sponsors prefer

"PEGEEN PREFERENCES"

starring smart, war-wise
Pegeen Fitzgerald

BECAUSE . . .

"Pegeen Prefers" is geared to the times. It's a show deliberately planned to help women adapt their homes and habits to changing economic conditions.

"Pegeen Prefers" gets results fast. One announcement, for instance, just pulled 1547 replies at a cost-per-inquiry of 4.8¢. This is lower than the lowest cost-per-inquiry credited to any other media used by the sponsor.

"Pegeen Prefers" is on WOR at one of the best women-listening spots in the WOR schedule; when the total audience in New York, in fact, is 60% women!

"Pegeen Prefers" is described in brief, but helpfully informative detail in a booklet just prepared by WOR. Send for your FREE copy today.

WOR

at 1440 Broadway, in New York
Schechter Resigns
As NBC News Chief
Leaves Aug. 15 to Join Cowles
In OWI in Washington

A. A. SCHECHTER, NBC director of news and special events, resigned last week, effective Aug. 15, to accept a post with the Office of War Information in Washington. He will report to Gardner Cowles Jr., assistant director for domestic operations. His successor has not yet been named.

A pioneer in Mr. Schechter the development of radio as a news reporting medium, Mr. Schechter, a former newspaperman, has been with NBC since 1932, having joined it as a writer. He was promoted to news editor in 1935 and added the duties of director of special events in 1938. Recently he did special consultative work for the War Department Bureau of Public Relations.

CBS GROSS RISES
BUT NET IS DOWN

ALTHOUGH gross income of CBS for the 26 weeks ending July 4, 1942, reached a total of $36,061,561, an increase of nearly $750,000 over the same half-year period of 1941, the network's net profit for the period after taxes amounted to only $1,647,738 as compared to $2,435,197. Thus despite higher gross, the CBS net went down by more than $881,000 for the first half of the current calendar year.

Earnings per share on the 1,716,277 shares of $2.50 par value stock outstanding amounted to 96 cents as compared to 1,42 for the first half of 1941. The CBS board on Aug. 5 declared a cash dividend of 30 cents per share on Class A and B stocks, payable next Sept. 4.

Operating expenses, selling and administrative costs and depreciation and amortization rose to $18,342,447 for the first half of 1942 as compared to $16,104,415 for the same period last year. Provision for income and excess profits taxes, calculated under the 1941 Revenue Act, was $2,916,238 as against $2,316,238 but a supplemental provision of $668,500 is added for estimated additional Federal income and excess profits taxes calculated under the pending Revenue Bill of...
NEW contracts show what national as well as local advertisers think of the new WSIX power and frequency and our potency in producing sales.

- Meantime, the rich Nashville market is getting richer daily. Crops are coming in . . . defense industries booming . . . men pouring into army camps by tens of thousands.

YOU CAN BLANKET THIS WHOLE NASHVILLE AREA now over WSIX—Old 250-watt rate card still in effect for the time being—But hurry!

NATIONAL REPRESENTATIVES—SPOT SALES, INC.
Stack-Goble Goes Out of Business

STACK-GOBLE Adv. Agency, Chicago, one of America's oldest advertising agencies, was liquidated last week by the personal attorneys for the E. R. Goble estate. Mr. Goble died in May. Since that time the New York office of the agency has been dissolved, with Richard A. Anderson as local representative. The plan is to set up the New York office of Roche, Williams & Cunnyngham (Broadcasting, July 6).

The agency was organized in 1894 by J. L. Stack who withdrew from the business in 1921 when the late C. C. Goble became head of the Chicago Tribune in 1921, he became president. The agency was then first, and later, advertising for Wm. Wrigley Jr. Co. in the 1920's and the Atchinson, Topeka & Santa Fe Railway Co., the former being the Combined Chief of Staff of the U.S. Department of Commerce and a member of the United Nations in Washington. U. S. membership of the newly founded agency was represented by Maj. General Olmstead, Chief Signal Officer of the Army; Brig. Gen. H. M. McClellan, Director of Technical Services of the U.S. Office of Naval Communications; Capt. John C. Hohlen, on the staff of Capt. Arne J. King, in charge of communications; Lt. Col. Frans F. Wexner, Army Signal Corps; and Maj. General, Secretary for the Army; Com. Gilbert B. Myers, Navy Secretary of the Board.

Pillsbury Buys Champion

PILLSBURY FLOUR MILLS Co., Minneapolis, with the acquisition of Champion Milling and Grain Co., New York, has assumed complete control of livestock and poultry feed under the trademark Pillsbury's Best. The acquisition has been placed by the agency, McCann-Erickson, Chicago, and contemplated consumer advertising is said to include radio. Addition of the Clinton plant brings the total of Pillsbury feed mills to eight.

Azcarraga Visits N. Y.

EMILIO AZCARRAGA, manager of the 43-station Mexican Network which is affiliated with the NBC network, arrived recently in New York to confer with broadcasting officials on the serious damage caused by the destruction of parts and tubes for Latin-American transmitters, which in six months or so may result in the suspension of stations. Mr. Azcarraga was greeted in New York by Niles Trammell, president of RCA Mfg. Co.; John P. Royal, vice-president in charge of international relations for NBC.

Receiver Tube Advisory Board of WPB Weighs Civilian, Military Needs, Output

CONCENTRATION as a practical method of production was considered at length Aug. 5 when members of the War Production Board's Radio Receiving Tube Industry Advisory Committee met with Frank H. McIntosh, chief of the Receiving Tube Production and Communications branch and the presiding Government officer, by authority of Leighton H. Peebles, chief of the communications branch.

At present, WPB indicates there is an ample existing supply of receiving tubes to cover civilian needs for at least six months and possibly for a year, with a few exceptions. Increasing military demands make it necessary, it was pointed out, to plan the most efficient production method. In line with this aim, concentration of production could allow delegation of civilian production to one group of producers with the rest devoted completely to military needs.

Military Rejects

However, there is an obstacle to plan, price ceilings. Producers currently maintain that the rising costs of production make it unprofitable to devote their entire energies to civilian production at current prices. Thus, before any practical plan of concentration may be evolved price obstacles must be removed.

The committee also considered the practicability of using military rejects for civilian purposes. Committee members voluntarily offered to obtain production inventories to aid the WPB in obtaining the larger picture. Although there has been some suggestion that distributors might attempt to control a stockpile, Mr. McIntosh denied this and explained that PD 1X applications may not obtain more than a twomonth supply of tubes, at most. This eliminates the possibility of a stockpile and from present indications assures the continuation of the tubes into the hands of distributors.

Simplification was another problem considered by the advisory group. It was suggested at the meeting that the current number of receiver tube types, both military and civilian needs, make production unwieldy. Obviously, the greater the number of types the more difficult becomes the problem of supplying armed forces throughout the world. Simplification of the number of civilian tube types is important in the matter of concentration on military needs and increase the efficiency of civilian repair and maintenance at the same time.

Tubular Standardization

To illustrate the extent of civilian at types and with production, WPB estimates put the figure about 350. Of these, approximately 95% of the tubes produced fall within 35 types, according to the WPB.

As part of the simplification study, committee members will give careful attention to Victory tube models, which will emphasize simplicity in range as well as use of as little critical material as necessary. Division of production among factories by tube types will also be studied by the committee.

Another optimistic sign in the tube supply picture is the current stock of tubes originally intended for use in automobile radios. Since the gasoline rationing program and rubber conservation emphasis, WPB claims that the normal wear on tubes has been reduced. Although gasoline rationing only affects a portion of the country at present national emphasis on rubber conservation has reduced car use. A reduced demand for auto radio tubes allows for a diversion of raw materials to other tube manufacture.

Members of the committee attending were: M. F. Balmol, Hygrade-Sylvania Corp.; Harry C. Bonfig, RCA Mfg. Co.; Ray Burlew, Ken-Rad Tube & Lamp Co.; Raymond E. Carlson, Tung Sol Lamp Works; L. H. Coffin, Hytron Corp.; Lawrence K. Marshall, Raytheon Products Corp.; and Mr. Ellery Queen, the detective who has been named to the OWI liaison in Hollywood, has been promoted to deputy chief of the Radio Bureau, coordinating OWI's activities and supervising all West Coast activities. Mr. Wolff has relinquished his consultant position and has been designated to the OWI with offices in the Taft Bidg., Hollywood.

Lewis Calls Newscasts Major Radio War Job

LEWIS BAIRD, head of the major radio organization of OWI, stated that "news is the most important commodity that wartime radio covers." Mr. Baird, chief of the Radio Bureau, Office of War Information, told a radio workshop session at Northwestern U of radio's role in the post-war world.

Mr. Lewis stressed the force of radio as a public morale builder informing the people of why they fight, what they're fighting against, and the actual lead to victory. At length he described the coordinating function of his unit in war information.

New OWI Material

TWO MORE background brochures covering the United Nations theme and recently prepared for OWI are now available. Title one is "We have just received permission to announce that it rained yesterday." Title two is "New OWI Material: Major Radio War Job." The drive, directed to and women studying first aid for home defense as well as to workers in defense industries subject to minor cuts and abrasions, is in addition to the weekly CBS special "Public Service, conducted by Dorothy Kilgallen. Agency is Young & Rubicam, New York.

ZACHARY HEADS OWI RADIO PRODUCTION

GEORGE ZACHARY, former CBS producer now handling the Coca Cola-Pepsi Cola radio network for D'Arcy Adv., St. Louis, this week joins the Radio Bureau of OWI, where he will head OWI's radio production division. He is the organizer and director of the Ellery Queen series and formerly directed the Campbell Playhouse and Goodrich Rubber's 100 Men and a Girl programs.

Mr. Lewis last week announced that Mr. Wolff, who has been acting as OWI liaison in Hollywood, has been promoted to deputy chief of the Radio Bureau, coordinating OWI's activities and supervising all West Coast activities.

Mr. Wolff has relinquished his consultant position and has been designated to the OWI with offices in the Taft Bidg., Hollywood.

Rit in Chicago

RIT PRODUCTS Corp. (Rit tints, dyes), on Sept. 8 will start 50 spot announcements weekly for 52 weeks on 47 Chicago broadcast stations. Station list has not been completed. Agency is Earle Ludgin, Chicago.

From Clock

JOHNSON & JOHNSON, New Brunswick, N. J., which started a special radio program last week, cross surgical dressings on 63 stations, has expanded the list to 74 stations, carrying six to 10 announcements. The drive is directed to men and women studying first aid for home defense as well as to workers in defense industries subject to minor cuts and abrasions, is in addition to the weekly CBS special "Public Service," conducted by Dorothy Kilgallen. Agency is Young & Rubicam, New York.

BROADCASTING • August 10, 1942
Manpower Group
On Aug. 11 Will Study Radio Jobs

Lists Now Being Circulated
In Government For Study

AN EXTENSIVE list of critical occupations, including those in the broadcasting industry, has been drawn up by the U. S. Employment Service for use of the War Manpower Commission and is now in the hands of the various Government agencies affected. It was learned last week. The list, release of which is expected shortly, is being studied by various agencies as the Board of War Communications, and will be returned to the War Manpower Commission for final revision and release.

It was also learned from a WMC spokesman that formal review of the list will be undertaken by that Commission Aug. 11. However, it was said that about one-third of the list of more than 2,000 occupations had already been given careful review, and the session Aug. 11 will be concerned with suggestions and advice of other Government agencies for final determination of the list in its first published form.

Types of Listings

It was asserted that a lengthy “master” list of these occupations will be released. In addition, however, it was suggested that two other types of listing may be made—one for the purpose of use by Selective Service in drafting men for the military, the other by grouping the occupations under general classifications for use of Government agencies not directly connected with Manpower bureaus. In the latter listing, it is expected that broadcast- ing will be included along with other communications categories plus newspaper and periodical occupations.

All lists are expected to go into great detail regarding the particular duties of each occupation, length of time for training of re- placements and other pertinent data.

Manpower Allocation

The WMC will use the lists for replacement and allocation of man- power among various industries. Selective Service will utilize them for the military needs. This is being done to prevent inroads on person- nel in the occupational fields considered as essential. In line with this the President on Aug. 4 transferred the War Production Board to the WMC the Committee on Fair Employment Practices which was set up to prevent “pi- rating” among employers for scarce skilled workers. Among members of this committee is Secretary of the Air Force, Mr. Arnold, President of RCA and Mark Ethridge, former NAB president and executive of the Louis-

ville Courier Journal and Times, operating WHAS, Louisville.

By covering the whole radio field by the WMC that the lists are not to be considered final. From time to time additions or subtractions may be made, it was said, and Government agencies as well as industry groups will be called upon for additional information on occupations whenever shortages appear or evidence is shown that an important indicator will suffer unless there is curtailment in drain on its personnel.

Justice Dept. May File
Against RCA and Others

INDICATION was given last Friday by Thurman Arnold, chief of the Justice Department’s Anti-Trust Division, that the Govern- ment again would file anti-trust suits against RCA and other radio companies. It is understood Mr. Arnold has asked Federal Judge Albert B. Matthews of Wilmington to vacate a decree entered in the Federal District Court of Delaware in 1932 against RCA and other radio corporations which approved a settlement of an anti-trust suit filed against them by the then At- torney General William D. Mitchell. Mr. Arnold told the court that “the course of events since then indicates that the decree has not re- moved the unlawful restraints of trade and prohibited monopolies.” He added that the original 14 de- fendents with “new parties are now engaged in a new monopoly involving television and frequency modulation.” The 1932 decree was not directed against all defendants. The Government dropped suits against many of the corporations, including General Electric and Westinghouse, when consent agree- ments were made to dispose of cer- tain stockholdings as well as make other concessions. A ruling from Judge Maris will be made later with no indication as to the date.

Van Camps Series

VAN CAMPS Inc., Indianapolis, which for one month has been conducting a spot campaign for Tendernol, new macaroni prod- uct, is now using 76 stations in 125- 150 markets with one announcement average three to five times weekly, according to Calkins & Holden, New York, agency in charge.

Heat Wave Brings
GAIN IN LISTENING

AMERICAN radio listeners apparently turned to music from the recent heat wave, accor- ding to the program report for the last two weeks in July by the Co- operative Analysis of Broadcast- ing, which showed that four of the 10 highest shows in audience popu- larity this week were in the heat.

Leading the CAB list of network shows was the 45-minute Hit Par- adues, July 30-Aug. 5, sponsored by the American Tobacco Company, which was first in both of the two top ten included Kay Kyser’s, the Pitch Bandwagon, and Saturday Night Hits, which was fourth in the third, eighth and ninth. Newcom- ers to the networks with high ratings were The Remarkables, CBS, which was first in the CAB list, and Star Spangled Vaudeville, tenth in line. Other leaders were Mr. District Attorney, second: Post Toasties Time, fourth; In- formation Please, fifth; One Man’s Family, sixth.

Radio Boosts Interest in
Opera, Survey Reveals

WITH A desire to reach the many opera lovers in this country, including the vast audience which hears the Saturday afternoon Metropolitan Opera broadcasts on the BLUE, and the Sunday Metropoli- tan Auditions of the Air on NBC, the Metropolitan Opera Assn. last week issued the following sur- vey summary of operations ever published and made available to the press and public in its 69-year his- tory.

The “Statement on Operations” contains a general report on the outlook for next season by Cornelia N. Bliss, chairman of the board, during which he mentions the many broadcasts in that this year (BLUE, sponsored by the Texas Co., New York).

That category is more than ever before concerned with radio broadcasting” is attested by Mr. Bliss, chairman of the board, in his report which states, “The regular Saturday afternoon series is identifying the Metropolitan in the musical life of the entire nation, is awakening and fostering a national love of music at the same time widening the scope of our appeal.”
OWI Shifts Pair To Post at London
J. B. Reston Goes This Week; Hottot To Follow Soon

WITH Archibald MacLeish and Murry Brophy back from London, where they helped organize a branch office of the Office of War Information [Broadcasting, July 20], Robert Sherwood, assistant OWI director for overseas operations, announced today that James B. Reston had been assigned to London. Mr. Reston, until last year a member of the New York Times London staff and recently with that newspaper’s Washington bureau, will handle information designed for the British people relating to the American war effort, transmitted primarily via radio.

Also assigned to London is Richard Hottot, former United Press foreign correspondent. Mr. Reston leaves this week, Mr. Hottot July 21. Shortly before he left London for R work, he was appointed OWI’s deputy European director. Mr. Hottot served OWI in London for Sherry’s branch, also on a news mission, is Richard Hollander, former managing editor of the Washington News, recently assistant chief of the Donovan Committee’s newsroom which under the recent information reorganization was absorbed by OWI and placed under Robert Horton.

Pflaum Coming Back

Returning shortly from London, where he was assigned by the old Donovan Committee on a special mission, is Irving Pflaum, also a former UP foreign correspondent, who recently was chief of the Donovan newsroom, largely involved in preparing news for shortwave broadcasting from this country. Mr. Pflaum’s new assignment has not been determined.

James Warburg, Mr. Sherwood’s chief aide, who went to London with MacLeish and Brophy, is remaining there to organize the office. Chief of OWI in London office has not yet been selected. Mr. Warburg is CBS official on the West Coast, resumes his duties as chief of the Communications Facilities Bureau of OWI, concerned largely with shortwave technical operation. Mr. MacLeish, one of the five deputy directors of OWI under Eimer Larkins, continues as assistant director for policy development.

OWI Charter Material

IN CONNECTION with the first anniversary of the signing of the Atlantic Charter on Aug. 14, 1941 when President Roosevelt and Prime Minister Churchill met at sea, the Office of War Information has issued a summary of speeches on our peace aims and the post-war world program, in celebration of the event. The OWI suggests that the material can be used by commentators, for stories and special broadcasts, for organizations, in celebration of the event. The OWI suggests that the material can be used by commentators, for stories and special broadcasts, for organizations, and for special events shows.

SIGNING CONTRACT that puts Counter Spy on 59 BLUE stations beginning Sept. 28, W. J. Frankston, vice-president of Mail Pouch Tobacco Co., Wheeler, completes arrangements with radio officials. At left is Fred M. Thrower, general sales manager of BLUE, and standing, are (1 to right) R. C. Woodruff, radio director of Walker & Downing, Pittsburgh, the agency; William S. Walker, agency president; and Jack Donohue, BLUE sales staff.

Lance on Blue

LANCE PACKING Co., Charlotte, which last year sponsored the thrice-weekly quarter-hour Toast- chee Time program on the BLUE, on Aug. 2 started a Sunday half-hour musical show on the BLUE for its Toastchee peanut butter-cracker sandwich series, featuring Edward MacHugh, singer, Paul Lavalle’s Orchestra and Will Donaldson’s quartet. Representing the largest radio expenditure in the company’s history, the series is heard on 65 BLUE stations, concentrated in the South where the distribution of Toastchee centers. Agency is Morse International.

MacPHerson NAMED MANAGER OF KOA

APPOINTMENT of James R. MacPherson as acting manager of KOA, Denver, for the duration, has been announced by Sherman D. Gregory, manager of the NBC-operated stations department in New York. Mr. MacPherson replaced Lt. Comm. Lloyd E. Yoder, USNR, who recently was ordered to active duty in the Navy as public relations officer for the State of Colorado.

Mr. MacPherson joined KOA in May, 1934, as sales account executive and head of the sales promotion department. He had previously served as merchandising director and sales manager of the old WIBO, Chicago. In October, 1939, he was appointed national spot and local sales manager of KOA, a post that he will continue to hold in addition to his managerial post.

Lt. Comm. Yoder, who has been granted a leave of absence from the station, completed 15 years service with NBC on Aug. 1. Prior to his affiliation with KOA in 1926, he was NBC Western Division press head and manager of KPO and KGO, San Francisco.

Welch Holds Serial

WELCH GRAPE JUICE Co., Westfield, (grape, tomato juice), will retain Dear John on 64 CBS stations instead of substituting that program with Bill of Divorce ment as reported in Broadcasting Aug. 3. Program, however, on Aug. 16 will change time from Fridays: 7:15-7:30 p.m. to Sundays 6:15-6:30 p.m. Irene Rich will continue in the title role. H. W. Kastor & Sons, Chicago, is agency.

WAR AD PROGRAM OUTLINED BY AT&T

USE OF ADVERTISING, including radio, by AT&T, to impress the public with the need for curtailed use of telephones in wartime was described in a letter sent July 22 to BWC-FOC Chairman James Law rence Fly by Keith S. McHugh, AT&T vice-president.

Mr. McHugh’s letter followed a telegram to Mr. Fly on June 29 by Walter S. Gifford, in which the AT&T president promised full cooperation in requesting that telephone companies in their advertising point out the need for eliminating unnecessary telephone calls.

Mr. McHugh revealed that 20,000 spot announcements on 600 stations have been used in the AT&T campaign since its advertising department conferred on the matter July 3 [Broadcasting, July 20]. The spot announcements were in addition to four brief talks on NBC carried by 97 stations. The letter remarks that “the number of listeners reached by the radio effort will be many million, but accurate figures are impossible.”

AT&T also used 16,500 large ads in 5,800 newspapers with a total circulation of 185,000,000; 110 large ads in magazines with a total circulation of 55,000,000; 12,000-000 bill inserts reaching all telephones. All ads carry ads in pay station booths; special work with large toll-using business subscribers; other posters and window displays in company business offices.

Mr. McHugh stated the campaign will be continued month by month “as experience warrants” and in general “national advertising will be undertaken as to the parts of the program which are common to the nation as a whole but must be devoted where it is needed to the situation existing in individual localities or areas.”

Local Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, collaborated with Prophone to give the public the means to use the public service in cooperation with the Story of the Week tests. On July 30 started utilizing weekly one-minute spot announcements on 18 Southern California stations [Broadcasting, July 20]. List includes KECA KPI KNX KHI KPY KFWB KGF KPMP KCRR KRGD KVOE KGB KFDM KPRO KIEV KPAS XXO.

Keyne-Gordon on MBS

PHILIP KEYNE-GORDON, newspaperman formerly associated with UP, Scripps-Howard Newspapers, and midwestern publications, has started a series of daily news commentaries on MBS in the period formerly occupied by B. S. Berco vic. His broadcasts originate at WJW, Akron, and are locally sponsored. British-born Keyne-Gordon was associated at Oxford, served in World War I, and won distinction for his coverage of the Harding Presidential cam paign and the Washington disarmament conference.
"I'm just a paper match, born to die in twenty seconds. Here I am, in the big stadium, where the Army War Show is packing them in. Tanks and jeeps maneuver in sham battle, as planes overhead try to slip through stabbing lances of light. The noise is overpowering, as a U.S. Army task force re-enacts the real thing.

"A single little match doesn't set the world afire; but multiply me by 50,000 and you've got something!

"At a given signal, all lights go out. A voice tells the crowd to strike a match, to show its power in a blackout, a beacon for bombardiers! 50,000 of us matches glow as one. In the Cimmerian blackness, the effect is eerie, indescribable.

"People go home talking about the Army War Show and its multifarious thrills. They never fail to mention the Aurora of the Matches and its strange fascination."

Yes, Little Match, your brilliant performance made conversation at the Army War Show in Philadelphia and later in Pittsburgh. Insiders are also talking about the job done by KYW and KDKA in turn to promote this patriotic spectacle. The sustained effort of these two 50,000-watt Westinghouse stations unquestionably set a pattern for delivering 50,000-people-a-night clear across the nation. It was the Army's party, of course. Other media cooperated, and there was much word-of-mouth promotion. But it is likewise true that the double-teaming of Westinghouse stations marked a new high in showmanship.
WHO Staff Given Cash, Bond Bonus

Plan Not Inflationary, Eases Price Pinch, Says Palmer

AN UNUSUAL bonus, part cash and part War Savings Bonds, will be paid Aug. 15 to staff employees of Central Broadcasting Co., licensee of WHO, Des Moines.

Cash payment will be a percentage of salary for first six months of 1942 according to the following scale: 10% to employees with five years or more service; 9% to those with four years service; 8% to those with three years; 6% to those with two years; 5% to those with one year.

Bonds at Discount

In addition to the cash bonus, employees may receive a further bonus compensation by acquisition of a $100 War Savings Bond for each year of service with the company, employees paying a small percentage of the cost of the bond, paying the remainder. Those whose salary is $1,500 per year or less will pay only 8% of the cost of their bonds. Those with salaries $1,501 to $2,000 per year will pay 10%; salaries of $2,001 to $3,000 will pay 12%; $3,001 to $3,500 pay 15%; $3,501 to $4,000 pay 18%; $4,001 to $5,000 pay 20%; salaries of over $5,000 per year will pay 20%.

Said B. J. Palmer, president of Central Broadcasting Co.: "There were two major considerations in the minds of our board of directors as we worked out this unique bonus plan for members of the staff of WHO: (1) We feel it our duty to encourage our people to prepare for economic adjustments which must of necessity follow a world catastrophe; (2) we had constantly in mind that any plan for adjusting compensation must be highly deflationary in character and an aid to our Government's war effort. We believe this plan achieves both objectives."

REXALL SALE

UNITED DRUG Co., Boston (Rexall products), for its semi-annual fall one-cent sale in September, will utilize a new series of four transcribed quarter-hour programs, "Rexall Parade of Stars," on more than 200 stations nationally. NBC Hollywood Radio-Recording Division cut the series in collaboration with talent including Ken Murray, comedian as mc.; Kenny Baker, tenor; Meredith Willson's orchestra; Harlow Wilcox, bass; Walter Craig, program director of WMCA, New York, under special arrangement, was charged with production for Stock & Finney, New York agency servicing the account. Sam E. Hartt, sales promotion and advertising director of United Drug Co. was also in Hollywood during cutting of the series.

MILWAUKEE'S RADIO CITY, the new home of WMJ and its FM adjunct, W55M, as well as the future television station of the Journal Co., WMTJ, is soon to be officially dedicated. The new structure, representing an investment of one million dollars, is situated on the banks of the Milwaukee River four miles north of the downtown district. Above, one of the four graffiti murals painted by Jefferson Greer in the lobby, symbolizes the flow of radio service. All of the murals depict broadcasting. Below, the entire Radio City as it is in Estabrook. In the background is the tower that will be used for television when WMTJ is constructed in the future when building materials are available.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

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NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

For Ohio census report, see page 24; reports on California, Illinois, Pennsylvania and New York, concluding the series, will be published in subsequent issues.

Journal Co. Sets Radio City Debut

OFFICIAL DEDICATION of the Milwaukee Journal's new Radio City, situated on the banks of the Milwaukee River adjacent to Estabrook Park, four miles north of the downtown business area, takes place Sunday, Aug. 23. The new $16,000,000 WMTJ-W55M activities, with provisions for future television station WMTJ, and including sales, programming and executive offices, was occupied Aug. 5 without fanfare.

Preview tours of Radio City are to be conducted Aug. 15 and 14 for the benefit of Journal employees and their families, followed by a special preview for State, county and city officials, building contractors and suppliers Aug. 20. Local advertising and agency men are to have their innig the following day, with an afternoon building inspection tour.

Official opening day for the public, Aug. 23, will witness a steady parade of WMTJ-W55M programs and talent. Unique in the respect that no outside "big name" radio talent is to be imported for a single "dedication program," station executives, in recognition of the tremendous interest in Radio City as a building, have scheduled a continuous series of local programs to accommodate the greatest possible number of persons, with admittance by ticket only. Thirty-minute programs are to be broadcast from the spacious auditorium studio every hour on the hour, from 10 a.m. to 9 p.m., seating 300 persons per broadcast.

Lever Bros. Considers Changes in NBC Serial

BECAUSE of illness, Edna May Oliver, aged film and radio actress, has withdrawn from the weekly half-hour NBC Remarkable Miss Tuttle, sponsored by Lever Bros. Co. (Rinalo). Miss Oliver, currently in the hospital, will be forced to forego radio and picture work for some time, it was said. She has been the screen partner of Don Stauffer, radio manager of Ruthrauff & Ryan agency servicing the account in Cleveland, Mass., to confer with sponsor executives on continuing the program. With Miss Oliver out of the screen, Lever Bros. has engaged Chester Wright, director of the "Lever Bros. Weekly" series, to replace her with a new dramatic series, Mayor of the Town, starring Lionel Barrymore.

Martin Gosch and Howard Harris, writers of the Remarkable Miss Tuttle, continue in that capacity throughout the present 15 week contract and will be retained for possible new series. Leith Stevens is the director of the "Lever Bros. Weekly" series, with Harry Bolen agency producer. Harlow Wilcox announces.

LYNN FOOD PLANS

LYNN FOOD PRODUCTS Co., Chicago, formerly makers of Metalcraft Kitchenware, has entered the dehydrated soup field with Mary Lyon as director of the division which is marketing soups and min capsules are inserted in processing. Distribution has started in the East, Midwest and Southwest. Current promotion consists of samples in dealer publications, but consumer advertising to include radio is contemplated. Agency is Bozell & Jacobs, Chicago.
EVEN AT THE MOVIES... Denver-ites are kept KOA-conscious. Screen trailers in 12 Denver Fox Intermountain Theatres reach the eyes and ears of over 180,000 movie-goers* weekly, approximately ten million annually, promoting KOA programs.

Your show on KOA receives "reel" cooperation as an extra merchandising service... just one of many reasons why this powerful 50,000-watt NBC station dominates in Denver.

For real sales results in the great Rocky Mountain and Plains States region, it pays to have your say on KOA!

*Paid box office figures

IN COMPETITION WITH FOUR OTHER STATIONS, here's how KOA rates in the latest Denver Hooper survey:

- The 10 top-rated daytime serial 5-a-week strips—the 50 shows with the highest Denver Hooper ratings—are all on KOA!
- The 10 top-rated evening programs—the shows with the highest Denver Hooper ratings—also are all on KOA!
- Morning, noon, and night... KOA has more listeners in Denver than the second and third ranking stations combined!
TEXT OF GOVERNMENT BILL OF COMPLAINT AGAINST AFM

FULL TEXT of bill of complaint filed Aug. 3 by the Dept. of Justice in the U. S. District Court for the Northern District of Illinois, Eastern District, charged that the American Federation of Musicians and nine of its officers follows:

COMPLAINT

The United States of America, by J. Albert Wolf, its attorney for the Northern District of Illinois, Eastern District, for the United States, its citizens, and against the unlawful acts done in pursuance thereto by the defendants and their representatives in said District; that the interstate trade and commerce involved in phonograph records, electrical transmissions and radio broadcasting as hereinafter described is in part interstate and in part intrastate and the unlawful acts done in pursuance thereto by the defendants and their representatives in said District; that the interstate trade and commerce involved in phonograph records, electrical transmissions and radio broadcasting as hereinafter described is in part interstate and in part intrastate; that the defendants have, in said District and there transact business and are within the jurisdiction of this Court for the purpose of service;

DESCRIPTION OF THE INTERSTATE TRADE AND COMMERCE INVOLVED

A. Phonograph Records and Electrical Transcriptions

5. That the term "phonograph record" is used herein to designate a mechanical instrument which musical composition are recorded on mechanically and are broadcast simultaneously; that approximately 90% of the phonograph records manufactured and sold in the United States are manufactured by Deca Records Inc., Columbia Records Corp., RCA Mfg. Co., of New York City and the remainder by 140,000 musicians at the present time. Of the phonograph records manufactured, solely upon music for a livelihood; that this membership includes virtually all musicians who perform for compensation; that the AFM is affiliated with the American Federation. 2. That the following individuals, organizations, or directors of the defendant AFM are named as defendants hereinafter; that they are actively engaged in the management, direction, and control of the affairs and policies of the AFM, and in particular, those affairs and policies concerning the AFM's activities in management, direction, and control of the affairs and policies of the AFM, and in particular, those affairs and policies concerning the AFM's activities and its officers, directors, and members have authorized, ordered, and done the acts constituting the offenses herein charged.

THE OVERWHELMING majority of citizens rightly consider it an outrage that a private individual can and does order a school band off the air, and that he can and has ordered the country's musicians not to make records to be played on the radio or in public places. So strong is this opinion that the Department of Justice has proceeded to prosecute Mr. Petrillo for violation of the Sherman anti-trust act.

But there is still a great deal of confusion of thought about the matter. The Administration and Congress seem to be angry at Mr. Petrillo for making use of the extraordinary powers that their own policy has put into his hands. A few persons even now seem to think that his policy is justified economically. Most of the anger that has been aroused is directly against Mr. Petrillo personally. But we cannot see this case clearly unless we see it as part of a movement to change the labor laws and policies that have dominated the Administration in recent years.

Mr. Petrillo's edicts can be most profitably considered as a single but particularly illuminating instance of a much wider situation.

The net result will be simply that the public will hear less music. The small radio stations and restaurants will not be able to afford it. To the extent that the public is forced to spend money to make such arbitrarily created jobs for musicians, moreover, it will have just that much less to spend on other things.

The Department of Justice has correctly described certain effects (Continued on page 27)

BROADCASTING • Broadcast Advertising
we know we’re in a war!

There’s plenty of war consciousness in Cleveland. It has been sowed, nourished, cultivated in many ways. And a radio show called Cleveland At War has helped bring it into full bloom.

Produced by WGAR and aired every Sunday afternoon, this program presents a close-up of the local war scene at a time when nearly all can listen. During the week, Director Sidney Andorn and his mobile recording crew cover the town, transcribing the stories our people are doing to help win the victory. It may be a thrilling tale by a local boy who served on the Lexington, or an interview with our first "waac", or the presentation of an Army-Navy Award to some local plant. Together with commentary and music, the actual voices of Clevelanders in the news are molded into a 30-minute program to keep Clevelanders posted and pepped on the war effort.

Home folks have worked harder since hearing the local machinist who lost a son at Wake. They have bought more bonds since tuning in the neighborhood kid who went from beating tracks across their lawns to beating down Japs over Midway. They have been more generous with U.S.O. and Red Cross since lending ear to a simple but sincere radio program, one that truly voices Cleveland’s determination... “we know we're in a war!”
NAB's N. Y. Office

TO HANDLE the broadcasting industry's fight against the AFM ban on recordings, the NAB is establishing New York offices at 555 Fifth Ave., under the direction of Sydney Kaye, executive vice-president of Broadcast Music Inc., and Carl Haverlin, BMI vice-president in charge of station relations. The NAB has appointed the public relations firm of Baldwin & Merney to handle all publicity in connection with the new office.

They conspired to do, and more particularly have done, amongst other acts and things:

(a) To deprive the manufacture and sale of all phonograph records and electrical transcriptions;
(b) To require radio broadcasting; stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are either necessary or desired, by requiring radio networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians;
(c) To prevent radio broadcasting stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions; and
(d) To prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls;
(e) To prevent the use of phonograph records in the home;
(f) To prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators or to radio broadcasting stations and "juke box" operators;
(g) To prevent all musical performances over the radio except those performed by members of the AFM;
(h) To require radio broadcasting stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are either necessary or desired, by requiring radio networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians. 

Notice to Disc Firms

15. That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as hereinbefore alleged, they conspired to do, and more particularly have done, amongst other acts and things:

(a) On June 16, 1942, the defendant, James C. Petillo, notified Decca Records Inc., Columbia Recording Corporation, and RCA Mfg. Co., that their licenses from the AFM for employment of its members in the making of musical recordings would expire on July 1, 1942, and would not be renewed; that from and after Aug. 1, 1942, the members of the AFM would not play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music:
(b) On July 16, 1942, the defendants, James C. Petillo, notified the NAB that it must cancel the 1942 agreements with the New York radio stations and the other broadcast stations from the NAB to the nearest NAB station.
(c) On July 27, 1942, the defendant, AFM, acting through its local union, ordered all AFM bands to boycott all radio stations in Southern California affiliated with the Don Lee Broadcasting System except Radio Station KFRC;
(d) That the combination and conspiracy herein charged does involve or grow out of any dispute concerning terms and conditions of employment; and it is a conspiracy to exclude from the market the competition of anyone who does not exclusively employ members of the defendant union.

V. EFFECT OF THE CONSPIRACY

17. That the defendants have adopted the means and engaged in the activities aforesaid, with the intent, purpose and effect of unlawfully destroying and preventing all manufacture and sale in interstate commerce of phonograph records and electrical transcriptions; and eliminating all competition between music produced by mechanical means and music produced by live musicians; and depriving the public of an inexpensive means of entertainment over the air, in restaurants, hotels and dance halls, and in the home.

VI. PRAYER

WHEREFORE, the complainant prays:

1. That the court issue an order, adjudge and decree that the defendants have conspired to and are engaged in an unreasonable restraint of trade and commerce among the States in violation of Section 1 of the Sherman Act (Act of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unreasonable Restraints and Monopolies," 15 U.S.C. 1);
2. That the court grant a preliminary and a final injunction against the defendants, AFM, and each of the defendant officers and directors of the AFM, and all agents, employees, officers, and all persons acting or claiming to act for the defendants, and their successors, assigns, agents, contractors, consignees, consignees, or any of them, enjoined each and all of them, and their successors from entering into any agreement, conspiracy, contract, combination, or otherwise to do the following acts and things:
3. That the court grant a preliminary and a final injunction against the defendants, AFM, and each of the defendant officers and directors of the AFM, and all agents, employees, officers, and all persons acting or claiming to act for the defendants, and their successors, assigns, agents, contractors, consignees, consignees, or any of them, enjoined each and all of them, and their successors from entering into any agreement, conspiracy, contract, combination, or otherwise to do the following acts and things:
4. That the court grant a preliminary and a final injunction against the defendants, AFM, and each of the defendant officers and directors of the AFM, and all agents, employees, officers, and all persons acting or claiming to act for the defendants, and their successors, assigns, agents, contractors, consignees, consignees, or any of them, enjoined each and all of them, and their successors from entering into any agreement, conspiracy, contract, combination, or otherwise to do the following acts and things: (Continued on page 37)
THANKS FOR THE LAUGH, DOCTOR GOEBBELS!

Last night, Herr Doktor Goebbels, we tuned in on one of your broadcasts. We thought we really owed you that much... since so many of your countrymen, these days, are listening to RCA International Stations WNBI and WRCA.

We heard your Nazi stooges objecting to the "decadent soft democracy" of America. We heard them criticising our "materialism"—the things that Americans have gained through faith and courage and sweat. Our radios. Our cars. The life-insurance that will send our kids through college. The higher standards of living which have always been the American dream.

To judge by what your Nazis say, you don't care much for our American ways of life.

Well, that is a laugh, Dr. Goebbels!

For to judge by what your Nazis do, you care a great deal for these things. You envy these things. You started a war in order to take them away from us.

You will take them away, if you win.

If you win...

Well, there's the rub, Herr Doktor! You won't win. For these material blessings (the radios that RCA used to make, for instance) symbolize a way of living that we value very highly. So highly that we're willing to do without them... until the job of ending your kind is over.

Yes, you're very funny, Dr. Goebbels. Perhaps very clever. But there isn't a man or woman at RCA who couldn't open your eyes to the truth.

Ask them if we're "soft slaves of decadence." Ask them if we've forgotten how to be tough!

Ask the 88% of RCA's workers who have pledged 10% or more of their incomes for War Bonds if they feel like "slaves."

And ask the sweating night-shifts on our production-lines how "soft" they are!

BUY U. S. WAR BONDS EVERY PAYDAY!

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**Youngstown**

3rd market in Ohio*  
35th market of the U.S.*

* Figures supplied by PRINTERS' INK & U. S. Bureau of Census

Your advertising campaign is not completely without Youngstown and WFMJ
OHIO'S ONLY 24-HOUR STATION

AKRON'S BEST RADIO BUY

- Greatest coverage
- Lowest rates
- Most experienced staff
- Most complete merchandising service
- Two news services (INS and UP)
- Only station with local news reporter
- Only station originating network news commentator
- Akron's widest sports coverage

For complete information regarding WJW and the Akron-Cleveland market, contact any Headley-Reed office or write Radio Station WJW direct.
CERTIFIED Promotion report of KDAL, Duluth, Minn., its 125th, was sent out last week by the station. The unusual method of report lists promotional activities on KDAL programs along with samples of the publicity being given various accounts. The title page of each report is followed by a certification page, complete with blue ribbons and a notary public seal and signature. * * *

Elephant and Lamb
PROCTOR & GAMBLE Co., Cincinnati, in its current campaign for Chipso's, basing copy on two new trade characters, an elephant Tuffy, representing Chipso's "husky washing powder," and a lamb Fluffy for Chipso's "make-soap safety." In addition to newspaper promotion, the figures representing Chipso's qualities appear in commercials on Pepper Young's Family, five times weekly, until Sept. 9 on NBC and CBS. Agency is Pedlar & Ryan, New York.

* * *

 Contest Extended
WAR SONG CONTEST sponsored jointly by WOR, New York, and Warner Brothers in a promotional tie-in for the film "Yankee Doodle Dandy," has been extended thru mid-August, due to the continued influx of entries. Since the contest began, 247 songs have been received from 56 cities and communities from as far away as Seattle.

* * *

Persian Limes
WARM weather gesture of WQAM, Miami, Fla., is the distribution of cartons of large Persian limes to agency executives. In an accompanying letter, Mr. H. Norman MacKay states that the vitamin in iced tea or mixed drinks should help to sustain the recipient's morale.

Ash Trays
CERAMIC ASH TRAY imprinted with call letters, frequency and wattage of WSBA, York, Pa., is an introductory promotion piece being used by the new station.

DETROIT'S LEADING INDEPENDENT STATION

Serving an ever-increasing number of exacting national advertisers . . . because with WJIRX they get results.

250 WATTS . . . 24 HOURS A DAY

BROADCASTING • Broadcast Advertising
Petrillo: Case Study
(Continued from page 20)

of Mr. Petrillo’s policy as follows: “(1) in times of unemployment it forces employers and the consuming public to pay for a private system of unemployment relief, and (2) in times of rising employment it relieves members of the union from the competitive necessity of learning how to do a different kind of job.”

The department might have gone farther, and pointed out that it reduces the income of the ablest and most talented musicians (by preventing them from making or getting the full use of recordings) in the hope of forcing the employment of less talented or inferior musicians. It would also lower the average quality as well as quantity of music heard by the American public.

In prosecuting Mr. Petrillo under the Sherman anti-trust act, the Department of Justice starts with two strikes against it. Almost the whole previous strength of the executive, legislative and judicial arms of Government has been on the side of Mr. Petrillo. The Supreme Court has decided that labor unions enjoy sweeping immunities from anti-trust acts and from the Federal Anti-Racketeering Act. It has validated previous conspiracies in restraint of trade when committed by unions. Congress has lacked the courage to change the law, and the Administration has stood in the way even of such changes as the House wished to make.

Indignation against Mr. Petrillo will be stupid or hypocritical unless it recognizes the need for changing the state of law that makes possible the kind of irresponsible private dictatorship that he represents. The special immunity of labor unions from the anti-trust laws and the anti-racketeering laws must be removed. Labor unions which receive compulsory recognition under the Wagner act must be forced to conduct their affairs democratically and responsibly.

They must be prohibited from making arbitrary exclusions from membership, or from charging excessive initiation fees and dues. They must have regular and unimpeachable elections of officers. They must make their finances public and be subject to audit. They must be prohibited from forcing the employment of “stand-by” orchestras, who are not needed and who do not work.

Only when such changes have been made in the law will the Government be able to restrain union bosses of the Petrillo type. If the Administration is powerless to stop Mr. Petrillo, it is only because it has made itself powerless.
IES of German propaganda are exposed in Our Secret Weapon, CBS weekly series, whose title represents truth — Secret weapon of all peoples fighting for the democratic way of life. Nazi propaganda directed at this country is analyzed by the CBS shortwave listening post, with Rex Stout, chairman of the Writers' War Board and Freedom House, representative, serving as "he detective." Bob Trout, CBS correspondent in London, reveals contradictory utterances released to the German public. Our Secret Weapon is directed by John Diets and produced by Paul White, CBS director of news broadcasts.

Home News

BECAUSE OF DIFFICULTY in getting proper distribution for its consumer publication, British Columbia Electric Railway Co. Ltd., Vancouver, has started on nationwide days on CJOR and CKWX, Vancouver, a morning Home Service News featuring conservation of electric and gas appliances, nutrition value in wartime, news about women's patriotic organizations, war savings, and war savings. Account was placed by Gourlay Adv. Agency, Vancouver.

Bible Readings

TO MEET the religious needs of a war-torn world, MBS on Aug. 10 starts a five-weekly series of readings from Scripture, titled "Bill Hay Reads the Bible." Known to radio listeners as the announcer of Amos 'n Andy on CBS for the last 12 years, Bill Hay started reading Bible excerpts on the air to carry on the program while the two comedians took their first vacation. Originating at KJZ, Los Angeles, the MBS series is available for local sponsorship.

Our New Citizens

SCHENECTADY war workers born in various of the United Nations discuss their ideals as American citizens in a new war-service program "Workers of the United Nations on WGY." Schenectady, Fridays at 5:45 p.m. The first speaker was a native of Poland and recently the president of the Norwegian Technical Society took part.

Singing in the Park

WEKAULY community sings in Seattle Parks are being sponsored and broadcast each Sunday, 4 to 4:30 p.m., by KIRO, Seattle. Co-operating jointly in the project are the Seattle Park Dept., Musicians' Assn. of Seattle and neighborhood newspapers.

How To Fight

CAR POOLING, salvage, war savings and any phase dealing with the war effort is the format of "Here's How—Here's Fight," a quarter-hour of WSB, Atlanta, conducted by Beth Barnes.
It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of Broadcasting

A TENTATIVE budget of $300,000—two-thirds to be allocated for network broadcasting and the remainder for the purchase of spot time over independent stations—has been set aside by the Republicans for the radio phases of the 1932 national Presidential campaign. Democrats have yet to fix their radio budget, but preliminary to laying radio plans have appointed Herbert L. Pettey, a native of Kansas City, who has been with the RCA Victor Co., in its photograph division for the last three years, as their radio director.

LEFT WITH no alternative, the broadcasting industry has accepted "under rights" in conforming to form of ASCAP, fixing the payment of royalties for the right to perform the copyrighted music it controls. Drastic revisions upward of the present scale become effective Sept. 1 for all stations with more than 500 watts power and Oct. 1 for all others.

PREDICTION that international broadcasting would become a regular commercial service shortly, was made by RCA Communications Inc., with the announcement that it had completed setting up facilities for handling programs between the United States and countries in the four corners of the globe.

PINCHED BY the economy wave, President Hoover has appointed a small delegation to represent the United States at the International Radio Conference at Madrid Sept. 3, at which the battle for opening up the long waves for broadcasting will be fought. Acting Chairman E. O. Sykes of the Radio Commission has been chairman of the delegation, Dr. C. B. Jolliffe, Commission chief engineer, Walter Lichtenstein, executive secretary of the First National Bank of Chicago, and Dr. Irvin Stewart, radio expert of the State Department, were appointed delegates.

RCA VICTOR Co., has announced production of the "velocity microphone", a radical new pick-up system which discards diaphragm and possesses marked directional and fidelity characteristics.

KRL, Salt Lake City, on Sept. 1 will relinquish its NBC affiliation to join the CBS network, it is announced by CBS President Paley, S. S. Fox and Philip O. Leake, respectively, of KDYL, were in San Francisco in mid-August to arrange for the shift of that station from CBS to NBC.

IDENTICAL applications of four regional stations on 940 kc, for horizontal increases in power from 1,000 to 5,000 watts, were denied Aug. 12 by the Radio Commission, Commissioner Laffont dissenting. The stations are: WOSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D., and WFW, Hopkinsville, Ky.

THE NUMISMATIC Co., Fort Worth, plans to use radio along with other media in a campaign to stimulate interest in coin collections. Guenther-Bradford & Co., Chicago handles the account.

LAWRENCE W. LOWMAN, CBS vice-president, was married Aug. 20 to Mrs. Kathleen Vanderbilt Coudaline, daughter of the late Reginald C. Vanderbilt and divorced wife of Harry C. Cushing, New York broker. On the same day they sailed for Europe on the Ile de France on their honeymoon.

HAROLD JACKSON, NBC engineer, and Edna Cunningham, of the Chicago-Pittsburgh radio team, have announced their marriage.

WILLARD EGOLF, formerly with the Rogers-Gano Agency, Tulsa, has been named commercial manager of KVOO, Tulsa.

HOWARD C. LUTTGENS, NBC Chicago division engineer, this month was host to Tetsuo Yoshido of the Japanese Department of Communications and Yoshihiko Tokata, chief engineer, for the Broadcasting Corp. of Japan.

LLOYD E. YODER, NBC press relations manager in San Francisco, and onetime Carnegie Tech All-American football star, has been elected secretary of the Pacific Coast Association of Football Officials.

THE ENGAGEMENT of Stanley E. Hubbard, manager of KSPD, St. Paul, and Miss Didrikke Stuh, daughter of the Rev. H. G. Stub, of the Central Lutheran Church, Minneapolis, was announced by Miss Stub’s father Aug. 24. The wedding will take place Sept. 16.

KOLIN HAEGER and David Buttolph, manager and musical director respectively of WGY, Schenectady, have collaborated in the composition of "Theme Song Blues", a comedy presentation of radio theme songs familiar to all listeners.

CAL (letters of KFJE, Oklahoma City, have been changed to KOMA, by authority of the Federal Radio Commission.

WNEW Band Poll
THE 15th Semi-Annual Orchestra Popularity Poll, conducted by Martin Block, m. c. of WNEW, New York, drew 280,027 votes—the largest number to be cast in the seven-year history of the contest. Winner of the poll conducted on Make-Believe Ballroom, Block's recorded music show, was Harry James, followed by Glenn Miller, Tommy Dorsey, Jimmy Dorsey and others.

IN ONE WEEK
July 20-26th, WGN presented six of the outstanding sports figures in America:

CONNIE MACK
Manager of the Philadelphia Athletics

TED WILLIAMS
Batting Champ of the American League

EDDIE ARCARO
America's No. 1 Jockey

BYRON NELSON
Winner of Tom O' Shanter Open

MARVIN (BUD) WARD
Accepted Amateur Champion, 1942

PAT ABBOTT
Western Amateur Golf Champ

Bond Plugs In German
In New York Criticized

GERMAN language broadcasts from New York City stations are interfering with War Bond sales and similar projects, and giving comfort to "The Nazi Enemy", according to an organization called "Loyal Americans of German Descent", in a letter to FCC Chairman Fly.

The group, headed by Dr. George N. Shuster, president of Hunter College, claims that these German language broadcasts follow War Bond plugs with suggestions that money might be more wisely spent on furniture and jewelry, or with German tunes, the text of which advise the German listener to Take It Easy.

WALTER WHITE Jr., whose weekly social service series, Nobody's Children, is now in its fourth year on MBS, takes the part of an American farmer in "This Precious Freedom", radio play by Arch Oboler, playwright, now being adapted into a movie by General Motors Co., Detroit.

THIS IS ANOTHER REASON WHY RADIO LISTENERS IN CHICAGO AND THRUOUT THE MIDDLE WEST TURN FIRST TO WGN.

Clear Channel Station

Mutual Broadcasting System

EASTERN SALES OFFICE: 220 F, 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Broadcast Advertising August 10, 1942 • Page 29
WBAL means business in Baltimore
BALTIMORE
WBAL
(Founded 1923)

POWERFUL COVERAGE

50,000 WATTS

50,000 WATTS gives WBAL overwhelming leadership in the booming BALTIMORE MARKET and throughout the entire CENTRAL ATLANTIC STATES

NATIONALLY REPRESENTED BY
Edward Petry & Co., Inc.

WBAL
50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

Baltimore
WBAL
(Established 1923)

BASIC RED NETWORK

POWERFUL PROMOTION

Rates effective May 17, 1942. (See No. 17.)
Owned and operated by The WBAL Broadcasting Company.
Baltimore Office and Studio--Legislative Building, Baltimore, Maryland. Post Office Building.
Note: Address correspondences in Station WBAL, P.O. Box 797, Baltimore, Maryland.
To Whom it may concern:

Watts--Power--Time
Operating power--50,000 watts.
Watts modulation--overwhelming.

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WBAL's
great trade publication going to your retailers and wholesalers

Full page ads EVERY WEEK in the BALTIMORE NEWS-POST (largest evening circulation in the south)

plus WEEKLY ADVERTISEMENTS in 14 cities throughout-the CENTRAL ATLANTIC STATES

plus "BUSINESS in BALTIMORE" WBAL's

All promoting your programs!
Radio's War Aims

Radio's own war aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.

2. To maintain and heighten the morale of both our fighting forces and the home front—
   to keep 'um smiling, even laughing, while yet impressing upon them the grim purposes and
   the vital realities of this war.

3. To operate plant, maintain personnel and conduct business in the best interests of country,
   of audience and of the American broadcasting system's social and economic integrity.

Today, nothing else matters.

Time for a Showdown

So Caesar decides to call out his legions? So what?

Suppose the estimable James Caesar Petrillo did call a strike against the networks if they persisted in piping music to affiliates unable to come to agreements with particular AFM locals. Suppose then the networks told Petrillo to go to. Suppose they used non-card-holding bandmen, amateur orchestras and instrumentalists—and even phonograph records and transcriptions. What then?

It is our guess that—the temper of the public being what it is, not to mention that of the government officials concerned, the radio industry and the press, all aroused over Petrillo's latest rampage—it would be only a matter of a short time before AFM would suffer the fate of ASCAP. In fact, there are some who believe that radio's cards are now better stacked against Petrillo's one-man show than they were against ASCAP a few years ago.

His life-and-death grip over the broadcasting industry, his "made work" requirements, his percentage-of-gross demands upon radio finance, his insistence upon the right to audit radio's books—all could be broken at one fell swoop.

For it is a well-known fact that many of his own membership don't like his dictatorial methods, let alone the "constitutional" setup of AFM which makes him its supreme arbiter subject only to his own will or whim. And it is an even more obvious fact that the public, which we believe has been better informed by an outraged press on the current situation than by radio itself, is entirely on radio's side.

His argument, for example, for pulling the plug on Dr. Maddy's Interlochen Camp broadcast, as employing "paying" amateurs, is but a sample of the vivacity and futility of his case. Not only the parents of the kids but the whole country recognizes it clearly; he might as well call a YMCA or a Boy Scout camp "professional" or a displacement of professionals, as indeed he once did when by Boy Scout buglers were prohibited from playing a fanfare at a Chinese relief affair in Chicago.

The time has come for a showdown with Petrillo—on a second front, if you please, in which salient sectors are the present Dept. of Justice proceeding, the indignation of public and press, the wholehearted support of key government officials like FCC-BWC Chairman James Lawrence Fly, OWI Director Elmer Davis, Assistant Attorney General Thurman Arnold.

It is inconceivable that AFL leaders are really sympathetic with these latest and most untimely of Petrillo's onslaughts which, if nothing else, are certainly out of harmony with today's wartime mood of the American people.

Even radio's advertisers, we think, would stand by the industry in such a fight, using discs and what non-affiliated and dissident musical talent that can be made available.

There are plenty of musicians who would desert Petrillo at the first instant, many more if they saw that radio really meant to fight it through. And the networks' self-imposed prohibition against recordings and transcriptions, under the circumstance, could readily be set aside for the duration of this music war.

It takes guts, but so do a lot of more important things in today's embattled world.

Gone Too Far!

It's about time broadcasters take seriously some of the cracks that are poked at them in functions without a motive.

Overworked, perhaps deliberately, are the jibes about the announcer who allegedly tips off the platter with "And now here is Kay Kyser about to drop his baton as he smilingly gets his handsome crew of saxophoners on edge for his rendition of Jingle Jangle."}

Typical of the stuff fed to the public by some periodicals is a cartoon in a recent Saturday Evening Post, showing a frantic announcer rushing toward a turntable. The caption says, "—and now Bing Crosby is coming into the studio—coming into the studio—coming into the studio—coming into the studio—".

Anti-radio jibes have been going on since the beginning of broadcasting. Unquestionably those early days were marked by frequent stretching of the truth. But few serious observers would assert today that broadcast stations deliberately try to mislead the audience into believing that a big-name act is actually in the studio when the rendition comes from a platter.

The harassed announcer, trying to brighten his program of recordings, may add personal touches about the performers. And he may overdo it a bit. But nobody will make the direct charge that broadcast stations fail to announce frequently and clearly that recordings are recordings, as required by regulations. After all, the FCC rules are quite clear on the subject and stations realize that any transgression would quickly reach the stern hand of that regulatory body. There have been no penalties and no citations by the authorities on that score for years.

While the industry is showing aggressiveness in the anti-Petrillo fight, it might exert a modicum of its energies to a campaign to squelch propaganda campaigns against radio.
IRWIN ALOIS OLIAN

ON THE 14th floor of the Ambassador Building in St. Louis, are spacious offices of the Olian Advertising Company which had their origin in a hobby. Early in life, Irwin A. Olian developed the habit of analytical reading — and has made it pay dividends.

That's the secret of his subsequent success — analysis. Through formative years which took him to the U of Michigan in 1923, Olian experimented with words, sentences, paragraphs, pages and during his college career developed the hobby which persists to this day: classifying ideas as he reads them; making his mind an idea and phrase index.

This fondness for words and their uses led him to the School of Journalism in Ann Arbor. Then 20, he had decided upon a career in either this field or advertising. As it turned out, he has enjoyed success in both.

Now, this accent on study smacks of the bookworm. Quite on the contrary, Irwin Olian found plenty of time to be a "regular" — won the captiancy of the University tennis team, a row of cups, assorted block letters and other coveted campus honors.

Born in St. Louis Dec. 19, 1906, he attended schools there and received his degree from Michigan in 1927. Upon graduation, he received an offer from Liberty magazine. This post engaged his attention for the next four years. Then convalescence from an operation in St. Louis brought about a decision to remain in that city. He became assistant manager of promotional advertising for Famous-Barr, one of the city's great department stores, for three more resfulful years. Next his name was found on the stationery of the Gardner Advertising Co. for another three-year period. The next upward rung in the ladder was a return engagement in 1933 with Famous-Barr — this time as boss of institutional advertising.

Irwin Olian's story, as you have noticed, has as its main theme concentration upon words and thoughts and their useful topic: "Genius in advertising". He delights in debunking it! "Advertising ideas are made, not born," he declares. "No need for rumpled hair, hangover, and waiting for the lightning to strike. Advertising ideas can be manufactured. Yes, I said 'manufactured' by well thought out processes." Let his company's accounts bear out this observation — National Waste Paper Conservation Campaign, Columbia Brewing Co. (Alpen Bron Beer), General Grocer Co. (American Lady and Topmost foods), Alton Box Board Co., Edison Bros. Shoe Co., Dixiel Gasoline, Glen Echo. Unindustry.

Get bachelor Irwin Olian talking about effective use of abbreviations in a publicity campaign; get him discussing the transition of visual advertising to broadcast technique. He'll talk straight from the shoulder! And get him seated at the Steinhay — he knows how to mix those 88 notes just as he does those scores of classified ideas which serve his clients so well.

HOWARD P. DIMON

HOWARD P. DIMON, for 15 years theatrical and radio editor of the Atlantic City Press Union, died suddenly of a heart attack while enroute to a Boardwalk theatre last Tuesday. Mr. Dimon was 65, and previously had been a clerk at Traymore Hotel for 5 years, ran the Old Colony Club for 10 years, and owned a Boardwalk bookshop for 5.

KBON Names Executives

PAUL R. FRY has been named business manager of KBON, Omaha. Marie Maher will be station director. Mr. Fry, former promotion manager, formerly was with KOHW, Omaha and the Omaha World-Herald in sales and promotional work. Mrs. Maher has been in radio and newspaper work for the past ten years.

ALLEN J. DECASTRO, sales manager of the CBS Latin American network, has resigned, the resignation being accepted by the network being that the sale of time during the week to Adamaad, one of the radio stations, has been agreed on by the Federal Communications Commission.

ADRIEL FRIED, formerly sales promotion manager of KROW, Oakland, Cal., has been appointed assistant sales manager of KLX, that city, owned by the Oakland Tribune. Charles Lloyd, program director, has been acting manager since Preston Allen was called to active service as lieutenant-commander in the Naval Reserve last year. As announced, producer and account executive (Fried has been), has assumed various California stations, including KTOS KSAK KDON. Before entering radio he was a prominent executive of San Francisco advertising agencies.

CLIFF RAMSDELL, associate editor of the San Francisco Examiner, previously handled with Regina Com. a new account written for national publications.

LOREN STONE, assistant manager of CKW, Wail, has assumed the duties of commercial manager, replacing J. A. Morton, who left the network for another sales account at CBS-KKNX, Los Angeles.

WALTER G. TOLLESON, account executive of the NBC-KBOF, Kansas City, has joined the A. E. Nelson advertising firm in that city.

W. (DOC) LINDSEY has left CKCL, Kansas City, to become manager of CKWS, Kingston, Ont., the Northern Broadcasting Company's new station.

JOHN MARTIN, advertising manager of Massey-Harris Co., Toronto (farm implement), has been appointed coordinator of all government advertising. He will be located at Ottawa as executive secretary of the Interdepartmental Publicity Commission.

MARK CRANDALL, on leave from sales staff of KFEL, Denver, for the duration, is chief of the OWI Denver office.

DOROTHY BROWN, of the Chicago office of Howard H. Wilson & Co., station representatives, on July 20 has succeeded Mrs. R. K. A.Leary, who took a three-week vacation.

BILL SCHROEDER, sales manager of WCAE, Pittsburgh, has made his first solo plane flight.

READ H. WIGHT, for the past eight years manager of the Chicago offices of Western Electric's Chicago, has been elected vice-president and member of the board of WBE.

A. LEARY, manager of CKCL, Toronto, has been promoted to captain in the Royal Canadian Army Signal Corps, Reserve Force.

C. WILLIAM CLEWORTH, former vice-president of Electrical Publications, has been elected president of the magazine association. He will manage McGraw-Hill electrical and radio publications, has joined Sutton Funt to represent the firm as district manager in New York and New England for the next 12 months.

KIRK GIVEN, formerly with WTBZ, Norfolk, Va., has been named president and general manager of WLB. He will be the second manager in the station's history; it was licensed Aug. 1, Jake Causey, recently with WBIG, Greensboro, N.C., has been named advertising and sales manager.

SHOUSE REALIGNS DIVISIONS AT WLW

CREATION of a new public relations division at WLW, Cincinnati, combining the name of three departments, was announced last week by James D. Shouse, president of Crosley Corp. in charge of broadcasting.

The new division is Roger Baker, formerly assistant program director of WSAI and WLW, and former timer announcer, extension representative. In the new division will be the publicity department headed by Bill Barlow; the special events department, under Jim Cassidy; and the talent booking department, directed by Bill Schley.

By the new arrangement, activities of these departments will be coordinated in one division, acting as a master unit in matters and entertainment in which the public is contacted directly.

Announcing the change, Mr. Shouse said: "I believe that, bearing in mind the particular abilities of the people involved, the new arrangement will permit us to meet the public relations function in a more effective manner."

We Pay Our Respects To —

PERSONAL NOTES

Mr. Baker

PATRICK TO NAVY

DUKE M. PATRICK, partner in the Washington law firm of Hogan & Hartson handling radio cases, on Aug. 1 reported for duty in the Navy Department as a lieutenant commander. He was assigned to Naval Communications.

Mr. Patrick is former general counsel of the Commission. Karl A. Smith will handle the firm's radio matters.

WALTER D. HUMPHREY

WALTER D. HUMPHREY, 66, a principal attorney of the FCC, died Aug. 1 in Tulsa, Okla., after a long struggle with illness. A pioneer Oklahoma lawyer, Mr. Humphrey was a member of the Oklahoma Corporation Commission and a member of the Oklahoma Corporation Commission. He had been with the FCC since Feb. 25, 1935.

Mr. Humphrey's widow, two daughters in Tulsa and a sister.

CHARLES W. CORKHILL

CHARLES WILLIAM CORKHILL, manager of KSCJ, Sioux City, Ia., died July 25 of a heart attack. Formerly in the organ and piano business, Mr. Corkhill managed KSCJ until two years ago when he formed a radio advertising firm under his name. In addition to his professional career, he was survived by four sons and three daughters.
Commission for Ray
WILLIAM T. RAY, young Negro businessman of Cleveland, and former narrator on the Sunday morning Negro Business Hour on WHK, Cleveland, is shortly to be commissioned a second lieutenant in the Army's Chemical Warfare Service. Mr. Ray won three scholarships as an undergraduate at Oberlin College and, while a narrator for WHK, was sales manager for a furniture and appliance business in Cleveland.

C. G. RENIER, program manager of KMOX, St. Louis, and Robert Louis Sharpe, producer-director of MBS, have joined CBS as producer-directors under the direction of Douglas Couler, CBS assistant director of broadcasts.


NEVAND PATTENSON, formerly singer of Cee Davidson's orchestra, has joined WBEB, Chicago, as regular vocalist on Victory Matinee, weekday and a quarter variety program.

WARRREN GERARD, formerly of WLUU, Erie, Pa., has joined the announcing staff of WMMR, Philadelphia.

BETTY BAKER has joined the program staff of WCAE, Pittsburgh, replacing Kay Conner who is marrying Phil Davis, continuity chief of WCAE.

FRED OHL, program director of WK lies, Des Moines, Iowa, is the father of twins, born last month.

HILL MALONE of the promotion department of WOOW-WGL, Fort Wayne, has been named on the central coordinating committee of the Fort Wayne Drug Club.

DON DOUGLAS has left the announcing staff of WTTM, Trenton, N. J., to do FM work. John Leslie Scott, formerly of WAKR Akron, has joined the WTTM announcing staff.

JIMMY WILSON, formerly with WRC-Whal, Washington, and before that program manager of WWL, New Orleans, has joined the announcing staff of WWDC, Washington.

ROD BELCHER has been named news editor and Ed Wilson has become news director of WGOO, Missouri, Mont., following program manager of WWL.

PAUL LONG, announcer of KKKH, Shreveport, La., has left for Army training. Ed Butler, who joined the announcing staff.

STAN BROWN, news editor and special events director of KOA, Denver, entered the Army last week in the volunteer officers' training corps. He will be succeeded by Bill Day.

WILLIAM A. WILLIAMS, formerly in the CBS music copyright department, has been made assistant to Jan Schleimer, CBS commercial editor and director of the copyright division. Recent CBS hit will over Mr. Williams' duties.

DAVID N. SIMMONS, promotion director of KDSL, Salt Lake City, is going to director of Salt Lake War Bond sales.

CLIFFORD EVANS, columnist of the Brooklyn Eagle, is conducting a twice weekly political news commentary on WLIB, Brooklyn.

SAM FITZGERALD, news editor of WIT, Philadelphia, is the father of a son born July 30.

ROY LAMANTE has resigned from the announcing staff of KEF, Philadelphia, to join WOL, Washington.

WALLY SHELTON, announcer of WCAU, Philadelphia, has left for the Army.

BILL BAILEY, announcer of KYW, Philadelphia, leaves to join the Navy as lieutenant in the public relations.

EL JONES has left CJK, Kirkland Lake, Ontario, to become a salesman for CHWX, Peterborough, Ont. Alex Gosson replaces Jones.

DUKE MCLEOD has been appointed program director and assistant manager of CJK, Kirkland Lake, Ont. He joined the station as traffic manager.

EMILY TREVI, receptionist of WBVA, Richmond, on Aug. 24 will report to Fort Des Moines for officer training in the WAAC.

The ALABAMA TRIO offers you Complete Coverage Of A Great Market And A 10% Saving!

In buying radio advertising—just as in war production work—you need the right combination. The "right combination" in Alabama's vast war production market is the ALABAMA TRIO. These three stations blanket the entire state and parts of six others.

By taking a look into the BIG savings offered by this right combination—10%, to be exact—

USG, WSG, and WSGA, a group of powerful stations, are shown by test reports to pack a powerful one-two punch. Sales personnel can back up this report with proof that there is no station in the state that can equal their combined reach.

The ALABAMA TRIO, with its wide range of audience coverage, can be the right combination for your business, too.
ARCH KEPNER, chief announcer, and Alan Talbue, announcer of WQXR, New York, have been sworn in to the U. S. Navy for aviation cadet training. Talbue has already left, and Kepner is awaiting his call to active duty. Sergeant William D. Strauss, former chief announcer, and with the Army at Fort Jackson, S. C., has qualified for an officers' training course leading to commission in the Adjutant General's staff. He leaves shortly for Washington.

TUDE MOORE, announcer of WIBG, Glenolden, Pa., now an aviation cadet, has announced his engagement to Dolores Yanis Meiberg, daughter of Capt. C. E. Meiberg, chaplain of the 34th Bombardier Group, the outfit to which he is attached.

JIM MOORE, formerly assistant program manager of KSFO, San Francisco, has joined the Army.

RAY McGUIRE, formerly of WNOE, New Orleans, has joined KSFO, San Francisco, as announcer.

ROD BRYAN, formerly announcer of WJWJ, Chicago-Gary, has joined the announcing staff of WAIT, Chicago.

EDDIE THAYER and Pat Ebert, graduates of Beck School of Radio, Minneapolis, are new announcers at KOdB, Rapid City, S. D., and WIBU, Poyntette, Wis., respectively.

WHITMEL FORBES LATHROP and Elwood Stuts are new announcers of WRVA, Richmond. Virginia McDonald has joined the reception department.

MAURICE GORHAM, director of North American transmissions of the British Broadcasting Corp., was in Toronto recently as part of his tour of Canadian and American centers to check up on BBC programs heard here.

MARTHA ROSS Biggerstaff has been named regular announcer at WNOX, Knoxville.

GORDON TUELLE, music librarian of KIRO, Seattle, is the father of a girl, her second child.

TED ARNOLD, publicity director of WSBZ, Huntington, W. Va., recently joined the Army.

ROLAND TRENCHEARD, formerly director of promotion of O'Mealia Outdoor Adv., has been appointed public relations director of WATF, Newark, succeeding Walter Patrick Kelly, now in the Army.

BRUCE MATTHEWS, formerly announcer of WAPO and WYW, has joined the announcing staff of WPAT, Paterson, N. J. Matthews also works a full shift at the Wright Aeronautical Corp.

KEITH GUNTER, assistant manager of WHN, New York, has reported for active duty as ensign in the Naval Reserve.

ROB WALTER, formerly of WWNY, Watertown, N. Y., a veteran of the Fleet Air Arm, has joined the announcing staff of WJTN, Jamestown, N. Y.

ARCH BOULDEN and Fen Job, announcers of CKC, Toronto, have joined the Royal Canadian Air Force.

CAPT. GORDON McCABIN, formerly announcer and commissioner of CKBP, Fort William, Ont., CKC, Toronto, and CKTB, St. Catharines, Ont., is now in charge of the signal section of the Canadian Tank Corps stationed at Brockville, Ont., as an instructor at the officer's training camp.

ROSS GIBSON, formerly of KUOA, Siloam Springs, Ark., has enlisted in the communications division of the Navy.

MARGARET SPESSARD, program director of KRRW, Hutchinson, Kan., on Aug. 10 will be married to Bob McCready of KIUL, Garden City, Kan.

LES MITCHEL, producer of CBS-Chicago, has succeeded Blair Walliser as director of the CBS daytime serial "Helen Trent." Mr. Walliser is now a lieutenant in the Coast Guard. His successor as producer of other network programs are Lou Jacobson on MBS, Citizens of Tomorrow and NBC Bookshelf Wire; Ruth Walliser, his sister, on NBC Great Artists.

MARION STEVENS, for four years radio and literary editor of the Miami Herald, has joined the magazine division of the CBS publicity department. Helen Payne of CBS Western, and Betty Todd of the continuity department of WPTF, Charlotte, have joined the CBS production department.

IRVIN S. R. CARLIN, freelance radio and short story writer, has joined the continuity department of WMCA, New York.

HARRY CUNFIELD, guide of NBC-Chicago, has entered the Army. New guides are Gerald Ravenscroft and John Condit.

JANE JENTZ has joined WSBA, York, Pa., as news announcer-operator. He comes from WCHS, Charleston, W. Va.

EDMUND DAVES becomes director of education of WPIL, Philadelphia, succeeding William C. Galleher, who goes to Westinghouse, Joe Neneenon, former WPIL announcer, has joined the Air Force, stationed at Kelly Field, Tex.

JACK STEWART, announcer of CFAC, Calgary, has joined CKCL, Toronto.

MIKE VOGEL, formerly chairman of manager's round table department of Motion Picture Herald and at one time with Loew's Theatres, New York, has been named director of publicity and special promotion of WHN, New York. He replaces Al Simon, now radio director of the New York branch of the U. S. Treasury Dept. war savings staff.

GILBERT FIELD, sales promotion director of WHN, Charleston, W. Va., has enlisted in the Army.

S. BURLEIGH SMITH, formerly announcer of KBRB, Abilene, Tex., has joined the announcing staff of KOB, Albuquerque, N. M.

VIVIAN KELLY, of the CBS education department, on July 26 was married to Lt. Marvin Peters in New York.

HENRY EAST, chief announcer of WBAL, Baltimore, has been transferred as temporary manager of WGPC, Albany.

During the marketing season of 1940-41, gross receipts of cotton in Memphis amounted to 4,938,659 bales, which, based on a fair average, would be valued at $270,550,696.00. More than 40,000 people make their livelihood from the cotton industry in Memphis. Memphis sales of vegetable and animal oils total nearly $20,000,000.00.

Memphis, the hub of this vast market, is today not only the cotton capital of the world...it is also an industrial center of importance. For while cotton alone accounts for 17 to 18 per cent of total business transacted in Memphis, the diversity of her industry assures Memphis of a steady, year-round prosperity.

You can reach this market over WMC, the Mid-South's pioneer radio station.
Campbell to Army

C. LAWTON CAMPBELL, former vice-president and radio di
rector of Rithrau & Ryan, New York, has been commissioned a major in the Quartermaster Corps of the Army. Recently appointed di
rector of the agency's radio depart
ment is Donald M. Stauffer, formerly of the A. & S. Lyons
tage agency.

JOHN W. POWER, previously ac
count executive of Sherman E. Ellis & Co., New York, has been appointed director of research, replacing John Waite, now economist with the food division of OPA in Washington. Power serves as industrial special
ist for Moody's Investors Service for six years. He was secretary of the
National Transportation Committee under the chairmanship of ex-
Pres. Coolidge, and special assistant to the late General Hugh S. Johnson in the NRA.

PHILIP BERNSTEIN, account ac
count executive of Rostill & Jacobs, Chicago, has been elected vice-president of the Chicago office of the agency.

E. V. HAMMOND, manager of Stann
feld & Blaske, Toronto office, now

HELEN ARSTON, formerly copy
writer of Mandel Bros., New York (department store), has joined Glass-
er-Galley & Co., Los Angeles agency in a similar capacity.

NEIL G. ROULKE, former account execu
tive of Irvin Vladamir & Co., Chicago, has been named a vice-

WALTER C. KRAUSE, who resigned recently as vice-president of Lord & Thomas, Chicago, and named ex
ccutive to the Office of Coordina
tor of Inter-American Affairs in Washington, has received his official appointment as an assistant director of the radio division.

DON COFFIE, New York producer of British & Hollywood, is in Hollywood producing the weekly Post Toasties Televised Show for General Foods Corp., during the week of Manhattan. West Coast manager-producer. Early in 1940, New York executive men of Benton & Bowles, is in Holly-
wood for his semi-annual checkup.

OTIS ALLEN KENYON has been elected chairman of the board of Kenyon & Eckhardt, according to President D.A. Brophy, president. Otey officers are Dwight M. Mills and Edwin Cox, directors, and Charles H. Vanoli, treasurer.

LAURA B. MANG, assistant man
ager of music, Moses & Cusins, Utica, has been appointed manager age.

LARRY WHERRY, formerly pro
motion manager of Baskin Purina Co., St. Louis, on Aug. 1 joined Sher-
nell & March, Chicago, as client manager. Previously, he served as client manager in charge of Quaker Oats (Fut-
rep) account.

CONSOLIDATED ADV., New York, has moved from 500 Fifth Ave. to new
and larger quarters at 46 Madison Ave., telephone Murray Hill 3-1927.

Lord & Thomas Changes

EMERSON D. FOOTE, executive vice president in charge of opera-
tions of the New York office of Lord & Thomas, last week announced that the media and marketing operations of the agency have been consolidated. The agency's department has been consolidated to the direction of Samuel E. Gill, former research director of the agency, and now director of marketing and media. Under Mr. Gill, each with equal rank and position - the others are J. B. Spiegel, formerly assistant media director and manager of printed media purchases; John D. Hymes, with Lord & Thomas for nine years, most recently as radio manager, who will be manager of radio purchases, including purchase of both time and radio talent; and Miss Catherine C. McGrath, formerly assistant to Mr. Gill, who has been named manager of the research de
partment.

Wurtzel, Avery Settle Contract

CONTRACTUAL controversy be
between Harry Wurtzel, Hollywood talent agent, and Charles A. Ams, ra
dio and film cowboy singer-actor, was settled in late July prior to the western reporting to Washington. Wurtzel has been fired by the Force
ce, former agent, for "violation of agreement." [BROADCASTING, July 28]. Wurtzel charged evasion of contract and entire settlement, eliminated case being brought before representatives of American Federation of Artists, Ar
ists Managers and Screen Actors Guild for arbitration. Under the agree
ment, Wurtzel received all monies claimed as due for managerial services rendered Ams on picture and radio deals since Jan
uary, 1941. In turn his managerial contract with Ams, which had 2 years more to go, was canceled. Agreement was the acts of former obligations while in service.

Sir Timothy C. Wrigley Co., the weekly half hour CBS program featuring Ams, with the start of Aug. 2 and changed title from Melody Ranch to Sergeant Gene Ams, and dramatizes эксплуатирует на Air Force hero. Similar arrangements were made for Erna, who during the season is permitted time out from Air Force duty to do his weekily NBC Aldrich Family, sponsored by General Foods Corp. Capt. Hal Ride of the Thirty-Fifth Airmen was formerly CBS New York assistant publicity director, has been assigned to duty at network's Hollywood studios as Ams repre
sentative on the Ams series.

Luigi Romanelli

LUIGI ROMANELLI, Toronto band leader, who has been on Canadian radio stations principally since the in
ception of broadcasting in the Domin-
on, died on July 25 at Murray Bay, Que., of a heart attack while voicing. He was 56 years old. His most recent appearances before the inter
ational microphone were with the Ontario, Canada. Early this summer, on the BLUE network. He was born at Belleville, Ont., studied vi
olin in England and Belgium.

Lt. Barron Chandler

Lt. BARRON CHANDLER, USNR, formerly of NBC's studio, has been
killed in action while serving as com
mander of a motor torpedo boat, some
where in the South Pacific. Chandler is the fourth NBC man to be officially reported killed in action.

GREY ADV. AGENCY, New York, last Friday celebrated its 50th an
iversary in business, having been or
organized in 1913 during World War I. Lawrence Valenstein, the original president, still holds that position.

WFBG

ALTOONA, PA.

• NBC RED
• BLUE NETWORK
• FULL TIME OPERATION
• RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full cover
of the Altoona trading area.

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Broadcasting • Broadcast Advertising
AFA Convention Report

HIGHLIGHTS of Advertising Federation of America's 1942 convention June 21-24 are available in a 32-page booklet that contains summaries of closing speeches, awards, the president's annual report, convention resolutions and press releases. Copies may be obtained from Earle Pearson, general manager, 830 W. 42d St., New York.

Sabotage Rewards

KWBW, Hutchinson, Kan., offers $50 War Bonds to any listener who furnishes information leading to arrest and conviction on or before Dec. 31, 1942, of citizens of the United States. An announcement running daily urges citizens to report persons they suspect to local police.

George Gage

A professional magician he used to pull rabbits out of hats, but now George Gage, director of media and market research of Lord & Thomas, San Francisco, works "magic" with facts and figures—and does it mightily successfully too. Combining an analytical turn of mind with a thorough knowledge of station power and coverage, plus audience listening habits and other major points which go to successfully sell a sponsor's product, George buys time for many a choice account serviced by that agency.

Among these are Southern Pacific Co. (transport); Roos Bros. (men and women's furnishings); Safe-way Inc. (institutional); Tide-water-Associated Oil Co. (petroleum products); Sunnysvale Packing Co. (Rancho soup); Albers Milling Co. (flour).

Despite his knowledge of magic, George Gage's entry into advertising was not via the stage door. He confined that profession to school vacations. Born in Ottawa County, Kan., in March 1911, he attended public schools in that district, graduating from the State university in 1922 a Phi Beta Kappa.

Then he bought a country weekly newspaper, The Messenger, in his home county and operated it successfully as publisher and editor for a year. Selling the publication in early 1923, he moved to California to become executive secretary of the Calexico Chamber of Commerce.

Twelve months later George resigned that position to complete a year's post graduate study at Stanford U in economics and political science. Following that brief academic interlude, he joined the San Francisco staff of McCann-Erickson (then H. K. McCann Co.) where for nine years he rounded out his agency experience as copywriter, account executive and head researcher in that agency's three Pacific Coast offices.

Text of Complaint

(Continued from page 29)

The trade is still talking about the way WMCA is changing the entire New York radio scene, with programming that keeps winning national awards against top competition...lifting itself right into the national spotlight by doing so.

Offering advertisers their first chance to buy quality coverage of the New York market at a very low cost.

such as "Labor Arbitration," conducted by Samuel R. Zack (national awards for both 1941 and 1942 by Ohio State University) and "Americana Quiz" (1941) and "Friendship Bridge" (1942) by Wollman's National Radio Committee...to mention. New York Times news bulletins every hour on the hour...Johannes Steel and Sydney Moseley, two of America's greatest news analysts...a succession of public service programs that few independents would care to tackle.

NATIONAL DEHYDRATORS Assn., New York (dehydrated foods), to J. Walter Thompson Co., New York. Agency will concentrate mainly on publicity for the newly-formed association during the war with an eye to consumer acceptance of such products for the post-war period. Majority of distribution is now centered in supplying the armed forces.

VADICO SALES Corp., L. I, City, N. Y. (Marine, Dier-Keas and Dettert toiletries), toortman, Bartow & Gold, New York. Media plans not yet announced.

LIMA BEAN Assn., Oxnard, Cal., (cooperative), to J. Walter Thompson Co., Los Angeles.

NORTHROP AIRCRAFT Inc. Hawthorn, Cal., to J. Walter Thompson Co., Los Angeles.

QUAKER MAID MILLS, Philadelphia (Quaker Twist rolls), to More Associates, New York. A fall campaign is being planned.

Hecker Names Kudner

HECKER PRODUCTS Corp., New York, has appointed Arthur Kudner Inc., New York, as the one advertising for its flour and cereal division. Account includes H-O Oats, Heckers Cream, Enrico Piana, Presto Cake Flour, Force, and three brands of flour, Heckers, Ceresota and Aristos. The company is currently presenting the Mogujam Sisters, weekly quarter-hour show on 17 BLUE stations for H-O Oats, as well as a six-time weekly news period on WHN, New York, for Force. No new radio plans have been announced.

South Carolina's
No. 1 Market

FIRST IN-
• Total Population
• White Population
• Wholesale Sales
• Retail Sales
• Industrial and Business Pay Rolls

1500 WATTS
GREENVILLE, S. C.
DOMINATED BY
WFBC
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NATIONAL REPRESENTATIVE-
WEED & COMPANY

Broadcast Advertising

BROADCASTING Subject: Broadcast Advertising

The changing new york radio scene

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DYKE'S NEW POST
(Continued from page 12)

stated, "will be to insure proper coordination of policy, interpretation and timing of all special Government programs and campaigns.\"

The Bureau of Campaign Administration will act as central control and clearance on all special war-connected programs, plans, projects or campaigns of an informative character conducted by any Government department, bureau or agency. In the case of individual Government campaigns, the Government department, bureau or agency concerned will delegate one individual as its "campaign manager" who will act as liaison with Mr. Dyke's bureau.

Liaison with Council
Mr. Dyke's bureau will also act as liaison with the Advertising Council, recently established by the advertising industry to work with the Government on all war advertising projects and headed by Dr. Miller McClintock, and with other organizations serving the Government on plans, distribution or creative work in connection with special programs or campaigns.

"While the Bureau of Campaign Administration will exercise coordination supervision over campaigns initiated by other departments and agencies," it was stated, "it will do so on an advisory basis, varying in the extent of its direction and supervision according to the advisability of talent in the particular agencies involved in carrying out and executing successfully their own plans. The objective is to insure adherence to sound policies and consistency with other operations."

"The Bureau of Campaign Administration and the campaign managers will discuss with each OWI media bureau (news, radio, publications and graphics and motion pictures) the proper and practical use of that medium in connection with each campaign or program, and will obtain from the chief of each media bureau advice and approval of such media plans."

"The Bureau of Campaign Administration will be responsible for seeing that all programs or campaigns are executed in accordance with overall OWI policies and regulations."

In general, since advertising is recognized as an important information medium, the Bureau of Campaign Administration will advise as well as act as central control and clearance, on the use of advertising by all Government departments and agencies and on the use of war subjects, illustrations and the like by manufacturers in their own advertising.

MARIAN YOUNG

TAKING OVER the five times weekly Martha Deane program on WOR, New York, less than a year ago, Marian Young started out with no sponsors and now has three—Midwest Laboratories (One-A-Day Vitamins), Calco Chemical Co. (Bleachette), and International Salt Co. And the sales histories of two of her former sponsors, O'Cedar Corp. (Non-Rubbing Cream Polish), and S. A. Schoenbrunn & Co. (Savarin Coffee), speak for her success as a woman's commentator with product distribution increases of 200% and 50%, respectively.

No stranger to newspaper and magazine readers in this country and Canada, Miss Young, before joining WOR in August, 1941, was an editorial staff writer and later women's editor for N.E.A., Scripps-Howard syndicate. In 1936-38 she was sent to Germany to write stories about German women—and succeeded in getting the first and only interview with Magda Goebels, wife of the Minister of Propaganda.

In 1938, Miss Young was awarded first prize in the New York Newspaper Women's Club national competition for "the consistently best column in a specialized women's field." The prize was presented by Mrs. Roosevelt and was for her beauty column in N.E.A. papers, written under the name of Alicia Hart. She has interviewed every motion picture and stage star of importance, and a year ago last

DAVIS BROADCASTS ON OWI PROGRAM

NOT TO BE construed as part of any plan to place Director Elmer Davis of the Office of War Information back on the air on a regular basis, as demanded in the Senate recently [BROADCASTING, Aug. 3], was the scheduled appearance of Mr. Davis on CBS Sunday, Aug. 17, as part of ceremonies of a special OWI production titled The Production Crisis. There are no present plans afoot to bring Mr. Davis, former CBS news analyst, back on the radio on any regular basis.

The program was to mark the first radio appearance of Mr. Davis since he assumed the dictatorialship of OWI; also the first radio talks since they assumed their new posts of Admiral William D. Leahy, President Roosevelt's chief of staff; Lieut. Gen. Dwight D. Eisenhower, commander of the American forces in Europe, and Admiral Chester Nimitz, commander-in-chief of the Pacific Fleet. Gen. Eisenhower was to speak from London, Admiral Nimitz from "somewhere in the Pacific." Included on the program, during which the first awards of the Army-Navy Production Awards were to be announced, were to be WPB Chairman Donald Nelson; Undersecretary of War Robert Patterson; Undersecretary of Navy James V. Forrestal; William Green, President of the AFL; Philip Murray, President of the CIO.

PVT. JEFF HURLEY, formerly script writer of CKY and CJRC, Winnipeg, had his play Renelle Pass performed by the CBS Workshop. He is now in the Naval Canadian Dental Corps and wrote his play while at Camp Borden, Ont.

March wrote a series of feature articles about the Duke and Duchess of Windsor based on personal interviews with the famous couple.

On the personal side, the new "Martha Deane" was born at Star Lake, N. Y., south of the St. Lawrence River, in. attended St. Lawrence U and is married to William Bolling Taylor, an advertising executive now, an Army man soon. Fond of gardening, music, the theatre and motion picture, Miss Young says her pet hate is to hear "Well, it's 2:30 now; Martha . . ." signal for her program to go off WOR for the day.

Make Yours Radio!

The radio industry is in a position today to perform an outstanding service to the advertiser. . . .

Even if your product is off the market, you can't afford to let it be forgotten. Radio will keep your name alive . . . the entertainment it provides in your name will build up for you a reservoir of good will. . . .

Mr. and Mrs. Public will show their gratitude for the enjoyment you've brought them. . . .

When the time comes, they'll remember—and buy—your product.

CTF RB
TORONTO
860 KILOCYCLES

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AWARDS of the Sporting News, St. Louis baseball periodical, to top 1941 baseball announcers on the Pacific Coast as decided by the paper's annual poll, were made July 29 by Publisher Taylor Spink. Mr. Spink flew to the Coast to present the trophies to Hal Berger of KMPC, Beverly Hills, Calif., and to Mike Frankovich, KPAC, Los Angeles. Bernnie Barnes, screen actress, accepted the award on behalf of her husband, Frankovich, who is now away in the Army.

WNAX, Sioux City, Ia., now awards War Stamps to listeners for most constructive criticism received in answer to the question, What do you think of WNAX? Transcribed excerpts from the station's most popular programs are presented on each broadcast which is a daily feature for the attention of the housewife.

KSTP, Minneapolis, distributes Ye Little Neuse Sheete, a weekly multigraded bulletin, to former employees in the armed forces. The four-page letter of station gossip is edited by Corrine Jordan.

KGOA, Siouan Springs, Ark., is now presenting The Ozarks at War under the direction of Storm Whaley, station manager. Program covers all phases of the war effort and puts local interpretation on many phases being made in connection with civilian support.

KLZ, Denver, has had requests for 50,000 strip tickets for its recent seventh annual free picnic at Lakeside amusement park. Built for a week with spot announcements and street signs, the affair offered free show of KLZ talent, dancing, reduced rates on rides.

CHICAGO servicemen stationed at Camp Wolters, Tex., are introduced on Camp Wolters' Calling, weekly quarter-hour program transcribed at the camp by the public relations office. Broadcast on WGN, Chicago, for parents and friends of the men at home. Music for the program is furnished by the reception center orchestra of the camp.

Radio networks and stations using Printers' Ink during the first seven months of 1942

BLUE NETWORK CO., INC. BUFFALO BROADCASTING CO. COLUMBIA BROADCASTING SYSTEM COLUMBIA PACIFIC NETWORK COWLES STATIONS DON LEE BROADCASTING SYSTEM MUTUAL BROADCASTING CO. NATIONAL BROADCASTING CO. N.B.C. SPOT AND LOCAL SALES WESTINGHOUSE RADIO STATIONS YANKEE NETWORK KDKA, PITTSBURGH KMOX, ST. LOUIS KNX, LOS ANGELES KRTN, DES MOINES KXO, DES MOINES KYW, PHILADELPHIA WABC, NEW YORK WHT, CHARLOTTE WJBZ-WJVA, BOSTON WCAE, PITTSBURGH WCCO, MINNEAPOLIS WCOP, BOSTON WDKF, HARTFORD WEAF, NEW YORK WEWI, BOSTON WNFR, NEW YORK WFIL, PHILADELPHIA WGOOD, CLEVELAND WGN, CHICAGO WORL, BOSTON WOR, NEW YORK WJSV, WASHINGTON WJZ, NEW YORK WJR, NEW YORK WLIB, NEW YORK WLS, CHICAGO WMC, MEMPHIS WMT, CEDAR RAPIDS-WATERLOO WNB, SIOUX CITY-FANSTON WOR, NEW YORK WORL, BOSTON WTTG, WGN, NEW YORK WWO, FORT WAYNE WYB, RICHMOND WXYL, BIRMINGHAM WXXI, NASHVILLE WYAK, CLEVELAND WYAF, KNOXVILLE WXXL, NEW ORLEANS

IN KEEPING with the recently established policy to roadshow sustaining for sponsor consideration, NBC on Aug. 1 shifts its weekly half-hour Hollywood audience participation program, Hollywood Days, to Chicago, with New York origination scheduled for Aug. 8. Program features contestants in defining words, Haven MacQuarrie acts as master, Prof. Charles Frederick Lindsay is judge with Webster's dictionary as final authority.

WGED, Dubois, Pa., is presenting WGED—Avenue Theatre Boodlee, a variety feature as part of the station's recruiting efforts for Navy Aviation Cadets.

EVENING HOUR network station rate for WSGN, Birmingham, BLUE affiliates will be increased from $140 to $180, effective Sept. 1. Current advertisers will receive the usual protection.

Picture of a radio sponsor getting ideas

Printers' Ink simulates the thinking of advertisers and agencies with new ideas.

"Tuning in" this inspirational "show" are the advertising, management and sales executives who control the nation's largest advertising budgets. Some turn to Printers' Ink for new methods of merchandising radio programs to dealers. Others want ideas to make commercials more productive. Others want new radio testing techniques. Over all is their general interest in all new merchandising and advertising ideas.

Your ideas on your market and station can be advanced with more force and effectiveness when they have the advantage of an introduction by Printers' Ink. The broadcasters listed here are using it. You can, too, for as little as $.30 per one-sixth page on a 13-time schedule.

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.

BROADCASTING • Broadcast Advertising

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STATION ACCOUNTS

WINS, New York

Lambert Forbes Co., Jersey City (La Corona Cordial and Cocktails), 12 as weekly, thru Nashman & Co., N.Y.

Martin J. Poff, Inc. (Soldiers' Souvenir Handbook), 12 to weekly, indef., thru Emer: Magill, N.Y.

Chesapeake Technical School, New York (trade school), 12 sp weekly, 13 weeks. thru Beis Adv., L. I., N.Y.

Ironclad Yeast Co., New York, 12 is weekly, 11 weeks, thru Ruthrauff & Ryan, N. Y.

Luxor Hotel & Baths, New York, weekly, 62 weeks, thru Arthur Rosenberg Co., N. Y.

Old Country Trotting Assn. Minn. (races), 6 as weekly, 12 weeks, thru M. H. Stiglitz, N. Y.

Queen's Kistown Tunnel, New York, 6 is weekly, 7 weeks, thru Grey Adv., N. Y.

Ruthe & Maginnis, N. Y. & R. M. Three Sisters, 5 is weekly, thru Raymond Spector Co., N. Y.

Stanhope Co., Salisbury, N. C. (proprietary), 40 to weekly, 8 weeks, thru Klinger Adv., N. Y.


Gasco, Mike Track Assn., Geneseo, N. Y. (races), 18 as weekly, 2 weeks, direct.

Christian Radio Home & Gospel Church, Philadelphia, weekly thru City, Tobacco Corp., N. Y. 13 weeks, direct.

Brookdale Baptist Church, Jersey City, weekly thru, 52 weeks, direct.

KPO, San Francisco
California Grinnel Sugar Group, San Francisco (best sugar), 2 as weekly, thru W. M. Caldwell, San Francisco.

Ance Brewerian, San Francisco, 5 sp weekly, thru Arissher, Davis & Staff San Francisco.

Mechitabum Co., Wilmington, Del., 4 as weekly, thru Dillard Jacobs Agency, Atlanta.


Lansdowne United Bakeries, San Francisco, 106 weeks, thru Ruthrauff & Ryan, San Francisco.

Kegco Co., Battle Creek (rice Krispies), 6 as weekly, thru Walter Thomson Co., Chicago.

Johnson & Johnson, Brunswick, N. J., 8 as weekly, thru Young & Ruthrauff, N. Y.

Metro Goldwyn Mayer, New York (motion pictures), 1 thru Donahue & Co., N. Y.

WIND, Chicago-Gary

Illinois Bell Telephone Co., Chicago, 15 as weekly, 4 weeks, thru N. W. Ayer & Son, Chicago.

Fred Kohler, Chicago (wrestling promotion), 6 as weekly, 5 weeks, placed direct.

Metro-Goldwyn Mayer, New York (Mr. Minn), 8 as weekly, thru Donahue & Co., N. Y.

Herald American, Chicago (newspaper), thru First National Bank & Trust Co., Chicago.

Daily News, Chicago (newspaper), 6 as, direct.

RKFEL, Denver
National Biscuit Co., New York (Shreddies), 10 as weekly, 13 weeks, thru Fred Palmer, N. Y.


WGY, Schenectady, N. Y.
Procter & Gamble Co., Cincinnati (Dus), 2 weekly, 26 weeks, thru Computer Adv. Agency, N. Y.

Frederick Ireland & Rubber Co., Akron, as weekly, 13 weeks, thru Sweeney & James, Cleveland.

Ologon Rou Co., Chicago, as weekly, 62 weeks, thru Frenza, Fellers & Prechs, Chicago.


Allis-Chalmers Mfg. Co., Milwaukee, as weekly, 10 weeks, thru Bert Gittins, Milwaukee.

Readers Digest Assoc., Pleasantville, N. Y., as weekly, 13 weeks, thru BBDG, N. Y.

Johnson & Johnson, New Brunswick, N. J. (first aid kits), as weekly, 16 weeks, thru Young & Ruthrauff, San Francisco.

American Chicle Co., New York (Dentifrice), 4 weekly and weekly thru, 1 weeks, thru Badger & Browning, San Francisco.

Lever Bros., Cambridge (Vimma), as weekly, 16 weeks, thru BDG, N. Y.

Lever Bros. Cambridge (Swan Soap), as weekly, 15 weeks, thru Young & Ruthrauff, N. Y.

Lever Bros., Cambridge (Lifebuoy), as weekly, 21 weeks, thru Ruthrauff & Ryan, N. Y.

Marlin Firearms, New Haven (razor blades), as weekly, 13 weeks, thru Craven & Hedrick, N. Y.

N. Y. Tobacco Co., New York, as weekly, 4 weeks, thru BBDG, N. Y.

Great Atlantic & Pacific Tea Co., Albany, N. Y. (fresh peaches), as weekly, thru Young & Ruthrauff, San Francisco.

KHI, Hollywood
Bohemian Distributing Co., Los Angeles (Arm beer), 12 as weekly, thru Young & Ruthrauff, Staff, Los Angeles.

Sudder Food Products Inc., Monterey Park, Calif. (Lifebuoy), 8 as weekly, thru Browning, Los Angeles.

American Cigarette & Cigar Co., New York, 1 as weekly, thru Cambridge, N. Y.

Lon. B. Markgard Co., San Francisco (Dr. Hamilton's dog food), 5 as weekly, thru Frederick Seid Adv., San Francisco.

Lyons & Storage Co., Los Angeles (imoving storage), 5 as weekly, thru BBDG, Hollywood.

WWJ, Chicago
Evans Fur Co., Chicago (retail furs), 1 as weekly, thru W. M. Caldwell, Chicago.

Illinois Telephone Co., Chicago, 15 as weekly, 4 weeks, thru N. W. Ayer & Son, Chicago.

Falko & Nelson, Chicago (clothing), 6 as weekly, thru 52 Outlets, thru Irving Rocklin & Assoc., Chicago.

Herald American, Chicago (newspaper), thru Rozell & Jacobs, Chicago.

CHEX, Peterborough, Ont.
Wonder Bakeries, Toronto, 52 as thru J. J. Gibbons, Chicago.

WBBM, Chicago
Mile Labs., Elkhart, Ind. (Alka Seltzer), 6 as weekly, thru Wade Adv., Chicago.

Robertson & Colson, Chicago, 60 weekly, thru Paria & Peart, N. Y.


Groove Lake, St. Louis (quinine, vitamins), 6 sp weekly, thru R. M. Seeds, Chicago.

WHN, New York
United Inst. of Aeronautics (technical trade school), 8 as weekly, thru Small & Seifer, N. Y.

Ironized Yeast Co., New York, 9 as weekly, thru Ruthrauff & Ryan, N. Y.

WJZ, New York
Consolidated Edison Co., New York (dim.-light), 7 as weekly, thru BBDG, N. Y.

American Chicle Co., Long Island City, N. Y. (Dentyl Gum), 4 as weekly, thru Badger, Browning & Hiner, N. Y.

WABC, New York

New York State Savings Bank Assn., New York, 5 as weekly thru Ruthrauff & Ryan, N. Y.

WWRL, New York
Roxy Theater, New York ("They All Kissed the Bride"), 10 as 3 days, thru Raymond-Siemon, N. Y.

WNEW, New York
Marlin Firearms Co., New York (marlin razor blades), 3 as weekly, thru Craven & Hedrick, N. Y.

J. J. Fox, New York (tune), 32 as weekly, thru Young & Ruthrauff, N. Y.

WMAQ, Chicago
Marlin Firearms, New York (Marlin razor blades), 29 to, 13 weeks, thru Craven & Hedrick, N. Y.

Aircraft Prospect
CHESTER J. LAROCHE, New York board chairman of Young & Hubberman, is currently on the West Coast for conferences with Tom Girdler, head of Consolidated Aircraft, San Diego, on a national advertising campaign. It is underwritten radio will be included.

Food Forum Goes To WOR in Shift
Quarter-Hour Program on WHN Plugs 15 Food Products

A MERICAN INSTITUTE of Food Products, New York, broker for food manufacturers and dealers, will shift a Food Forum from WHN to WOR, New York, effective Sept. 28. The program currently is aired on WHN for 15 food products produced by Insti-

JUMPER, and members. Line-up of sponsors for the show when it moves to WOR has not been an-

nounced. It will be presented Mon. thru Fri., 4:30-5 p.m.

Heard on WHN for the past three years, and previously on WMCA, the show will retain its regular format, featuring information on food and nutrition. Pro-

gram is conducted by Dr. Walter H. Eddy, Institute president, and now expert consultant in the Office of the Quartermaster General. R. W. R. morning and evening, economics director of the In-

stitute.

Receive Door Prizes
At each broadcast members of the studio audience receive "Wealth of Health" baskets and "door prizes" consisting of samples of the sponsors' products. Audi-

ence is invited to taste the products and give their reactions.

Current WHN sponsors and their products are: Albert Ehlers, Inc., Breakfast (coffee tea and \n

WOR’s Best July
TOTAL SALES volume for July of WOR, New York, represented the best July in the station's history, with 33 new accounts ac-

counting for 40% of the sales volume of 1941. This is half times better than the station's new business record for the same month last year. The report on WOR follows the announcement [BROADCASTING, July 27] that 201 accounts had been negotiated in June, the first six months of 1942. In view of the increase, five WOR salesmen are receiving bonuses for surpassing their action quotas for the past quarter. They are Otis P. Williams, Robert Wood, Victor Bennett, John Nell and John Shetton.
LOMAX & MALGAARD, Co., San Francisco (Dr. Hamilton's dog food), in a campaign which started Aug. 3 is using four spot announcements per week on KIRI, Hollywood, and in addition participation two and three times weekly in the Ernie Albrecht program and Norma Young's Happy Homes that station. Contracts are for 52 weeks. Firm also sponsors participation in house economic and news programs and utilizes spot announcements on KSRO, KJHS, KROY, KFRE, KGDM. Frederick Seid, Adv. Agency, San Francisco, inc. the account.

PUREX Corp., Los Angeles (bleaching solution), in a brief San Francisco campaign which started Aug. 3 is currently using from two to five spot announcements per week on KFRC, KPO, KGO. Agency is Lord & Thomas, Los Angeles.

UNITED INSTITUTE of Aeronautics, Hoboken, N.J. (technical trade school), currently sponsoring Nevervel Theatre of the Air thrice-weekly on WNY, New York, has signed a six-week contract for George Hamilton Combs, Jr., news commentator, for these evening periods weekly on the same station. Agency is J. R. Kupnick, New York.

NORRIS STAMPING & MFG. Co., Vernon, Cal., is in cooperation with the Treasury, sponsors a Sunday afternoon half-hour program, United We Stand, on KXKJ, Hollywood, beginning Aug. 9. Plugging War Bonds and Stamps, the community sing includes three persons from the audience who guess tunes played by the orchestra. Art Bucher is m.c. and Lou Gluskin conducts the orchestra. Sterling Tracy is producer. Agency is Heins-Mickelson & Co., Los Angeles.

ATLAS BREWING Corp., Chicago (beer), has started participating sponsorship of Glen McCarthy's Sport of Kings on WATI, Chicago, with a quarter-hour of race summaries and description of daily feature race six days a week. Arthur Meyerhoff & Co., Chicago, is agency.

DR. HEISSAND CLARK, through N. W. Ayer Agency, Chicago, has contracted for 135 five-minute programs on KLZ, Denver on behalf of livestock and poultry remedies.Preceded three mornings weekly, the programs feature Samlin Ed McConnell.

SOUTHWESTERN GAS & ELECTRIC Co. has renewed for third year through June 30, 1945, Reddy Kilowatt five-minute news program thrice weekly over KWKH, Shreveport.

PET MILK SALES Corp., St. Louis (Evaporated milk), in a 52-week campaign starting Aug. 11 will sponsor the quarter-hour transcribed program, Mary Lee Taylor, twice-weekly, on KFEL, Los Angeles. Agency is Gardner Adv. Co., St. Louis.


WAGA, The Blue Ribbon Station of the South, is doing a job for the news-hungry in Atlanta. In addition to full-leased radio wire service from United Press, WAGA carries Associated Press dispatches originated by The Blue Network. Morgan Beatty, Earl Godwin, Hillman & Lindley and other distinguished names in newscasting are introduced to Atlantans by The Blue Ribbon Station.
Guest editorial (Continued from page 8)

too much emphasis, I can agree with many of the contentions within the article. Much of the advertising on the air is repetitious, boresome, and juvenile. That was my belief before I started writing for radio; and it has not changed to date. But I cannot join Mr. Littell in passing a blanket judgment on the radio field as a whole, merely on the basis of what a so-called survey seems to bring to light. Nor would I say that erratic advertising is limited to the radio field alone.

But passing by Mr. Littell and the Reader's Digest, with their over-presumptuous survey, examine the state of affairs for a moment which, no doubt, are likely responsible for the violent assertions made. Like Mr. Littell, I am but one person, responsible only for my own views...

I am not bothered as much be the quality of radio commercials as by their length and wordiness. There is far, far too much repetition in advertising copy. Radio writers neglect to give their listeners credit for an average quota of intelligence. Once a point is made, simply and honestly, it need not be gone over again and again for effect. In fact, any force a statement has at first utterance is lost in aimless repetition. The best example of the error of repetition can be found in those five minute commercial transcriptions used on the air, spots that could be made just as effective, probably more so, if cut down to one minute, preferably less. And not content with the going-over given the copy by the transcribed voice, the client or agency sends along a paragraph or two for the station announcer to tack on, reasoning with it already been dulled by an over-ambitious gift of gab. That, definitely, is not smart salesmanship.

Then, too, in live commercials, some of the less important advertisers, working with limited budgets, seem to assume that they have to realize as much for their money as possible; but they consider only the length of the copy, not its quality. And their vision is just about as limited as their budget. They fail to observe that a forceful 100-worder is worth infinitely more to them than a spot that rambles on and on, evading the point rather than stating it in a business-like manner. Advertisers, in a way of speaking, are actually calling on people in their homes. They should learn the courtesy of stating their business and getting on their way in the shortest time possible.

Big Shows, Too!

But let this point be made clear. Bad copy is, by no means, limited to small stations. In fact, I have heard commercial copy on the big network shows that almost made me feel ashamed of and for radio. I have read agency copy that would make a conscientious high school boy shudder, some of it with a 75-word opening sentence, much of it relying upon trumped-up assertions for effect, all of it taking far too much time to get to the point.

I believe the unique attraction of the music spot has been blighted by overuse. Advertisers are riding the medium to death. There seems to be too much "keeping up with the Joneses" in radio. More effort should be made not only to keep up with the Joneses—but to surpass them. In short, instead of copying threadbare ideas and appropriating tawdry attention-getting stunts, advertisers should try to exercise a little originality and freshness. Surely, in a field as vast and young as radio, there can be found enough ideas so that outmoded ideas material so that outdated ideas can be rehashed and warmed over. Surely in such a field, there can be found enough men with fresh ideas of their own.

Brief, Forceful Copy

If I were an advertiser, sponsoring, for example, one of the daytime serials, I'd ask that copy be limited to brief, forceful spots of perhaps 40 seconds each, before and after the program proper. I'd have no such sickening copied-conversion commercials carried over now between two drooling housewives. They tell me it sells the product; but, even so, it's just a new way of selling a bill of goods in a manner reminiscent of the old medicine show days. And from what I observe, it appears that listeners are weary of being fed outlandish claims for advertised products. They'd be much more receptive if the sponsor would take his product down from its magic pedestal and introduce it as a simple, handy, worthwhile aid to everyday comfort and convenience. Obviously, certain radio writers have assumed that they were to write an absurd drama around their product, being told to dramatize their wares.

Very often, too, in all forms of sales copy—not limited to radio alone—the patriotic motive for buying is distorted, stretched, hamstrung, exaggerated, and otherwise used as a commercial tool. I was never one to demonstrate my patriotism in a loud and blatant manner; but it does disgust me to find advertisers preying upon the natural upswell of patriotism in wartime.

Economy of Wardage

I believe that all-around economy produces more good radio copy than any other factor. Economy of wardage, economy of claims and assertions, economy of time. Decide on the patriotic motive—the one and only point—and make it. Clip those words off with a sure, clean stroke. The listener—the average listener—doesn't have to be warned with a sledge hammer or frightened into his second childhood by siren-sharp caterwauling. An advertiser who, in his own mind, has faith in his product should have faith as well in the ability of his prospective customer to recognize its worth. That, God and Mr. Littell willing, should make way for better radio listening and better sales results.
INS Breaks Story
On Spy Sentence

NEWS EDITORS faced a knotty problem last Friday morning when INS put on the wire at 8:13 an exclusive story announcing that the President had affirmed the findings of the military commission that tried eight alleged Nazi saboteurs. The story stated that six of the eight would die by sundown and was carried by INS station as well as newspaper clients.

The story was cleared through both the press and radio branches of the Office of Censorship. This clearance, of course, merely rules that the story is not "censorable".

About 9:50 that morning, AP and UP carried stories from the White House that the President had not yet finished studying the evidence. At his 10:30 press conference the President, in reply to inquiries, said he had not yet rendered his decision, which Washington correspondents had been awaiting eagerly for days.

CBS put on the flash at 8:14 a.m., just as received from INS. NBC carried it at 8:35 after checking it with the Office of Censorship and with the NBC Washington news bureau. It also was announced by NBC between 9 and 10 a.m. on WEAF and network news programs. The BLUE put on the bulletin at 8:53 via bulletin on WJZ and on the network as part of a new program originating in Chicago but not heard on WJZ.

MSB said Friday that it had not carried the story as it does not get INS service and understood that "news editors should hold it up for release by the White House."

Heiney Promoted

JOHN HEINEY, former promotion manager of WLS, Washington, has been promoted to acting program director as a replacement for Richard Lindkroen, now in the Navy. Heiney is the originator and part owner of Professor Quiz. Before joining the station, he was in the Washington Post promotion department for five years. Earlier, he was with the U. S. Chamber of Commerce.

Joe Reichman

JOE REICHMAN records for LANG-WORTH

Petrillo and Justice

(Continued from page 7)

a postponement," Mr. Padway said.

"We seriously object to the Government's obtaining this order without notice and also object seriously to any extensive delay. Evidently, the Government suit must be extremely questionable when they show no desire to press their motion."

In fact, we think the suit was brought by Arnold to test out some of his pet economic theories which have been repeatedly repudiated by the Supreme Court.

"All the musicians union of 140,000 members is endeavoring to do is to prevent unemployment."

Capital vs. Labor!

Mr. Padway charged that while the AFM had to fight to keep its members off relief, "the record manufacturers are becoming fabulously rich without sharing a just portion of their profits with the hard-working musicians."

Though some rumors were afoot that the Dept. of Justice never intended to prosecute the AFM case, these were quickly proved false as the Department invited industry representatives to a Tuesday morning meeting. Material for affidavits was presented at this session and groundwork was laid for the Sept. 16 hearing in Chicago.

Arnold Handling Personally

Further shattering these rumors was indication by the Justice Department that Thurman Arnold, Assistant Attorney General and head of the Anti-Trust Division, would appear personally at the Sept. 16 hearing in Chicago. Supporting him will be Holmes Baldridge, chief of the Anti-Trust Division's litigation section, and Victor O. Waters, Special Assistant to the Attorney General, who handled the ASCAP and BMI consent decrees as well as Mr. Britt. Mr. Waters was detained in the Department in Washington last week to work on the AFM case despite the pressure of business at the department's New Orleans office where he is in charge.

Among those slated to attend the Saturday morning conference, along with other industry representatives, were Neville Miller, NAB president, and Sidney Kaye, special copyright counsel for the NAB. Representing National Independent Broadcasters were Edwin M. Spence, NIB managing director and secretary-treasurer, and Andrew W. Bennett, general counsel.

Made Work' Precedents

While the Department faces legal obstacles on the "made work" issue because of Supreme Court rulings in the hod carriers and truck drivers cases, it is understood to have developed an impressive case for presentation at the Sept. 16 hearing.

A recent ruling by Judge Goddard in the U. S. District Court for the Southern District of New York, is believed to support the Department's claim that the AFM has been guilty under the Sherman Act. Judge Goldfarb's ruling July 23, in a case where a union tried to prevail upon a motion picture distributor not to distribute films to theaters using non-union help, held the union was perpetrating a "reverse secondary boycott."

The Department is understood to see definite hope of clearing legal confusion over the "made work" issue by means of the AFM recording ban. Though many antitrust suits have been filed under criminal provisions of the Sherman Act, filing of a civil suit offers opportunity to get the case before the U. S. Supreme Court. Moreover, the AFM case is said to involve an effort to destroy an entire industry whereas the cases on which the Supreme Court has ruled in the past involved merely efforts to get concessions for labor.

One-Time Only

As the Aug. 1 AFM disc ban went into effect, both advertisers and agencies expressed confusion over Petrillo's statement in his letter to Elmer Davis indicating AFM sanction for music transcribed for transcription played only once.

In a letter to the American Association of Advertising Agencies, Petrillo, answering an inquiry, stated:

"The Federation at this time has no objections to the making of transcriptions as outlined in your letter. However, in order to avoid any confusion in the future, it is necessary that you submit a request for permission to this office each time a transcribed musical program is to be made."

On Aug. 5 the national office of the AFM in New York told George S. McMillan, secretary of the Assn. of National Advertisers, that:

"The AFM would at its discretion permit its members to make transcriptions for commercial broadcasts providing such recordings are played but once and then destroyed.

"Each individual request should come through the recording companies and the master disc filed with AFM headquarters in New York at 1540 Broadway, or Chicago at 175 W. Washington St., or assurance given that it (the disc) will be destroyed."

The AAAA and ANA were un

(Continued on page 46)
ESSO TO PROMOTE ‘CARE SAVES WEAR’

FACED with the gasoline problem and the resultant decrease in service to motorists, Esso dealers in the eastern territory covered by Standard Oil Co. of New Jersey on Aug. 15 will start receiving special promotional material for the Esso "Cares Saves Wear" campaign to be published in the Esso Reporter, newspapers.

The copy will stress Esso's newest dealer service to motorists interested in getting extra miles from their tires—tire tread depth gauge which measures the maximum number of miles still obtainable with a set of tires, if properly serviced.

Esso Marketers have renewed for 13 weeks its newscasts heard every hour on the all-night all-music show "Say It With Music" on WJZ, New York. The new program, to be only spoken word on the show, presented seven times weekly, 1-7 a.m. Renewal was effective Aug. 3. Agency in charge of the Esso Reporter programs is Marschalk & Pratt, New York.

Utility Dimout Series

DIMOUT regulations are stressed in seven new programs which will be placed in WJZ, New York by Consolidated Edison Co., New York. Edison asks New Yorkers to "keep your lights out of the sky, instead of to the energy." BBDO handles the account.

KSTP AND FT. SNELLING shared honors with a spectacular military float that led the recent Minneapolis Aquatennial parade. Later the coronation ceremonies of the annual summer sports and fun festival were transmitted by the KSTP engineering staff for reprocessing and distribution by the War Dept., at the direction of the Aquatennial, to all camps where Minneapolis soldiers are stationed. Float also called attention to the Army Hour carried by KSTP.

War Silences Advertising Critics

Advertising program to build up production speed, factory morale, or to support civilian defense, anti-sabotage and other similar activities, but agencies working in these fields have welcomed all the free institutional advertising copy they could get. In fact, WPB set up a special promotion unit to handle a program designed to increase war production, and many advertisers have worked this theme into their copy.

While advertising is getting its first real break in years from the Government, it has less and less of the things it normally sells.

From the priorities standpoint, media which sell advertising time and space have not yet experienced the dire conditions predicted at the beginning of the war. Although some of their raw materials have been curtailed, the curtailment has not approached that in other industries.

Were it inclined, OPA could cut advertising revenues by manipulating price control regulations and schedules. Thus far OPA has followed the assurances given by Mr. Henderson, but there has been no specific test on the question whether advertising expenditures would be squeezed in an effort to keep prices down in a specific instance.

Bread, which supports a healthy chunk of national and local advertising, is a good example of this situation. Prices bakers may charge for bread have been frozen at March levels, but the prices they must pay for their raw materials and labor are free to go upward. Eventually the squeeze will force bakers to petition OPA for relief. Then the question will be whether OPA will provide relief or tell them to eliminate advertising as one way to ease the squeeze.

In addition, OPA still has on its staff some who would like to standardize consumer goods and label them with Government grades—two activities widely regarded as inimical to the best interests of advertising. In fact, a recent price control schedule for meats includes a provision requiring packers to put Government grade labels on all the meats they sell.

Consumer Experts

OPA’s Consumers Division, which always has been considered the hot-bed of anti-advertising influences in the war effort, also has turned to advertising in an effort to tell consumers what the war is about. The Division has established a Commercial Relations Bureau, staffed with men like Wroe Alderson, of Curtis Publishing Co., Victor M. Ratner, formerly with CBS and latterly with Lord & Thomas, and William H. Wells, formerly with a book publishing firm.

Another agency, which will make extensive use of the advertising industry’s facilities, is the Office of War Information. Its Bureau of Campaigns which this week takes over former NBC Advertising Chief Ken Dyke’s advertising unit of the old Bureau of Facts & Figures [Broadcasting, July 20], and is specifically charged to work with all existing advertising media (see page 12).

A survey of Washington advertising trends is not complete without reference to the reassuring message recently sent by President Roosevelt to the Advertising Federation of America convention or the recent statements made by the Commerce Dept. showing what has been done to promote good relations between Government and advertising.

The former is regarded as being in line with the President’s effort to promote unity while winning the war is the major task before the country, while the latter is nothing more than a reiteration of an attitude that always has prevailed at the Commerce Department. However, in normal times, Commerce has never exerted much influence against efforts of more vigorous agencies to institute reform campaigns.

KRIC Loses Four

KRIC, Beaumont, lost four men to the Army in four days: Joe Trum, program director to Army Air Forces; Hoyt Wertz and Craig Lawson, announcers, to Army Air Forces, and Jesse Trail, engineer, to Signal Corps.
The Other Fellow's Viewpoint

Bullseye!

EDITOR, BROADCASTING:

I was greatly interested in your editorial ("Flugs That Are Ugly") published in the last issue of the Reader's Digest. It is, however, a bit off the mark.

In my opinion, the Reader's Digest is to serious thinking and acting by radio advertisers and their agencies, as a five-year-old child is to serious thinking and acting by radio advertisers and their agencies.

We hear a great deal about local stations, but what about national stations? The Reader's Digest does not distinguish between the two. I believe that this is a mistake.

I am better acquainted with the Reader's Digest stand on this subject than with the Reader's Digest stand on the subject of radio advertising. I am inclined to agree with the Reader's Digest on this subject.

New Quebec Network

NORTHERN QUEBEC Broadcasting System goes into operation Sept. 1, with a permanent 16-hour daily network of CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que. The three 250 watt stations become one unit connected by leased lines, the former in Canada, and will be fed from Montreal and Quebec by French and English network shows. Lobbyist for the Canadian Broadcasting Corp. Local or national spot and transcribed shows will originate at the key station CKRN. General manager of the Northern Quebec Broadcasting System is Jack Cooke, who holds the same position with Northern Broadcasting & Publishing Co., Minneapolis, Minn. Jean Legault is manager of the system, with Dan Carr as commercial manager and George Pope as chief engineer.

Air Force Lady

LIEUT. GEN. H. H. (Hap) ARNOLD has "drafted" a woman to work alongside flying officers in a key spot in the Army Air Forces. She is Idella Grindlay, office manager of the Army Air Forces at the Blue's key station.

National Spot and Local Show Increase at WJZ

LOCAL AND NATIONAL spot business of WJZ, New York, shows an increase of 75% for July over the same month last year, and the previous four months of operation show an increase of 33 1/3% over the same period in 1941, according to John H. McNeil, manager of the Blue's key station.

Agency Man Agrees

EDITOR, BROADCASTING:

Your editorial "Flugs That Are Ugly" is a bit off the mark. I believe that this is a mistake.

Local agencies have a problem in explaining to their clients the unpopularization of such commercials and their bad effect upon the listeners.

Dan Rivkin, Advertising Manager, Philadelphia, Aug. 3.

A Veteran Speaks

EDITOR, BROADCASTING:

Last Thursday I wrote James Caesar Petrillo and told him how unwise his role was on record and remote-control hotel sustaining dance and concert programs—most of them around midnight.

Little does he know how much small advertisers and small radio stations have improved their 12 to 24 hour a day programs through the use of recorded music and hotel orchestras and bands—without it in any way competing with the pay of musicians—for the benefit and entertainment of our radio audiences. If each paid only 10 cents to hear such programs, then the musicians might be entitled to their share, but radio stations and advertisers pay for their time and the cost of such recorded programs and they are free to listen. That is the American way.

When advertising agencies started commercial radio 20 years ago, there were many men like James Caesar Petrillo, who did not believe there was a place in the business of advertising for commercial radio. They used propaganda to kill it, but the newspapers and the trade press came to the aid of the advertising agencies. With their help, the battle of free radio was won. That was about 1924-5 and orchestras were paid from $250 to $500 an hour. The first, Joseph Knecht's Goodrich Silvertown Orchestra, was paid $10 per man for an hour's program, $50 for Joseph Knecht. Two years later, when the NBC chain was formed, we paid them as high as $2,000 an hour. After two years on the air they made two transcontinental tours, playing to packed houses at $2500 a week. Dozens of advertisers followed Goodrich's example and the result is that every musician on the air is paid today from 5 to 20 times per hour or per program compared with 1924-5 . . .

Let's all get behind Thurman Arnold and this anti-trust suit to stop Petrillo.

In the meantime, I think the best we can do now is to stop Petrillo by insisting that all rules and regulations in radio in effect in favor of musicians revert back to the pre-Dec. 7 status for the duration of the war, and give the small radio stations and small radio advertisers a breathing spell.


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Suggested as factors in this substantial climb in business are: streamlining of WJZ when it began operating under BLUE on an independent basis; adjustment of rates to fit existing war-time conditions; and favorable re-distribution of listener audience due to night shifts operations of war industries.

National Advertisers and New York's numerous nationalities have one thing in common. They both agree that WBNX is the FOREIGN LANGUAGE STATION of GREATER NEW YORK.

Your Best National Spot Buy . . .

For Defense Buy U.S. Bonds Today!
Petillo and Justice
(Continued from page 43)
Understood to feel the AFM had removed confusion from the statement contained in Petillo's letter to Elmer Davis. But there was no clarification of many other angles which bothered transcribers, sponsors and agencies. One agency placing a large amount of spot business observed that one disc, for example, was often used as many as 100 times in a single week by the same one station. Each agency differs to some degree in the way it handles transcription campaigns. Networks, of course, only use transcribed commercials before certain hours in the morning and after certain hours in the evening. At the weekend they had not determined how to handle transcribed musical commercials. Transcriber's field seemed to be cleared insofar as off-the-line recordings of network broadcasts are concerned, as well as the making of master discs by recording firms for commercial broadcasts to be played one time only.

NAB Active in New York
The NAB established New York headquarters last week at 535 Fifth Avenue and retained the public relations firm of Baldwin & Merrill to help in "articulating the industry's position and activating the public." Results of a questionnaire survey of 621 American communities in which broadcast stations were located were being studied by the NAB. More than 500 filled-in questionnaires had been received by the weekend and more were expected. Data derived from preliminary analysis were said to have revealed information helpful in meeting the AFM strike.

In a statement issued Aug. 4 by the NAB following filing of the suit in Chicago, it was stated that the broadcasters, in common with all other citizens, in the United States who are interested in bringing music to all the people welcome the institution of injunction proceedings by the Anti-Trust Division of the Dept. of Justice against James Caesar Petillo in Chicago. It is to be hoped that the Court will grant prompt relief against the arbitrary interference with education, entertainment and communications which has aroused indignation on the part of all persons, including the friends of labor.

Right of Education
"It is significant that the Dept. of Justice features in its complaint the fact that Mr. Petillo's ban will prevent the manufacture of records for home use. Thus it sees through Mr. Petillo's effort to create the impression that his attack against the manufacture of electrical transcriptions and other musical recordings will not affect the ability of private citizens to buy records for home use. In an effort to get William Green, president of the AFL, to intercede against Petillo, the National Music Council (see separate story) contacted Mr. Green in Chicago where he was attending a 10-day meeting of the AFL executive committee. Mr. Green through a spokesman stated he would not make any comment on the Petillo situation while the matter was before the courts. The Assoc. for Education by Radio, in a letter Aug. 1 to NAB President Miller, said that "a very vital and inherent right of public education has been challenged." Referring to the Interlochen ban, the letter said the Association "promises to assist in every possible way so that the public may not be denied the right to hear music produced by the many excellent organizations in our educational institutions...there is an issue of restriction of the freedom of expression as guaranteed in the Constitution as well as an issue of general public welfare." Wallerstein's Comment
When the ban went into effect, Edward Wallerstein, president of Columbia Recording Corp., declared the order springs from "no labor dispute." Mr. Wallerstein said that "union musicians are well paid; they receive $10 to $21 per hour for their recording services; no demand has been made for an increase in the ample compensation, and there has been no controversy with the men on employment conditions. Employment spreads through the year and is natural in scope." Mr. Wallerstein continued:
"We believe the order was made because the records we manufacture are purchased through ordinary trade channels by broadcasters who use them on radio stations for public entertainment and by owners of coin machines for use in 'juke boxes.' We receive no fees or royalties from these uses; we are not permitted by law to control the uses of records after they are sold; the courts have so ruled, and Mr. Petillo knows this is true. If the prevention of such uses in Mr. Petillo's aim he has taken a means to accomplish which is unreasonable, unfair and lawless."

As the Government began its legal battle against Petillo and the AFM, moving into its first official stages last Monday in Chicago, Daniel B. Brit, special assistant to the Attorney General in charge of Chicago regional Anti-Trust Division, moved to secure an immediate temporary injunction by the end of the week against the AFM order. Appearing before Federal Judge Michael I. Igoe, Mr. Brit requested and secured an order "requiring all defendants to appear in court by Friday to show cause why a temporary injunction should not be granted pending the final hearing of the case."
The Government suit named James C. Petillo, president of the union, and the following officers, C. L. Hildebrandt, president, Los Angeles; Fred W. Birnbach, secretary, Newark; Harry E. Brenton, financial secretary-treasurer, Boston; and executive committee members: Chauncey A. Weaver, Des Moines; J. W. Parks, Dallas; Oscar F. Hild, Cincinnati; R. Rex Ricardo, Philadelphia; Walter M. Murdock, Toronto, Ont.

Specific Charges
Under the Sherman Anti-Trust Act, the complaint specifically charges Petillo and his co-defendants with combination in restraint of trade (1) to prevent the manufacture of phonograph records and electrical transcriptions; (2) to eliminate from the market all manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions; (3) to prevent radio stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions; (4) to prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls; (5) to prevent the use of phonograph records in the home; (6) to prevent the sale of phonograph records to radio stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio stations and "juke box" operators; (7) to eliminate all musical performances over the radio except those performed by members of the AFM; (8) to require radio stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio networks to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians.

Recorded Programs
Countering Mr. Petillo's claim that 90% of all music broadcast is recorded, the complaint states that approximately 75% of station time
Abuses in German Language Programs Are Termined ‘Generalities’ at Meeting

FOLLOWING conferences last week by representatives of the Foreign Language Radio Wartime Control Committee with the Loyal Americans of German Descent Society in New York, Arthur Simon, manager of WPEN Philadelphia, and Joseph Lang, general manager of WHOM, Jersey City, members of the FLRWCC met Friday with FCC Chairman James Lawrence Flye on the New York society's complaints on questionable foreign-language radio practices.

There is nothing concrete in the reports of the German Descent Society, Simon and Lang told Chairman Flye. Reports of the society, headed by Dr. G. P. Bronish, were termed "generalities" and it was indicated that the society's reports had been based on station activities prior to this country's entry in the war. The society had written a letter to Mr. Fly urging him to consider personnel engaged in broadcasting German language programs in the New York vicinity.

85% Signed Up

Meanwhile, the foreign language committee reports that 85% of the foreign language stations have returned signed codes on practices which may have been mailed by the committee. It was also reported that requests for fingerprints of personnel were coming in by the "hundreds". These reports have brought about a general feeling of satisfaction of the work of the committee at the FCC, it was said.

Messrs. Simon and Lang also met with Lee Falk and Allen Cranston, who handle foreign-language programs for the Office of War Information, where work of the foreign language committee was gone over and where it was decided that pro-democratic transcriptions would be soon sent to stations for their use. Meanwhile it has been decided by the committee and OWI that henceforth all foreign language transmissions circulated among stations, including those of the Government, must be accompanied by an English translation.

Elmer Davis Appraised

Elmer Davis, OwI head, was also brought up to date on work of the committee in a meeting last Friday. Attention of Mr. Davis and his staff was called to several stations which the committee reported to be consistently "stepping out of line", following which an arrangement was worked out whereby any further complaints on foreign language broadcasts sent to Government agencies will be relayed to the FLRWCC.

Mr. Simon declared that the committee is being greatly assisted in its work by program writers and directors of most foreign-language stations. It was brought out that on questionnaires sent to stations asking for specific information on time given by stations to Government announcements and programs, results to date have by "conservative estimate" shown these stations have contributed more than $500,000 if translated to time sales.
THE TWIN PORT CITIES OF
DULUTH-SUPERIOR
BUY 41.2% MORE FOOD
THAN TULSA!
KDAL
Duluth, Minnesota

The Wage-Hour Group Asks Belo Review

DECLARING the Supreme Court was "erroneous" in its June 8 decision that the Belo Corp., owner of WFAA, Dallas, and publisher of the Dallas News could maintain its present employe wage contracts (BROADCASTING, June 15), the Wage and Hour Division, Labor Department, under L. Metcalf Walling, administrator, last week asked the highest tribunal for a rehearing of the case.

In its petition, presented to the court by Solicitor General Charles Fahy, and signed by Warner W. Gardner, solicitor of the Labor Department, Wage & Hour centered its argument for rehearing on the fact that the Supreme Court, on the same day it decided the Belo case, handed down a decision, which it was claimed, contradicted the Belo decision.

The petition contended that the W&H Division had always divided a weekly salary into the hours worked to get an hourly rate of earnings and that a base week's pay could be computed on the maximum number of hours allowed before overtime rates begin, not a weekly wage which would include both regular hour and overtime rates.

The petition further declared that overtime requirements of the Fair Labor Standards Act were not satisfied by a weekly salary sufficient to yield the minimum wage and time and a half the minimum rate for overtime.

Wider Attitude Fought

The petition argued that the court's decision would give "wider latitude in wage contracts than that which Congress granted" in the Fair Labor Standards Act. On this point the petition said section 7(a) of the act (on wage contracts) could be relaxed by section 7(b) "in return for a uniform wage upon an annual basis" but that Congress said it "could follow only an agreement made as a result of collective bargaining by representatives of employees certified as bona fide by the National Labor Relations Board."

The petition declared that "serious confusion" has been introduced into administration of the Wage and Hour Act "by the apparent inconsistencies between the Belo and Missel decisions which will produce unnecessary litigation" and added that the Belo decision "offers strong support to schemes contrived to evade the requirements of the Act."

At the Supreme Court it was said no action on the petition can be expected before the middle of October when the court will reconvene for the fall term.

THE WOMAN BEHIND THE MAN...

Mrs. Ben Hawthorne Rejoins WTIC, Hartford, To Sub Combo Case

For Husband Who Volunteered for Army.

Ben, Mrs. Ben and Cottage

By JAMES F. CLANCY
Sales Promotion Manager
WTIC, Hartford

WE'LL CALL this one: "The woman behind the man behind the gun."

It's a story of a radio station, a valuable piece of broadcast property and a personality.

The station is WTIC, Hartford, the sponsor G. Fox & Co., one of New England's largest department stores, and the personality Ben Hawthorne.

For over eight years, Hawthorne has put the Fox Morning Watch on the air every weekday morning between 7 and 8.

Genial, quick-witted and happily commercial-minded, Hawthorne has become the voice of the Fox organization. In fact, the two names, Hawthorne and G. Fox & Co., have become almost synonymous to New England listeners.

Well, Ben has left WTIC. He volunteered for Army service. We can't replace Hawthorne. Our listeners are going to miss him. We knew that and so did his sponsor. Now, G. Fox & Co. is as fine and as cooperative as any sponsor who ever invested in watts. When its executives received the news that Ben was going into the Army, they didn't "blow up" and yell that their Morning Watch was ruined. Rather, they asked Paul Morency, WTIC general manager, whom he would suggest to take Hawthorne's place.

It wasn't an easy job. There was much worrying, much discussion and many conferences.

Then bang! It came like a bolt out of the blue. Mrs. Ben Hawthorne! So, she carries on. She made her bow to her husband's listeners last Thursday, Aug. 6, and they liked her. There was no "sob stuff" about hubby joining the colors. She used the same format which Ben had been offering, including "Bessie Bessie," Ben's mythical cow.

Mrs. Hawthorne is no stranger to radio. Several years ago she appeared on WTIC's The Women's Radio Bazaar. One of her best acts—the one she wrote—and countless plays have come from her radio-wise pen. In fact, there is authentic writing ability in the Hawthornes. Ben himself is a great grandson of Nathaniel Hawthorne.

The Hawthornes have given up their home in Wethersfield, Conn. They themselves designed and built a small house on the nearby estate of Dr. C. C. Hoffman, reeleganologist in the medical department of the Travelers Insurance Co. The house is but 16 feet square, contains two rooms, has a spacious lawn, and will be known as "The Little House." Because of its diminutive size, the town of Wethersfield has assigned it a number, 350/4 Main Street. It will be here that Mrs. Hawthorne will live and plan "The Morning Watch"—just another in that fast-growing army of American women who are carrying on.

REVIVALS of plays by Norman Corwin, radio playwright, heard on WNYC, New York under the title The Cochin Cycle are being continued through August. Joel O'Brien, formerly Corwin's assistant during the CBS series 26 by Corwin, directs.
Department Store's One-Year Test
Buffalo Retailer Now An Active User Of Radio

AFTER a radio test of one year, contract negotiations with J. N. Adam & Co. and the Buffalo Broadcasting Corp. stations WGR-WKBW, have again been renewed with greater vigor and a more comprehensive program structure. J. N. Adam & Co., following their first year's experience in broadcasting, have evolved one of the most impressive, completely serviceable, general radio programs of any department store in the country.

Production Programs Stressed
During the course of the coming year an outstanding feature will be a series of 26 dramatized night-time production programs, dealing with selected themes on pleasant trends. And each morning, Monday through Saturday, over WGR from 10:00 to 10:15 a.m., J. N. Adam's present a Jean Ames presentation of music and interviews with local and national celebrities, as well as entertainment and information directed particularly at housewives. Topics covered include Red Cross, Civilian Defense, sugar rationing, charity work and general war activity.

Commercial portions of the program are invariably at the conclusion. For example, on a recent program Connie Boswell, who was appearing in town was interviewed. By previous arrangement the last question asked concerned her preference in dresses most suited for travel. She recommended cotton as very serviceable and practical.

The commercial to follow dealt with the complete displays of cotton dresses at J. N. Adam's. On another instance, when Jean Ames was interviewing Mrs. Burdette S. Wright, wife of the general manager of the Curtiss-Wright airplane factory and in charge of day nursery work with defense workers, she talked of denim clothing for the "small fry" and the J. N. Adam commercial was tied-in with their suggestion in denim. These daily periods are brief and direct.

During the afternoon, Jean Ames again returns to the air over WKBW from 4:00 to 4:05 p.m., Monday through Friday, for a listeners questions period.

Complete Spot Schedule
In addition to these regular programs, a complete spot announcement schedule, strategically placed, rounds out the entire effort.

Walter E. Anderson, director of publicity for J. N. Adam & Co. is in direct charge of planning and selection of the program topics, while John L. Kimberly, of the J. N. Adam advertising staff, handles the mechanic of the entire schedule.

During May, on the new J. N. Adam commercial was tied for another instance, Mrs. Boswell and Mr. Anderson went to the Buffalo area specializing in denim clothing. The result was a complete spot announcement, placing the entire program announcement on the air.

MUSICAL CUES and individual parts are discussed for America Ahead, the new show of the J. N. Adam & Co., Buffalo department store, to appear on WGR-WKBW, Buffalo Broadcasting Co. stations. In the discussion are: (left, seated) Herbert C. Rice, Buffalo Broadcasting Co. director of production and Carl Janis, staff composer and arranger. Standing: John L. Kimberly of J. N. Adam & Co. advertising staff and Walter E. Anderson, J. N. Adam's director of publicity.

The accompanying musical score is composed especially for each broadcast. Full orchestra, a complete cast and sound effects are used, resulting in a production that rivals many "big time" network shows.

One of the great successes of the J. N. Adam program has been in exploiting tie-ups with inner and exterior store displays, newspaper advertising and the radio features, using one to capitalize on the other for results. In several instances, they have devoted as much as six full columns of space to publicize a particular evening program, and regularly carry a full-column ad in the radio section of the Buffalo Sunday Courier-Express to publicize their weekly programs. In addition, a number of their spot announcements are used to build-up special programs. The stations cooperated through their own promotional facilities, bus and car cards and courtesy announcements.

According to Mr. Anderson, J. N. Adam's aim in radio at the present time is to build recognition and goodwill for the store. Long range results rather than immediate return are considered far more important, although J. N. Adam's get both from the use of radio, he said.

Show To Be Filmed
SPECIAL FILM short based on the MBS Army camp program This Is Part I, will be produced by Ted Lloyd for release by Paramount Pictures, with all profits going to the Army Emergency Relief. The film will show a typical broadcast with Tom Slater as m.c.

The Music Is Now Available
FROM WALT DISNEY'S
TECHNICOLOR FEATURE

Rambi

LOVE IS A SONG
TWITTERPATED • THUMPER SONG
LET'S SING A GAY LITTLE SPRING SONG
LITTLE APRIL SHOWER

Free copies for the profession may be obtained from Broadcast Music, Inc. 580 Fifth Avenue • New York City

BROADCASTING • Broadcast Advertising August 10, 1942 • Page 49
KOBAK DESCRIBES PROGRESS OF BLUE

ADVERTISERS, their agencies, and prospective sponsors of the BLUE, last week received a special four-page letter from Edgar Kohak, executive vice-president of the BLUE, summarizing the progress made by the network in the first six months of operation as an independent network.

In addition to a discussion of BLUE programs, publicity, promotion and sales, policies, the letter states that 18 stations have joined the BLUE since its separation from NBC, while 62 extra stations are also available to advertisers for special coverage requirements other than that provided by the network's 125 affiliates.

The letter also lists by advertiser, title of program and number of stations the network's 86 spot accounts, and its future bookings totaling 11.

WGET Shifts Staff

Six staff members of KGET, Greenville, N.C., are affected by recent shifts. Jimmy Simpson, former music director and announcer, becomes program director to replace Margaret J. Laughinghouse, who turns to full-time managerial work. Other changes: Carl J. McKinney, chief announcer; Hank Tribley, chief engineer; Frances Simpson, first full-time woman announcer; and Hoy Whitlow, continuity.

ACORN (KY.)
AINT NO MIGHTY OAK!

Great sales from little Acorn (Ky.) grow! Not much change—since 57.5% of Kentucky's total effective buying income is concentrated in the Louisville-Teddington area. Here, too, are 52.6% of the State's radio homes—every one of which is reached by WAVE, at rates far less than for any other medium. That's our story in an acorn-shell—complete coverage, lowest cost! Let us show you what it means in sales results.

Louisville's Wave

S000 Watts... 750 R.K.S. 960 C. Radio Red

Free & Peters, Inc. National Representatives

A WAAC IS SALUTED by Erle Smith, news editor of KMBC, Kansas City, and June Martin, the station's Food Scout commentator. The candidate for the Women's Army Auxiliary Corps is Doris Leada (right), secretary in the KMBC publicity and promotion department, who was among some 800 chosen throughout the nation for an officer's rating.

Complaints Hit Tobacco Advertisers

(Continued from page 7)

Distinguished doctors for the sole benefit of their own profession, nor were they merely to find out if Philip Morris cigarettes were any different.

Medical Tests Criticized

The FTC charges Philip Morris paid for tests made and that these were undertaken by "persons without training and experience sufficient to make them accurate and scientific." The charge adds that publication of the findings in medical journals does not constitute proof of the superiority of Philip Morris cigarettes over other brands.

Further allegation is made that claimed "hygroscopic" agent moisture removers used in the cigarettes have never been proved to lessen irritation to the smoker's throat and that proffered reprints by Philip Morris of papers on influence of these agents on cigarette smoke have never been sent to those requesting reprints.

In addition the FTC states that Philip Morris "has falsely represented and advertised" in claiming (1) that its cigarettes cause no throat or nose irritation; (2) that when smokers have changed to Philip Morris every case of nose and throat irritation due to smoking has cleared completely or has definitely improved; (3) that the cigarettes may be consumed "without smoking penalties."

Other alleged claims of Philip Morris are cited in the complaint such as: That the effect of smoking Philip Morris is "strikingly contrasted" with that of four other leading brands; that competing brands are three times as irritating for inhalers and irritation caused by them lasts five times as long as that caused by Philip Morris; that eminent doctors have found that inhaling is a condition for which Philip Morris cigarettes are beneficial and exceptional.

With regard to its subsidiary, Dunhill cigarettes, Philip Morris is charged with misleading the public to believe these cigarettes are manufactured in England and imported into this country. The complaint points out that in radio, newspaper and periodical advertising of Dunhills, Philip Morris claims "this new superior cigarette is blended to the private formula of Alfred Dunhill Ltd." A company of this name manufactures and distributes cigarettes, tobaccos and pipes from London and is said to be essentially an English company. Philip Morris manufactures cigarettes under the Dunhill name for distribution in this country.

Came and Dunhill

In support of its claim that the Dunhill advertisements are misleading, the FTC states the only indication of domestic origin of the cigarettes is to be found in the required factory notice and a "Made in U.S.A." in small type.

Advertising for Revelation smoking tobacco, another Philip Morris subsidiary, was also subjected to FTC complaint on the basis of alleged claims that tobacco held outstanding superiority over other pipe tobaccos; it was free from bite; that measurably better action on the mouth and throat had been established and proved for Revelation; difference between Revelation and competitive tobacco is "fundamental"; and that properties and qualities claimed for Philip Morris cigarettes are also true of Revelation.

R. J. Reynolds Tobacco Co. was attacked for its advertising of Camels, claims being interpreted by the FTC that these cigarettes were good for the digestion; that they gave a "lift" in energy and restored bodily strength and vigor; the quickest way to relieve fatigue is by Camel. Emphasis was placed by the FTC on Camel advertising aimed at athletes. The commission said Camels were said to be helpful where a sport demands unfailing energy and that smoking the cigarettes gives increased energy. The FTC concluded that Camel advertising claimed that to keep in condition one should smoke as many Camels as he likes and that sports stars had found the cigarettes either helps them to keep in condition or does not damage good athletic condition. In line with this the FTC added that the cigarettes were said not to "get your wind", are always gentle to the throat, soothing to the nerves and protect against nerve strain and tension.

Also Camels are not cigarettes made of costlier tobacco, the FTC said. In answer to purported claims; almost all tobacco planters do not prefer or smoke Camels; they do not burn 25% slower and a pack of 25 Camels are consistently not equal to 25 cigarettes of other brands.

Prince Albert tobacco, manufactured by Reynolds, is declared in the complaint to claim 86 degrees cooler smoking than most other brands of pipe tobacco as well as being cooler of any of them. This was also disputed by the FTC.

Kools Quit Claims

Meanwhile the FTC also announced last Saturday that the Brown & Williamson Tobacco Corp., Louisville, has agreed to cease certain representations in the sale of Kool cigarettes. The FTC said these representations included claims that smoking Kools during cold months will keep the throat clear; that these cigarettes constitute a remedy for colds or by changing to them a person may expect curative results; and that

Baseball Bangtails

PSYCHIC appeal of two horses named "Shortstop" and "Last" was too much for Byrum Saam, baseball reporter of WIBG, Philadelphia when he recently visited the Garden State Park tracks in Camden. He played the horses for the daily double with $5 bet and left the park $134 ahead.

Testing?

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

250 W. 1340. Full Time. Sears & Ayres, Reps. How can we help you?
smoke from the cigarettes is easier on the throat than other brands.

In the usual FTC procedure, 20 days are allowed for respondents for answering complaints. However, it was explained that in involved complaints, such as this concerning the tobacco companies, continuances usually are asked for time to prepare replies. It was said that if the companies do not agree to cease the representations complained against, the hearing will probably be conducted in the FTC's New York offices since both companies have offices in that area.

No Company Comment

If the companies continue their advertising in the present form it was said a "cease and desist" order will be served. The companies then have the right of appeal to the Federal courts.

No statements were forthcoming last week from FTC officials, companies or the agencies handling their accounts. There had not been sufficient time for a careful study of the companies, it was said. It is not expected that information for publication on procedure of the companies will be released until shortly before the close of the 20-day limit for continuances.

In view of the fact that continuances are reasonably easy to secure from the FTC some time may elapse before any direct action will be taken.

School Teachers Study Radio at WGY Studios

WGY, Schenectady, in cooperation with public school authorities, has opened a Radio Workshop to train elementary and secondary school teachers in the use of radio in classrooms, script writing and production.

The workshop, directed by Max U. Bilderee, supervisor of the Bureau of Radio & Visual Aids of the State Education Dept., will give 20 teachers a three-week course with plenty of homework to supplement morning and afternoon lectures and discussions. Victor Campbell is WGY's representative on the Workshop staff.

Air School Advance

TO GIVE parents and other adults unable to listen to the CBS School of the Air of the Americas during daytime hours, an idea of the series, CBS has scheduled three programs typical of the School for broadcast at 5:30 p.m. Aug. 14, 21 and 28. As arranged by Lyttton Bryson, CBS educational director and chairman of the CBS Adult Education Board, and Leon Levine, producer of the School series, the three special programs will emphasize "promotion of the war effort among the school youngsters," in the aim of the 1942-43 series. Titles of the three programs will be "Science at Work," "An American Pageant," and "Role of Youth in War."

Reynolds, Philip Morris Heavy Users Of Time on Both CBS and NBC Hookups

CITED in Federal Trade Commission complaints last Saturday for "misrepresentations and false advertising" R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co., New York, are two of the heaviest timebuyers on NBC and CBS.

R. J. Reynolds, through its agency, Wm. Esty & Co., New York, promotes Camel cigarettes on 114 CBS stations, Mondays, 7:30-8 p.m. with Vaughn Monroe's Orchestra; on Camel Caravan, 114 CBS stations, Fridays, 10-11 p.m.; and Hunt's "I Do It" on 60 NBC stations, Thursdays, 7:30-8 p.m. Prince Albert tobacco, also named in the FTC complaints, a product of R. J. Reynolds, is promoted on The Grand Ole Opry on 59 NBC outlets, Saturdays, 10:30-11 p.m.

Philip Morris is currently presenting two shows over CBS, Philip Morris "Scandinavian Singers" on Fridays, 9-9:30 p.m. on 114 stations; Crime Doctor, 114 stations, Sundays, 8:30-8:55 p.m. On NBC the tobacco company's program is Johnny Presents on 103 stations, Tuesdays, 8-9 p.m. Meanwhile Philip Morris is scheduled to start a weekly half-hour show Sept. 8 on 103 NBC stations, Tuesdays, 8-8:30 p.m. with Pacific repeat, 8:30-9 p.m. (PWT).

The program, scheduled to replace Johnny Presents, will be built around Ginny Simms as m.c. and vocalist. Featured also will be David Rose's orchestra with the Bombardiers, male vocal quartet. Vick Knight, recently appointed West Coast producer and manager of the Biow Agency, handling Philip Morris accounts, will be in charge of production.

Squibb Doubles Budget Of Latin American Time

E. R. SQUIBB & Sons, New York, has doubled its advertising budget for South America and the Caribbean area for the fiscal year July 1, 1942-43, according to an announcement last week by A. F. Connolly, vice-president of Dorland International Inc., agency in charge of Squibb's foreign advertising.

Promoted by faith in the future of Latin America, the increase for the coming year calls for a substantial institutional campaign, as well as promotion of Squibb's Denal Cream. All types of radio will be used along with newspapers and magazines and will range from 30-second spot announcements to half-hour programs.

New Candy Spots

SCHUTTER CANDY CO., Chicago, has appointed Rochelle, Williams & Cunningham, Chicago, to make a three-market test for Hit-O-Honey candy bars. One-minute announcements have been placed 15 times a week on WJR, Detroit; KMOX, St. Louis, and KDKA, Pittsburgh.

HYATT HEADS WJHO

F. MARION HYATT, chief engineer of WJHO, Opelika, Ala., has taken over the additional duties of general manager succeeding John Herbert Orr, it was announced last week. Other WJHO changes are the promotion of James T. Ownby to commercial manager and the naming of Jacquelyn Melton as women's editor and traffic director.

Lance Show Also Sustaining

MUSICAL PROGRAM, titled Sunday Toastchee Time, launched on 60 BLUE stations Aug. 9 under sponsorship of Lance Inc., New York, for Toastchee Chocolates, is offered to remaining BLUE affiliates as a sustaining show under the title Easy Listening. War message space commercials on the sustaining. Featured on the show are Edward Medack, singer of religious songs; Paul Lavalle, bag player, and a quartet. Morse International Inc. handles the account.

ADLER TO EXTEND RADIO PROMOTION

ADLER SHOES, New York, will increase its radio advertising Sept. 1, with participations on WJZ, New York, and will probably augment its spot announcement schedule by adding a substantial number of independent New York stations in the fall. Amusing and entertaining shows will be used in preference to news or other serious material.

In line with its policy to use programs of interest to women, Adlers, which specializes in Elevator shoes to make men look taller, has signed for participations thrice-weekly on WJZ's variety show Ed East in Breakfast in Bedlam. A sponsor of Here's Morgan on WOR, New York, the shoe firm has renewed a contract with WWXR, New York, for 14 announcements weekly, using a new type commercial.

To denote the effect produced by wearing Adler Elevator shoes, chimes are played at two different pitches. Success of this musical symbol is said to be the main reason for expansion to other stations, so that a similar technique may be widely used. Consolidated Adv., New York, handles the account.

Test for Sparkies

QUAKER OATS Co., Chicago, through Ruthrauff & Ryan, Chicago, is conducting a test for Sparkies with transferred station break announcements 19 times a week on KSD, eight times a week on KMOX, St. Louis, and 19 times a week on WMBD, Peoria. Contracts are for 13 weeks.

5000 WATTS 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by-

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . . sent on request.

WEVD 117-119 West 46th St., New York

BROADCASTING • Broadcast Advertising August 10, 1942 • Page 51
James to Air Force

E. F. H. JAMES, former director of promotion and publicity for the BLUE, on Aug. 8 reported for active duty at Miami Beach as a first lieutenant in the Army Air Force.

A veteran in the radio promotion field and a native of England, Mr. James joined NBC some 15 years ago, and was head of its promotion department until the first of this year, when the BLUE separated from NBC. No successor had been named by the BLUE last week to fill Mr. James’ position.

SPOOKY JUKE BOX

Spilling Shortwave Alarms

Guests In N. J. Tavern

WEST ORANGE, N. J. had a 24-hour spy scare of its own last week, because of a bar room juke box with a defective tube.

Guests at a local tavern sensed fifth column and summoned the FBI when an innocent-looking juke interrupted its routine renditions of such favorites as “Tangerine”, and began to spread alarming aviation messages like “Plane 77 is ordered from Trenton to Washington.”

An FCC agent broke the case by discovering the defective tube. Ordinarily, the music originated in a nearby dining room, and was transmitted by longwave to the tavern. The defect had converted the receiving set on the loudspeaker to shortwave, and made it tap the airline channel.

CLIFFORD YEWALL

Empire State Bldg.
NEW YORK CITY

An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Silver Springs Mall
(Silver Spring, Wash., D.C.)
Main Office: 2314 Main St.
Kansas City, Mo.

RINE & CLARK

Consulting Radio Engineers
WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

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Be a **RADAR** Specialist with the United States Navy...

Here is your opportunity to serve your country and advance yourself at the same time. The U. S. Navy needs 5,000 picked men to install, operate, maintain and repair RADAR equipment—the secret ultra high frequency apparatus used to locate airplanes. If you are an Amateur, Serviceman or Engineer YOU may be eligible.

You go into the Navy as a Petty Officer with food, quarters, uniforms, medical and dental care supplied plus pay of from $60.00 to $106.00 monthly. After the successful completion of eight months technical training you are eligible to immediate promotion to the rank of Chief Radioman with pay up to $175.00 monthly the first year and up to $200.00 per month thereafter—with opportunities to remain in the service permanently.

Go to your nearest Navy Recruiting Station TODAY (generally in your local post office) and find out how YOU can take advantage of your technical knowledge. THE NAVY NEEDS YOU!

UNITED STATES NAVY
Ask at Your Local Post Office
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 1 TO AUGUST 7 INCLUSIVE

Decisions . . .

AUGUST 3

WINS, New York City—Granted modi-
fication of construction permit for ex-
tension of completion date to 11-14-42.

WRAI, Washington, D.C.—Granted con-
mencement and completion dates to be
extended to completion date to 9-30-42.

AUGUST 4

WMBQ, Austin—Granted limited-time, un-
limited time, employing directional an-
struction permits.

NWID, San Francisco—Granted modifi-
cation of construction permit.

GRANTED PETITIONS FOR DISMISS-
AL OF APPLICATIONS—for new sta-
ations in New York City, New Haven,
Albany, Ga., Kansas City, and Phila-

WHQJ, New York City—Granted modi-
cation of construction permit.

WINB, Providence, R. I.—Granted modi-
cation of construction permit.

AUGUST 5

WFRB, Chicago—Granted modification of 
construction permit for extension of time
and payment of fees.

WINF, Philadelphia—Granted modifica-
tion of construction permit.

AUGUST 6

WINB, Providence, R. I.—Approved ex-
tension of construction permit.

WINF, Philadelphia—Recommended 
the issuance of a construction permit.

Applicants . . .

WSSS, Pittsburgh—Modification of li-
ence to change corporate name to WSSS

WDAE, Tampa, Fla.—Special service au-
ization for 45 watts unlicensed, with a 2
ke., unlimited time, employing directional an-
struction permit.

WPDO, Jacksonville, Fla.—Modification of 
construction permit as modified request-
for increase in transmitter capacity in
frequency monitor and extension of com-
mencement and completion date of con-
stuction.

AUGUST 7

WCBX, New York—Modification of li-
ence to a 750 kw., limited time and
WCPA and WABC.

WBCN, Boston—Same, sharing time with
WCBY and WORC.

WOR, New York—Same, sharing time
with CBS and WOR.

WRU, New York—Same, sharing time
with WOR.

WFMS, Youngstown, Ohio—Voluntary as-
nociation of license to the WFMJ Broad-
casting Co.

Tentative Calendar . . .

NEW, Hennepin Broadcasting Co., Butte, 
Mont., construction permit for 1490 kw.,
250 watts unlimited; NEW, Batavia Creak- 
head, Butte, same (further consolidated hearing, Aug. 19).

Bailey Joins Navy

WILLIAM BAILEY, of KYW, Philadelphia,
formerly an ABC announcer and producer of the \( \text{By the Way} \) program, is joining the \( \text{Newspaper} \) Dept.

Johnny Johnson on Tour

JOHNNY JOHNSON, director of news and
special features of BLUES, left last week on
in charge of the Navy. He will confer with
managers and examine local news and special
features setups. He returns Aug. 22.

ROBERT SNIDER, engineer of WOW- 
GL, Fort Wayne, has been assigned to
the Indiana Air Force station.

WINNER of Kansas State Teacher
College speech department's an-
ual auditions, Marjorie Anderson,
20-year-old student of American, 
Kansas City, has been selected and an-
tor and a winner at KTSW, Em-

SIBLE, 2nd class, was assigned to the
Naval Reserve for active duty in the 
Radio Division of the Bureau of Aeronautics. Report-
for active duty Aug. 16, he expects to be
assigned to the naval aircraft factory in Phila-

AROLD NYGREEN, chief engi-
n of WFLD, Chicago, was assigned to
the Navy and will be based in the
Northwest Pacific area. He was
seven months of staff to
leave for the service, has been
military service for

NEW BUSINESS

LANE Incorporated, Charlotte, N. C. (Toas-
teree and tobacco), on Sept. 8.

EMERSON DRUG Co., Baltimore (Brome-
Salts, on Sept. 8. Newman’s Arcade, the
may have been assigned to the

ORIO OIL Co., Cincinnati (Marathon
gasoline, motor oil), Sept. 8.

Network Changes

PHILIP MORRIS CO., New York (cig-
rettes and tobacco), Sept. 8.

WELCH GRAPE JUICE Co., West Hartford, 
N. Y., (grape drinks), on Aug. 16.

ENEMEN MILL, St. Louis (Soft-
aked cake flour), on Aug. 17.

AFRA, WABC Seeking Accord Over Two Points

TO SETTLE the two points of dif-
ference still remaining in the contract
with the American Federation of 
Radio Artists covering staff an-
nouncers and program workers at WABC,
CBS key outlet in New York, repre-
"entatives of the union and the

RORS, past president of the non-economic
contract, has been appointed national
representative for the Social Security
Board. He is in New York to discuss
the matter with the representatives of the
AFRA board of directors.

Dr. Valdemar Poulsen

VALDEMAR POULSEN, 63, Dano-
sh co-inventor of wireless tele-
phone and discoverer of the Pou-
lsen arcs and waves upon which his
method of radio broadcasting is based,
died recently, according to the Na-

Dr. Valdemar Poulsen
**FCC Announces Lenient FM Policy, Battling Wartime Material Shortage**

SEEKING to counteract the wartime shortage of materials, equipment and skilled personnel necessary to the maintenance of a broadcasting station, the FCC Aug. 4 announced a new and more lenient policy for licensing FM and ST (studio-transmitter links) stations.

The new ruling states that all holders of construction permits will be allowed to operate present existing facilities, provided construction has reached a point where the transmitter is capable of being operated to render a substantial service. FM broadcasters obtaining such licenses must show the FCC that additional construction is not possible at this time and must assure the Commission that construction will be completed according to the standards of the FCC as soon as the required materials and engineering personnel are available.

Serious inroads on the progress of construction in progress with many holders of construction permits for high-frequency facilities voicing their intention of quitting or have actually turned in their construction permits. Failing to obtain equipment was the cause in practically all cases.

28 Authorizations

According to FCC records, there are now five FM stations in operation with 28 stations operating under special temporary authorizations pending the completion of their construction in accordance with their CPs. Upon appropriate application the authorizations may be replaced by licenses. An additional seven stations are now on program tests and have asked for licenses. The FCC states that two other construction permits will be affected by the order.

Six permittees building ST links, which connect studios and transmitters, will come under the policy.

Applicants for further new facilities, however, are barred except under special circumstances by an earlier freeze policy announced in the FCC's memorandum policy of April 27 which banned new FM grants, among others, in the interest of material conservation.

The Commission observed that the Communications Act does not make extensions of time within which to complete construction unless it appears that such construction can be accomplished within a reasonable length of time. It was further said that special temporary authorizations on a short time basis were undesirable. However, the FCC stated, it was desirable to encourage such service inasmuch as it is possible to cover partial construction in cases where the construction is completed but personnel is lacking.

Applications for such licenses must show (1) diligence in completing said construction; (2) the actual status which the applicant believes sufficient to provide acceptable FM services; (3) materials and technical personnel for construction and proof of performance (Section 6, Form 320); (4) determination to proceed with final construction when conditions again warrant.

Wage-Hour Group Rules On Auto Driving Time

**AFFECTING broadcasting salesmen and other station employees whose duties require them to drive automobiles, the Wage & Hour Division of the Dept. of Labor ruled Aug. 3 that time spent in automobile travel on business for an employer must be considered time worked under the Fair Labor Standards Act. However, the Division's opinion included that time spent driving back and forth from work is excluded from the decision.**

The Division declared that "since an employee who drives an automobile is required to expend continuous effort and energy and has no opportunity to relax, sleep, eat or otherwise pursue his own interests, all the time which the employee spends driving to and from work is not ordinarily to be considered time spent on the business of his employer and need not be treated as hours worked."

**WBYN Music Pact**

STAFF musicians of WBYN, Brooklyn, have been on strike since June 6, will return to work at the station Aug. 24 under a new contract signed last week by the station with Local 929 of the American Federation of Musicians. The strike was called by 802 as a result of a deadlock on certain terms in WBYN's renewal contract with the local. The station wanted to reduce the musician staff to three for the summer months, but the union insisted on a full musician quota of six on a year-round basis. New pact stipulates a crew of six at $50 per week.
BAHAMAS-U.S. PACT PROTECTS 640 KC

AGREEMENT for the mutual protection of the 640 kc. clear channel between the United States and the Bahama Islands has been announced by the FCC.

The agreement stipulates that if the Bahama's only station, ZNS, Nassau, which operates on 640 kc., should ever increase above its present level, the FCC will direct the Bahama's station to install a directional antenna to limit radiation toward the U.S. to 392 nm/m, inverse distance field intensity at one mile.

It was further agreed that except in cases of emergency affecting the life and property of the people of the United States and the Bahama Islands, ZNS shall not operate between 11 p.m. mean astronomical time for the longitude 75 degrees west of Greenwich and one hour prior to Nassau sunrise.

The United States had agreed that the secondary service of ZNS would be afforded protection from future assignments on 640 kc. as a Class I-B station in accordance with the recommendations of the National Association of Broadcasters.

FURTHERMORE, and to wit: NARBA.

WJW, Greenwich 3, to 16.500 kc., to the longitude of the Bahamas-U.S. -R.

Greenwich, the longitude of the Bahamas-U.S. is 10.600 km.

a. The Bahama's commandant for the United States has announced that the United States and the Bahama Islands will make all efforts to install a directional antenna to limit radiation toward the U.S. to 392 nm/m, inverse distance field intensity at one mile.

b. The Bahama's commandant for the United States has announced that the United States and the Bahama Islands will make all efforts to install a directional antenna to limit radiation toward the U.S. to 392 nm/m, inverse distance field intensity at one mile.

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sixty broadcasters representing all stations in the metropolitan New York-New Jersey-Connecticut area met at the Hotel Roosevelt in New York last week to discuss with Vincent F. Callahan, chief of the Treasury's War Bond and Stamp radio and press division (extreme left), details of the plan for direct sales of bonds by its stations. They unanimously endorsed the plan and pledged cooperation in a telegram to Secretary of Treasury Morgenthau.

Including WABC, WCB-N.C. Alcorn and William Moore, WBGN; Griffith Thompson, WBPM; Sherman Gregory, WEA; Adolph Opfinger, WOR; Henry Greenfield, WED-V; Frank Rohrenback, WHN; Maj. E. M. Torr, Harold Barthelemy and Bernard Estes, Hearst Radio; Bud Barry and Jules Alberti, WJZ; Hugh Feint, BLUE; L. W. Berne, WLB; Henry D. Henshel, VOB; Elliot Sanger, WQXR; Joe Lang, WHOM; Ethel Dick, WNEH; Don Shaw, WMQA; A. B. Schilling, WAB; Steve Rinsch, WSR; Clair McCollough, Mason-Dixon Group; George Jasper, WPT; Frank Carman, WGBB; Frank Weston, WPAS; Adam Young, McMillan Co., Fred C. Brokaw, Paul H. Raymer Co.; George Bolling, John Blair & Co.; F. E. Spencer, Hollinger Co.; H. Preston Peters, Free & Peters; Eugene Katz, The Katz Agency; Cy Langlois, Lang-Worth; Claude Barrere, NBC Theassurals; Ralph Burgess, Federal Reserve Board; Leonard D. Callahan, Kurt J. Jadas, C. S. Culmer, SESAC. This was the first of more than 50 meetings throughout the country.

Radio Industry Mobilized by Treasury, Bond Sellers Are Organized by Cities

As part of the Treasury Dept.'s current drive to coordinate radio's promotion and sale of War Bonds & Stamps, meetings are being held in various cities throughout the country to spur individual and cooperative sales efforts. Some meetings are arranged by members of the Treasury's staff while others are conducted by SESAC, voluntary liaison body between the Treasury and the broadcasting industry in the campaign.

At a meeting in New Orleans on July 31, the five local stations participating in the direct sales campaign met with a Treasury representative to map the campaign carefully. Station managers present at the meeting agreed that the purpose was to: P. K. Ewing, WDSU; C. C. Carlson, WJZ; James Gordon, WNOE; D. Nibley, WUI; Harold Wheelehan, WSBM, and H. D. Summerville, WWL.

Others also attending were Gerald P. Flood, representing the Treasury; Joseph M. Rault, chairman of the New Orleans Public Service Commission; Mark Bartlett, deputy administrator for Louisiana, and Joe L. Kileen, chairman of publicity.

New Orleans Plans

Plans were drawn for a cooperative kick-off by the five stations featured by an hour program utilizing local musical talent and an outside man. Planned for the city's main station, the program will feature local and national talent and address the respective stations. Specific sales plans will be developed by the stations individually.

In addition the stations have received assurances of full cooperation from the New Orleans Federal Reserve Bank through Earl Paris, manager of the bank's credit department.

Southeastern states are being supervised by C. Knox Massey, radio director of Harvey-Massen- gale Co., Durham, N. C.; and Frank D. Page, who represents the Treasury in charge of John C. Dowd, Boston, in charge of the New England area and Charles Ahup of the Treasury staff is covering the South- eastern states.

Already several stations have opened extensive campaigns to go along with the straight promotion of war bonds. WARTH, Danville, Va., has developed a Victory Ap- plication for which certain articles are offered to the man willing to buy his highest bond and stamp total. When the bidding goes on, an award is made to the highest bond bidder.

WBAL, Baltimore, used a full-page in the Baltimore News-Post to describe the individual purchase of a Navy recruit who entered the offices of the station and purchased $6,232.50 in war bonds at prior to his departure for duty. In making the purchase the pleasant fellow explained that it represented the sum total of his wealth and that he wanted his money to be fighting while he was also busy fighting.

WSY, Washington, has enlisted the aid of its veteran announcer, Arthur Godfrey, to promote its bond campaign. Godfrey will conduct a Roll Call program urging listeners to invest 10% a week in his station. When they have enough to purchase a bond they are requested to visit him at the studios and receive their bond. He is also having a button prepared which will be issued to each club member. Weekly he plans to read the roll of buyers and tabulate the bond totals.

At first, some stations were puzzled on a method of handling the actual sales transactions involved. From the reports which have already reached the Treasury it would seem that a tie-up with a local bank providing the most practical solution, especially for smaller stations. For example, WMBD, Peoria, has arranged such a tie-up and thereby eliminates the neces- sity of bookkeeping.

Earl Godwin, War Correspondent, has been appointed to Watch the World Go By, Blue series sponsored by Ford Motor Co., De- troit, in celebrating its 50th anniversary as a White House correspondent, his eighth as news commentator.

CREOLE MANAGERS unite to promote U.S. War Bond in New Orleans via radio as officials of five stations determined to "go the limit in pushing sales by joint co- operation as well as individual effort." Seated ( r to l) are: James Gordon, WNOE; and Harold Wheelehan, WSBM; standing, Howard Summerville, WWL; and P. Flood, Treasury; P. K. Ewing, WDSU; C. C. Carlson, WJZ, was not present in photo. 
WHKY TO ASSUME REGIONAL STATUS

COMPLETE installation of new equipment, preparatory to WHKY, Hickory, N. C., shifting to 1250 kc. and boosting its power 5,000 watts day and 1,000 night with a four-tower directional array at night, has been announced by Manager W. T. Hix. Equipment tests will be completed sometime this month with an approximate date for assumption of the new facilities. WHKY currently is operating on 1400 kc. with 250 watts.

The new brick transmitter building has been built on a 21-acre tract about two miles northeast of Hickory. A Collins transmitter and Johnson phasing unit have been installed under the supervision of E. S. Long, chief engineer of the station. Antenna will be for 205-foot Winchagger towers.

WHKY received its construction permit for the change and increase last Jan. 6, but due to difficulty in obtaining materials the station's actual date has been postponed until this time. Station is a member of the BLUE Southeastern Network.

Chicago Group Unites To Aid Air Recruiting

PLANS to assist in Navy and Army Aviation cadet recruiting activities were discussed after election of officers recently by the newly formed Chicago Radio Management Club, composed of radio directors of 20 leading Chicago agencies [BROADCASTING, July 20].

Earl Thomas, McCann-Erickson, who organized the club to give group assistance to Government war agencies in Chicago, was elected president; Buckingham Gunn, J. Walter Thompson Co. vice-president; Lee Strahorn, Lord & Thomas, secretary; Lewis Goodkind, Goodkind, Joice & Morgan, treasurer. Trustees appointed to serve for three months are: Ward Dorrell, Henri, Hurst & McDonald; John Gordon, Needham, Lewis & Brody; Lt. Holman Faust, Mitchell-Faust Adv. Co.; Fred Marshall, Boswell & Jacobs.

Speakers at the meeting were Paul Mccluer, sales manager, NBC Chicago, and Lt. J. Smith Ferebee of the Navy aviation cadet recruiting service.

FORD MOTOR Co., Detroit, which last week introduced Roy Porter as alternate for Earl Godwin, news commentator, on "The World Go By" [BROADCASTING, Aug. 8], has inaugurated a policy of guest interviews on the program. First guest was John Leigh, gas station attendant, who refused to sell gas to Leon Henderson, OPA Administrator. Agency is Maxon Inc., Detroit.

DR. JAMES ROWLAND ANGELL, public service counselor of NBC, and president emeritus of Yale, has accepted a six-year membership in the National Council of Education of the National Education Assn. Dr. Joice Godwin, OPA Administrator, was elected at a recent council meeting in Denver.

FROM PARKING LOT to pasture may soon be the cry of parking attendants. Here Georgia Mae, western singing star of WBZ, Boston, shows how she escapes gasoline rationing. She rides the horse from her home to the studios.

Disc Ban Hit

(Continued from page 9)

ever, such as the recent order for recruiting union members to make phonograph records and the ban on a broadcast by a high school orchestra, Assistant Attorney General Thurman Arnold is at least making the public conscious once more of the sort of abuses that are fostered in the name of unionism.

"The principle obstacle that stands in the way of the Government suit is the Hutcheson case decision in which the Supreme Court interpreted the Clayton and Norris-La Guardia Acts so broadly as virtually to foreclose any chance of successful anti-trust action against labor unions.

"The Justice Dept. now contends, however, that the offenses alleged in the present proceeding are outside the scope of the Hutcheson decision, as the actions complained of have no bearing on 'terms or conditions of employment' and therefore are not entitled to the protection intended for labor by the Clayton and Norris-La Guardia Acts.

"It is to be expected that the Petrillo case ultimately will reach the Supreme Court. The outcome will be awaited with interest."

"J. Caesar Dixit"

"J. Caesar Dixit" is the title of an editorial in the Washington Post, which makes the point that Mr. Petrillo knows perfectly well it is mathematically impossible to make new records "for home consumption" provided the recording companies guarantee that none of them ever get into a juke box or any commercial radio stations. The Post said that "Jimmy has allowed himself to be maneuvered into a logically, morally and perhaps legally indefensible position —although we dare say that causes him no serious loss of sleep. His union has gone on record as de-claring music to be indispensable to morale, and very probably it is. It has also been pretty generally agreed that morale is one of the indispensable ingredients of victory, and very likely it is.

"Very well: Jimmy has decided that if America needs music to win a war it will get it on his terms or not at all. Thus Jimmy is in solitary control of an absolutely essential war industry. If that doesn't suffice to bring Jimmy and his union under the jurisdiction of the War Labor Board, instead of the sadly inefficient Labor Relations Board, we shall abandon our last faint hope of ever again living in a rational universe." If James Caesar Petrillo gets away with his two recent mandates, it will be because important interests are ready for the sake of peace to submit to as dictatorial a system as Hitler ever dreamed of," according to the Norfolk Daily News. The News says that "what will arouse the public is the realization that what may be heard over the radio is to be determined by the unrestricted authority of one man and that amateur musical organizations are to be barred from the air, at least from chain programs.

"That is a tremendous power over the cultural life of the country to be exercised by one man, who needed nine years to pass through four grades of the Chicago public schools."

Pegler Amused

Westbrook Pegler, syndicated columnist frequently critical of organized labor operations, found it "amusing that all the indignation over the forbiddance on the further manufacture of canned music for the radio and in the jukes is directed at Jimmy Petrillo, the dictator of the so-called Musicians' Union, when Mr. Jimmy is merely exercising powers which were placed in his hands by the New Deal, confirmed by decisions of the New Deal's Supreme Court and protected against legislative impairment by the New Deal's political agents in Congress and specifically in the Labor Committee of the Senate."

"He is erroneously reported to get $46,000 a year when the fact is that, with what expense allowances and other valuable considerations, his income is nigh onto $80,000. He is not a thief and he is pretty much of a loner in the union racket, having little truck with the bosses and the other big combinations. Under the terms of his union's constitution he can maintain himself in office until he dies, for he has the right to suspend any part or all of the constitution at will and this means he can call off elections and fire out of the union any rival officer who gets in his way."

Petrillo's "arrogant order reeks with restraint of trade," says the New York Herald Tribune. "The end, however, worthy, hardly justifies his means, which are both intolerably ruthless and unutterably stupid. It is unnecessary to elaborate the point that because some persons want work is no excuse for victimizing the public. And as for the small radio stations, the bars, restaurants and soda fountains that he would deprive of canned music, how many does he think can or will substitute live musicians? Almost none. If his order holds, many of the radio stations will close, depriving other labor of jobs; silence will succeed the juke box, and new records for the home will be wanting." [For text of editorial "Petrillo As a Case Study" in the New York Times Aug. 5, see page 20.]

In Southern California...

big, concentrated selling job at surprisingly low rates

store's Ninth

ALMS & DOEPE, Cincinnati department store, has re-named Rita Rackett's "Views on Vogue & Value on WSAI, Cincinnati, for its ninth hour of the day, "A Shopper's View." The program has had longer consecutive sponsorship than any other department store series in Cincinnati history. New deal's Supreme Court and protected against legislative impair-ment by the New Deal's political agents in Congress and specifically in the Labor Committee of the Senate."

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In Southern California...
Haggerty Repeats Plea for Radio Tax

In Hearings Before Senate Committee

STILL DETERMINED to hang a discriminatory tax on radio net

time sales, John B. Haggerty, president of the International Broth-
er of Electricon Workers (AFL) in a statement by its in-
ternational president, Ed J. Brown, who contended that “the
printer’s organizations have made their most substantial gains
in membership simultaneously with the expansion of radio broadcast-
ing.”

CBS was said by Mr. Haggerty to have advertised its 1942 first
quarter dividend to be 680% on its invested capital, other than on
the stock issued as stock dividends, despite the proposed 40% normal
tax and other taxes and the proposed 94% excess-profits tax in the new tax bill.

He then added that NBC, CBS, \( \text{WOR} \), and \( \text{WHN} \), “which radio sta-
tions and networks secure less than 60% of the net yearly income of
the radio-broadcasting industry, paid into the Treasury last year
some \$7,800,000 in taxes, or some 20% more than reportedly is
to be paid by the whole broadcasting industry this year.”

Dividend Payments

These companies, after the pay-
ment of the taxes, Mr. Haggerty said, were able to pay dividends of 
\$4,500,000 in the case of \( \text{NBC} \); \( \text{CBS} \) paid \$3,500,000; \( \text{WOR} \) has
a net income of more than \$500,000 and \( \text{WHN} \)’s net income was 
\$600,000. Further concerning \( \text{WHN} \) he declared, with a capi-

tal and paid-in surplus of \$11,000

had a net income for the last two
years in excess of \$400,000.

Quoting other figures, Mr. Hagg-
erty said \( \text{CBS} \), with a capital, other than that represented by
stock dividends of less than \$500,000, had a net income of \$10,000-
000 after allowing \$1,400,000 for depreciation and after payment of taxes, and a capital of \$275,000 had an income of \$1,1-
000.

With regard to the objections raised by the IBEW, which had
denounced the discriminatory tax before the Senate Committee last year as
well as before the House committee this year, Mr. Haggerty de-
clared that he is in earnest in calling his proposal “a punitive tax.”
However, Mr. Haggerty im-
plied the tax might be punitive and discriminatory when he said
“not a matter of taxation and small matters” will not call “taxes
which will leave the privileged few radio networks and commercial radio
stations with yearly net profits, as in the case of the net-
work of some 700%, and others with well over 100%, on their in-
vestments, after the payment of taxes” and called either punitive or

discriminatory.”

Some Exemptions

Mr. Haggerty also said that “stress is always laid upon the al-
leged injury” which such taxes would inflict on the small station
owners. He declared that stations receive only between 18% and 37% of the advertising dollar
“which is paid to broadcast over these stations”.

Mr. Haggerty said, “there is plenty of room from which to collect excise, or fran-
chise taxes from those who pay such unusual commissions, discounts, and rebates in order to secure
advertising from the advertise-
ing agencies and radio net-
works.”

Concluding his testimony, Mr. Haggerty suggested that stations operated by educational, farm, reli-
gious or labor organizations, on a nonprofit basis, be exempt from his proposed taxes.

The NAB as yet has filed no answer to Mr. Haggerty’s proposal but assured \( \text{BROADCASTING} \) that a statement would be filed with the Senate committee within a short
time. The same assurance was re-
duced from the \( \text{IBEW} \). Both or-
ganizations quickly followed up Mr. Haggerty’s proposals to the House committee last April.

James Church Resigns

JAMES CHURCH has resigned as director of the CBS Second Hus-
band program, which he directed for \( \text{Air Features} \), subsidiary of
\( \text{Blackett - Sample - Hummert}, \) New-
York, agency handling the show for \( \text{Sterling Products} \). Martha Atwell
has taken over the program in ad-
tion to directing Mr. Reene on \( \text{BLUE} \) and \( \text{Young Widdiclow} \) on \( \text{NBC} \) and \( \text{KMS} \), both handled by \( \text{R.H.}
Carroll Case has resigned as script editor of \( \text{Air Features} \). His duties
will be absorbed by the agency’s other script editors.
"ADVERTISING IS AN ESSENTIAL INGREDIENT OF A FREE SOCIETY"

says JESSE JONES. Secretary of Commerce of the UNITED STATES.

American advertisers have done, are doing and we are sure will continue to do a highly effective job of proving the many values of advertising to a free nation fighting for its freedom.

"If there were no other reasons why the Department of Commerce believes in advertising, the contributions to speeding war work, which the press and the radio of the country are making, would be sufficient explanation of our faith in advertising as an essential ingredient of a free society." (from a letter to the N. I. A. A., June 29, 1942)

★ To those 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. ★
Decisive Leadership

WKY has

28.3%

more listeners

THAN ALL THREE OTHER OKLAHOMA CITY STATIONS PUT TOGETHER

- This is leadership! Not by an eyelash! Not by a head! But positively and decisively out in front by several lengths!

Morning, afternoon and evening, more persons listen to WKY than to all three other Oklahoma City stations combined... 28.3% more as measured by C. E. Hooper, Inc., from December, 1941, through April, 1942.

Such audience leadership gives WKY unquestioned leadership in SELLING POWER in the Oklahoma City market. This is why WKY is... MUST be... the choice of advertisers who conscientiously try to get the maximum for every advertising dollar.