternate, with Walter J. Damm, WTMJ, Milwaukee, newly-elected president of FM Broadcasters Inc., approved as FM member in lieu of Mr. Shepard. Neville Miller, NAB president, is chairman of Committee IV. The committee holds periodic meetings on matters detailed by DCB or through its Committee, headed by E. K. Jett, FCC chief engineer.

AFL and CIO Join For NBC Program

Mullen Completes Plan; Net Lauded by Green, Murray

EXEMPLIFYING a joining of hands of both labor and industry in the war effort, arrangements were completed last Saturday by Frank E. Mullen, vice-president and general manager of NBC, for a Saturday nightorphism for April 14 titled Labor for Victory. The labor organizations will alternate in the presentation at 10:15 on NBC.

Following several weeks of negotiations, William Green, AFL president, and Philip Murray, CIO president, agreed to the format of the program, geared toward labor's full cooperation in war production. There will be no unionization activity on the series.

The entire plan was discussed at the meeting last month of NBC's executive committee. It was expected the full network will carry the sustaining series in the interest of harmony among Government, labor and industry.

Len Decaux, public relations director of CIO, and Philip Pearl, publicity head of AFL, will direct the program for their respective unions. Mullen, it was announced, will serve as the two union presidents, following completion of arrangements, said:

"We are grateful to NBC for its patriotism and broad-minded attitude in giving to the millions of workers an opportunity to express this opportunity to express their viewpoint each week on the air along with the business and industrial interests that already are represented in the field of national broadcasting."

Mr. Murray, separately, said CIO would use its time for the major goal consistent with the war effort. "It will bring before the public the message of labor and its activities for all out war production. We feel this is a most happy," Mr. Murray said, "to cooperate with AFL in this undertaking, and most assuredly will not allow any narrow or partisan considerations to interfere with this presentation of American Labor's united and joint efforts for victory."

Mr. Green declared that through the program labor "hopes to be able to have a 'fireside chat' with the people of America each week. We want to tell them what the workers of America are doing in the victory production program to speed America to victory. We are confident that the American people will be justly proud of their production soldiers when they learn the true story."

"Just as AFL is cooperating with the CIO on the industrial front to promote all-out war production, regardless of other considerations, so we are working hand-in-hand with this radio program to spread the true story about labor's participation in the nation's war effort."

General Mills to Sponsor N. Y. Games

On WOR; Co-Sponsor May Be Acquired

HOME GAMES of the New York Giants and New York Yankees will be broadcast on WOR, New York, this summer, under sponsorship of General Mills, Minneapolis, for Wheaties, and a possible co-sponsor, as yet unannounced, who may start the baseball season gets under way April 14.

Several clients are understood to be interested, but until one is signed Wheaties is the only product promoted on the pre-season training games, first of which was broadcast April 1 on WOR.

 Entirely by accident, the first game on WOR under General Mills sponsorship was March 31 when one Wheaties commercial was given with a quarter-hour description of the game by Mel Allen. Then Don Dunphy and Stan Lomax, who have been handling these pre-season games for WOR, took over for the rest of the game on a sustaining basis, as the General Mills contract was not scheduled to start until April 1.

Mel Allen Switches

Mel Allen, CBS sports announcer, who formerly handled baseball broadcasts on WABC, New York, before CBS decided that such broadcasts interfered too much with its year-round commercial schedule to be allowed to continue, is handling the games on WOR.

Allen's descriptions of pre-season games are reconstructed from telegraph reports, which will continue until April 14 when the games will be broadcast directly from the Yankee Stadium or Polo Grounds in New York.

All 29 night games played by the New York Giants and Yankees both home and away will be sponsored by General Mills for Wheaties on WNEW, New York. Broadcast rights to all games are reported costing $150,000 for the season, half to each club. Knox-Reeves, Minneapolis, handles the Wheaties account.

WOR also will broadcast the first three games of the season played by the Brooklyn Dodgers, rather than WHN, New York, which has the contract for the games of that club, as sponsored by F. Lorillard Co., New York, for Old Gold cigarettes. This shift arises from the fact that WOR has exclusive rights to baseball broadcasts from the Polo Grounds, where the Dodgers play their first games.

Another confusing phase of the New York baseball situation is the fact that Red Barber, WOR sports announcer, is handling descriptions of the Dodgers games on WHN, while April 15 he will start the annual five-weekly sports commentary on WOR, sponsored by Christian Feigenan's Brewing Co., Newark, for F.O.N. beer. Agency is E. T. Howard Co., New York.

EXECUTIVES of General Mills, and its agency, sponsoring WOR's broadcasts of the New York Yankee and Giant baseball games this season, look on while Edward G. Barrow (left), president of the Yankees, and Leo J. Bondy, vice-president of the Giants, inspect the contract. From left to right, the sponsors' representatives are William Slocum, chairman of sports for General Mills; K. P. Torgerson, Knox-Reeves agency; Walter E. Barry, General Mills v-p.

"Corps. Douglas Reporting, Sir! We Greet You Tonight From the Palatial Fozhole on Route 2235F, Only 20 Miles From Downtown Manila!"

Drawing for Broadcasting by Sid Hix

Page 54 • April 6, 1942 • BROADCASTING • Broadcast Advertising
"IT IS NOT INCONVENIENCE—BUT UNEXPLAINED INCONVENIENCE—THAT WILL BREAK DOWN PUBLIC CONFIDENCE"

Paul Garrett, Vice President and Director of Public Relations
General Motors Corporation

"Advertising's task of smoothing the way all along the channels of distribution between factory and market will become infinitely more intricate as defense requirements extend the area of dislocation.

"Many familiar products, familiar packages, accustomed buying habits are likely to become disturbed. Advertising must lead the advertiser through this labyrinth of change by careful and continuous explanation of why and wherefores.

"It is not inconvenience but unexplained inconvenience that will break down public confidence." (May 26, 1941, at AFA Convention)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.
Time after time after time year after year after year, listening surveys of many kinds and methods have repeatedly substantiated the fact that WKY is the decisive favorite with Oklahoma City listeners. The latest Hooper Station Listening Index (January-February, 1942) adds further authoritative evidence to an already long list. WKY's preponderant lead in listener preference is, to be sure, something which advertisers see translated daily into profitable sales in proportion.