Usually when a station man begins talking about secondary coverage, he is of sad necessity plunging into a never-never land of guesses, conjectures and blue sky from which he is lucky to return with any remaining sense-of-proportion whatever. Hence we hesitate even to discuss that part of WHO's audience.

But during the winter months, 40% of WHO's mail comes from outside Iowa—and even during the summer months we pull enormous quantities of mail from 30 to 37 states. This bespeaks a secondary audience at least two-thirds as large as our Iowa audience—and we know that in Iowa we are listened-to-most by 60.4% of all nighttime listeners in the State. (1942 Iowa Radio Audience Survey.)

That's Plus No. 2 for WHO. If you want to cover Iowa—and get a really spectacular bonus not included in the price of admission—you can do it with WHO alone, and only with WHO. Write us for all the other plusses, or just ask Free & Peters!
On January 2nd, the Ralston Purina Company, in cooperation with their agency, the Gardner Advertising Company, aired Purina's first major network show for feeds.

Originating from WSM and carried by 31 stations, the Purina show is a half hour slice of the nationally famous Grand Ole Opry.

Thanks a million, Purina! And thanks to you, Gardner! With a ready-built audience numbering millions, a staple three billion dollar agricultural market and an industrial growth that is the fastest in the nation, you've got an advertising opportunity with an upper case O. Add to this 50,000 watts, a clear channel and a low frequency and you've got a "Can't be Beat" combination. So good luck, many sales, congratulations and thanks again!

HARRY L. STONE, Gen'l. Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
STANDARD is still DELIVERING!

Current releases, recorded since the AFM ban, include:

THE DON COSSACK CHORUS, the most famous concert choral group in the world and the nearest thing to an orchestra you can get with human voices.

THE ROBERT CHILDE CHOIR, with especially fine arrangements of popular music, such as "Brazil," "Starlight Sonata" and "Hallelujah."

THE FOUR VAGABONDS, featured network rhythm group, bringing us up to date on such current hits as "Craziest Dream," "Move It Over," "There Are Such Things," "Rosie The Riveter" and "Steam Is On The Beam."

THE CADETS, popular network quartet, doing an elegant job with "Daybreak," "Weep No More, My Lady," "For Me and My Gal" and other top tunes.

Pretty good proof, isn't it, that you can depend on Standard under any conditions. If you need a "tailored" plan of Service for the "duration," Standard has it.

* Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Kind words from Quebec

Sales for you right here...

You get both with:

WWL NEW ORLEANS

50,000 watts — clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: “Program’s coming in fine.”

Listeners in the deep South go to their retailers—and prove WWL’s selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER in the South’s greatest city


Early Truce Seen in Recording Strike
Radio Popularity in 1942
Arnold Will Argue Petrillo Plea
William C. Gillespie Dies
Cox-Fly Fight to Finish Looms
ANA May Intervene in Net Appeal
NBC Advisory Group Meets
Heinz Sets “Information Please” for Monday
Davis Still Plans to Take Air
Co-Op to Sponsor Discs in 30 Cities
$8,089,000 Budget for FCC
Bob Hope Leads “World-Telegram” Poll
Wartime Subjects on CAB Agenda
Woodell, Provost Join WEAF Staff
CBS Billings Up 2.26%
WOKO Renewal Hearing Set
FCC Orders WJW Rehearing
Nets Guard Against Vulgarity

DEPARTMENTS

Agencies Merchandising
Agency Appointments Network Accounts
Behind the Mike Personal Notes
Buyers of Time Radio Advertisers
Classified Advertisements Station Accounts
Editorials We Pay Respects
FCC Actions Hix Cartoon

Subscription $5.00 a Year Canadian and Foreign, $6.00
Published every Monday, 53rd Issue (Yearbook Number) Published in February
Two markets listen to WOV... both so vast and so rich and so responsive... both so easily obtainable... that advertisers cannot afford to overlook WOV when radio budgets are discussed.

The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans... a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined... the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's Italian language programs.

WOV's second market is Metropolitan New York itself... the 2,817,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club"... the brilliant commentary of Hans Jacob... the lilting rhythms of "Pan Americana"... bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either or both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGillvra a letter today?

SOURCE:
Walter P. Burn & Associates
U.S. Census, 1940

WOV... FOR VICTORY
NEW YORK

ONE OF AMERICA'S IMPORTANT RADIO STATIONS
the musket came down from the door...

Over the door of every radio station in America, there hung, on December 7, 1941, a symbolic and invisible musket—in the traditional American manner.

December 7, 1941, without panic or flourishes from the brass section, every station in the United States yanked down the musket, grabbed powder-horn, shot, ramrod and flint, and went to work.
I. January 6, 1943, Variety announced, after a year of searching analysis of all individual station enterprise throughout the nation seven special awards to local stations, "for outstanding Wartime Service." Five are CBS stations: KMBC Kansas City, Mo. • KOIN Portland, Ore. • WBT Charlotte, N. C. • WHP Harrisburg, Pa. • WJR Detroit, Mich.

2. And Variety made special awards for distinctive merit in some field of war endeavor and two of these went to: WBT Charlotte, N. C. "for fostering racial good-will and understanding." • WRVA Richmond, Va. "for contributions of military-civilian understanding."

3. And Variety chose, from the ranks of the great civilian-technician army of individuals working within the hundreds of local stations throughout the United States, nine for individual citation—that is, gave them "sharpshooter medals" for rare marksmanship with the musket.

Five of them were marksmen in Columbia Broadcasting System's stations:

![Image of five people, labeled as WBT, KMBC, WRVA, KOIN, WHP]

4. And Variety commended especially for "good ideas" applied to the victory effort: WCKY Cincinnati, Ohio • WBBM Chicago, Ill.

CBS stands at salute to these stations and individuals, congratulates them.

The awards simply sharpen the fact that throughout the CBS Network, there is not only singleness of purpose, but a keen eye on the target of victory, and unrelenting readiness and resourcefulness.

THE COLUMBIA BROADCASTING SYSTEM

*Someday we hope Clare will meet Jr. Lieut. Lindmila Pavlichenko of the Russian Army.*
Olive S. Ramsland
commercial manager, KDAL, Duluth

Every coon's age or so you meet some young man who is quiet, restrained and modest, but who you just know is stuff—and Odin Ramsland is that sort of fellow. In radio now for only a few short years, Odin has made himself an expert on merchandising in his home area, and is helping to sell a phenomenal amount of his customers' goods as well as his station's time!

That (if you'll pardon a little commercial for our product) is one of the swell things about spot broadcasting—the fact that you make each station a virtual partner in your job of selling goods, and therefore get all sorts of benefits which simply don't otherwise accrue. . . . No, we don't seem to imply that any station wants to do your salesmen's foot-work. But you know and we know that where there's a vivid interest, most stations can handle certain strategic telephone calls, requests to wholesaler friends, etc., etc., that often make a lot of difference. . . .

So we're happy we're connected with spot broadcasting instead of with something that simply comes in when the station flips a switch. That's why we started this business in the first place, here in this pioneer group of radio station representatives.

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW, Buffalo
WJIC, Chicago-Hammond
WCMY, Cincinnati
KDAL, Duluth
WDAY, Fargo
WIBN, Indianapolis
WIZO, Kalamazoo-Grand Rapids
KESR, Kansas City
WAVE, Louisville
WFCN, Minneapolis-St. Paul
WINL, New York
WMBO, Peoria
KSD, St. Louis
WFLR, Syracuse
WHO, Des Moines
WOC, Davenport
KMA, Shenandoah

SOUTHEAST
WCSG, Charleston
WIS, Columbia
WPTV, Raleigh
WBBN, Roanoke

SOUTHWEST
KOB, Albuquerque
KOMA, Oklahoma City
KTUL, Tulsa

PACIFIC COAST
KARM, Fresno
KECA, Los Angeles
KCOI-KAL, Portland
KROW, Oakland-San Francisco
KIRO, Seattle
and Wright-Sonovox, Inc.
Early Truce Seen in Recording Strike

Petrillo Agrees to Senate Demand For Terms

CONFIDENT predictions that recording of popular music will be resumed next month after an enforced six-month vacation summarily ordered by James C. Petrillo, president of the American Federation of Musicians, were made last week after the AFM executive had promised a Senate investigating committee he would draw up a "program" of terms precedent to lifting of his onerous ban.

Under the lash of Senatorial committee pressure, Mr. Petrillo promised to convene his international executive board Feb. 1 in New York and evolve a plan to be presented to the committee and to the broadcasting and recording industry. His commitment followed two days of rigorous examination during which Mr. Petrillo had repeatedly refused to disclose his terms for termination of the "strike", other than to describe its goal as "more work" and relief of purported unemployment in musicians' ranks.

Senators Break Impasse

It was only after committee members, led by Chairman Clark (D.-Ida.) author of the inquiry resolution and Chairman Wheeler of the full Interstate Commerce Committee, had imported Mr. Petrillo to break the impasse and disclose his demands that he finally yielded. He had been told pointedly that his ban was interfering with the war interest, and that his position was untenable. He steadfastly declined, however, to say precisely what he sought other than "more work", claiming that Assistant Attorney General Thurman Arnold had threatened him with "five years in the can" if he participated in a "secondary boycott".

But the AFM president made a number of disclosures and shed much light on what AFM would like to accomplish in exacting tri-

bute from all users of music, recorded and live. He made a far better witness than was anticipated and was complimented for the way he handled himself and parried questions.

As a witness, Mr. Petrillo was no shrinking violet. At times he pounded the table to emphasize his pleadings in behalf of the "starving musician". He said point blank that he would lift the ban in advance of an agreement with the recording companies only if President Roosevelt, after hearing the facts, asked him to do so. Then, he said, he would "grant the request".

Wants Legislation

Mr. Petrillo disclosed, under sharp questioning of committee members and of Committee Counsel Herbert M. Bingham, Washington attorney, that what he really wanted was protective legislation from Congress that would give AFM members a property right in recordings and allow them to collect royalties on each record, in the same fashion as ASCAP collects tribute. His counsel, Joseph A. Padway, had suggested that a levy of one or two cents per record might accomplish that purpose.

In his two-day siege on the stand Tuesday and Wednesday, Mr. Petrillo confessed many things and cleared up many mysteries about the inner workings of the powerful labor union of 148,000 members. He said that if the war lasted five or six months longer, AFM would not have enough competent musicians available to supply radio's requirements, as he appraised them.

Mr. Petrillo was chagrined because the recording companies had not attempted to negotiate a settlement of the controversy. When committee members pounded away at his "untenable" position in failing to make known his demands, he said simply that that was for the companies "to find out" and that he was confident the whole problem could be settled around the conference table. He attacked the NAB as rolling in wealth, and the recording companies as being mere subsidiaries of the major radio interests. He ascribed to the NAB a vicious "smear" campaign which insulted AFM and himself.

To Consult Board

Upon suggestion of Chairman Clark, after several preliminary proposals had been rejected point blank, Mr. Petrillo agreed to have his international board of nine members, at its scheduled meeting in New York Feb. 1, draw up a program of demands for settlement of the controversy and submit it to the Senate committee. Chairman Clark observed that such a plan, drawn in writing, might bring an end to the Senate's inquiry and benefit all concerned. He stressed the need for new popular music for our armed forces and for public morale, pointing out that the country has subsisted on "cold storage" recordings since Aug. 1.

The committee, after hearing Counsel Padway on legal aspects, last Thursday recessed subject to the call of the chair, probably for a fortnight. Presumably it proposes to await receipt of the Petrillo plan before resuming its inquiry. Because the legislative authority to conduct the inquiry under the Clark Resolution (Sres. 286) expires Jan. 31, Senator Clark said the committee would seek to have the resolution reconsidered and adopted by the Senate prior to the end of the month. He expressed confidence this would be done.

Following the recess, the Committee under present plans proposes to hear testimony from representatives of the affected industries, including the NAB, the transcription companies, record manufacturers, and coin-operated machine concerns, as well as music organizations representing the public. Further testimony from government officials, probably including OWI Director Elmer Davis and FCC Chairman James Lawrence Fly, also is expected, supplementing their statements of last September in the preliminary inquiry, also conducted by Chairman Clark but with a different subcommittee. These officials attested to the dire consequences of a continued ban, not only upon music and military morale but upon smaller broadcasting stations which would be forced out of business with the drying up of recorded music supplies.

Refused Truce

Before agreeing to the Clark proposal, Mr. Petrillo rejected a suggestion that he call off his strike now, and negotiate with the transcription and record companies. He said he had dealt with these "big business" people for years, and that it would take "two or three years" to negotiate a deal. When Senator Clark suggested that a 30-day deadline be set, the AFM head said the companies could record enough popular music in that time to last a year.

Mr. Petrillo told the committee he earned an aggregate of $49,000 a year, aside from allowances and contingent funds. He gets $25,000 as president of the Chicago Federation of Musicians and $20,000 from (Continued on page 38)
Radio Reaches Peak as Voice of the Nation

Vast Audiences in Year Are Noted By the CAB

By A. W. LEHMAN, Manager
The Cooperative Analysis of Broadcasting Inc.

THE YEAR 1942 was the first calendar year in which American radio broadcast the waves of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—the wireless—was only a part of the communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment, and as a compelling force in education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, the President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%.

After Americans recovered somewhat from the shock of this wholly-unexpected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt's radio audiences. His broadcasts during the first half of 1942, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

| Jan. 6, Roosevelt's Address to 77th Congress, 12:30 p.m. | 85.0 |
| Feb. 23, Roosevelt's "Progress of the War," 10:00 p.m. | 89.5 |
| April 28, Roosevelt, "War Economy," 10:00 p.m. | 69.0 |
| Sept. 7, Roosevelt, "Cost of Living," 9:30 p.m. | 22.7 |
| Nov. 17, Roosevelt, Herald Tribune Forum Address, 15:30 p.m. | 45.8 |

The address on the "Progress of the War" tied two previous broadcasts at the time high. The April 28 talk on War Economy ranked fifth among the President's radio efforts, being just a few points behind his famous Greet incident speech in the fall of 1941 which was recorded at 72.5.

Two of Prime Minister Winston Churchill's orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 24.7 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill's second of single-popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight's time of 30 to 40% in listening—same programs, some days of the week —could only have provoked outspoken disbelief at any time before America went to war. But the shifting tides of battle in the global war have produced these sharp shifts in listening to radio programs.

The American landing in North Africa is a case in point. Loud speakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of victory in the effluent display of Anglo-American initiatives. CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 45.5%, while for the coincidental audience here it was a full 30.1%. Either gain was unmistakable evidence again, and for the unempteen time, that war news has compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

For December, 1942, the 29 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

1. Chase & Sanborn Program
2. Fibber McGee & Molly
3. Jack Benny
4. President's Program—Bob Hope
5. Kraft Music Hall
6. Lux Radio Theatre
7. Red Skelton
8. Maxwell House Coffee Time
9. The Airdric Family
10. Ray Kyser
11. Rudy Vallee
12. Fitch Bandwagon
13. Mr. District Attorney
14. Time to Smile—Eddie Cantor
15. Kate Smith Hour
16. One Man's Family
17. Hit Parade
18. Texaco Star Theatre—Fred Allen
19. ABC Irish Hour
20. The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio's great productions. The programs that were not in the previous year's list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abie's Irish Rose and The Great Gildersleeve. Of these five, two—Abie's Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of Broadway's famous attractions, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made its debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time-period—are given by rank. Changes in position during the seven months are few. Eight of the ten were among the seven leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are: Lux Radio Theater, Fred Allen, Jack Benny and The Great Gildersleeve. A noteworthy development in network radio during the summer months of 1942, the traditional daylight saving period, is the stability in the ratings of the leaders (Table III). This lack of fluctuation is particularly significant.

III—Monthly Ranking of the Ten Leaders For Five Summer Months—1942

For the Period

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* Not rated.

a—Also called Post Toasties Time.

NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.
in comparison with the wide variations which have occurred regularly in many previous summers.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

Kate Smith Speaks
Big Sister
Our Gal, Sunday
Romance of Helen Trent
Ma Perkins
Life Can Be Beautiful
Night to Happiness
Aunt Jenny's Stories
Road of Life
Pepper Young's Family

Seven of the ten were also on the previous year's roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny's Stories, and Pepper Young's Family. All, however, are relatively old serials having been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

The foregoing group lists only 15-minute programs broadcast each weekday—that is, Monday to Friday, inclusive. If the Sunday presentations were added, three more programs would be included: The Pause That Refreshes On The Air, Prudential Family Hour, and William R. Shiner. These would place respectively in fourth, sixth, and seventh positions. In the previous year these same programs not only placed among the leading daytime productions, but two of them outrated the weekday offerings.

The average rating of the ten weekday leaders for December of 1942 works out at a little better than ten, and permits the significant comparison with the average rating of eight for the leaders of the same month of 1941. The ratings of the three Sunday shows, moreover, are, in each instance, slightly higher than a year ago.

Programs by Types

Since the winter of 1939-40, when audience participation programs reached a high level of popularity, there has been little change in program types until 1942. That year brought the definite emergence of the comedy drama. During the summer of 1942 not only the amount of time devoted to comedy plays increased, but the average rating for last summer climbed to 9.1 as against 6.9 for the previous summer. Another development of 1942 was an increase in the number of commentator and news programs. (see charts IV and V).

The Audience Level

On the whole, 1942 audiences of nighttime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year. This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942: Secretary of State Cordell Hull's
Georgian Would Punish ‘Bureaucrats’; WALB Renewal Hearing

WASHINGTON seethed last week with reports of a finish fight between the Georgia Democrat, Rep. Eugene Cox, and FCC Chairman James E. Fly, with talk of “impeachment proceedings” against “bureaucrats” levelled on the House floor by the Georgian.

Activity occurred on two fronts — that James E. Fly, the FCC chairman, made a half-minute speech Thursday on impeachment without naming names, and at the FCC, where a renewal hearing involving WALB, Albany, Ga., was in progress, with allegations of improprieties by Rep. Cox refted by the station.

The Cox-Fly feud has flared up intermittently during the last couple of sessions, but now it has reached white heat. Mr. Fly declined comment on these latest developments.

Rep. Cox, ranking minority member of the all-powerful House Rules Committee and author of a resolution (HRES-21) introduced at the opening day of this session, to investigate the FCC generally and Mr. Fly in particular. Mr. Fly, on the other hand, is said to have been largely responsible for having instigated a Department of Justice inquiry into Rep. Cox’s participation as counsel for the Albany Herald Broadcasting Co., and his receipt of a $2,500 fee. The whole subject of WALB license renewal was brought into focus in the hearing at a formal hearing all last week.

Georgia’s two senators — Russell and George — appeared at the FCC hearing. Senator George attested to the integrity and character of his House colleague.

Cox Confident

Whereas Rep. Cox failed last session in his effort to get House approval of his inquiry resolution, he confidently predicted action this week. Approval of the resolution, at least by the Rules Committee, was generally regarded as likely by House members, providing for a select committee of five to conduct the inquiry. Funds for counsel and investigators also is provided. How such a resolution would fare in the House was problematical, though Judge Cox said he thought it would pass this week with not more than a score of votes against.

In his half-minute speech to the House Thursday, Rep. Cox said: “The time has come for this House to protect itself and the country against the menace of ‘impeachment proceedings’ against ‘bureaucrats’ by resorting to the process of impeachment.”

Asked by newsmen afterward why bureaucrats he had in mind,” Rep. Cox replied to an on the record statement but predicted speedy Rules Committee approval of his resolution and suggested that reporters “draw their own inferences.”

In another address to the House last Friday, Rep. Cox charged the FCC was seeking to “frame” him in order to define him as a “bureaucrat.” He “This inquisition is not because of any infraction of FCC rules by the station, but merely because of my resolution to investigate regulatory setup,” the Congressman said. “It’s a frame-up, pure and simple. They are trying to blackmail me into laying off the Commission.”

Rep. Cox again predicted to the House that his resolution would pass “with few dissenting votes.” He said he was not interested in being “witch-hunted,” but solely in protecting the communications industry against “fly’s Gestapo tactics.”

If permitted to continue and spread to other fields, he adds, “this would loose freedom of the press and speech.”

In reintroducing his resolution with the opening of the last session, Judge Cox said the story of the operations of the Commission under the chairmanship of Mr. Fly “will prove shocking.” He charged it had almost completely established “terroristic control” and that it “maintains a Gestapo the equal of which has never been seen in free government.”

While Chairman Fly is the principal target of the Georgia congressman, the name of Commissioner C. J. Durr, newest member of the FCC, also has been drawn into Congressional talk. Mr. Durr, along with Chairman Fly, has acted more or less as legislative liaison official for the FCC.

Judge Cox’s name was drawn into the WALB renewal hearing as a result of investigations instituted by the FCC’s law department. It had been expected that Rep. Cox himself would be called to testify, but that had not eventuated last Friday when Broadcasting went to press. Rep. Cox inferred he doubted whether the Commission had the “nervous” to call him. Testimony relating to the $2,500 transaction, however, highlighted the proceedings.

Last Thursday, almost coincident with Judge Cox’s half-minute speech in the House, Marcus Cohn, (Continued on page 45)

**1905 William C. Gillespie 1943**

WILLIAM C. GILLESPIE, 38, vice-president and manager of KTLA, Tulsa, and supervising director of KOMA, Oklahoma City, died last Wednesday after suffering a fractured skull the preceding Saturday night in a fall at his home. He was injured in a freak accident. While talking over the telephone, he leaned against a basement door which was unlatched and fell about eight feet. Blood transfusions and a brain operation failed to revive him.

One of Tulsa’s civic leaders and one of the most aggressive personalities in the broadcasting field, Bill” Gillespie was also a commercial manager of WKY, Oklahoma City, when he conceived the idea of purchasing the non-commercial KCOC, Chickasha, Okla., from the Oklahoma College for Women, and moving it into Tulsa where a CBS franchise was available.

In 1934 he bought the backing of The New York Radio Music Corporation to start the station, and they turned him down. Thereupon he persuaded J. T. Griffin, president of the Griffin Wholesale Grocery Co., Muskoee, Okla., to sell, and Griffin was a good investment, and Mr. Griffin backed the purchase of the college station and its reconstruction in Tulsa. Mr. Gillespie became manager of the station, rebuilt it and opened it in a new location in Tulsa, which was a CBS franchise.

In 1939 he negotiated the half-million dollar deal with Elliott Roosevelt, then head of Hearst Radio Inc., for the purchase of KOMA, Oklahoma City, by the Griffin interests.

Just 12 hours before the accident he had returned from a ten-day business trip to New York and Washington. In the latter city he had attended the OWI convention of regional consultants, having been designated as the regional consultant for the 12th district. He was also prominent in NAB affairs and a member of its sales promotion committee.

He was born in Nostagola, Ala., in 1904, and is survived by his wife, a son, William, his parents, two sisters and one brother.

Arnold Will Argue New Petrillo Plea

Justice Dept. Wins Reopening Feb. 8 in Conspiracy Case

THE ANTI-TRUST suit seeking an injunction against the recording ban of James C. Petrillo and his American Federation of Musicians, reopened in the Chicago federal court last week in an effort by the Department of Justice last Monday and arraigned for hearing on Jan. 18, will be tried before John P. Barnes on Feb. 8. The extension to February was granted by Judge Barnes last Thursday at the request of the AFM, which, through David Katz, Chicago counsel, explained that Joseph A. Padway, counsel for the AFM, would be occupied until that time. Likelihood on argument Jan. 25 on an AFM motion to dismiss was indicated, however.

Thurman Arnold, Assistant Attorney General, again plans to argue the case for the Government. Although Petrillo has added complaint against Petrillo was quickly filed in Chicago Dec. 24, the Government did not petition Judge Barnes for a hearing until last Monday. The new suit reiterates the charges of “conspiracy in restraint of trade” against the AFM enumerated in the original complaint summarily dismissed by Judge Barnes on Oct. 12, but there is one important addition: Petrillo is charged with conspiring, through the record ban, to keep radio-station-affiliated stations off the air. These stations, the Government adds, depend largely or entirely upon phonograph records or transcriptions for their income, since no live musicians are available.

Affidavits Renewed

This charge, according to Daniel M. Brit, special assistant to the attorney general in Chicago, reinforces the suggestion of AFM monopoly. Judge Barnes, in handing down his Oct. 12 decision, characterized the case as a labor dispute and outside the purview of the anti-trust statute. However, in handing down his decision, he said he had not read the affidavits filed in support of a temporary injunction. These affidavits have been re-introduced by the Government as part of the new suit seeking temporary and permanent injunction. The affidavits include the plight of small stations, many of which do not have a union local in their territory even if they could afford musicians. Seventy-five per cent of these stations rely entirely on records, having devoted to playing recorded music and programs. The affidavits were filed by KERN, Bakersfield, Calif.; WMIAZ, Maco, Ga.; WRLC, Tocoa, Ala.; WIBP, Laramie, Wyo.; KGB, Kansas City, Mo.; KTVI, Saint Louis, Mo.; WWNC, Asheville; KVOS, Tulsa; KBND, Bend, Ore.; KUSD, Vernon, Calif.; KCV, Kansas City, Mo.; KTVN, Portland, Ore.; KRRV, Sherman, Tex.; WTAR, Norfolk; WJAR, Morgan- town, W. Va.; WJIN, Racine, Wis.; WHUB, Cookeville, Tenn.

Page 12 • January 18, 1943 • BROADCASTING • Broadcast Advertising
THE HUM of industry in Nashville is audible in current statistics: car loadings up 8.8 per cent over those of a year ago... electric power (industrial) up 9 per cent... telephone stations up 6.8 per cent.

Retail sales show even greater increases, for there’s money pouring into the Nashville market also from army camps and agricultural prosperity in the surrounding areas.

For thorough coverage, WSIX, “the Voice of Nashville”, presents a spot on the dial lighted by star programs from both the Blue Network and Mutual Broadcasting System.

SPOT SALES, INC., NATIONAL REPRESENTATIVE

5000 WATTS 980 KILOCYCLES

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
Continued Drive

1942 Winners of the Annual H. P. Davis Memorial Announcers' Awards

Howard Petrie, WEAf, New York, National winner
Gil Verha, KOA, Denver, Mountain zone winner
Lorne Greene, CBL, Toronto, Eastern zone winner
Ted Meyers, KFI, Los Angeles, Pacific zone winner
Fred Moore, WGL, Ft. Wayne, Central zone winner.
For Perfection...

Never before in its history has NBC been so completely mobilized for one cause and one purpose...The cause of Victory!

Yet even in the midst of a busy schedule of public service and war effort programs, NBC is permitting no detour from perfection, no letdown of its standards. NBC's constant striving to give America the finest in broadcasting, is continuing today, and will continue despite the pressures and demands of war.

Evidence of this is the recently conducted NBC competition for the annual H. P. Davis Memorial Announcers' Awards, open to every NBC station—owned, operated, or affiliated.

The H. P. Davis Memorial Announcers' Awards were established in 1935 by Mrs. Davis, in tribute to the memory of the late Mr. Davis, "the father of broadcasting" and founder of KDKA.

For the radio industry, these awards stand as symbols of the highest attainment in the art of announcing. For NBC, they represent the never-ending effort to maintain the highest level of performance in an important branch of radio.

This is THE NATIONAL Broadcasting Company
**ANA May Intervene in Network Appeals From the FCC Monopoly Regulations**

LIKELIHOOD that the Assn. of National Advertisers will seek to intervene in the Supreme Court appeals of NBC and CBS from the FCC's network monopoly regulations was reported in New York advertising circles last week. Conversations to that end have been in progress for some time, it was learned, and the matter was considered by the ANA executive board last week.

Argument before the highest tribunal on the network appeals from the statutory three-judge decision in New York is tentatively set Feb. 10. Briefs normally are due three weeks ahead of argument by the appellants and about one week by the Government and by MPG, intervener on the FCC's behalf. The ANA brief would be filed as a friend of the court and would support the networks' overall contention that network broadcasting as it is known today would be seriously disturbed if not demoralized should the regulations become operative.

It is presumed that ANA, representing some 150 of the nation's leading advertisers, would bring out that it was only after development of the network system of broadcasting that radio became an advertising medium. National advertisers believe that any change in the present system of network broadcasting would be inimical to their best interests. General counsel for ANA is I. W. Digges of New York.

**War Dept. Radio Guide**

REVISED radio guide for public relations officers, effective as of Jan. 1, 1943, was released last Thursday by the War Dept., Adjutant General's office. Under the new procedure, the Office of War Information now clears all Government radio time. Army public relations officers in the field will clear any new local program through OWI field men except in the case of commercial or network broadcasts. These programs must be submitted to the Radio Branch, War Dept., Washington, which in turn will clear through the OWI.

### Arthur Murray Spots

ARTHUR MURRAY School of Dancing, New York, has allocated $100,000 for a spot campaign throughout the country, part of a $500,000 allotment for advertising. The studio has used occasional spot broadcasting. Ruthrauff & Ryan, New York, is agency.

**WLW Asks Court to Reverse FCC**

Seeks Order Giving It Right To Operate 750 kw. W8XO

**COURT action to order the FCC to grant it authority to operate the experimental WLW transmitter, W8XO, with 750,000 watts was brought by the Crosley Corp., last Friday in an appeal filed with the U. S. Court of Appeals for the District of Columbia. Crosley also filed with the FCC a petition for rehearing on the denial of the application of W8XO to continue operating with 500,000 watts from midnight to morning.**

In its appeal, Crosley, through its attorneys, William J. Dempsey and William C. Koplovits, pointed out that the application for increase in power from 500,000 to 750,000 watts for W8XO was to prove the technical feasibility of transmitting equipment. It held the Commission's denial was erroneous and arbitrary under the FCC's own regulations and in failing to accord the applicant the type of hearing provided under FCC procedure. The court was asked to reverse the Commission's orders of Nov. 30 denying the construction permit application, and of Dec. 29 denying W8XO renewal of license.

**Procedure Questioned**

In its petition for rehearing before the FCC, Crosley set out that the Commission is required to establish procedure in handling renewals of license and that the application for renewal could not be dismissed in the manner in which it was ordered.

It was held there is nothing in the regulations governing developmental broadcast stations which distinguished their procedural rights from those of any other class of station and that full hearing should be accorded Crosley before action is taken.

No announcement has yet come from the Office of War Information regarding probable acquisition of the WLW 500,000-watt transmitter for psychological warfare purposes, either in international short-wave work or for longwave broadcasting abroad. The matter is being considered. If the transmitter is employed for international broadcast purposes, it probably will be made into several 50,000-watt units.

**Amos 'n' Andy Open**

FACING further curtailment in canned goods, Campbell Soup Co., Camden, N. J., after five years, will cease sponsoring the five-weekly CBS Amos 'n' Andy with broadcast of Feb. 19. Firm, it was reported, had offered the team a weekly half-hour spot in lieu of their five-weekly quarter-hour program. Due to lateness of the season, it was said, team declined the offer. Firm will continue its sponsorship of the weekly CBS Radio Reader's Digest, Ward Wheelock Co., Philadelphia, is agency.

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**NEW RECORDS...**

**Commercial Mail Soars to Sensational Heights!**

Totals for the start of 1943

**TRIPLED**

same period of 1942

Serving a Primary Area of 5,000,000 Americans

That's Eastern Ohio, Western Pennsylvania and Northern West Va.

* JOHN BLAIR
  Represents us

50,000 Watts

50,000 Watts

WWVA

WHEELING, W. VA.

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Page 16 • January 18, 1943

BROADCASTING • Broadcast Advertising
IN HARTFORD, ALL 3 PAY THE SAME LOW RATE

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC’s rate policy... one low rate to everybody... a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area... and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut’s Major Market, WDRC will deliver the goods for you... and do it at a lower cost.

* Connecticut tops the 48 States in Effective Buying Income, and Hartford leads all cities in Connecticut. (Sales Management’s figures)
Co-Op to Sponsor Discs in 30 Cities
Sunday Afternoon Selected For Post-War Themes

RADIO SERIES by the Cooperative League of the U.S.A., originally scheduled to start Oct. 11, 1942, but temporarily suspended pending clarification of its format to conform with the NAB code [Broadcasting, Oct. 12, Dec. 21], will definitely begin a 13-week campaign on 30 stations, effective Feb. 14, under the title of Here Is Tomorrow, Neighbor.

Dealing with various post-war opportunities in such fields as housing, education, culture, transportation, industry and agriculture, the transcribed quarter-hour series will be heard Sunday afternoons at any time between 12:30 p.m. and 5:45 p.m. best suited to the individual station selected.

Short Talks

Leading figures in the fields mentioned will deliver two to three-minute talks on their chosen subject at stations participating in the campaign. Dramatizations, dealing with food, clothing, health, new jobs and other topics of prime importance after the war, will fill the main portion of the program.

 spots and milk, has been consolidated with the program for NBC since 1943, according to N. A. A. B. & S., Philadelphia. Officers of the new company are E. M. Ford, president; J. H. Taylor, producer; and Ellis E. Johnston, operations manager.

J. B. Ford Merger

J. B. FORD CO., Wyandotte, Mich., has made a contract with the Michigan Alkalai Co., of the same city, to have been consolidated as Wyandotte Chemicals Corp. J. B. Ford, maker of Wyandotte cleaning products, has used spot radio in the past and is lining up plans for a national campaign. Ford will be represented on the program.

Kreuger Drops Plans

KREUGER BREWING CO., New York, has abandoned plans for the Gay Falcon series on a New England hookup of NBC stations, scheduled to start Feb. 3 [Broadcasting, Jan. 11] due to difficulties in obtaining time clearance. No further radio is contemplated following discontinuance of the show.

Parfax Expands

RADIO is being considered to accompany the introduction of Parfax advertising material. The idea is to use one-minute spots and fifteen-minute programs on 64 stations in the greater metropolitan area, with increased spots from 55 to 350. Parfax plans to continue in June. Agency is North American Advertising Co., Seattle.

DAVIS STILL AIMS TO TAKE THE AIR CONCLUDING he still hopes to go on the air with a regular broadcast series, Elmer Davis told his news conference last Wednesday, "I still like to do it, but I can't see my way clear to getting around to it just yet."

He reported the transmission of 6,000 words a day to this country from North Africa over the recent 24-hour period of the NBC channel in the area. News intended for the troops and for local rebroadcast in North Africa is transmitted from this country daily over the same channel.

He said that atmospheric conditions on the ground rendered transmission at times but added that increased service is anticipated despite that factor.

Clark Candy Expanding Blue Network Activities

RETURNING to BLUE with a new name and a new format will be the number of stations used on its former program Service With a Smile, D. L. Clark Co., New York. The new series, which will sponsor John Gunther, and John Vandercock, both authors and commentators, will have 61 stations, 8 to 5:30 p.m. starting Feb. 28, or earlier.

Promoting Clark candy bars and Zantac tranquilizers, the broadcasts will still consist of news analyses, for the first quarter-hour, followed by a period during which Gunther and Vandercock will answer questions submitted by listeners. A world atlas and a 24-bar box of Clark candy bars will be the main question used on the program.

Guldens Adds

CHARLES GULDEN Inc., New York, has added WCAO, Baltimore, and WFBF, Syracuse, to the list of stations carrying quarter-hour recorded programs and news periods for Guldens' mustard and sauerkraut. The stations included are WCAO [Broadcasting, Oct. 19]. In addition, advertiser uses seven weekly news periods on WXR, New York. Agency is Charles W. Hoyt Co., New York.

Standard Brands Buying STANDARD BRANDS, New York, is placing a schedule of 15 spot announcements weekly on eight New England stations for Fleischmann's B Vitamins, Yeast tablets, one of its four new products recently announced. Campaign to start Feb. 1, being placed by Kemyn & Eckhardt, New York.

Nursery Campaign

GARDNER NURSERY Co., Osage, Iowa, on Jan. 18 began its twelfth consecutive radio advertising campaign with schedules of one minute spots and five and fifteen-minute programs on 64 stations. The increased budget is expected to go up to 350. Campaign continues to June. Agency is Northwest Radio Adv. Co., Seattle.
"CBS OUTLET"

- - - an incomplete label!

- KLZ, along with 115 other stations, carries CBS programs. But the similarity ends there.

KLZ possesses an individual character and personality which distinguishes it from all other stations and which makes it stand out in its own community.

To KLZ's label as a "CBS Outlet" should be added its additional important functions as an outlet for local news, for farm and market information, for local religious, educational, and sports broadcasts, and for a vast assortment of service programs of special interest and importance to the Rocky Mountain region.

KLZ is proud of its CBS label. It is prouder still of its opportunity and record of service in its community and of the estimate attached to it by the listeners which it serves in this area.

Columbia Network 560 Kc.

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City—Represented by The Katz Agency, Inc.
$8,089,000 Budget Is Asked For FCC Operations in Year

Despite Curtailment; War Funds Soar

HOW THE FCC will fare during the new fiscal year beginning next June, in the light of increased demand for curtailment of Government overhead, was considered by the House Post Office and Civil Service Subcommittee for independent offices at hearings held behind closed doors last Friday.

The President, in his budget message last January, furnished an operation for the 1944 fiscal year of $8,089,000 for the Commission, an increase of $703,000 over the current fiscal year funds and four times the amount the Commission received in the pre-war and war planning period.

Normal Functions Reduced

Significant was the statement in the President's message that he would cooperate with Congress in effecting reductions in "non-war" expenditures of the FCC, to the end that the FCC's normal functions may be properly maintained, the FCC asking for federal funds as a means of meeting its obligations for the fiscal year ending June 30, 1945.

While $6,000,000 of the projected $8,089,000 appropriation is earmarked for war-related activities and functions, the fact that a $2,000,000 fund is sought for normal peacetime operations of the Commission occasioned some surprise. The President's message, accompanying his total budget of nearly 100 billion dollars, and seeking additional taxes and compulsory savings of 16 billion dollars for the new year, made recommendations that were budgetary in their scope.

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The President's message, accompanying his total budget of nearly 100 billion dollars, and seeking additional taxes and compulsory savings of 16 billion dollars for the new year, made recommendations that were budgetary in their scope.
6,393 children wrote to Santa Claus...

just to hear him read their names over the air!!

And, more children heard Kris Kringle in the great Tennessee Valley area than ever before, because THIS time the old gentleman was using the new 50,000-watt transmitter of WLAC.

THAT'S THE TYPE OF RESPONSIVE AUDIENCE NOW TUNING TO THIS STATION!!

WLAC
NASHVILLE, TENN.

• 50,000 WATTS

Paul H. Raymer Co.
National Representative

J. T. Ward, Owner

F. C. Sowell, MGR.
OWI V-MAIL DRIVE TO BEGIN JAN. 25

UTILIZING more than 70 commercial and sustaining network programs as well as all independent stations, the OWI V-Mail campaign for V-Mail will start Jan. 25. The OWI radio bureau disclosed last week.

Commercial and sustaining programs will weave in their own plugs to suit the material of their particular shows, and the local stations will receive these taped announcements for a two-week period.

Some of the cooperating programs to be used are Lux Radio Theatre, Kate Smith, Eddie Cantor, Amos ‘n’ Andy, Dinah Shore, One Man’s Family, Andre Kostelanetz, Vic & Sade, Backstage Wife, Mayor of the Town, Maxwell House Time, Big Sister, Gunsmoke, Carleton & Aces, Bill Stern, Jack Benny, Life Can Be Beautiful.

Backing up the campaign to insure proper distribution within the reach of the average citizen is the OWI’s Merchandising Committee on Army and Navy V-Mail consisting of Stanley L. Wessel, chairman, The Wessel Co.; Craig K. Shaffer, president, A. Sheaffer Pen Co.; T. J. Hargrave, president, Eastman Kodak Co.; W. C. Wiltemore, executive secretary, Wholesale Stationers Assn.; W. F. Kittell, F. W. Woolworth; Robert J. Bender, president, Gartner & Rogers, Inc.; John A. Dargavel, executive secretary, National Assn. of Retail Druggists; Charles P. Trier, president, National Stationary Assn., and Harry Affelder, president, Envelope Mfrs. Assn.

Jack O. Gross Named

KFMV General Manager

JACK O. GROSS, former sales manager, KOB, Albuquerque, has been appointed general manager of KFMV, San Diego, Calif., with offices supervised by the FCC under the corporate name of Mutual Broadcasting System.

Mr. Gross, who had been with the New York operation for many years, is a native of California, and comes from the San Diego area.

Walker Heads WJHP

WALLACE A. WALKER, former chief statistician of MBS in New York and also formerly with C. E. Hooper Inc., New York research firm, has been appointed manager of WJHP, Jacksonville, Fla., succeeding Henry V. Whipple, recently transferred to the Navy. Mr. Walker was graduated from Yale in 1930 and in 1928 was a member of the national championship fencing team.

FOR SAFE-KEEPING, Hollywood BLUE executives stored this beriboned egg and quarter-pound of butter in improvised ladders following Dec. 27 broadcast on the four major networks announcing general rationing. Keepers of the egg and butter are the BLUE western division officials (1 to r): Sydney Deras, auditor; Milton Samuel, publicity director, and Don E. Gilman, vice-president.

Bob Hope Top Comedian, Benny Second

In World-Telegram’s Annual Radio Poll

FOR THE SECOND consecutive year Bob Hope has been voted favorite comedian, and his show the favorite program, by 120 radio editors of United States and Canada in the 12th annual poll conducted by the New York World-Telegram. Jack Benny, winner for eight years up to 1941, again is second comedian. He is third in the “favorite program” group.

Information Please moved to second place in that class, and after Benny, the editors chose Fred Allen, Bing Crosby, New York Philharmonic, Charlie McCarthy and Lux Radio Theatre. Favorite quiz show was Information Please and top dramatic program was Lux Radio Theatre.

Dinah Shore New Star

Outstanding new star is Dinah Shore, followed by Zero Mostel and Red Skelton, last year’s winner in that category. Harry James nosed out Guy Lombardo as most popular orchestra, a position Guy has held for 11 years. Bing Crosby again won the vote for male popular singers, while Dinah Shore was favored girl singer.

Best Government show was The Army Hour and outstanding broadcast of the year was Cecil Brown’s description of the sinking of the HMS Repulse and the Prince of Wales.

Following is the list of favorite programs which secured 10 or more votes (the number following the name of the star or program represents the total vote after averaging on the basis of three votes for first choice, two for second and one for third):


Change in Disc Rule

Announcement on War Series

MAY COME AT END

ACTING upon recommendations of the OWI Information Branch, the FCC announced last Tuesday it had granted permission for stations to identify mechanical recordings as such by appropriate announcement either immediately preceding or immediately following the broadcasts. The transmitted Government messages of maximum duration of two minutes on war information. Existing regulations require such identification announcement immediately preceding all transmitted broadcasts, irrespective of length, except where incidental music is involved.

The FCC announced the action was taken upon request of OWI on Jan. 6 for permission to make an announcement, “This transmitted communication is from the Office of War Information,” following the one-minute spot transmitted announcements.

The Commission went beyond the OWI suggestion by waiving the one-minute spot discussion requirement on spot announcements up to two minutes in length and by permitting the announcement to be repeated during a program only after rendition, as recommended by OWI.

‘Dimes’ on Blue

With Eddie Cantor as m.c., the annual March of Dimes, featuring radio and film talent, this year will be released exclusively over BLUE stations Jan. 23, 11:15 a.m.-12:15 a.m. (EWT). This year’s broadcast from Hollywood, Vick Knight, West Coast manager and producer of the Blue show, is to be handled by David Lawrence. Frank Ford has been assigned musical director. Talent arrangements are being handled through the offices of Hollywood Victory Committee and Committee for Celebration of the President’s Birthday.

Winchell Due Soon

LT. COM. WALTER WINCHELL, on leave of absence in Brazil from his Sunday night program, sponsored on the BLUE by Andrew Jergens Co., Cincinnati, may return to the program Jan. 24, according to Leunden & Mitchell, New York. His Sunday 9-12 p.m. p.m. period has been filled by four commentators.

Don Dumphy 21, Stan Lomax 15, Clem Myers 12, Max Schmidt 3.


News Commentators—Raymond Swing 171, H. V. Kalen 6, Edward H. Thomas 5, Donald Howard 3, Malcolm Grant 2, Howard hill 2, Edward K. Murrow 2.

Radio Drama—Cecil Brown on sinkings 50, Roosevelt’s war message 25, General MacArthur’s Far East broadcast 24, Churchill’s address to the U. S. Congress 22, Ernest Hemingway’s “Death of a Suntang” 20, Bond Night on the Blue, Roosevelt’s broadcast of March 4, 1943, Bill of Rights Show, and Willkie’s report on world tour 16, and MacArthur’s speech from Australia 10.

Best Government Show—The Army Hour.
"...a memorable contribution to the war" -

**WNEW** can be proud, without boasting, of Variety's Special Award for 1942—a citation for its program memorializing Nazi rape of the Czech town of Lidice.

In making the award, Variety's editors said:

"In producing 'We Refuse To Die', WNEW displayed vision, courage and showmanship of first-rate calibre . . . It was a major undertaking. The original broadcast was aired on October 25th. Subsequently it was heard over the entire world.

"Thus a single station was responsible for telling all the peoples of the world that America noted well the infamy of Lidice. By so doing, WNEW made a memorable contribution to the war."

WNEW expresses its thanks to Variety, and to Madeleine Carroll, Joseph Schildkraut, Erich von Stroheim, Clifton Fadiman, Philip Cohan, and the others who freely gave their services to this broadcast.

If, through "We Refuse To Die," millions of people, or even a handful, came to understand better what the United Nations are fighting for, that is reward in ample measure.

---

**Recent WNEW Awards**

1940 *Variety* Showmanship Award. Billboard Radio Publicity and Exploitation Award.

1941 *Variety* Honorary Award. Billboard Radio Publicity and Exploitation Award.

1942 *Motion Picture Daily* Special Exploitation Award.

---

WNEW

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY • 10,000 WATTS DAY AND NIGHT • 1130 KILOCYCLES
Radio at Peak
(Continued from page 11)
talk on "The Seriousness of the War," delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 10-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 69% of radio set-owners.

The talk, entitled "A Visit to the United States Forces in Britain," which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.9.

Sports
As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tallied at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play descriptions of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

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<th>Month</th>
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The All-Star game of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1930 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1930 the New York Yankees-Cincinnati Reds series rated 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 26.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the Detroit Tigers-Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 36.

VI-Distribution of Sponsored Network Nighttime Programs According to Ratings—December

<table>
<thead>
<tr>
<th>Program</th>
<th>1942</th>
<th>1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Programs</td>
<td>% of Total</td>
<td>No. of Programs</td>
</tr>
<tr>
<td>40% and over</td>
<td>4</td>
<td>2,3</td>
</tr>
<tr>
<td>35.5-39.9</td>
<td>5</td>
<td>4.2</td>
</tr>
<tr>
<td>30.0-34.9</td>
<td>5</td>
<td>4.3</td>
</tr>
<tr>
<td>25.5-29.9</td>
<td>5</td>
<td>4.8</td>
</tr>
<tr>
<td>21.0-24.9</td>
<td>5</td>
<td>12.5</td>
</tr>
<tr>
<td>16.5-19.9</td>
<td>5</td>
<td>20.5</td>
</tr>
<tr>
<td>12.0-15.9</td>
<td>5</td>
<td>25.0</td>
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<tr>
<td>8.5-11.9</td>
<td>5</td>
<td>14.2</td>
</tr>
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<td>5.0-8.9</td>
<td>5</td>
<td>17.0</td>
</tr>
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<td>0.0-4.9</td>
<td>5</td>
<td>21.3</td>
</tr>
<tr>
<td>100.0</td>
<td>120</td>
<td>113</td>
</tr>
</tbody>
</table>

CHART VII
CONTINUOUS DAY PARTS OVERLAPPING TECHNIQUE

Nikola Tesla

NIKOLA TESLA, electrical genius and immigrant from Austria-Hungary, died in his sleep Jan. 7 at the Hotel New Yorker, New York City after two years of failing health. Mr. Tesla, who among other things conceived the idea of the rotating magnetic field and invented arc lighting, the Tesla motor, the Tesla coil, and discovered many electrical principles used in radio, had worked to the end, and recently was experimenting in radiation, material streams and emanations. His first invention was made in Budapest in 1881, but since 1894 he has lived in the United States. He was 85.

WTOC stands for we deal with...

Wise, Thoughtful, Observant

Clients who have their eyes open to Savannah's boom market

$$$ WTOC $$$

Savannah, Georgia
CBS • UP News • 5,000 Watts
Reps: the KATZ AGENCY
Telephone wire coming up

Here's a bomber-gunner hurrying to load his 50-calibre gun. . . .

In peace, a lot of that copper would have gone into new telephone lines. Now it’s needed for shooting and winning the war.

That’s why we can’t build new lines right now. That’s why we’re saying —“Please don’t place Long Distance calls to war-busy centers unless it’s absolutely necessary.”

Thanks for all your help and we hope you will keep remembering.
**What Time Have You?**

Do you have time on a major metropolitan station that you assume “covers” the flourishing Quincy area?

If you have time at 8:00 to 8:15 A. M., for example, on the top ranking “outside” station, you’re actually heard by only 17% as many people as listen to WTAD at that hour.

At 12:00 to 12:15 noon—only 24%. At 8:00 to 8:15 P. M.—only 35%.

And at any time, outside Quincy proper, 50% more people indicate WTAD is their favorite station (over its nearest competitor).

If you have time on any one of 10 “outside” stations, you’re paying something to “cover” Quincy. Looks like a pretty spotty selling job at whatever the cost, doesn’t it? Especially when you can have time on WTAD—at very moderate rates—and really reach 568,000 listeners who spend more than 130 million dollars annually.

**A CBS STATION**

1000 Watts, Day and Night
930 Kilocycles

**WTAD**

QUINCY, ILLINOIS

Represented Nationally by the Katz Agency

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**Wartime Subjects On CAB Agenda**

**Annual Convention Feb. 15-17 To Hear NAB Officials**

WARTIME SUBJECTS will highlight the ninth annual convention of the Canadian Assn. of Broadcasters, scheduled for Feb. 15-17 at the Metropol Hotel, Toronto. It will be the fourth wartime meeting for the CAB.

Preceding the official sessions will be a directors’ meeting Feb. 13, and a full day’s program Feb. 14 will be given Neville Miller, NAB president; Lew Avery, sales director, and Mrs. Dorothy Lewis, coordinator of listener activity of the NAB, Washington.

Avery Leads Sales Talks

At the first closed meeting, scheduled for the morning of Feb. 16, Glen Bananner, president and general manager, will make his annual report. Standardization of rates also will be discussed. Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., will speak at a luncheon session that day.

Advisers, agency executives and NAB officials have been invited to attend an afternoon session at which a preliminary report of the CAB Research Committee on “Recommendations for Setting Up an Authoritative Method of Measurement of Coverage and Listener Habits” will be made. Following the report Mr. Avery will lead a roundtable discussion on “Selling the Medium”.

**War Problems Scheduled**

Second day will begin with a breakfast roundtable discussion of “Broadcasting and the Armed Services”, with speakers from the Canadian armed forces public relations office. Government officials will discuss manpower, priorities, war finance and the Wartime Prices and Trade Board at a morning session Feb. 16.

Officers will be elected at a closed afternoon conference to be followed by the annual CAB dinner.

Mrs. Lewis is scheduled to lead a discussion on “Interesting to the Listener” at a breakfast session Feb. 17. Both morning and afternoon meetings will be closed, with censorship, public relations, internal relations, transcribed music and general business on the tentative agenda. A joint luncheon for the CAB and Broadcast Sales Club of Toronto is set for the same day.

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**Waldman Promoted**

EMERSON WALDMAN, chief of foreign language and farm programs of the Treasury War Savings Staff, has been appointed assistant chief of the Radio Section. Mr. Waldman came to the Treasury from Steve Hannigan Associates in October 1941, and had previously been with NBC, Transradio Press and the Washington Daily News.

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**Merchandising & Promotion**

**Program Buildup—Northwest Discounts—Whipping Sales Filbert the Flea—Fishing for Time**

CBS DEPARTMENT of promotion program, headed by Thomas D. Connolly, has sent envelopes of suggested promotional and publicity material on Adventures of the Thin Man, which started on CBS Jan. 8 sponsored by General Foods; Colonel Stoopnagel’s Stooparооs, which began on CBS Jan. 10 sponsored by Schutter Candy Co., and Harry James, heard since last fall on CBS sponsored by Chesterfield. The best swing band in the Motion Picture Daily poll, to stations broadcasting these programs for their use in building up local audiences.

* * *

Northwest Discounts

STRESSING discounts over and above the frequency discount, when advertisers buy two or all three of the markets of the Pacific Northwest group of stations, a new booklet is being sent to prospective advertisers. Daytime and night-time coverage, market data and estimated capacities are listed for XKL, Portland, Ore., KFPF, Spokane, Wash., and three stations of the Z net, Montana — KGIR, Butte, KBMM, Bozeman, and KPFA, Helena.

* * *

**Whipping Sales**

"TO WHIP the Axis, buy War Bonds and Stamps... to whip low sales, hire WIBW”, reads the Topeka, Kan., station’s latest promotion gift to prospective advertisers. Encased in a long red box is an attractive whip of multi-colored woven silk thread. Pasted on the accompanying card containing the sales message is a War Stamp. Carter-Owens Adv. Agency, Kansas City, originated the idea.

**Radio’s Part**

LAUDING radio’s part in civilian defense, in the War Bond campaign, in farm programs, in building morale, and in the war effort on all fronts, officials of the Government and private industry pay tribute to the industry in five full-page advertisements which appeared in the Baltimore News-Post recently. The first of a series, the ads quote leading Federal officials.

* * *

**Dedication Bonds**

DEDICATION of Bond to individual boys in the armed forces is a feature of the War Bond and Stamps campaign of KWTO, Springfield, Mo. For every Bond purchased at their studios, the stations make a spot announcement of the boy in whose honor the Bond was purchased, also writes to him about it.

**Rambling for Radio Fans**

PERSONALITIES and programs of WTAG, Worcester, and networks are discussed for radio fans in a half-column, "Radioimonials*, in the Worcester Telegram, WTAG’s affiliated newspaper. Author is Paul Larkin, for 10 years on the paper’s editorial staff.

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**Plugs Radio**

A DISTINCTIVE advertising layout was employed by WCAU, Philadelphia, on the last day of the old year. A complete page was taken in the three major Philadelphia dailies to present a boxed message, six inches wide by four inches deep, entirely surrounded by white space. In the copy, WCAU commended all the broadcasting stations in Philadelphia and throughout the country as well for the role they played in the war effort in 1943, and prophesied that the greater job to be done in 1943 would be similarly accomplished. The full-page ads, combining a dignified institutional message with showmanship, were placed in the Inquirer, Bulletin and Record, with which WCAU enjoys a space-for-time swap arrangement.

**Scrappy Mascot**

FILBERT THE FLEA, the scrappy mascot who stings sluggish citizens into active defense work, is a patriotic creation of “Skipper” Dawes, education director of WFL, Philadelphia, aired on the station’s Quaker City Scrapers program for school children. The mascot will be featured in a cartoon on a “Scrappers Score Card” sent by WFIL to 500 schools in the Philadelphia area to provide a pictorial means of recording the patriotic activities of the boys and girls in the school’s classes.

**Angling for Advertisers**

FISHERMAN’S CALENDAR for 1945 has been published by WBIG, Greenbush, N. C., with day-to-day instructions telling the best days to fish. In the center of the calendar WBIG tells advertisers that they’re out for a “big fish”, angling for their trade.

**WOR-Paper Tie-in**

IN A PROMOTIONAL tie-in on a time for space basis, with the New York Herald-Tribune, WOR, New York, has turned over the 6:45-7 p.m. period, Sunday, to news commentaries by Richard L. Tobin, a member of the Tribune staff. Broadcasts started Jan. 10.

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**buy MAINE Strength**

560 KC
5000 WATTS
(Portland, Maine)
THE ARMY WALKIE-TALKIES ARE LIKE COWLES STATIONS NEWSCASTS—THEY LET YOU KNOW WHAT HAPPENS AS SOON AS IT HAPPENS.

IN AIMING A BARRAGE
... OR A BROADCAST
TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE COWLES STATIONS

APPELLATED WITH THE DES MOINES REGISTER AND TRIBUNE

WMT KRNT KSO WNAX
CEDAR RAPIDS DES MOINES DES MOINES SIOUX CITY YANKTON

REPRESENTED BY THE KATZ AGENCY
Cæsar’s Lament

FOR TWO DAYS last week Little Jimmy Petrillo shadow-boxed with the Senate Interstate Commerce Subcommittee on his recording ban and refused to be pinned down on precisely what he wanted. “More work” was his answer—a sort of broken record repetition.

But Jimmy did reveal what he would like to have during his testimony and in his dealings with glittering generalities. He would like to have legislation, he said, whereby AFM would be placed in the position of ASCAP and receive royalties for each record and transcription made. Nice stuff, if you can get it. So would every other organization and manufacturer who in any wise supplies part of radio’s raw materials. All Jimmy wants is a property right in radio.

Petrillo didn’t make a bad showing. He flouted his authority. Though he deprecated the “cease” rule which he alleged is used by the NAB in its “smear” campaign, he brandished his power at every turn. He even said that he would “grant” the request of the President of the United States if, after he had reviewed the facts, Mr. Roosevelt should ask that the recording ban be lifted. We understand why AFM applied to him. But it is Jimmy himself well, considering the jamb he was in.

AFM hasn’t made known its demands because those President Petrillo has in mind wouldn’t bear Congressional scrutiny. He would like to get that property right, a la ASCAP, but he knows the Supreme Court has already held the performing artist has no such right. The truth is that radio has made the musicians—not the reverse—and Jimmy almost admitted it.

What AFM really wants, we believe, is a deal with the transcription companies whereby they won’t deliver discs or library services to stations that do not hire staff orchestras. He wants a recorded music counterpart of the “squeeze” he has been able to apply to the networks when their affiliates do not owe the line and retain fixed quotas of musicians (whether they perform or not) with the quotas fixed by AFM. He talked blandly about “secondary boycott” threats by Trust-Buster Truman Administration, but failure to imagine AFM for a moment that open negotiations of the character proposed would fly in the face of the statutes. Hence, no discussion.

Chairman Clark of the Senate subcommittee finally drew from Petrillo the commitment that he would get his executive board to draw up a “program” of demands which it desires met before the recording ban is lifted. That was a master stroke. We feel confident Mr. Petrillo won’t come forward with the kind of squeeze-play he had in mind when he slammed the door last Aug. 1.

Meanwhile the ban is still on, despite the assertion in high places that the wartime morale is being adversely affected. Petrillo says he’ll withdraw it only if President so requests. It may come to that.

Funny Money

SOME SURPRISE may be occasioned by the fact that the FCC appropriation has increased some 400% since 1940. A slight lifting of the eyebrows may greet the disclosure that it seeks about $700,000 additional, or a new high figure of eight-million-odd for the new fiscal year 1944, which begins next June.

But there’s one figure in the President’s budget message to Congress last week that we just can’t fathom. It’s an item of $2,000,000 for the “nonwar” or regular activities of the FCC —equal to the amount it required last year or any year since 1937. This in the face of the announced intention, both of the administration and of Congress, to cut nonwar activities to the bone.

Normal operations of the FCC, since the war’s advent, have been curtailed probably to as great a degree as those of any other independent agency. There are no new station grants, requiring investigations. There aren’t even modifications of licenses which might entail hearings. Routine broadcast traffic has been slowed to a walk by the freeze orders. Television and FM are on ice. There are no new inquiries into radio license ownership, multiple ownership, “sudden death” network regulations, or anything of that nature.

Then how can the Commission justify the same overhead, personnel and staff for purely normal functions? In 1936, when the FCC conducted its broad investigation into the telephone industry and retained a special staff for the purpose, it required an appropriation of only $2,262,000. The next year it dropped to $2,067,000; then $1,840,000, and it hovered around that figure until 1941 when it received $4,465,000, covering the first year of defense activity. In 1942 it jumped to $5,244,000, and for the current fiscal year 1943 $7,386,000. And now the proposed 1944 figure is $8,089,000.

Justification for the FCC’s national defense fund, which accounts for two-thirds of the estimates, is difficult in these times. The Independent Offices Subcommittee of the House Appropriations Committee held preliminary hearings on the FCC appropriations last week. It had already served notice that it would inquire deeply into all estimates and essay to appraise the need for the national defense budgets of all agencies.

It has been suggested that agencies like the FCC for the war duration, should be curtailed to skeleton operations, with reduced personnel and staffs all down the line. Most of the FCC’s functions these days are dictated by the Board of War Communications. And in some quarters, we hear, activities of BWC are regarded as impinging on functions of the military arms.

We doubt profess to know the answers on the defense activities. To us it seems, overall, a creditable job has been done. But we can’t reconcile a full peacetime appropriation for the normal work of the FCC when its operations probably do not exceed 25% of the pre-war work load.

Senseless Harping

STILL INDULGING in “why-don’t-you-play-with-me” get-a-better-ball childish tactics, a few newspapers are wailing on the “job radio didn’t do” for advertisers and in covering the news during the New York deliverymen’s strike.

Referring to the strike which deprived New York advertisers of newspapers for three days in the week ended Dec. 19, the Chicago Daily News commented [Broadcasting, Jan. 11]: “Job radio didn’t do the job. Wartime prosperity didn’t do it. The enviable and deserved reputations of famous stores didn’t do it. The slump came, as every newspaperman knew it would come, and New York’s Christmas was curtailed.”

The Chicago Daily News and a few other publications failed in their first duty to their readers—that of reporting the facts. Federal Reserve Bank figures of department store volume in New York City during the week ended December 19 shows a 4% increase over the corresponding week of the previous year. More than that, the figures show that sales were higher than in any other week since the weekly Federal Reserve Index was begun. Those figures were available to the newspapers which attempted to criticize radio because a few advertisers, deprived of newspapers, bought radio time. Comment that “the enviable and deserved reputations of famous stores didn’t do it” is an indictment of the daily newspaper as an advertising medium, yet nobody will deny that for years newspapers have done an admirable job for their clients. It’s childish to infer that New Yorkers, because they were without newspapers for three days, had forgotten such stores as Saks Fifth Avenue, Macy’s, Bloomington’s and others.

Those criticisms of radio really were a blow below the belt. New York radio stations did not go off the air on extra business during the strike. In fact, most of them had to turn down advertisers who wanted time. Furthermore, several broadcasters canceled established commercial programs to cooperate with New York’s daily radio situation.
FRIENDS by the score in every State of the Union. That’s what those who know him say about James Robert Doss, Jr., genial operator-owner of WJRD, Tuscaloosa, Ala.

To prove it they’ll tell you that for years Jimmy’s favorite greeting on the street is “Morning, Friend” or “Afternoon, Friend”. It makes no difference whether Jimmy Doss knows a man or not—the other fellow always is addressed as “friend”.

That cheery, friendly manner, plus astute business judgment, has made Mr. Doss one of the South’s best-known broadcasters. Since Oct. 6, 1936, when WJRD was opened, it has grown to be one of the most popular stations in the South, for in its programming is reflected the cheery, happy characteristics of its owner.

Jimmy Doss was always a broadcaster but he has been successful in all his business ventures.

Soon after his birth in Rome, Ga., in 1900 Jimmy moved with his parents to Decatur, Ala. He attended elementary schools in Decatur and was graduated from the Decatur High School in 1915. Then followed four years at Mrs. Lethingham’s Private School where he earned the nickname “Rabbit”. As an athlete he outdistanced many a fast runner in track events.

Upon his graduation in 1917 he dabbled a bit in real estate on the West Coast. In 1921 he went to Hollywood and became a producer and director for the Federal Picture Corp.

Jimmy Doss became interested in radio in its early stages and 1928 found him bidding adieu to the motion picture business for the new field. He became territory supervisor for the Grigsby-Gunpowder Co., manufacturers of the Majestic radio, covering the panhandle of Texas, Oklahoma, Arkansas, Tennessee, Ohio, Kentucky, Mississippi and Louisiana.

Two years later Mr. Doss returned to the town of his youth to open a candy manufacturing business in Decatur. Buying time to sell his wares, he realized the value of radio advertising as his “Jimmy’s Sauerkrat Candy” became famous throughout the Southeast.

With radio the powerful medium of advertising that he found it to be, Mr. Doss decided to go into the business himself. In June, 1935, he and his brother, J. L. Doss, opened WMFO, Decatur.

Not satisfied with the job he was doing with WMFO, Mr. Doss set out to expand, and on Oct. 6, 1936, came the fulfillment of his dream when WJRD, Tuscaloosa, went on the air. There his brother again was a business partner, an association that continued until just the past year when J. L. Doss opened WJLD in Bessemer, Ala.

On Sept. 12, 1939, Mr. Doss sold WMFO to the Tennessee Valley Broadcasting Co., of which the Mutual Savings and Life Ins. Co. was a stockholder. The call letters were changed to WMSL.

Jimmy Doss is a bachelor, devoted to his parents who still live in Decatur. His chief hobby is traveling, but for the duration he has curtailed that desire. He likes golf and horseback riding, plays tennis and is a devotee of motor boating, although that hobby, too, has been shelved for the time being.

He is an Elk and a member of the Tuscaloosa Chamber of Commerce. His interest in civic affairs and charities has been exemplified in his liberal contributions, both in radio time and finances.

Abert Named

DONALD B. ABERT, former manager of WTMJ, Milwaukee, has been named business manager of the Milwaukee Journal, with the promotion of Irwin Maier to publisher. Mr. Maier succeeds Leonard L. Bowyer, who died Dec. 19. Mr. Abert has been assistant business manager of the Journal, which operated WTMJ, since September, 1940.

LT. E. P. H. JAMES, former sales promotion manager of the Rockwell topiary, has been named public relations manager of the Blue, who joined the Army Air Forces last spring and trained at M. B. Beach, is to be married Jan. 23 at Harrisburg, Pa. The bride is to be Laura Wyatt-Brown, daughter of the Episcopal Bishop of Harrisburg.

D. E. (Plug) KENDRICK, operator of WHN, Rochester, is to be transferred from an operation which he operated Dec. 26. He has been ill for several months.

MARK WOODS, president of BLUE, has been named chairman of the public service division of the businessmen’s committee for the 1943 finance campaign of the Boy Scout Foundation of Greater New York. Among those who will be serving in Woods’ division will be: Frank White, CBS treasurer, for New York; James C. Petriello, president of the American Federation of Musicians, for musicians.

COLBY M. CHESTER, chairman of the board of General Foods Corp., and chairman of the IRS, on Jan. 14 made a special radio appeal over the Cross Wartime Fund of New York, on behalf of the radio broadcasting industry. He is to be assisted by Edward W. Stettinus Jr., assistant director of the OWI, who has taken leave of absence from the OWI to fill the special assignment.

JOHN COWLES, president of the Minneapolis Star-Journal and Tri-County and brother of Garden City, N. Y., assistant director of the OWI, has been awarded a special service medal for his part in the current drive during the intermission period. He has served over 100 hockey broadcasts on WHN, New York.

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W. M. (Bill) COOK, former radio and newspaper representative in Chicago, has been named the new advertising manager of WJW, Cleveland, Ohio.

STEPHEN JAY FEINSTEIN, currently assistant advertising manager of WOR, New York, has been named the new assistant advertising manager of the WJW radio division.

WALLACE BOONE, assistant manager of the auditing department of NBC Hollywood, has been inducted into the Army.

PAUL FORCHHEIMER, formerly manager of KNX, Austin, Tex., and now a second lieutenant in the Air Corps, went to New York to take charge of the radio division of the OWI.

W. ROY COOK, former manager of KSL, Salt Lake City, has been appointed assistant director of the OWI, to succeed Lt. W. W. Stebbins, who is going into another assignment.

MILDRED GREGERSHON, has been newly appointed publicity director of WDY, WJW, Indianapolis.

JANICE SCHWENSEN has been named to replace Virginia Milukas, resigned, of the publicity department of KGO, San Francisco.

BOB ROBBINS, former manager of WABC, New York, has been named assistant director of the OWI, to succeed W. L. Oldham, Jr., who has joined the OWI.

NAT WOLFF, former vice-president, now director of the radio division, OWI, has been named to succeed Mr. Blankinship as assistant director of the division.

M. M. KLEBAN, former assistant director of the OWI, has been named assistant manager of the OWI division of the OWI.

BEHIND THE MIKE

BEHIND THE MIKE

LT. MONTE A. KLEBAN, former manager of WOAI, San Antonio, has been named manager of the radio department of the OWI division of the OWI.

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GORDON BURWASH, Canadian Broadcasting Corp., scriptwriter and actor, is now a sub-editor in the Royal Canadian Navy, attached to the information branch, and is assigned to broadcast work.

ROSS MULHOLLAND, announcer of WCAI, Philadelphia, is the father of a boy.
ERIC F. LUND, former director of WLVA, Lynchburg, Va., is training in the Army military police. Claude Taylor, at new program director. Lt. Bill Loren, former WLVA music director, announcer, has received his wings in the paratroops.

JIM YOUNG, formerly of WFMA, Charleston, S. C., and other Southern stations, has joined the announcing staff of WWDC, Washington, in connection with special features.

JACQUELINE KENNER, formerly of WMAL, Washington, WATL, Atlanta, and WTMJ, Milwaukee, has joined the staff of WWDC, Washington, as coordinator of programs.

ROBERT EHRMAN, production manager of WJSV, Washington, Jan. 18 will join the radio section at national headquarters of the American Red Cross, Washington.

KENNETH JOSEPH, formerly of the announcing staff of WOLF, Syracuse, has joined WLIR, Brooklyn, in a similar capacity.

ROBERT McFADDEN of the NBC research department on Jan. 12 became the father of a baby.

BILL CARITY, former announcer of WIP, Philadelphia, rejoined for duty Dec. 31 as an ensign in the Navy.

FACULTY staffs and Charles Kajian are celebrating their tenth year on the station as announcers.

THURSTON HOLWELL has left the announcing staff of WCAC, Philadelphia, to join WPEN, Philadelphia, in a similar capacity.

GEORGE J. CRAWFORD Jr., Conrad G. Smith, John H. Hendricks and Arthur S. White have joined the staff of NBC-Chicago.

ROB ROBERTS has left WPEN, Philadelphia, to join KYW, that city, as announcer. Since the KYW announcing staff already has a Peter Roberts, he will be known as Robert Warnecke.

MARION BASSEL, formerly announcer at Radio City Music Hall, has joined WLIR, Brooklyn.


ZAN DIAMOND, previously associated with E. G. Frazier Co., New York, has formed an advertising and publicity agency under his own name at 252 Fifth Avenue, New York.

JACK WILLIAMS, transcription librarian of WBT, has been commissioned a second lieutenant in the Army Air Forces and is stationed at Victorville, Calif.

Harmon Flies On

LT. TOM HARMON, former Michigan football star, who became a sports announcer of WXYZ, Detroit, has not forsaken sportscasts altogether even though his present job is flying bombers for Uncle Sam at the Army Air Base at Greenville, S.C. During the season just ended he made frequent broadcasts on WFBG, Greenville giving predictions and comments on outstanding games.

MARGARET MORROW has resigned as casting director of CBS, effective Feb. 5 to join the Eastern office of Warner Brothers, as assistant director. Millington Holloway and Ruth Norman, of the casting division, will take over her duties at CBS.

PETER HARKINS, manager of the Klitzers, Toby David and Harry Mar-ino, whose early morning program was heard on WMAL, Washington, will act as the Klitzers' writer, producer and personal manager for their program on BLUE, originating from WJZ, New York.

MARGARET JORDAN, Bradford, Ont., former freelance writer for the Canadian Broadcasting Corp., is now staff writer for the Women's Royal Canadian Naval Service headquarters, Ottawa, and recently took part in her WRC uniform in the Comrades at Arms weekly CBC network feature.

HOWARD HARRIS, Hollywood writer on the NBC Abbott & Costello Show, sponsored by R. J. Reynolds Tobacco Co. (Cameo cigarettes), has resigned to accept a similar assignment on the weekly Bob Burns Show, sponsored by Lever Bros. Co. (Lifebuoy), on that network.

WILLIAM PARKER, Los Angeles news analyst, and Ellamae Collette, of that city, were married in Las Vegas Jan. 5.

LEONARD DAVIDSON, statistician of Keystone Broadcasting System, Chicago, is the father of a daughter born Jan. 6.

PAUL GROVES, staff vocalist of WJJD, Chicago, is the father of a girl born Jan. 1.

OWEN RABBE, formerly announcer at NBC, Beverly Hills, Calif., recently joined KFWB, Hollywood, in a similar capacity. Other announcers added to the KFWB staff include Dave Ornitz, Benny Morris, Dick Barton, Joe Yocum, Terry O'Sullivan.

JACK O'CONNOR, formerly announcer of WLIR, Columbus, Ga., on Jan. 5 married Annie Butler, also of Columbus.

OATH IS TAKEN by Johnny Jacobs, announcer of KMOX, St. Louis, for Merchant Marine service, from Chief Petty Officer Samuel G. Lewis, a Maritime recruiting officer in St. Louis. Jacobs is the 28th KMOX employee to enter the armed services.

CHARLES S. MONROE, of the CBS program writing department, married Joyce Agee, consultant at the Junior League Dec. 31.

HENRY BRANFIELD, music rights department of NBC Hollywood, has joined the Coast Guard.

PENNY SINGLETON, who portrayed title role in the weekly CBS Blondie program, sponsored last season by R. J. Reynolds Tobacco Co. (Cameo cigarettes), returns to the cast Feb. 1.

LT. HOWARD FINCH, formerly production manager of WJMJ, Lansing, Mich., and now in the Army Air Forces, has been promoted to public relations officer of a Kirtland Field Advanced Flying School, Albuquerque, N. M.

FRANK WELTMER, continuity editor of KBOY, Phoenix, has resigned to join KTVK, Santa Barbara, Calif. His duties have been taken over by Paul Charles Benard, in charge of dramas at KBOY.

ROBERT J. MAXWELL, formerly western division sales promotion manager of NBC Hollywood, and now in the Army Air Forces, Training Center, Santa Ana, Calif., has been promoted to production manager.

ART YORMAN, formerly with various Hollywood film studios, has joined the research staff of Foote, Cone & Belding, that city, to gather material for the weekly CBS TVing Unlimited, sponsored by Lockheed and Vega Aircraft Corp.

CARROLL H. MARTZ has been named assistant to Miles E. Lambrian, MBS, advertising manager, replacing Frank D. Druke, in the network's Chicago headquarters.

R. A. LIMBERG, field engineer of NBC Chicago, has joined the Army Signal Corps. N. J. William and C. McDonald, Jr., also of NBC Chicago, have joined the Navy Air Corps.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has been inducted into the Army.

MAURICE CONDON, sales promotion manager of WGAH, Cleveland, reported for Army duty Jan. 11.

The Northwest's Best Broadcasting Station

WTIC
BLUE NETWORK

IN MINNEAPOLIS
St. Paul
Savannah

The Northwest's Best Broadcasting Station

WJON
BLUE NETWORK

MINNEAPOLIS
St. Paul

Savannah

Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS

DAILY TIMES.


The Northwest's Best Broadcasting Station

WJON
BLUE NETWORK

MINNEAPOLIS
St. Paul

Savannah

Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS

DAILY TIMES.


Every Telegraph's a Rush Telegraph at

Postal Telegraph

Charges for Telegrams Appear on Your Telephone Bill.
PHILIP J. O'FARRELL, formerly with WCAP, Angola Park, N. J., has joined WPAT, Paterson, N. J., as an announcer, replacing Bernard Gaynor, who resigned to enter military service.

TOM BENSON, announcer of CKY, Winnipeg, is the father of a boy.

CHARLES EDWARD (Chuck) BARNHART, former head of the continuous disc staff of WMBD, Peoria, has been appointed director of the continuity department of KMOX, St. Louis, replacing Lloyd Clay, now with the FBI.

ROBERT E. LARRABURE has been appointed as program manager of WCQO, Peninsula, and will have charge of governmental agency announcements and programs concerning the war effort.

HARRY KOPLAN, former associate in the Sue Carol Agency (radio and motion picture talent), has joined the announcing staff of KHUB, Monterey, Calif.

JAMES JAMES, former sports editor of WPDQ, Jacksonville, Fla., has joined the Army Air Forces, and is in training at the Flight Training School, Nashville, Tenn.

MAX HUTTO, former producer of WBZ, Hollywood, was graduated Jan. 6 as flight officer from Army Air Forces Advanced Flying School at Stuttgart, Ark.

TRAV CABANNIS has joined the announcing staff of WQJ, San Antonio, and will also handle news editing.

MERRILL MADL, former announcer of KEVR and KOL, Seattle, has joined the announcing staff of KOMO-RKH, Seattle.

LEW WALKER, formerly associated with Federal Transcribed Programs, New York, WCNY, and WBYN, Brooklyn and KYW, Philadelphia, has joined the staff of WCOP, Boston, as program director.

CARTER WAYNE, formerly of WPIC, Sharon, Pa., has joined the announcing staff of WFDP, Flint.

JANE BURKHALTER, ballet dancer, and Don Meeks, formerly of WPIC, Sharon, Pa., have joined the announcing staff of WWVA, Wheeling, W. Va.

JOHN VERSTRAETE, rewrite man in newsroom of KSTP, St. Paul, has been promoted to news editor. Del Franklin, from KDAL, Duluth, has joined the announcing staff of KSTP.

MARTHA SMITH, control operator of WCSC, Charleston, S. C., was star interview material for Lt. Dorothy Cooper, South Carolina WAAC recruiting officer, who broadcast a recruiting program the day Mrs. Smith left for Fort Des Moines, having already been sworn into the WAACs.

NORVIN D. DUNCAN Jr., former program director of WBBC, Greenville, S. C., has been inducted into the Army and assigned to the public relations office of Army Air Base at Greenville, S. C.

BOR BOUCHIER, formerly of KOBH, Rapid City, S. D., has joined the announcing staff of WLOL, Minneapolis.

JOE MULVYHILL, announcer of WCAE, Pittsburgh, on Feb. 27 will marry Anne McCormick.

NELSON GRIGGS, announcer of WGY, Schenectady, recently began training as a transport pilot at the Civilian Pilot Training Center at Vermont U.

HILLARD GATES, sports announcer of WOWO-WGL, Fort Wayne, Ind., has been inducted into the Army.

ROBERT M. FLANIGAN, formerly of the Chicago staff of NBC Spot Sales, has joined the Army and is stationed at Camp Wallace, Texas.

PATRICIA KELLEY, Conmet Caravan publicist, joined the CBS publicity department last week. Miss Kelley has worked as feature writer for the Chicago Daily Times, and as a reporter on the New York Mirror.

TOM ARMSTRONG, publicity director of WFRY, Troy, recently became the father of a daughter.

MELVIN JASS, formerly of KUTA, Salt Lake City, has joined KLO, Ogden, Utah, as announcer at KLO's Salt Lake City studio, and Bill Carpenter of Rochester, N. Y., has joined KLO as announcer at Ogden.

JOHN LYNCH, former news editor of WDAY, Fargo, has joined the staff of United Press in Chicago. Mercedes Gilbreath, formerly of the Dickinson Press, and Gerald Seaman have joined the news staff of WDAY.

WALTER S. ZAHRT, sales promotion and merchandise manager of WQJ, San Antonio, has been elected president of San Antonio's Advertising Club.

ARDEN E. SWISHER, merchandise manager of WNAK, Sioux City, Ia., has been commissioned an ensign in the Navy.

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SIMILARITY BETWEEN Dudley Field Malone and Winston Churchill, as apparent in this picture published in Broadcasting, Aug. 3, 1942, has led Mr. Malone to the role of the man he resembles in the forthcoming picturization of Mission to Moscow, popular seller authored by Joseph E. Davies, former ambassador to Moscow.

The mighty voice of WQJ roars forth over a clear channel, blasting Central and South Texas with the full force of 50,000 watts. There's no wasted ammunition here!

In San Antonio, WQJ has a greater audience—morning, afternoon and night—than the four other stations combined, as shown by the latest C. E. Cooper Station Listening Index.

Because the same outstanding listener preference extends throughout this big and prosperous Texas market, advertisers use WQJ in the certain knowledge that they will receive "big-gun" coverage.

50,000 WATTS CLEAR CHANNEL AFFILIATE NBC MEMBER TQN

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

KWK Newsman Captured

ED KALBFLEISCH, former assistant news editor of KWK, St. Louis, is a prisoner of war, captured by the Japanese in the Philippine Islands, according to official notice received from the War Dept. by his parents. Kalbfleisch, a member of a coast artillery unit, had been sent to the islands shortly before the war began.

HAL MOORE, organist and musical director of WSPA, Spartanburg, S. C., has been inducted into the Army and is stationed at Fort Jackson, S. C.

TOM MOORE, former announcer of WIBQ, Philadelphia, now a lieutenant in the Army Air Forces, recently married Dolores Mellberg, daughter of Capt. Carl E. Mellberg, chaplain of the 34th Bombardier Group.

IRVING FOGEL, formerly transcription producer of Hollywood, and now with the Army Special Services Division, has been promoted from captain to major.
WAVE DOESN'T PLAY TO WIN (Ky.!)  

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.) — but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE does cover the whole Louisville Trading Area — a market of 1,336,000 people, who have 57.5% of Kentucky's buying power, and spend 17.1% more in retail stores than the rest of the State combined! That's the Kentucky market you want — and WAVE delivers it at lowest cost!  

WAVE's Vox, Summer, 1943

Glenfield

Agencies

TOM LEWIS, formerly Hollywood manager and vice-president of Young & Rubicam, now with the Special Services division, Radio Section of the War Dept., has been promoted from major to lieutenant-colonel.

ROBERT L. SMOCK, previously with Young & Rubicam, McCann-Erickson, WNEW, New York, and WIRE, and WFMN, Indianapolis, has joined the copy department of Marshall & Pratt Co., New York.

JOHN BARNETSON, formerly with Ward Wheelock Co., Philadelphia, has joined Kenyon & Eckhardt, New York, as a copy writer.

GEORGE CARLTON ROHRS, formerly regional food rationing representative of the OPA, has joined Swettfager & Hixon Adv., New York, as executive in charge of marketing and merchandising and as a member of the plan board.

SALLY CRAMER, formerly with Abbott-Kimboll Co., New York, has joined Lerner & Mitchell, New York, to handle sales promotion on cosmetic accounts. Christina Le Vathes, previously advertising manager of Jay Thorpe, New York department store, has joined L. M.

STEWART-LOVICK LTD., Vancouver, is the new name of the former agency of Stewart-Mcintosh Ltd. J. E. H. Lovick, an executive of the agency, has become a partner with V. L. Stewart.

THOMAS F. HARRINGTON, vice-president and radio director of Young & Rubicam, New York, is under observation in Misericords Hospital, New York. He will probably be there about ten days.

Coast Officials Appointed By Foote, Cone & Belding; Successors in Canada Appointment of two vice-presidents in the San Francisco and Los Angeles offices, Cone and Belding, has been announced by Don Belding, chairman of the board [Broadcasting, Jan. 14].

Eugene I. Harrington and Herb Reynolds, formerly Lord & Thomas vice-presidents, are the new San Francisco executives. Mr. Harrington, San Francisco manager, has been made a partner, advanced to executive vice-president and placed in charge of Northern California operations. Mr. Reynolds will function as a copy director.

William J. Pringle and Robert Freeman are vice-presidents in Los Angeles. Mr. Pringle, a former vice-president of Lord & Thomas, is chairman of the plan board and supervises advertising of such accounts as California Fruit Growers Exchange; All-Year Club of Southern California; Union Oil Co., Purex Corp.; Southern Pacific Lines; Pacific Mutual Life Insurance Co.; California Chain Stores Assn., and various divisions of Safeway Stores Inc. Mr. Freeman, likewise a former vice-president of Lord & Thomas and art director, will continue in that capacity.

Spitzer & Mills Ltd., agency succeeding Lord & Thomas of Canada Ltd., is composed of J. W. Spitzer and G. F. Mills, who were managers of Lord & Thomas for several years. Both joined the agency when it opened in Canada in 1929.

CHARLES J. DURBAN, advertising manager of the Tire Division of U. S. Rubber Co., New York, has taken on additional duties as assistant advertising director of the entire company.

FRANK J. CORKERY, for nine years associated with Richard A. Foley Adv., Philadelphia, has been named director of radio of that agency.

ADISON SMITH of the director staff of Rothrauff & Ryan, New York, left ten days ago for a cross-country tour of seven cities in which Nos- scom Chemical Co., Baltimore, initiates two of the Sixtine programs in behalf of skin creams and oils, product handled by J. R. & Smith is due back in New York in mid-February.

LEE COOLEY, production supervisor of Rothrauff & Ryan, New York, recently became the father of a baby daughter.

ELWAY FOOD PRODUCTS, New York, to H. A. Kennedy, New York, for Vitamalt, a new roasted malt product which can be used as a coffee substitute. Media plans will not be settled until April.


SANTA FE TRAILSWAY Bus System to Callihans & Holden, Chicago, J. & Pote- Callihans & Holden, Kansas City, cooperating. Appropriations for spot radio in selected areas will be increased.

BIRD has transferred Wayne Tis from Minneapolis to Hollywood as associate radio director and also moved the latter offices to 1608 N. Vine St. Telephone is Hollywood 7527. A. Ackerman is continuing as Hollywood manager. Firm in addition has established Los Angeles offices at 722 W. Sixth St., with W. B. (Doc) Geissinger as manager.

JANE BAKER, formerly of WJJD, Chicago, and Lord & Thomas, Chicago, has joined the production department of Grant Adv., Chicago.

HARRY RICHARDSON, former radio director of Needham, Louis & Breyer, Chicago, is the father of a girl, born Jan. 4.

EDWARD LANE, formerly a partner in Director & Lane, New York, has sold his interest and is no longer connected with the firm.

DAVID MARCUS, formerly business manager and treasurer of Priser's Ink, has been appointed to the newly created position of general manager of Deutsch & Shen Adv., New York.

WILLARD BUTLER, timebuyer of McCann-Erickson, Chicago, on Jan. 19 will be inducted into the Army.

LILLIAN DeCOSTA, former secretary of Paramount Pictures, New York, has joined Thomas LaFleur Agency, Philadelphia, as office manager.

J. B. VAN URK, formerly of the Bureau of Industrial Service, New York, has joined the public relations staff of N. W. Ayer & Son, New York.

Radio Station Representatives

The guiding light in cloudy weather, it is the beacon that guides in business it is intelligence that guides safely through clouded situations

WISN

MILWAUKEE

COLUMBIA

And Company

Radio Station Representatives

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

The Katz Agency, Inc. • Representatives

Broadcast Advertising
RUSSELL A. YOUNG

TALK about either the Orient or timebuying, and you'll have the ears of Russell A. Young, one of Young & Rubicam's buyers of spot and network time in New York. For Russ knows the score on the Orient, and he knows all the timebuying angles, inasmuch as he has spent a goodly portion of his career in both spheres of commerce.

Russ Young was born Nov. 12, 1914, at New Rochelle, N. Y. After school at Lawrenceville (N. J.) School for Boys, he joined the merchant marine to see how other people lived in the world. He claims he jinxed every ship on which he scrubbed decks, as three of the ships carrying him to the Orient later met with mishaps. He saw the Far East from Yokohama to the Philippines with intermittent trips to Holland and Belgium.

Finally deciding that his sea-faring days were over, he applied for a job at Young & Rubicam and on St. Patrick's day 1938, entered the filing and proof rooms of the agency to learn what the advertising business was all about. He learned fast and soon was shifted to the media department. In due time he was spacebuying for such important accounts as Borden's, Travelers Life, Cluett-Peabody, Metropolitan Life and Life Savers. In 1959 he was trans-ferred to the radio department, answering to Carlos Franco, station relations director. He has been there ever since, buying spot for Rheingold, Lipton, R. H. Macy, Borden's and network for Time (March of Time), Gulf Oil (We the People) and Celanese Corp. of America (Great Moments in Music).

Russ married Gay Morgan in 1940 and on most any snowy weekend, gas rations permitting, you might find the Youngs enjoying their favorite sport of skiing up in the hills of Vermont.

Harry Margulies

HARRY MARGULIES, 46, vice-president and radio director of Guenther-Bradford & Co., Chicago, died Jan. 9 at his home in Chicago of a heart attack. He joined the agency shortly after his graduation from Northwestern U in 1917.

Mc Cann-Erickson V-Ps

CLARENCE A. HOPPOCK and Julian L. Doane, of the New York office of McCann-Erickson, and Carl Ohlinger of the agency's San Francisco office, have been elected vice-presidents of the firm, following the annual board of directors meeting. The following vice-presidents of McCann-Erickson have been elected to the board: L. O. Coulter, G. E. Hyde, M. C. Leekner, E. D. Madden, W. E. McKeeachie, H. A. Mitchell and Jackson Taylor.

Two Elected VPs

STEPHEN M. KENYON and Samuel Dalsimer, both account executives and members of the planning board of Cecil & Presbrey, New York, have been named vice-presidents of the Agency. L. F. Triggs, formerly of Rutherford & Ryan, and previously of Charles Daniel Frey, Chicago, has been named director of the creative department of Cecil & Presbrey.

Silver nail Joins BBDO

As Radio Business Chief

FRANK SILVERNAIL, timebuyer of Young & Rubicam, New York, on Jan. 18 joins BBDO, New York, as business manager of the radio department, taking over the position held by Carroll Newton, who has been promoted to associate radio director of the agency in charge of the eastern division.

Entering radio in 1929 as talent on WEAF, New York, and later as NBC merchandising counsel, Mr. Silver nail was with Stephen Slesinger's radio program service prior to joining Pedlar & Ryan, New York, in 1938 as timebuyer. He has been a member of the timebuying staff of Y & R since 1941, handling both network and spot for such accounts as Gulf Oil Co., General Foods Corp., and Bristol-Myers Co. No successor has been named as yet at Y & R.

DO YOU NEED A CHIEF ENGINEER?

Twelve years broadcast engineering and executive experience, interested if you can pay $4,800 per annum. Prefer Florida, South, or Southwest. Write or wire—

BOX 224
BROADCASTING
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
* studio programs
* network programs
* transcriptions
* spot announcements
* transcription announcements

WJZ, New York
Douglas, Duran & Co., Garden City, N. Y. (income tax book), 3 weeks, thru Huber Horn & Sons, N. Y.

F & M Schaefer Brewing Co., Brooklyn, $2 weekly, thru BBDO, N. Y.

Drydocks Savings Institution, New York (bank), 3 weeks, thru Anderson, Davis & Platte, N. Y.

P. Lear and Co., New York (Old Friend's tobacco), 3 weeks thru Lennen & Mitchell, N. Y.

 Consolidated Edison Co., New York (fuel conservation), 15 sa, 1 week, thru McCann-Erickson, N. Y.

Stations Specialty Co., New York (My Buddy Book), 3 weeks, thru Carl Calman Inc., N. Y.

Reader's Digest Assn., Pleasantville, N. Y., 3 weeks, thru BBDO, N. Y.

Procter & Gamble Co., Cincinnati (Duel), 9 weeks, thru BBDO, N. Y.

WHN, New York
Poultry Tribune, Chicago, mag., 3 weeks, thru First United Broadcasters, Chicago.

Stations Specialty Co., New York, (My Buddy Book), 6 weeks, 13 weeks, thru Carl Calman Inc., N. Y.

Carter Products, New York (Aird), 62 weeks, thruBBDO, N. Y.

American Chicle Co., L. I. City, N. Y. (chewing gum), 7 weeks, thru BBDO, N. Y.


Franklin School of Dancing, New York, 3 weeks, thru BBDO, Brooklyn.

Gospel Tabernacle, New York, weekly ep, 52 weeks, direct.

WABC, New York
Ward Baking Co., New York, 3 weeks thru J. Walter Thompson Co., N. Y.

Marlin Firestone Co., New York (Firestone bladies), 2 weeks, thru Craven & Heacock, N. Y.

Pepsi-Cola Co., New York, 12 weeks, thru Newell-Emmett Co., N. Y., N. Y.

Penick & Ford Ltd., New York (Mint-Fine desert), 6 weeks, thru BBDO, N. Y.

North American Accident Insurance Co., Newark, N. J. 3 weeks, thru BBDO, N. Y.

KERN, Bakersfield, Cal.
Bulova Watch Co., New York, 7 weeks, thru BBDO, N. Y.

Pet Milk Sales Corp., St. Louis (condensed milk), 2 weeks, thru BBDO, N. Y.

Rainier Brewing Co., San Francisco, 7 weeks each, thru San Francisco.

Regal Amber Brewing Co., San Francisco, 7 weeks each, thru M. E. Harlan Adv., San Francisco.

WOR, New York
Saranut Co., Jersey City (Laxative), 3 weeks, thru BBDO, N. Y.

Carver Products, New York (Aird), weekly t, 52 weeks, thru Small & Selder, N. Y.

KIDO, Boise, Id.

WLIR, Brooklyn
Barney's Clothing, New York (men's clothing store), 12 sa weeks, thru Emil Mogul Co., N. Y.

Pepsi-Cola New York, 10 sa weeks, thru Newell-Emmett Co., N. Y.

Bulova Watch Co., New York, 70 weeks, thru BBDO, N. Y.

Franklin School of Dancing, New York, 14 weeks, thru J. Walter Thompson & Lane Adv. Agency, N. Y.

Everylo Vitamins, New York, 40 weeks, thru BBDO, N. Y.

Universal Radio, New York, 40 weeks, thru J. Walter Thompson & Lane Adv. Agency, N. Y.

KFI, Los Angeles
Penick & Ford, New York (Burr Rabbit molasses), 3 weeks thru J. Walter Thompson Co., N. Y.

Nehi Corp., Columbus, Ga. (Rosal Crown cola), 6 weeks thru BBDO, N. Y.

Sparkle Drinks Water Corp., Los Angeles, 6 weeks thru BBDO, N. Y.

Garber City Publishing Co., New York (income tax booklet), weekly thru BBDO, N. Y.

BC Remedy Co., Durham, N. C. (BC hormone powders), 3 weeks thru BBDO, N. Y.

Bolluck's Inc., Los Angeles (department store), 13 weeks thru BBDO, N. Y.

Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 5 weeks thru BBDO, N. Y.

J. M. Mathes Inc., N. Y.

Coast Federal Savings and Loan Assn., Los Angeles (finance), 8 weeks thru BBDO, N. Y.

Reader's Digest Assn., Pleasantville, N. Y., 3 weeks thru BBDO, N. Y.

Knox Gelatine Co., Johnston, N. Y., 7 weeks thru Kenyon & Richardt, N. Y.

WMCA, New York
John Surrey Ltd., New York (Snow Apple piezobob), 13 weeks thru J. Walter Thompson Co., N. Y.

KFBG, San Francisco
Langendorf United Bakers, San Francisco (Holsum, American meat bread), 110 t, thru Erwin, Wasey & Co., San Francisco.

Langendorf United Bakers, San Francisco (Golden Wonder bread), 70 t, thru Rapoport & Ryan, San Francisco.

Aene Beameries, San Francisco, 13 ep, thru BBDO, N. Y.

Bulova Watch Co., New York, 23 weeks thru J. Walter Thompson Co., N. Y.

Feminine Products Inc., New York (Arrid deodorant), 3 weeks thru BBDO, N. Y.

Fox West Coast Theatres, San Francisco, 3 weeks, thru BBDO.

CKWS, Kingston, Ont.
Bata Shoe Co. of Canada, Ltd., Franklin, Ont., 26 sa, thru J. J. Gibbons, Toronto.

Standard Brands, Montreal (Magic baking powder), 355 t, thru J. Walter Thompson Co., Montreal.

Standard Brands Ltd., Montreal (Fleischmann's Yeast), 270 t, thru J. Walter Thompson Co., Montreal.

Bristol-Myers Co. of Canada, Montreal (Sal Relatia) 29 sa, thru Rona's Adv. Agency, Montreal.

CHEX, Peterborough, Ont.
Collage-Palmolive-Peet Co. Toronto (Super Suds) 162 t, thru L. J. Reaety & Associates, Toronto.

Canada Star Co. Ltd., Toronto (covers), 13 t, thru Vickers & Benson, Toronto.

Wonder Bakers, Toronto, 78 sa, thru J. J. Gibbons, Toronto.

WQXR, New York
Barnes & Noble Inc., New York (publishers), weekly ep, 7 weeks, direct.

SPONSOR MUST PAY FOR STANDBY TIME RULING that time taken up by station breaks is not deductible from the compensation for the programs on which they occur, the Supreme Court of New York has awarded $15,000 judgment to Donald Flamm, former executive of WMCA, New York, against Famous Furriers, New York. Suit filed by Flamm called for $50,000 payment by the defendant as sum still due for broadcasts sponsored by the company on WMCA during 1939 and 1946.

The sum had remained unpaid to Flamm upon sale of his interest in the station two years ago. Famous Furriers had failed in the payment, which represented cost of time used for station identifications, contesting that the station had not fulfilled its contract in supplying the full amount of time called for.

Ruling in favor of the plaintiff, the court recognized the practice wherein station identifications required by the FCC make it impossible to deliver the full quarter-hour or half-hour contracted for in the purchase of time.

Luft Latin Boost
GEORGE W. LUFT Co., New York, manufacturer of Tango cosmetics, has increased from 15 to 19 the number of Latin American stations carrying, a thrice-weekly live quarter-hour of Hollywood news, titled Habla Hollywood. Commercial include a slogan, Lineup is part of a recently enlarged export advertising campaign, the bulk of which has been placed in newspapers and magazines. Program was started last spring (Broadcasting, April 6, September 7). Export Adv. Agency, New York, handles account.

FMC Hits France Labs
CHESTER D. FRENCH, trading as the France Laboratories, Inc. (Py-O-Ten, Pap-Tabs, Pap-Ten) is charged with misrepresentation in radio commercials and other media in a complaint issued by the Federal Trade Commission Jan. 12.
Radio Advertisers

VAN CAMPS Inc., Indianapolis (Tenderoni), has started sponsoring daily participation in the Chef Milan program on KFHP, Hollywood. Contract is for 26 weeks, having started Dec. 21. Placement is through Cali- kia & Holdren, New York. Other current participating sponsors of the program are: Wilson & Co., Los An- geles (Oleomargarine), through Bris- cher, Davis & Staff, that city; Ses- sionettes Co., Santa Barbara, Cal. (food seasonings), through Eugene F. Rouse & Co., Los Angeles.

CALCO CHEMICAL Div., American Cyanamid Co., Bound Brook, N. J., has purchased a half-hour on WJZ, New York, Jan. 20 only, for a broad- cast of ceremonies marking the award of the Army-Navy "E" to the company for production achievement. Agency is J. M. Mathes Inc., New York.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Shreddies) has renewed and expanded the 5-minute five-times weekly transmission program Today's Adventure With Gordon Sinclair on 13 Canadian stations. Account was placed by Cockfield, Brown & Co., To- ronto.

KELLOGG Co. of Canada Ltd., Lon- don, Ont., (cornflakes) has started a special daily spot announcement cam- paign during January and February on six Canadian stations. Account was placed by J. Walter Thompson Co. Ltd., Toronto.

DAGGETT & RAMSHIRE (Canada) Ltd., Toronto (cosmetics) has started Do You Remember 5-minute program five times weekly on CFEB. Account was placed by Cockfield, Brown & Co. Ltd., Toronto.

DR. MCDONALD Vitaminized Feed Co. has started sponsoring The Farm Forum, on KSO, Des Moines. Pro- gram is conducted by Mal Hansen, farm director of KSO, and features market and farm news.


FRANK W. GRAY, formerly sales promotion manager of Mission Dry Corp., Los Angeles (orangade), has been appointed a vice-president of that firm.

Brown Is Best Foods Advertising Director

ELECTIONS and appointments within The Best Foods Inc., New York, were announced last week by William J. Wardall, chairman of the board, and L. G. Blumenschein, president, following the liquidation of Best Foods into Hecker Products Corp., and subsequent adoption of the new name [BROADCASTING, Jan. 4]. Albert Brown has been named director of advertising and mer- chandising for Best Foods Inc.: B. F. Nelson, director of purchases, and W. A. Truslow, director of indus- trial relations.

Both companies are extensive users of radio advertising for their products, through two New York agencies. Benton & Bowles will con- tinue to handle Nucoa, the Best Foods and Hellmann's lines of may- onnaise and dressings, Fanning's bread and butter pickles, Shinnola, 2-in-1 and Jet Oil shoe polishes. Advertising for Hecker's family flours, cake flours and cereals is placed by Arthur Kudner Inc.

BROADWAY Department Store, Los Angeles, on Jan. 20 starts sponsoring a weekly 20-minute home economics program, Broadway's Sewing Circle, on KJL, Hollywood. Agency is Lee Ringer Adv., Los Angeles.

VICK CHEMICAL Co., New York (Ye-Too-Sol) has placed eight sta- tion breaks weekly on WBBM, Chi- cago on a 13 week schedule. Con- tract placed by Morse International.

COORS BREWING Co., Golden, Colo., renewed for a year its weekly quarter-hour Scotty & Sue of Coors on KOA, Denver.

PREDICTIONS PAY

Harold Deal Wins War Bond

In 'Time' Contest

ACCURATELY PREDICTING the pulling power of six letters won for Harold R. Deal, advertis- ing and sales promotion manager of Tide Water Associated Oil Co., a $100 War Savings Bond.

Conducted by Time magazine, the circulation Letter Sweepstakes con- test involved eight letters which were sent to a selected list of exec- cutives. Contestants were asked to forecast the order of their result- fulness.

Mr. Deal, one of 12 winners, has just concluded supervision of the 17th season of football broadcasts released weekly by Associated to the entire West Coast area.

"MAKIN' THE GRADE IN THE RED RIVER VALLEY Ain'T SO TOUGH WHEN YOU KNOW HOW! WHICH MEANS USING WDAY, AT FARGO--THE VALLEY'S FAVORITE STATION!"

When you think of SPOTS... think of John Blair!

You don't think of SPOTS... when you think of John Blair! Don't even think of it. John Blair's only business is that of making radio (and TV) advertising pay. He believes it pays for his clients to think of John Blair.

When you think of LEGENDARY you want to think of John Blair.

When you think of STRONG, you think of John Blair.

When you think of WINNER you think of John Blair.

Maybe you've never heard of him before. John Blair is the name, and his job is radio advertising. You probably have never thought of him, because he's not a publicity hound, and he doesn't ask you to think of him. But, if you think of him--and you can't help thinking of him--you'll think of him, not as a man who wants you to think of him, but as a man who is offering you a unique service. John Blair--for radio advertising.
Early Truce Seen in Recording Strike

Petrillo to Submit His Demands for Disc Settlement

(Continued from page 9)

the American Federation, plus $3,000 contingent funds, as well as current expenses and a car and chauffeur in each city. He said he paid his income tax out of his Chicago Federation contingent fund.

Efforts to ascertain whether AFM sought more money from radio brought the response that he wanted “more work” which would mean less unemployment. He said he wasn’t seeking a higher wage scale. “That comes later,” he declared, assuring AFM couldn’t fight “on all fronts at the same time”. He also promised that the motion picture industry was to be dealt with because of the unemployment of pit men, which he estimated at 22,000, caused by introduction of the sound track. He gave no reason for failure to attack the movement of radio, and he admitted finally that radio actually has created work opportunities for musicians, as evidenced by the steady increase in AFM membership since 1934.

WSIX Mentioned

While the witness didn’t say so flatly, the inference was drawn that when a recording is an agreement of some nature that service will not be provided by them to stations which do not engage staff orchestras. This technique has been employed in the case of network-affiliated stations, and Counsel Bingham brought out the situation last year of WSIX, Nashville, which dropped by MBS because of Petrillo’s demands that it increase its payments for a staff orchestra, under pain of having no records handed from the whole network. (The station since has been reinstated and is also a BLUE outlet.) Petrillo said he was not taken in by the case of 201 other network-affiliated stations which he cited as employing no musicians.

That all has not been well in AFM since he invoked the ban was admitted by President Petrillo. He said he was ready “now” to enter negotiations and settle the controversy, but he wanted it done on a fair and equitable basis. The recording companies he said, have “monopoly justice” on their side, but he insisted they should share their “enormous profits” with us.

That AFM is far from destitute was admitted by Petrillo too, under questioning of Chairman Clark. He said he didn’t like to talk about “welfare”, but he thought it had about $2,600,000 in its reserve fund.

Mr. Padway, in an all-day appearance Thursday, read a 50-page statement, but spent most of his time defending and answering questions. He explained he was general counsel of the AFL, as well as counsel for AFM, and that he appeared also as an expert witness on all labor matters. He substantiated the statement of the AFM president he had said, but went beyond him in criticizing the NAB campaign of “vivification and abuse.”

Padway was to show a split in the broadcasting industry on the AFM issue, Mr. Padway quoted at length from statements made by Samuel R. Rosenbaum, president of McFarlinia, and ratify in the AFM campaign and describing “billingsgate, bilge and bluffs” as no longer successful weapons in labor negotiations.

Senator Tobey urged that Mr. Rosenbaum be called as a witness and Chairman Clark said the invitation would be issued. Stanley Hubbard, president of KETV, St. Paul, also asked to appear before the committee, but was told by Chairman Clark that his testimony would be heard during presentation of the broadcasting industry case, perhaps some two weeks hence. The subcommittee, Senator Clark said, would be called together in executive session during the Jan. 18 week to consider future procedure.

In his attack upon NAB, Mr. Padway predicted that someday “the private enterprise is going to close the window because of these tactics.” He said it would be difficult for Petrillo to sit down with the NAB because of this campaign and that such men as Judge L. B. Morris, general counsel of RCA Victor Division, Camden, and Mark Woods, president of the BLUE Network, would be able to do more with AFM “in an hour than NAB in a month” to settle the controversy, he asserted, that these officials had not been unfair and had not engaged in the NAB campaign.

The committee also was made by Mr. Padway that AFM would not demand money from the smaller stations, calling them “innocent victims” of the controversy. He agreed with Senator McFarlinia (D-Ariz.) that the stations were important in the war effort.

Mr. Padway praised the committee and its work, describing it as the most constructive effort yet made to settle the controversy, and that he thought it would be solved.

Opening Day’s Testimony

Every effort of committee members, including Chairman Wheeler of the full committee, to draw from Mr. Padway information for his arbitrary ban, proved futile during the first day’s inquiry. His repeated answer was that he wanted “more work” to relieve purported unemployment in musicians’ ranks—not more money from the standpoint of scale.

Pounding the table at times, the unindicted was represented by a re-}
Morale Threat Cited

Whereas the original membership of the committee was to be five (Clark, Ida.; Tunnell, Del.; McFarland, Ariz.; White, Maine; Tobey, New Hampshire, Republicans) Senator Andrews (D-Fla.) was added Jan. 12 when the hearings opened. But 8 or 9 members of the committee attended the sessions because of the widespread interest. In addition to Chairman Wheeler, others who participated included Senators Johnson (D-Colo.) and Stewart (D-Tenn.).

Opening the hearing in the Senate's caucus room, nearly filled to capacity, Chairman Clark recounted the history of the proceedings and emphasized the serious threat to wartime morale, here and abroad, provoked by the Petrillo ban. Since Aug. 1, he said, the American people have been without any form of new recorded music and have had to subsist entirely on "cold storage music". That applies to the armed forces too, he said. He summarized the exchanges of correspondence between Petrillo and such Government officials as Elmer Davis, director of OWI, and James Lawrence Flynn, FCC chairman, wherein the union head refused to lift the ban. He cited the Interlochen and other bans, and said the situation was progressively becoming "intolerable" as an obstruction to the war effort. He predicted the ban would become "suicidal to American music" if continued.

Mr. Petrillo, in slow, measured delivery, read his 500-word prepared statement, urged the committee to shift its inquiry to an investigation of the "tremendous control of the entire music industry, including record making", exerted by "a few giant corporations at the expense of the live musicians". He levelled charges of "monopoly, interlocking arrangements and large profits" against these companies.

Dodge Issue

"This information can only be obtained by a thorough inquiry by this committee into the inner workings of the industry and a complete examination and cross-examination of the higher officials managing the industry, as well as a full and complete examination of all records, data and information gathered by the FCC," he asserted.

He charged AFM had been abused and insulted, and called the NAB the worst offender, declaring it had engaged in an "expensive publicity campaign composed of nothing but false issues and personal abuses". AFM welcomes the investigation if it is full and complete and includes the entire industry, he declared.

Exercising his prerogative as chairman of the full committee, Senator Wheeler asked point blank what AFM wanted, putting his finger on the crux of the issue. When Petrillo dodged the question by saying the issue could be settled only if the transcription and recording companies sat around the table, Senator Wheeler commented it was the first time he had ever heard of a strike being called with no demands made. He said the attitude seemed to be "to hell with the public!"

Feeling Against Union

Petrillo admitted he had called the "strike" without notifying the transcription companies or the public in advance. He said he thought it was the thing to do and that it could be settled by negotiation. But none of the companies called on him, he protested, and they relied upon the Government to settle the matter. He said it was a question of who goes broke first—the stations, recording companies or AFM. Sharply criticizing Petrillo's position, Mr. Wheeler said that labor unions will destroy themselves if they do not change their policies. He said that there is a tremendous feeling growing among farmers and business men against unions and that tactics of this type feed that kind of feeling.

While he refused to divulge his demands upon recording companies, Petrillo said Assistant Attorney General Thurman Arnold "has been after me ever since I took office" and that Mr. Arnold threatened "secondary boycott" action if Petrillo made demands upon classic users. He declared there are 201 stations on networks that do not hire a single musician and that

Petrillo Probers as the Senate Interstate Commerce Subcommittee convened Monday to launch its investigation of the AFM recording ban are (l to r) Andrews, Fla.; Tunnell, Del.; McFarland, Ariz.; Chairman Clark, Idaho (with pencil raised); Committee Counsel Herbert M. Bingham (obscured); White, Me.; Tobey, New Hampshire; Johnson, Col.; Wheeler, Mont. (latter two not members of subcommittee.)
he wanted them to stop performing recorded music unless they retained staff orchestras. For every dollar that is spent on live music in radio, he charged $4 was wasted gratis.

Claims 'Hard Questions'

Admitting he had never told the record companies what he wanted, Petrillo said in reply to Chairman Clark that the union might have in mind a permanent ban on recordings. Asked point blank whether he proposed that, Petrillo responded with a sharp "No!"

Petrillo protested repeatedly that he was being asked "hard questions" about how much the union wanted from record companies. He charged that transcription companies were making "thousands of copies" of commercial transcriptions and collecting "thousands of fees", whereas the AFM got only one for each recording arrangement. He gave that as the reason he made a second withdrawal last September, of authority to continue recording of commercial transcriptions. These would have been banned originally, he declared, if he had known the facts.

AFM now is making an investigation of off-the-air recordings of his bands being sold to stations, Petrillo said. He charged too that many locals are "dubbing" recordings of network programs and selling them commercially.

When pressed by Chairman Clark, Petrillo said he would lift the ban only if President Roosevelt requested it after hearing the facts, but that until then union members will not play for recordings of any industry.

"After an explanation to the President, if he desires to stop the ban and says records should be made for the duration of the war, I say the request will be granted", he said.

In his repeated clashes with committee members, Petrillo said all he sought was unemployment relief for his union. He was unable to cite detailed figures on unemployment, however, but held that Senator Clark's estimate that only 10,000 of the union's 138,000 members were full-time musicians, was in error. A survey was made last week in 20 large cities, he said, which indicated that of a membership of 63,000, nearly half, or 25,000, were unemployed. But this survey did not show how many were otherwise gainfully employed or were part time.

Highly critical of Assistant Attorney General Arnold, Petrillo said the AFM was a secondary boycott. He alluded to the Schedule A contracts with the broadcasting industry on hiring of staff orchestras agreed to in 1937 in this connection. Arnold, he charged, had said that if such a contract were renegotiated, he would "put us in the can for five years."

Proposing the Interlochen incident, Petrillo insisted that the music camp was a "commercial enterprise" despite Chairman Clark's observation that its rates were nominal and that its head claimed it was non-profit. Because the school is on a "commercial basis", Petrillo held that it could not be broadcast as a sustaining series.

Beyond that, he revealed that "several months ago" he had banned the broadcasting of any amateur school bands as competitive with professional musicians.

Petrillo did not say he wanted more money from thetranscription and record companies. He said if there were any attempts by AFM, he was confident the problem could be solved. Asked point blank what he wanted from them, he rejoined, "That's for them to find out!". He said he only "wanted to be fair", but Senator Wheeler interrupted that everybody wanted that, just as they wanted "peace."

Says 'Musicians Starving'

When the union head commented that AFM might not make any more records, Senator Wheeler said if that happened there promptly would be legislation to curb labor unions. He said his first obligation was to get a formula and say "this is what I want". But Petrillo said the musicians were in a "unique" position, and wanted the companies to come to him.

Petrillo said he didn't believe the ban was hurting the nation's morale or the war effort. He said that while as a "general policy" AFM had turned down requests that the ban be lifted, the Army and Navy had not been denied use of recordings. But he admitted upon further questioning of Chairman Clark that recordings couldn't be made for that purpose alone.

The recording companies, Petrillo exploded, "are making all the money while the musicians are starving". He said he couldn't understand why no one was interested in the plight of the musicians.

Unless amateur musicians are banned from the air, Petrillo said, the broadcasting stations will use their services "as a club against us" by contending they don't need staff orchestras. He admitted this was only surmise and that it hadn't happened, but that he knew "big business".

Confessing that the ban "has not helped us", Petrillo said he was not satisfied to "let it stand, but that he did not know where he stood, with the court proceedings pending in Chicago and the hearings before the committee.

Pearl Harbor Changed Plans

Petrillo said there was small hope of getting money out of the smaller stations. "If there's no money there, you simply can't get it," he said. Pressed by Senator McFarland on what he wanted from the transcription companies, Petrillo said that if a mistake had been made, then the fact that the recording companies had made no overtures did not make that second mistake" right. He did not argue that it was his "move", declaring again he was dealing with "big business."

"We're not going to make records unless the Government forces us to do so", Petrillo finally asserted. "I don't think the Government will do that."

Petrillo revealed, under questioning by Counsel Bingham, that he planned originally to make the recording ban effective Jan. 1, 1942, but that the Pearl Harbor incident made such a deadline inappropriate.

He admitted no unemployment surveys had been made until a week or so ago, but said he thought about $900,000 a year is spent in New York alone to feed AFM unemployed. The figures caused a lifting of eyebrows. He didn't know...
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Gannett, of Rochester, were cited
by Senator Andrews. He called
attention to resolutions condemning
the Petriillo ban of amateur orches-
tras from the air as striking a
"serious blow" at the nation's
musical culture. He said he
ought that
AFM was doing an injustice
to the country and that those or-
chestras ought to be returned to
the air.

Cites Manpower Shortage

Pressed by Senator Tunnell for
the kind of relief he wanted from
Congress, Mr. Petriillo first said
he wanted an ASCAP-type law.
Musicians do not want to discon-
tinue records, he said, but they
want "the gentlemen to share the
profits with us".

The AFM head was subjected to
a severe grilling by Senator Mc-
Farland, who asked whether he did
not think it was more important
to have men work in factories in the
war effort than to work as musi-
cians. He cited the shortage of
manpower, declaring that factories
are "crying for men and our boys
are dying on the other side". That
is the reason, he said, that the
people have built up the "sentiment
against your bands".

Petriillo insisted that the people
are not doing it, but that the NAB
"with its hundreds of thousands of
dollars" had whipped up this senti-

The American broadcasting industry contributes to
America's strength by keeping the people informed,
by increasing public morale, by promoting national
unity. It is a heartwarming fact to every member of
the Blaw-Knox organization that more than 70% of
the towers in the nation are Blaw-Knox built.

BLAW-KNOX DIVISION of Blaw-Knox Co.
Union Record-Changer Order A Mistake, Petrillo Admits

In Chicago, Petrillo said, the standby fees do not go to the musicians but to the Federation orchestras and bands to defray costs of benefits. But he didn't say this so everywhere.

No Standby for Senator

Senator Tobey said that being a New Englander, he probably didn't get the economic significance of such activities, and that it seemed to him an "incongruity" that men should be paid for work they do not perform. He asked whether Petrillo would favor a condition whereby a standby would be hired for Senator Clark (D.-Idaho) committee chairman, if he made a speech in Chicago for $300 and expenses. The answer was a vehement "no!"

When Senator Clark raised the case of the premiere of the film "Wake Island of Hollywood" therein all revenues were given to the Marine Fund, but the union charged $200 for a standby for a Mariner band, Petrillo said he could have made "a mistake!". He commented "we can't all be angels."

As to his requirement that two standbys be retained on repeat broadcasts by transcription, such as was recently invoked in the Jack Benny broadcasts, Petrillo said that Benny received "two fees"—one for each broadcast, whereas the union charged for the total performance. Under further interrogation, he admitted he didn't know whether Benny was paid twice but he "assumed" that it had gone and therefore had invoked his ban.

To prove the magnanimity of AFM he said that it permits "delayed broadcasts" by stations which cannot accept the work of the regular broadcast program at the regular broadcast time, without additional orchestra fees. "We could stop that, but we can't afford it," he said. The committee let it drop there.

HOTEL REFORMA
THE HOTEL OF TOMORROW

Page 40 • January 18, 1943

BROADCASTING • Broadcast Advertising
employment of musicians, based on
their earnings, declaring that he
did not realize he would be
called upon to answer such questions
and had not prepared himself.

Standby Fees to Locals?
Counsel Bingham then cited FCC
statistics showing that 331 stations
made less than $5,000 net last year
before taxes and that 221 addi-
tional realized less than $25,000.
Such stations, Mr. Petrillo conten-
ted, were not required to hire mu-
cisians under the 1937 agreement.

While the original AFM Schedu-
le A contract guaranteed perform-
ance of recordings, Petrillo de-
clared that renewal of these con-
tracts through AFM locals did not
carry such a clause. He disclaimed
any knowledge of such a clause in
new contracts, though committee
counsel in several states had
advised him of its existence.

Although Mr. Bingham cited
AFM reports disclosing that stand-
by fees of some $50,000 were turned
in to the national organization by
its locals in 1941, the AFM head
said that such fees went only to
the locals. He said there was a 15% tax
but he thought the report
was in error when it revealed
what amounted to a 50-50 split
between locals and the national
union on standby fees. “Something
is wrong with it,” he commented.

Neutral Problem Unsolved
Whereas in his previous testi-
mony Mr. Petrillo had claimed
that AFM had a peak membership
of 158,000, Mr. Bingham pro-
duced AFM figures to show that the organiza-
tion’s membership has steadily
increased since 1934, or during radio’s peak period. It
was at a low of about 101,000 in
1934 and graduated upward to
138,000 in 1942, he cited. In 1929,
it was later developed, AFM had
a membership of 146,000.

Describing as a “hard question”
Mr. Bingham’s inquiry regar-
ding cities which have stations but no
musicians’ locals, Mr. Petrillo said
that the problem of “neutral terri-
tory” has never been cleared up.
but he hoped to do that someday.

Apropos coin-operated phonog-
raphs, Petrillo estimated that pos-
sibly 15% of the some 300,000 “joke
box” locations could be hired to
hire four or five-piece orchestras
and that perhaps half of them could
hire one musician, resulting in in-
creased employment for musicians.
He admitted, however, that if his

Night Owls
TESTING reaction of a
night-owl program audience,
WLS, Chicago, offered listen-
ters to Bunkhouse Jamboree,
daily, 3-5 a.m. recording
program, free samples of rum
and maple tobacco. Healthy
volume of mail resulted, com-
ing 30% from industrial
workers, 18% farmers, 15% plant guards, 9% women, 5% servici-
emen, 4% railroad em-
ployees.

Whereas he estimated that each
juke box returned an average
of $12 a week, Mr. Bingham said he
had been advised the net return to
the operator is only about 90 cents
per week. The location owner, how-
ever, gets about $2 a week while
the machine owner gets $0 a week
but only the 90-cent net, after pay-
ing expenses.

Wanted ‘Credit Line’

Petrillo insisted that the armed
forces were given carte blanche
in the making of recordings, upon
request, and with the guarantee
that they would not be used for com-
ercial purposes. He cited the case
of a rejection from the American
Legion though he said this same
request would have been authorized
if it had emanated from the mili-
tary.

Asking about announcements recently
injected on network musical
programs that they were presented
“through the courtesy of James C.
Petrillo”, the AFM head said he
has used this vehicle to combat
the NAB campaign and “get a
credit line”.

Finally admitting that there is
an impending shortage of qualified
musicians, Petrillo said that where-
as AFM today could furnish all
the musicians needed by broadcast
stations, it won’t be able to do so
if the war continues for “five or
six months”. He said that some
25,000 AFM members are in the
armed forces or in war work. This
observation came after Senator
Clark had commented that in many
large cities, including Washington,
stations were not able to hire com-
petent musicians. Petrillo said they
are not all “Stokowski, Tos-
caninis and Petrillos” and that
perhaps the calibre of men wanted
were not available because they
worked on other jobs four or five
nights a week.

Radio Provided Work
He did not know about the in-
ability of the St. Paul-Minneapolis
union to supply men for radio.

Summarising, counsel Bingham
asked Petrillo a series of ques-
tions and sought “yes or no”
answers. He didn’t get them all
down the line.

Petrillo admitted (1) that ra-
dio has actually made work for
more musicians; (2) that the pho-
notograph was invented before AFM
was founded and therefore could
not be held responsible for pres-
ent-day conditions; (3) that, in
part, musicians are making more
money today than ever before from
recordings, contending that use of
the music was an important con-
sideration; (4) that the radio in-
dustry furnished an opportunity
for musicians’ employment, as in-
dicated by the steady growth in
AFM membership since 1934.

It was at this point that Pe-
trillo agreed to convene his execu-
tive committee and formulate some
sort of program for solution of the
controversy.

Mr. Padway at the Wednesday
session, stoutly defended the AFM
action on recordings as a “simple

AN OPEN INVITATION TO
EVERY RADIO SALESMAN
FROM THE WEATHERMAN

We Take This Simple, Direct Method
To Invite You To Sell Us Your Station

HERE is an unusual, yet
thoroughly business-like invitation
to every radio salesman who
wishes to show how we can ben-
et by using his station... To
every salesman who can actually
offer us a sound, profitable high-
volume direct sale opportunity.

We represent a highly reput-
table, remarkably successful
low-cost, high-volume product.
A household product which now
—more than ever—fulfills a na-
ation-wide public demand.
Most important, — a product
which has already proved that
it can sell through radio,—and
sell like wildfire.

Then why this invitation?
Because the tremendous popular
response to our present radio
advertising clearly indicates that
it will be to our mutual advan-
tage to work out additional pro-
grams with new stations. Large
and small stations which might
otherwise be reached only by
more difficult, less efficient
methods.

THEREFORE—in order to
stimulate immediate response,—
we take this simple, direct meth-
od of asking you to talk over:
proved mail pulling promotion
with us. We suggest that you
write, or call on: Robert Kahn &
Associates, Advertising, 430
North Michigan Avenue, Chi-
cago, Ill., DELaware 5480.
Chairman Clark did not agree that the NAB campaign caused the public resentment, pointing to the statements of public officials condemning the Petrollo action. Such men as Elmer Davis, he said, did not resort to "trickery." He said that public opinion may have been influenced somewhat by what the NAB did, but that it was not controlling.*

Backlog Still Available

Senator Tobey commented he did not like such propaganda campaigns, t e r m i n g them the "barrenacles on the ship of democracy" that have to be removed.

Mr. Padway told the committee the whole controversy might have been settled before the "strike" became effective if negotiations had been initiated by the industry. He reiterated he thought the committee had done more to bring "this thing to a head" by its action the preceding day.

Contending that the industry had not yet been hurt, Mr. Padway cited the published reports that the backlog of recordings has not yet been entirely used up and that there has been no extreme suffering. He called the amateur musician controversy the "evil of apprenticeship" existent in practically all unions.

Counsel Bingham, drawing the witness' attention to statements that AFM contributes its services gratis to all Government agencies, asked whether it was not a fact that the Army's Command Performance, which is beamed to troops abroad, uses union orchestra arrangements at regular or special rates. H. J. Steeper, Petrollo aide in New York, said first he did not believe this was so, but pointed out that those were autonomous when not traveling bands were concerned. He said he would check into the matter, after Mr. Bingham said he had been informed that card rates are being paid. Similarly, Mr. Steeper did not know about the situation in St. Paul - Minneapolis and whether charges were made for public benefits, though here again he thought that was not the case.

Musician Shortage

When Mr. Bingham brought out that in Washington union musicians were not available for stations, and that most of the men had more than one job, AFM officials said they had no information on this and that regulations varied in different jurisdictions. Mr. Padway thought that the situation stemmed from the fact that radio wanted first-class men and that they are not always available in all jurisdictions because of other commitments. He knew of no prohibition against a musician holding more than one job, he said.

After reviewing at length the contributed series of AFM for the war effort, Mr. Padway estimated that the value exceeded $15,000,000.

Juke boxes alone have lost jobs for some 15,000 members of AFM, said the labor attorney, while thousands of other musicians have been put out of jobs by use of transcriptions and records in broadcasting. He cited FCC statistics to show the widespread use of recordings by stations and pointed out these revealed that more than 500 stations rely "entirely on canned music."

Mr. Padway drew from Chairman Fly's testimony at the September hearings the inference that stations are violating Commission policies by performing an excess of recorded programs and by not using enough local talent. He did not mention, however, that the FCC had no censorship powers over these programs, unless they were obscene, profane or indecent.

Hits 'Monopoly'

Launching an attack upon the "handful of tremendously wealthy and powerful corporations" who control recorded music, Mr. Padway cited these "little fellows" as RCA, Columbia and Decca. He said they have "reaped richly" from recordings and that two of them - RCA and CBS - controlled two of the three record companies, with only Decca accounting for 40% of the total production of 120 million records, in the bargaining field. He contended there were enough resources in the industry to take care of the interests of the musicians without raising the cost to the public "by one penny" and at the same time leave generous profits to stockholders.

He argued that it was not a case of inability of the industry to meet musicians' requirements, but that they had not tried hard enough. He pointed out that, as long as this attitude continues, he said, the musicians are "compelled to use their own means of redress, which is their refusal to play at their own funeral while the lion's share of gate receipts go to a few large companies."

Concluding his testimony, Mr. Padway warned NAB that this was not "an ASCAP fight." Live musicians are involved, he said, and they can "refuse to work." He added AFM could not be driven into a bargain as was ASCAP and that the quicker NAB realized that, the quicker there would be a "reasonable settlement."

Chairman Clark concluded this phase of the hearing with the announcement that the subcommittee would hold an executive session on Wednesday to determine its future course of action. He indicated it would be at least two weeks before the hearings would be resumed, but that depended upon the committee views. More than likely the committee will not act until it receives the program of demands from the AFM executive board.

Johnson Staff Meets

GATHERED in studios of NBC affiliates in 21 cities in the U. S. and Canada, division managers and sales executives are heard Fridays at 4:30 - 4:55 p.m. (EWT). Mr. S. C. Johnson & Son, Racine (wax, polish), met Jan. 9 in a closed circuit sales session featuring messages by Johnson executives and members of the company's NBC Fibber McGee & Molly, John J. Louis, vice-president of Needham, Louis & Horby, and an executive who handles the account, explained the meeting was a wartime measure to save time and transportation. Pickups were piped from New York, Chicago and Hollywood.

Walter Connolly, Johnson advertising manager, spoke.

Red Cross Programs

TWO new Red Cross programs are being aired each week over NBC and Blue. One of the series is known as That They Might Live featuring guest actors each Sunday promoting the service's drive for nursing recruits. Dramatic stories of America's fighting forces are heard Fridays over BLUE in cooperation with the Red Cross, 4:30-5:05 p.m. (EWT).
Woodell, Provost Join WEAF Staff
Promotion and Program Posts Are Filled by Gregory

SHIRLEY F. WOODELL, formerly sales manager of NBC’s international division and later liaison with Government officials, has been named promotion manager of WEAF, New York, as part of a general change and expansion of the station's personnel by Sherman D. Gregory, WEAF general manager.

Mr. Woodell will have charge of program and sales promotion and station exploitation, taking over the duties of Robert L. Hutton, who has joined the NBC promotion department.

Provost Joins

Joining WEAF as assistant to Mr. Gregory is DeLancey Provost, formerly in charge of sales for Empire Broadcasting Corp., and previously general manager of Gronbach Productions. Mr. Provost will concentrate on program building, while program publicity will be handled by Leighton Blood, formerly in the NBC press department.

Mr. Gregory revealed that national spot and local sales on WEAF increased 25% in 1942. For January, 1943, sales will be 33% ahead of the same month last year, he stated.

War Program Sponsors

FOUR participating programs built by WOR, New York, in 1942, all designed to throw light on wartime problems of food, nutrition or home economy, have attracted a total of 27 sponsors during the year, 17 of whom had never used the station before. Food companies ranked highest in the number of advertisers participating, followed by drug products, household goods and wearing apparel. Programs are: Pepeco’s Club, The Consumer’s Club, The Food & Home Forum, and Claire Wilson Reports.

‘Chef’ Series Open

RADIO figure known as “The Mystery Chef,” who started a program on BLUE last December on a sustaining basis, will be available for local sponsorship to all BLUE affiliates, effective Jan. 18. Series is aired Monday through Friday, 2:15-2:30 p.m.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Perry Co.

N. Y. Radio Club Lunch Is Programmed by INS

INTERNATIONAL News Service day was held Jan. 13 at the weekly luncheon meeting of the Radio Executives Club of New York with Leo Dolan, chief of the London Bureau in charge of European coverage, as chief speaker. Jack Oastreicher, director of foreign coverage, also spoke. Burt Ely, INS promotion manager, was in charge of the meeting.

Out-of-town guests included Ben Ludy, WIBW, Topeka; Jack Drattan, WMIX, Nashville; Loy Levinson, WCAR, Pontiac; Irwin Koppenn, WTIQ, Hartford; Ben Baylor, WMAL, Washington; Jack Van Sweringen, WPIC, Sharon; James Milne, WELI, New Haven; John Livingston, West Coast representative of Spot Sales.

Editor’s Blue Series

SOL LEWIS, editor and publisher of the Lynden (Wash.) Tribune, who made his network radio debut on BLUE five months ago when he took part in America's Town Meeting of the Air, has started a weekly quarter-hour program of informal commentaries on national and world affairs on BLUE, under the title, Sol Lewis—Country Editor.

MILLER MCCLINTOCK, president of MBS, and former executive director of the Advertising Council, on Jan. 13 was guest speaker at the first official meeting of the Media Men's Assn. of New York. Installation of permanent officers took place.

If you’re now using radio in the Charleston, West Virginia market—or planning to do so in the future—
you should see the Crossley Study just completed.

49 NBC TOP COMMERCIALS

Guarantee Audience

KTFI
TWIN FALLS, IDAHO

National Representatives

The Walker Co.
Homer Griffith Co.

5000 ON 580 WCHS, CBS AFFILIATE

John A. Kennedy, President Howard L. Chernoff, Managing Dir.
Charleston, West Virginia
represented by THE BRANHAM COMPANY

January 18, 1943 • Page 43
NBC Plans Group Meets in New York Committee Aims to Intensify Activity for Coming Year

PUBLIC SERVICE programs on stations affiliated with NBC will receive increased and intensified promotion throughout the coming year, with special emphasis on NBC's Red Cross series, That They Might Live, it was announced Jan. 12, after the first meeting of the new NBC Stations Planning and Advisory Committee in New York.

Chairman of the Committee for 1943 will be James D. Shouse, WLW, Cincinnati, who succeeds Paul Morency, WTIC, Hartford, chairman last year.

Longer Meetings

After reviewing the success of last year's activity the committee decided that meetings hereafter would be of two-day duration rather than one. Speaker at evening session, held in conjunction with the NBC Management Committee at the Hotel St. Regis, was Dr. James Rowland Angell, NBC public service counselor.

In addition to Messrs. Shouse and Morency, committee members present included Arden Pangborn, KGW, Portland, Ore.; Sidney S. Fox, KDYL, Salt Lake City; Edward Zimmerman, KARK, Little Rock; Stanley Hubbard, KSTP, St.

Kaye-Martin To Blue

ALLEN C. KAYE-MARTIN, formerly of the sales staff of Printers Ink, New York, and Margaret Sidney Eaton, previously promotion director of The American Legion Magazine, have been appointed to the sales promotion staff of BLUE by B. J. Hauser, sales promotion manager.

OWI Changes

TO FILL the vacancy created by the death of William B. Gilgippe, vice-president and general manager of KTUL, Tulsa, who also served as the OWI's regional consultant for District 12, Mr. Gilgippe was succeeded by KVOQ, Tulsa has been named. Another change has occurred in District 15 where Arthur Westlund, manager of KRE, Berkeley, succeeds Lincoln Dellar as regional consultant. Marcelle Burke has been engaged as a writer to work in the radio bureau's New York office.

Paul: Richard Shafio, WIS, Columbus, S. C., and Harry Stone, WSM, Nashville.

NBC executives attending were NAB President Melcher, Frank E. Mullen, vice-president and general manager; William S. Hedges, Roy C. Witmer, Clarence L. Menz, Frank Russell, Harry Kopf, Sidney N. Strotz, O. B. Hanson, Dr. Angell, Charles B. Brown, John McKay, Sheldon Hickox, Easton C. Woolley, E. N. Lyford, Burton M. Adams, John M. Galhers, Albert E. Dale, William Burke Miller, A. W. Kaney, Philip I. Merrym, and William Brooks.

NAB Asks for Gas

PROTEST was filed Jan. 8 by Nettie Miller, NAB president, against the War Production Board's decision to limit the use of natural gas to essential industries, except aluminum, rubber and electrical ware, that will support the war effort, and that travel to and from temporary installations is part of its job.

LESTER STONE, attorney of Attorney & Currier Inc., New York, has been elected a vice-president.

CBS BILLINGS RISE 2.3% ABOVE 1941

CBS billings for 1942 totaled $45,593,125, marking an increase of 2.3% over 1941, according to the network's accounting department. The 1941 total billings amounted to $4,684,378.

Breaking down the CBS figures by agencies, it was shown that Young & Rubicam ranked in first place with billings of $6,76,501, followed by Rithrauff & Ryan, $5,15,818; J. Walter Thompson Co., $3,206,386; Blackett-Sample-Humma, $2,614; Ward Welselock Co., $2,422,578; Blow Co., $1,950,838. The following ten sponsors placed the largest amount of business on CBS in 1942:

- Lever Bros. Co.—$4,20,500,000
- General Foods Corp.—$4,15,355,000
- Procter & Gamble Co.—$3,687,534,000
- Campbell Soup Co.—$2,825,829,000
- Wm. Wrigley Jr.—$2,452,069,000
- R. J. Reynolds Tobacco Co.—$1,775,106,000
- Colgate-Palmolive-Peet Inc.—$1,497,400,000
- Liggett & Myers Tobacco Co.—$1,472,635,000
- Sterling Products Inc.—$1,409,834,000
- American Tobacco Corp.—$1,357,079,000

Ken Dyke Quits OWI

To enter Army Service

RESIGNATION of Kenneth R. Dyke, former NBC promotion director, as chief of the campaigns bureau of the Office of War Information, was announced last week when he joined the Army as a major, assigned to the Special Service Division, to replace Lt. Gardner Cowles Jr., assistant director for OWI domestic operations and Maj. Dudley, acting chief of the campaigns bureau.

In his Army assignment, Maj. Dyke will be concerned with public relations for previous radio activities of the Special Services Division, attached to the staff of Lt. Col. A. C. Parlow. The Division's radio activity is concerned with entertainment in the camps, shortwave broadcasting to the troops and the use of radio in general morale work.

Shartle Named V-P

WILLIAM S. SHARTLE, former director of the New York office of Russel M. See Co., and radio executive of H. M. Kiesewetter Adv. Agency and Erwin, Wasey & Co., New York, has been appointed vice-president and radio director of Henri, Hurst & McDonald, Chicago. Ward Dorrell, present radio director, has been made executive in the Skelly oil account, succeeding Jack Shaw, who has joined the American Red Cross.

ASA, WPB in Accord

On Victory Parts Line

SUBSTANTIAL agreement has been reached between the WPB and the American Standards Assn. on the Victory Model line of replacement parts, according to Frank H. McIntosh, chief of Radio & Radar Divisions' Civilian Broadcasting Branch, and it now appears that the way is clear for an early order for their production.

Differences between WPB and ASA were ironed out at meeting in New York Jan. 14, which left only minor specifications to be adjusted, Mr. McIntosh said. He also indicated that the WPB's twin program for concentrated production of essential replacement tubes would be in effect shortly, with letters now being prepared to direct manufacture of the selected list of tubes.

NBC Division Changes

WYNN WRIGHT, former eastern division production director of NBC, has been appointed eastern division program manager. He will be succeeded by Lester O'Keefe, assistant eastern division production manager, Walter Bunker Jr., western division production manager, has resigned as the head of the Jack Benny show for Young & Rubicam. He succeeds Robert J. Welker in the Army. Ned Tollinger, NBC producer, succeeds Mr. Bunker.

KENNETH B. SHARTLE has been named vice-president and radio director of Henri, Hurst & McDonald, Chicago. Ward Dorrell, present radio director, has been made executive in the Skelly oil account, succeeding Jack Shaw, who has joined the American Red Cross.
Cox-Fly Fight to Finish
(Continued from page 18)

FCC attorney assigned to the WALB proceedings, denounced as "unsupported innuendoes and insinuations," allegations made by Delacey Allen, WALB attorney and a stockholder in the station, that the Commission's investigators were more interested in trying to "get something on Rep. Cox than they were in the station's business."

He asserted the purpose of the renewal proceedings was largely based on failure of the station's records to reveal that Arthur Lucas and William K. Jenkins, southern theatrical operators and part owners of WDRW, Brunswick, and WLAG, Lagrange, Ga., were stockholders in WALB. Thus, it was contended, the Commission's inquiry was prompted largely by the multiple ownership aspect.

McIntosh Admits Payment

Earlier in the proceedings, H. T. McIntosh, president of the Herald Publishing Co., licensee of WALB, and of the Albany Herald Broadcasting Co., had testified that $2,500 had been paid Rep. Cox, congressman from the district in which Albany is located, for legal services. He said the entire transaction had been handled "in an ethical and legal manner" in no wise in conflict with his status as a member of Congress.

Judge Cox, when the incident originated, had reported that the $2,500 check had been endorsed and sent back by him and that he had received stock in the new corporation "which never has functioned." The stock subsequently was transferred to "a private charity," he said.

Rep. Cox, discussing his pending resolution, asserted there was no doubt whatever that the measure would pass. He reiterated charges against Chairman Fly and his "gestapo agents." (Two FCC investigators spent considerable time going through WALB files last year.)

The WALB hearing was on issues involving voluntary assignment of the license from the Herald Publishing Co. to the Albany Herald Broadcasting Co., for construction permit to install new equipment and for renewal of license. The hearing had been postponed on the Commission's own motion several times, while aspects of the applications were being investigated.

Mr. McIntosh testified no material facts had been intentionally withheld but that mistakes "of a minor nature" had been made.

Wittneses called last week included, in addition to Senator George, chairman of the Senate Finance Committee, and Senator Russell, former governor of Georgia, Congressman Robert Ramspeck (D-Ga.) and Stephen Pace, of Georgia. All testified in favor of renewal of the WALB application.

I. C. Goratowski, a stockholder in the station, testified that Rep. Cox had been asked to act as counsel for the new company at a $2,500 fee, that he refused the assignment and compensation at first, but, upon insistence of stockholders, he had "agreed to perform such duties as he could legally and ethically perform" while and as a member of Congress.

When Mr. Cohn introduced numerous photostatic copies of checks and other WALB financial records, WALB Counsel Allen commented that these records were "borrowed by FCC investigators" known to him only as "Rowell and Clift," with consent of Mr. McIntosh, to be taken to Atlanta for photostating. Instead, he charged, these were brought to Washington, turned over to the FCC and "some of them were sent to the FBI." (FCC records reveal that Russell Rowell and Charles Clift are members of the FCC law department. They have been assigned to investigatory work.) At the FCC hearing Friday, Counsel Allen charged that Commission Counsel Cohn was attempting to introduce evidence on which to base prosecution of Rep. Cox for alleged violation of the Federal statute prohibiting members of Congress from receiving remuneration for services rendered before any Federal agency. He added that Mr. Cohn wished to "prejudice" the Commission against WALB's application for renewal by showing that Rep. Cox acted as the station's attorney in 1940.

This prejudice might be aroused, he declared, "because the FCC is under the likelihood—if that is the correct word—of being investigated by the House at the instance of a resolution introduced by Rep. Cox."

Standard On 95

STANDARD OIL Co. of Indiana, Chicago, will use 95 stations for a campaign of noon hour spot announcements offering War Bonds for outstanding farm achievements, scheduled to start April 5 on a 25-week basis, six announcements a week. This is an increase over last year's campaign schedule aimed at rural markets. Agency is McCann-Erickson, Chicago.

WOR Lunch in Chicago

TIME buyers and radio directors from 25 Chicago agencies attended a luncheon Jan. 14 at which Joseph Creamer, promotion director of WOR-New York, and R. C. Maddux, vice-president, explained the WOR-Crosley continuing survey of the New York area. Hosts were Robert Wood and John Shelton.

FOUR new directors of Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., were elected at a special meeting held Jan. 9. The new directors are: Frank E. Deuna, of Goodwin, Nixon, Hargraves, Millleton & Deuna, law firm; William Fay, vice-president in charge of broadcasting of Stromberg; Lloyd L. Spencer, vice-president in charge of sales; Fred C. Young, vice-president, engineering.

Your Separate Peace

We're all in this war together, and we'll work together without thought of ourselves until we win! But what peace will bring — for you — depends on your individual efforts . . . now! If peace is to bring prosperity for your business, you must continue to hold the goodwill of your customers. One well proven way is to give them something they value — radio entertainment — to remember you by.
780 OUTLETS TO AIR OWI 5-WEEKLY STRIP

To be known as Uncle Sam, the five-weekly strip series to be released by the radio bureau, OWI, is already scheduled to be heard over 780 stations under the 'Contract Transmission Plan starting Feb. 1.

Each day's disc will constitute a separate unit although all the material will be tied together through the narration of Uncle Sam telling listeners of various problems of concern to each citizen. Although the material is informational in character, it was pointed out that each show 'will be entertainingly presented.'

To aid stations in the sale of the series a press release is being prepared for the OWI by Louis Hausmann of CBS for distribution to each station participating in the plan. This will be ready within a few weeks, it was said, and will then be distributed to each participating station.

The subject to be covered in the first week of the series are rationing, China and the Axis, manpower, in years of the Nazi's time and the war production incentive. Three writers engaged in the preparation of material are Milton Morse, author of One Man's Family, Don Quinn, Fibber McGee & Molly writer, and Carroll Carroll, Kraft Music Hall scripter. Preparation of the discs in the series is going on in Hollywood under the supervision of Ben Wolff, CBS chief, and George Zachary, chief of the program service division, who goes to the coast to assist Mr. Wolff on production.

New Rio Shortwave

NEW 50,000-watt shortwave station Radio Nacional went on the air at Rio de Janeiro, Brazil, as of a special operating program. Station will broadcast nightly to North America on 26.5 meters. Equipment was built and installed by RCA Victor Division.

Food-Market Service

DECENTRALIZATION of the Market News Service and Radio Round-Up Service issued weekly from seven regional offices of the Food Distribution Administration rather than from the Washington office, has been started. Elwyn J. (Mike) Rowell, chief of the Radio & Market News Section of FDA, last week met with station officials and distributors of farm products in Pittsburgh, Akron and Cincinnati. Department of Agriculture, FDA, will visit the seven regional offices. Service goes to nearly 500 stations. News releases will be issued from New York, Chicago, Des Moines, Denver, San Francisco, Dallas and Atlanta.

Record Ban Hurts Overseas Programs

OWI Needs Discs to Combat Nazi Attack on U.S. Music

LACK of new commercial recordings and shortage of materials has handicapped OWI in telling the truth about American musical taste and talents to occupied countries. Macklin Marrow, OWI's musical director, told told leaders in music and morale work at a meeting in Town Hall, New York, Jan. 12.

The OWI spokesman explained that civilians in occupied countries are confronted with Axis propaganda emphasizing the general decadence and barbarism of American culture, and the lack of fine orchestras or composers. OWI is attempting to refute these charges by presenting a true picture of American music, he said.

Mr. Marrow said OWI is faced with the problem that "not only have no new commercial recordings been made in the past few months, but because of the shortage of materials and one thing or another, a large number of standard titles are no longer available." He said the recording companies and the music publishers had cooperated, however, in helping the government enlist leading conductors, composers and symphony societies in making records for OWI's use.

Mr. Marrow said American troops overseas apparently have a greater preference for serious music than do civilians, with 29% of the servicemen requesting that type, compared to 17% civilians. He said listeners abroad are getting all types of music "due to magnificent cooperation of musicians in all branches of the art."

Among other speakers at the meeting were Dr. Sergei Roussew, former conductor of the Boston Symphony, now heard on the BLUE, Major Howard Bronson, music officer of the Army Special Service Division, and Dr. Howard Specking, head of the music division of the Army.

General Baking Spots

GENERAL BAKING Co., New York, has released a radio and newspaper campaign throughout territory of the firm's Pennsylvania division. Spots on 29 stations from Pittsburgh, Ohio to New Orleans are being placed through Ivey & Ellington, Philadelphia.

WANTED ANNOUNCER — local network station. Who can write and read copy, get news, play records and be useful around studio. Starting salary $25.00 per week. Moderate hours. Send transcription sample of work if possible. Write or wire, BOX 227 BROADCASTING

Page 46 • January 18, 1943 BROADCASTING • Broadcast Advertising
WOKO's Renewal
Set for Hearing
Sam Pickard's Name Linked
To Station's Ownership

EVIDENTLY still seeking to resurrect antiquated charges of purported improprieties in former Radio Commission licensing policies, the FCC last Tuesday designated for hearing the renewal application of WOKO, Albany. The name of Sam Pickard, former member of the old Radio Commission and afterward vice-president of CBS in charge of station relations, was linked with the new proceedings.

Only a fortnight ago, it was learned authoritatively [BROADCASTING, Jan. 11] that the Department of Justice had notified the Commission that an investigation directed against Mr. Pickard would not be pursued because it construed the case as moot due to the statute of limitations. This action followed a far-reaching but highly secret inquiry conducted by the FCC, largely upon instigation of FCC Chairman James Lawrence Fly.

Not Stockholder
The Commission announced it had designated the WOKO application for hearing "to determine whether the representations and statements made to the Commission or its predecessor, the Federal Radio Commission, by the licensee, its officers, directors, stockholders, or agents, with respect to the ownership or transfer of, subscription to, or consideration paid for the stock of WOKO, Inc., truly and accurately reflect the facts."

It also said the hearing would seek to determine all the circumstances and conditions under which the stock of WOKO had been issued, transferred or assigned and determine whether or not the applicant was qualified to continue operation of the station, and whether the renewal should be granted.

The FCC records do not show Mr. Pickard as a stockholder in WOKO, but it is understood that the Commission action was based upon purported information that one of the four stockholders was Mr. Pickard's brother-in-law. The station is a CBS affiliate.

President and general manager of the station is Harold E. Smith, who holds 25 1/2% interest. Other stockholders are the Knickerbocker News, holding 25%; Raymond B. Curtis, of Garrison, N. Y., 25 1/2%; and R. K. Phelps, of Kansas City, 24%.

Alkine Adding
ALKINE Co., New Brunswick, N. J., in its annual winter campaign for Flemolyne cough medicine, started in November, has added six participations weekly on WINS, New York, for a 13-week period. Firm uses WNEW, New York, WAAT, and WHOM, Jersey City, and approximately eight additional stations in the Midwest. Agency is Jackson Adv., New Brunswick.

After more than five years with the Campbell Soup Company on February the nineteenth 1943 their sponsorship will discontinue.

During this period we feel that we have advertised one of America's finest products.

We want to express our deep appreciation to the Campbell Soup Company for the very pleasant association we have had with this great organization.

AMOS 'N' ANDY
(Freeman F. Cosden)
(Charles J. Correll)
FEDERAL COMMUNICATIONS COMMISSION

JANUARY 9 TO JANUARY 15 INCLUSIVE

Decisions...

JANUARY 12

WOKO, Albany, N. Y.—Designated for hearing application for renewal of license of WOKO to clarify stock ownership.

KROY, Sacramento, Cal.—Granted consent to assignment of license of KROY from Roy Miller to a partnership comprised of Roy Miller, Marion Miller, L. H. Penney, Gladys W. Penney and Wil Thompson, 6/5 as Roy Miller Radio.

WOW, Omaha—Commission adopted order denying joint petition of Woodmen of the World Life Insurance Society and Radio Station WOW, Inc. for extension of time in which assignment of WOW may be consummated.

BLUE Network—Denied request for waiver of Sec. 3.406, to eliminate station identification announcements Jan. 30, from 11:15 p.m. to 12:15 a.m. in connection with President's birthday. (Commission stated other similar requests would not be granted.)

JANUARY 13

WLAW, Lawrence, Mass.—Granted petition to intervene in hearing on application of WBIX, Buffalo, for modification of license.

WENY, Buffalo—Granted motion to continue hearing to Feb. 23 on modification of license.

NEW, Chattanooga Broadcasting Co., Columbus, Ga.—Granted continuance of hearing to Feb. 11 in re application for new station.

WQNC, Los Angeles—Granted postponement of hearing to March 22 in re application for new station.

WORK, York, Pa.—Granted postponement of hearing to Feb. 4 in re modification of CP.

JANUARY 14

KOAI, Denver—Adopted order granting petition for rehearing filed by NBC as licensee of KOA, directed against the grant of application of WJW Inc., for modification of CP; change of frequency from 1240 to 850 kc.; increase power to 5 kw., with DA-day and night; change location 13.3 miles nearer Cleveland; move studios from Akron; to Cleveland. Dissolved KOA's request for stay order without prejudice to KOA's right to renew request if WJW should seek Authority for actions on 850 kc. in Cleveland prior to final decision by Commission in this matter.

KTRB, Modesto, Cal.—Granted license to cover CP for increase in power, change of hours of operation; install new transmitter and DA for day and night use, and move transmitter.

WOC, Davenport, la.—Granted license to cover CP for increase in power; move transmitter and DA for day and night use.

Applications...

JANUARY 11

WEKU, Reading, Pa.—Special service authorization to operate from 7 a.m. to local sunset, Jan., Feb., March, 1945 (850 kc.).

KFAB, Lincoln, Neb.—Extension of Special Service Authorization to operate synchronously with WHER from local sunset at Lincoln, Neb., to 12 midnight (CST), to Feb. 1, 1944. (780 kc.).

WCRM, Chicago—Same as above with KFAB. (780 kc.).

KFBM, San Diego, Cal.—Voluntary transfer of license. Change of license to Walter G. Wembly, to be operated under Declaration of Trust for Wembly W. Robertson.

KOAC, Corvallis, Ore.—License to use power of 1 kw. as auxiliary with power of 1 kw. (650 kc.).

WKAG, San Juan—Modification of CP for extension for completion date to July 26.

JANUARY 13

WQXR, New York—Modification of CP for change in equipment, etc., to April 1. (1520 kc.).

WIXE, Philadelphia—CP for move of transmitter to Mariners Ave., west of Cheltenham Ave., Springfield Twp., Montgomery Co., Pa., and make changes in equipment. Also license to cover.

KMLB, Monroe, La.—CP to install new transmitter. (1250 kc.).

JANUARY 14

KXYZ, Houston, Texas.—License to use formerly licensed main transmitter as auxiliary with power of 5 kw. (1080 kc.).

KGHT, Little Rock, Ark.—License to cover CP for new transmitter. (1230 kc.).

Tentative Calendar...

WCOA, Pensacola—CP for 1085 kc., 10 kw., DA-night, unlimited (Jan. 19).

WKBW, Buffalo—Renewal of license (main & aux.), for 1520 kc., 60 kw., unlimited; DA-day and night (Jan. 19).

WGR, Buffalo—Renewal of license (main & aux.), for 545 kc., 1 kw., night; 5 kw., day; unlimited; DA-day (Jan. 19).

Network Accounts

All Time Eastern Timezone unless indicated

New Business

ABC EQUIPMENT CORP., Bryan O., (war business), 2 to 3:30 p.m. sponsored one-time broadcast of Army Navy Game, afternoon on 137 CBS stations. Agency: Beezer, Feller, Reichert, Toledo.

BLUE Network, Chicago—war industry, on Fri., Jan. 29 will sponsor one-time broadcast of "E" award ceremonies on 146 blue stations, 4:30-5:30 p.m. Agency: Buchen, Chicago.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 29, only, sponsors Allie Stote’s “Christmas with Allie Stote” on WNBW, White Plains, Stations, 10 p.m. Agency: Maxon Inc., N. Y.


WGR, Buffalo—Salon Corp., South Bend, Ind., on Jan. 18 starts for 13 weeks. Friday nights on 33 Don Lee Pacific stations. Mon. thru Fri. 6:30-7:00 p.m., with Robert H. Hoega, WM Williams & Ginn, Chicago.

Renewal Accounts


LADY ESTHER Ltd., Chicago (cosmetics), on Jan. 23 starts for 13 weeks. CP for 117 CBS stations. Mon. thru Thurs. 10-10:30 p.m. Agency is Pedlar & Ryan Inc., New York.

Network Changes

CARTER PRODUCTS, New York (Carteret, Axelrod & Co., 12 additional Pacific Coast stations, 6:30-7:00 p.m. to Arridge. Agency: Ted Bates Inc. (Liverpool Pillar. and Small & Seifker, N. Y. (Arridge).

WBRB WAR VICTIM AS RESULT OF FIRE

UNABLE to secure replacement equipment for personnel due to war freeze, WBRB, Red Bank, N. J., on Jan. 6 secured authority of the FCC to remain silent for the duration. Its petition to withdraw, without prejudice to re-filing, an application for 100 watts on 1240 kc. was granted by the Commission.


Early last year WBRB’s main transmitter equipment was destroyed by fire. It remained silent despite special service authorizations for operation issued by the FCC while efforts were made to secure new equipment and replacement personnel. Its present status enables it to apply anew for the facility when equipment is obtained. It presumably not until after the war.

DALE CARNEGIE, lecturer and author of "How to Win Friends and Influence People," last week started a series of five-weekly broadcasts on the lives of famous people, on NBC titled Little Known Facts, Monday through Friday, 9:55-10 p.m.

LAND O’LAKES Crematories Inc., Minneapolis, on Feb. 5 shifts Dona Carter’s "Youthful Voice of Firestone" on 126 NBC stations. Mon., 8:00-9:00 p.m. from New York to Hollywood for this week. Agency: Sweeney & James Co. Cleveland.

KELLOGG Co., Chicago (cereal), on Feb. 1 shifts Superman on 39 NBC stations. Mon thru Thurs. 7:30-8:00 p.m. Agency: Kenyon & Edward N.Y.


LEVER BROS. Co., Cambridge, Mass., on March 2, shifts "Feathers and Friends" on 97 NBC stations, Fri. thru Thurs., 9:30-10:30 p.m. Agency: Young & Rubicom, N. Y.

STANDARD OIL CO., (New Jersey) (gasoline) on Jan. 15, replaced "Find (ie)" with "Corsette on 9 CBS Western stations. Fri., 9:00-10:00 p.m. (PWT) Agency: Glassley-Galley & Co., Las Angeles.

CONTRIBUTION CORP., New York (soap, shampoo), on Jan. 17 discontinue "Wheeler's Compass' Background for News" on 9 MBS stations, Sat. 9:15-10:15 a.m. and Jan. 21 starts "The Treasure Hour" of news on 9 NBC stations, Sat. 9:00-10:30 a.m. Agency: Bergenhim, Castle & Pierce, N. Y.

TO SELL ARIZONA

Page 48 • January 18, 1943

BROADCASTING • Broadcast Advertising
HELP WANTED

ANNOUNCER—Recognized Midwest SKW basic network affiliate has opening for a top-flight announcer who has made outstanding reputation on a good station. The starting salary will be $100.00 per week, and only a man with a reputation of that sort is asked to reply fully and in confidence to Box 234, BROADCASTING.

Operator—Wanted first or second class, capable of transcribing. Write Box 214, BROADCASTING.

WANTED—First or second class operator. Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Toccoa, Georgia.

WANTED—Announcer and woman. Work in Midwest Broadcasting.

WANTED—Announcer and woman. Work in Washington, D.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

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

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

GEORGE C. DAVIS

Consulting Radio Engineer

Mussey Bldg., District 456
Washington, D. C.

RINGS & CLAYTON

Consulting Radio Engineers

WASHINGTON, D. C.

McNARY & WUTHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., D. I., 1205
Washington, D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

COMPLETE BROADCASTING EQUIPMENT

SAINT PAUL, MINNESOTA

CLIFFY EYEWALL

Empire State Bldg.
NEW YORK CITY

An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service

EXACT MEASUREMENTS EVERY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

For Sale (Continued)

RADIO STATION FOR SALE: Due to owner being called into service, large radio station in Capital City of large Southern State can be bought reasonably. Quick action necessary. For information see Morsh & Webb, 88 Poplar Street, Atlanta, Georgia.

One Used Presto—Model V recorder in good condition. $40. Alfred Rutherford, R.R. 2, Box 214, Anchorage, Ky.

HERE'S A COMBINATION

1. Writer, announcer, producer, operator, 14 years in radio. Past 2 years as manager of local independent. Desires change due to transfer of ownership. 1st Class License.
2. Salesman, writer, announcer, operator, 6 years in radio. Good sales record. 3rd Class License.
3. Woman, Announcer, traffic, programming, 3 years in radio. Specialty ad lib, informal and women's features. 3rd Class License.

All three experienced in sales promotion and servicing as well as routine board work. Will go singly or as unit. For further information and references write to Box 195, BROADCASTING.

CLASSIFIED

Help Wanted

NEWSCASTER—Recognized Midwest SKW basic network affiliate has opening for a top-flight announcer who has made outstanding reputation on a good station. The starting salary will be $100.00 per week, and only a man with a reputation of that sort is asked to reply fully and in confidence to Box 234, BROADCASTING.

Operator—Wanted—First or second class, capable of transcribing. Write Box 214, BROADCASTING.

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WANTED—Announcer and woman. Work in Midwest Broadcasting.

WANTED—Announcer and woman. Work in Washington, D.C.

Help Wanted (Continued)

ANNOUNCER—Announced—State full details in first letter, including wages expected for fifteen-hour work. Send application to Radio Station WRLC, Toccoa, Georgia.

SITUATIONS WANTED

TWO ATTRACTIVE SMART YOUNG WOMEN FOR YOUR STATION—Bookkeeper with two year's experience for $85.00. Experienced program director with continuity writer for $40.00. Can handle woman's program and announcing. You can call on me with immediate opening.

ANNOUNCER—Permanent position preferred. Experience, Permanent. Box 219, BROADCASTING.

WANTED—Two years Experience—Selling syndicated radio, features and advertising. Twelve years agency and network experience, SA, three dependents. Available New York, Chicago or Hollywood originations. Box 206, BROADCASTING.()

BROADCASTING

Commercial Broadcasting. IMMEDIATE OPENINGS. Announcer. Air straight, five days, $25 per day. Apply. Fine opportunity, with copy, immediate opening man experienced announcer and woman.

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Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 7B-B or 7B-C or similar with pick-up. Station KLO, Ogden, Utah.

For Sale

Presto Equipment For Sale—Two 4D turn-tables, equipped with time scales, microphone, 10 cutters, vertical dampers. One set in excellent condition. Speaks like RCA 1320 Mixer. Included in sale price, mix, tone table, 7D RCA oscillator, Brengle audio oscillator; RCA, Shure, Broadcast, milles and many other top items. For quick sale, as one set, $450.00 CASHR. Harold Kay Laboratories, 64 South State Street, Painesville, Ohio.

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Nets Take Extra Precautions As Vulgarity Charge Arises

Fly Notes Increase in Recent Weeks; Scripts Scanned Carefully

REPLYING to recent claims of vulgarity and profanity on radio programs, representatives of CBS, NBC and BLUE issued formal statements last week explaining that censorship of material has been enforced in accordance with network policy and that performers have been asked to guard against ad-lib slips of this type.

FCC Chairman Fly said the number of complaints coming from the listening public have been "more than the ordinary number in recent months and weeks." He declined to comment any further but indicated that an investigation was being made.

Protesting against "hells and daments and other rough and vulgar expressions," the Ensign Highland Methodist Church of Birmingham, Ala., complained to the networks and also submitted letters of protest to President Roosevelt and Wendell Willkie.

NBC Opinion

"We recognize that this is our problem," C. L. Menser, NBC vice-president said, "and we are doing everything we possibly can to meet it. We have talked to the performers personally. We have deleted and will continue to delete all objectionable material from our scripts. We have taken them off the air a few times when they insisted on re-inserting material which we have deleted and will continue to do so."

Then he added, "we of course, welcome all possible assistance from the public and the Army in dealing with this problem." In fact Lt. Col. Ed Kirby, chief of the Army's censors branch, met with network and station representatives in Washington last fall to discuss the question of material. At that time a letter to a letter writer, a script writer, and advertisers and performers by the War Dept. requesting them to guard against objectionable material in their scripts.

Jan Schimek, CBS commercial editor, states that "CBS has had no complaints against specific programs or artists. Columbia's editorial staff has adhered to basic points of policy, which have been in effect and a matter of public record since 1929, respecting the use of comedy material and the indiscriminate use of such words as 'hell' or 'damn.'"

"The network will permit no programs or announcements that are slanderous, obscene, or profane, either in words or in treatment. In applying these principles Columbia has taken affirmative steps to insure that its program material is suitable for mixed audiences of people of various ages and tastes. We have always considered that radio is a guest in the home and must not abuse its privileges."

According to Charles Barry, Eastern program manager of the BLUE, the network realizes that in entertaining large groups of men, the natural tendency of comedians is to sharpen up the lines. Fortunately, in the case of the two BLUE programs for Army camps, Coca-Cola's Victory Parade of spotlight bands and Hall Bros. Meet Your Navy, broadcast from Great Lakes Naval Training Station, the BLUE has not come up against the problem. If it does, he said the BLUE "will hold to the standards of good taste and does not intend to deviate therefrom."

San-Nap-Pak on NBC

SAN-NAP-PAK MFG. Co., New York, on Feb. 21 will take over 62-week sponsorship on NBC of the quiz program What's My Name?, formerly sponsored on Mutual by Standard Brands, New York, for Fleischmann's yeast.

Mr. Harlow will personally answer each of the questions and will be the program's sole guesser. Fred Bivins, NBC's vice-president for network programs, has said that the program will be entirely different from any previous program on NBC, and will present a "laughable" type of quiz based on the "silly" type of questions, with "on the spot" production of the answers.

Harlow to BMI Post

CREATION of a program and music relations department of BMI to assist program managers has been announced by M. E. Youngblood, vice-president and general manager. New department will be headed by Roy Harlow, former vice-president and program director of the Yankee and Colonial networks, and one-time operator of his own agency in New England. More recently Mr. Harlow has been Massachusetts state organization officer for OPA.

"Earl Godwin Says They're Squawking Back Home About Gas and Coffee Rationing!"

San-Nap-Pak on NBC

Says They're Squawking Back Home About Gas and Coffee Rationing!

In AN ACTION that occasioned much surprise to the originating grant, the FCC last Wednesday granted the petition of NBC, as licensee of KOA, Denver, for a hearing on the application of WJW, Akron, for removal to Cleveland, where it would become a BLUE Network outlet on the 850 kc. channel. The Commission on Dec. 4 had set aside the request, but has since declared the scheduling of hearings, duplicating on the 850 kc. channel, where KOA is dominant station.

The Commission said it had adopted an order granting the petition for rehearing filed by NBC and directed against the WJW grant to change frequency from 1240 kc. to 850 kc. and increase its power from 250 watts to 6,000 watts.

The hearing was to be held at a site 13.8 miles nearer Cleveland and removal of studios from Akron to Cleveland, which would be the primary effect of a Cleveland outlet. It had previously been announced that the station, now on MBS, would join the BLUE.

Stay Order Denied

The Commission simultaneously denied the petition for a stay order without prejudice to the FCC's right to renew the request if WJW should seek authority for actual operation on the frequency in the event of a rehearing. It was expected the rehearing would be expedited.

It also reported that WJW would proceed with its construction of its own transmitter at the new location at its own risk and without awaiting final FCC adjudication.

The Commission's original decision denying the petition for rehearing on Dec. 2 but not announced until Dec. 4, tended to duplicate the legal situation surrounding the breakdown of the 850 kc. clear channel, on which WHDH, Boston, was granted over the ground test of KOA, and on which WJW was authorized to operate. Last February the U. S. Court of Appeals for the District of Columbia reversed the FCC's decision in the WHDH case, but the Commission since has taken the case to the Supreme Court. William J. Dempsey, former FCC general counsel, is acting as FCC special counsel.

Last January, WJW, owned by Bill O'Neil, son of the president of the General Tire & Rubber Co., was authorized to operate on 850 kc. for primary service in Cleveland. Subsequently, it applied for removal to the location 14 miles closer to Cleveland, which the FCC granted, subject to an order by the Commission as the licensee of Akron to move its transmitter. Although C. Harlow dissented from the original grant, on the ground that it would degrade clear channel operation,

There also was complaint that the grant was not in accord with the full spirit of the April 27 equipment freeze order, although it was said at the Commission that very little new material would be required.

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DRAWN FOR BROADCASTING BY SID HIX

"Earl Godwin Says They're Squawking Back Home About Gas and Coffee Rationing!"
As the night begins to lower, the thoughts of a goodly portion of the 11½ million people who live in this prosperous land turn to dinner and an evening's entertainment over WLW. These thoughts of food are pretty big; they amount to almost six hundred and fifty millions every year.

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the AI markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.

WLW  
The Nation's Most Merchandise-able Station  
DIVISION OF THE CROSLEY CORPORATION
RCA 872-A/872
HALF-WAVE MERCURY-VAPOR RECTIFIER
Price $7.50

Designed for
LONGER LIFE—HIGHER PEAK EMISSION
WITH CORRESPONDINGLY LOWER TUBE DROP

While you've been busy making hard-to-replace transmitting tubes last longer on the job, RCA engineers have been losing no time in building longer potential life into the tubes that are produced. The RCA 872-A/872 Half-Wave Mercury-Vapor Rectifier offers a good example of achievements scored in this direction:

Adoption of a special alloy for the cathode base has yielded materially increased emission with correspondingly low tube drop which, in turn, has resulted in greatly improved shelf and operating life. Thermal efficiency has been greatly increased, and, therefore, the tube will withstand higher surge currents without sputtering of the cathode coating—an important factor in increasing life.

In brief, the RCA 872-A/872 of today is a stronger, sturdier tube than ever before—just as numerous other RCA Transmitting Tube types are delivering longer life and better performance as the result of progressive RCA engineering developments.

TIPS ON MAKING YOUR TRANSMITTING TUBES LAST LONGER
Many valuable operation hints on making Transmitting Tubes last longer, that were incorporated in previous RCA advertising, have now been compiled into a handy booklet. A copy will gladly be sent upon request to RCA Mfg. Co., Commercial Engineering Section, Harrison, N. J.

RCA TRANSMITTING TUBES
PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS