If you are selling today, WOR should be selling for you in each of these 16 great war-active cities of more than 100,000 people each...

BARRINGTON, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK CITY
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

May we tell you how simply, profitably, quickly this can be done? Our address is...

WOR

—that power-full station
at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
"It's three o'clock in the morning" ... and the Bunkhouse Jamboeree takes the air on WLS, 3 to 5 A.M. ¶ For one week, six days, we offered a tobacco sample on this pre-dawn program. We received 10,176 requests! From all 48 states, Canada, Hawaii and the District of Columbia! To receive samples listeners were required to give their occupation ... and we received mail from factory workers, soldiers, farmers, students, police and others. ¶ This breakdown gives a good picture of the WLS audience—made up of working families, people with money to spend. And it's another in a long series of advertising successes to prove once again that WLS

* Gets Results!
ITS acorn, WNAC, planted over a generation ago, took root firmly in the fertile New England soil and grew sturdily. Strong branches appeared and spread widely until the tree figuratively covered the expanse of six states.

Remember, this is not a group of conveniently hooked up stations for makeshift accommodation; but 21 stations with a ready-made network audience, each station enjoying the loyalty and good will that New Englanders reserve for friends of long standing.

Consider this stability and what it means in established acceptance, grown solid and substantial through the years.

It isn't the time to experiment with half way measures of unknown facilities... it's a time for all-out a-c-t-i-o-n—everywhere!

The Yankee Network is the only combination that can give you this all New England, sales-resulting coverage, more essential in 1943 than ever before.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Barber Jones has business to attend to...

He's gone to buy up time on KFAB...

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the cycle of its spending... from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners buy what KFAB recommends. And they'll buy the things you sell, if they hear your message over this station.
Every week between 2,500 and 3,000 loyal WSM listeners come to Nashville’s War Memorial auditorium to see their favorite stars and their favorite program—the Grand Ole Opry. From miles around they throng into the Grand Ole Opry Auditorium. 136,000 of them paid $40,000.00 in admissions during the past year to see this unique and original show.

Week in and week out this regular audience is a premium that you get FREE when you buy a slice of the world’s most famous show of its kind.

And besides these thousands, millions more in two million radio homes are bending an interested ear to their receiving sets—listening to the program that (according to a recent survey) 5 out of 6 persons prefer to any other Saturday night show. This is the Grand Ole Opry audience!
So Mrs. Mullane
TOOK THE CONSEQUENCES...

YOU'VE undoubtedly heard the story of
Mrs. Dennis Mullane, the Staten Island
lady who muffed a question on Ralph
Edwards' "Truth or Consequences" show
on NBC the other Saturday night and

3. IT WAS RALPH EDWARDS' TURN to take the consequences. Special office space
was rented—200 clerks, working on 24-hour swing shift, were hired to handle
the mail which averaged 30,000 letters daily, and bore post-marks from every
State in the Union and from Canada. And they're still coming!

4. HERE IS 17-YEAR OLD HAROLD MULLANE, brought from camp
Le Jeun, North Carolina, on the air with his mother and Ralph
Edwards the following Saturday with some of the 300,000
pennies the young Marine received.
1. ON A RECENT SATURDAY NIGHT on Procter & Gamble's "Truth or Consequences," Master of Ceremonies Ralph Edwards told Mrs. Dennis Mullane "We are going to ask every person listening to put a penny in an envelope and mail it to you. You are to take the pennies to the bank and buy War Bonds for your son, Harold, enlisted in the Marines..."

promptly became the focal point for an avalanche of pennies from every State in the Union. If not, a quick left-to-right on the surrounding photo captions will bring you up to date.

Everybody, you'll admit, has been very nice to Mrs. Mullane.

But what does it all mean to advertisers—especially those who are looking for the one best way to do the great variety of selling and public relations jobs necessary in days like these?

It means just two things:

1. Radio

2. NBC, The Network Most People Listen To Most!
Take a look at them clear calm eyes, gents, and you'll see why Nate Lord is a good hunter, a good friend and a good station manager as well. Thinking back over our eight years' personal experience with him, we can safely say it's a rare pheasant, friend or customer that ever gets away, once Nate has drawn a bead! That's shootin', stranger!

Be that as it may, Nate Lord is in many ways fairly typical of all the station managers we work for, here at F&P. Not all of them hunt, but every one of them, without exception, represents good station management and therefore a good station. Some feature great power and widespread audiences—some do an intensive job on concentrated metropolitan audiences. Some go in strongest for merchandising, or for mail pull, or for farm coverage, or for urbanites exclusively. But whatever their specialties, every one of our F&P stations is a leader in its community, and a leader in its industry. That's the only kind of station we work for here in this group of pioneer radio-station representatives.
Garey Chief Counsel for FCC Probe

Appointed by Cox; Rayburn Saves Budget

SAVED FROM possible loss of its entire appropriation by the spectacular intervention of Speaker Rayburn on the House floor last Wednesday, the FCC has received renewed evidence of the rough sledding it is destined to encounter in Congress this session.

Following House action approving its reduced appropriation for the 1944 fiscal year, but only after heated debate proposing withholding of the entire fund, Chairman E. E. Cox (D-Ga.), of the House Select Committee to investigate the FCC, last Friday announced appointment of Eugene L. Garey, well-known New York attorney, as chief counsel and head of the investigating staff. An initial fund of $60,000 was approved by the House last Thursday for the committee.

"Mr. Garey is an eminent lawyer of great ability and high standing and will do his work without any prejudice or predilections and with the single purpose of constructive service in the public interest," said Chairman Cox in announcing the attorney's appointment. "The committee deems itself fortunate in having Mr. Garey connected with the investigation."

Weeks May Be Assistant

The 51-year-old New York attorney, described by friends and associates as a "fighting lawyer," will devote his entire time to the inquiry, expected to get under way by mid-March. Senior member of the New York law firm of Garey, Desvernine & Garey, the attorney has specialized in trial work and is experienced in administrative law.

Selected from a field of several lawyers highly recommended to the committee, Mr. Garey was to be in Washington this week to set up an organization. In addition to a staff of legal assistants, he also will have an investigating staff to ferret out matters incident to the inquiry, which will cover activities of the FCC since its formation in 1934 and the stewardship of its members, past and present. The name of John Wesley Weeks, former principal attorney in the FCC's broadcast section, was mentioned as one of Mr. Garey's possible aides. Mr. Weeks, a native of Decatur, Ga., was with the FCC and the former Radio Commission from July 1, 1933 until May 22, 1936, when he resigned to return to his law practice.

There is no present intention of broadening the scope of the inquiry to include the industry, though disconcerting reports to this end have been heard, particularly in the light of stories that certain elements were seeking to block the inquiry. Main target of the investigation is FCC Chairman James Lawrence Fly, who has feuded with Chairman Cox, largely over accusations that the Georgian improperly had represented radio station WALB, Albany, Ga., and had accepted a $2,500 fee.

Rayburn Leaves Rostrum

The FCC's close call with extinction came on the floor of the House last Wednesday during consideration of the Independent Offices Appropriation Bill. Striking out of the entire appropriation of $7,609,000 for the FCC was proposed by Rep. Case (R-S. D.), a member of the Independent Offices subcommittee, who had pointed out that general dispute over the FCC's functions warranted withholding of the fund until the Cox committee completed its work.

Before the melee was over, a dozen members of the House had participated, including Rep. Cox. It was only after an "appeal to reason" by Speaker Rayburn, who for the first time this session left the rostrum to address the House, that the FCC's appropriation was safe. By a vote of 162 to 87, the motion to strike the FCC appropriation from the bill was rejected.

No words were minced in the debate last Monday and again on Wednesday. Rep. Woodrum (D-Va.), chairman of the appropriations subcommittee, strongly defended the appropriation, pointing out that the budget request had been cut by $480,000, largely because of duplication with functions of the military agencies, and that other cuts could be made after the Cox inquiry or after the appropriations committee investigators, authorized this session, have thoroughly examined the Commission's functions and personnel.

\[\text{Sketch of Cox Committee Counsel}\]

**EUGENE L. GAREY**


(Continued on page 45)
CBS 7 p.m. Period
Is Bought by P&G

Schenley, Goodrich Slated To Take Net Quarter-Hour

CBS has sold the 7-7:15 p.m. period vacated last Friday by Amos ‘n Andy to Procter & Gamble Co., Cincinnati, and several of its programs are being line up on that network and on the BLUE for other advertisers. P&G will start March 22.

I Love a Mystery Monday through Friday, for a product as yet undetermined, according to Compton Adv., agency in charge.

Carleton Morse, author of the program, will write, produce and direct.

Schenley Plans

With the Creta Blanca Carni-
val already on MBS and Alex Templeton Time starting March 1 on the BLUE for Dubonnet wine, Schenley Distillers, which recently purchased Roma Wine Co., Fresno, Cal., is expected to promote Roma wines on CBS Thursdays, 8-8:30 p.m., starting about March 4. No confirmation of this schedule was forthcoming from Schenley or McCann-Erickson, agency in charge.

Also slated for a weekly institutional series of news programs, featuring Joseph C. Harsh, of the Christian Science Monitor, under sponsorship of E. F. Goodrich Rubber Co., Akron, No confirmation of the series could be obtained from network or agency last week but the show is understood to be starting March 8 or 15 in the 8:55-7 p.m. period. Agency is BBDO, New York.

M-G-M Rumors

Reports were circulating last week, after P & G had signed for the former Amos ‘n Andy spot on CBS, that the comedy team might be taken by Metro-Goldwyn-Mayer in the fall on CBS, or on the full BLUE at 7-7:15 p.m. plus WLTW, WWIN, WOR, in New York, station owned by M-G-M. P&G had also been named among the possible sponsors of the program, but this appears unlikely with the announcement of the new P&G mystery show. M-G-M agency is Don-

hure & Coe, New York.

PLAN FOR ELMER DAVIS BROADCASTS

CON

DRAWS DEBATE ON UNIVERSAL HOOKUP

By JAMES D. HOUSE

PRO

Visc-President

The Crosley Corp.

I READ with interest the editorial in your Feb. 8, issue which took the Office of War Information some-what severely to task for arranging a four-network release for Elmer Davis’ official comments.

While I most certainly do not question your objectiv-
izely editorially the judgment of the OWI in working out these ar-
rangements for Mr. Davis, I feel that in all fairness those in the in-
dustry who might be concerned about the matter should be in-
formed that the propriety and wisdom of a simultaneous release on all four networks for an official Government statement each week was discussed in detail some weeks ago by the Office of War Information with the members of their Station Advisory Committee, con-
sisting of John Shepard 3rd., George B. Borer, O. L. Taylor, Eu-
gene Pazzini, John Petzer, Neville Miller and the writer.

Committee Agreed

While I do not remember specifically the position taken by each individual member of the Commit-
tee, I can state as a fact that the majority of the members of the Committee were agreed that the only proper and intelligent method whereby such a broadcast should be released was by the procedure which has since been set up by the Office of War Information.

I am sure that our Committee makes no pretense to infallibility in its judgment, and I am equally sure that it would be obviously un-
wise, if having adopted this pro-
ceEDURE, we did not properly assume a large part of the responsibility for advocating what you so freely criticized.

I am sending a copy of this letter to each member of the Committee, and I am suggesting that if they are not in accordance with your point of view on the matter, they commu-
nicate with you directly, in order to prevent any misunderstanding.

I WAS very much interested in your editorial of Feb. 8, entitled “Davis—War Voices”. In this edit-
orial, you very soundly dis-
aged the notion of universal hook-
ups except for the president of the United States, giving valid reasons.

In addition, however, to the reason so ably cited above editorially, I feel very strongly that universal hookups should be discouraged except for presidential messages, be-
cause these universal hookups strike at the very heart of the American principle of broadcasting, which affords the radio listener a free choice of programs.

If universal hookups are to be established every time some politi-
cian wants to be heard on the air, our radio listeners will sink to the same position of those in the Totallitarian countries where they must either listen to political spokesmen or hear nothing on their radios whenever these official spokesmen choose to occupy it.

I sincerely hope, therefore, that you will continue to defend the free choice of radio listeners in this country by editorializing against universal hookups except in those instances where the President of the United States has a message of such importance for our country that we are warranted in tying all networks together so that all may hear that message.

ELMER DAVIS PLANS TO REVIEW NEWS

FIRST broadcast of Elmer Davis as the OWI chief will be held in New York or Chicago, rather than all four networks which will not take place until March, the OWI chief told a news conference last week.

Earlier the series had been tenta-

tively set for this month [Broad-

casting, Feb. 17].

Mr. Davis said he would give 15-
minute summaries of the week’s news, similar to a weekly program he formerly had on CBS. In answer a call he raised Feb. 14 by members of the American Society of Newspaper Editors on Ted McComas, in charge of OWI Air, Mr. Davis renewed a promise that no spot news would break on the broadcasts.

If the series should prove dull, Mr. Davis said, it will be discon-

continued. “I have more to fear than mylisteners,” said Mr. Davis, “I made my living that way before, and I hope to do it again if I haven’t offended all employers.”

He said on the basis of public re-

cision to his CBS programs, he did not expect his Government series to be dull.

Audience Increase

THE AUDIENCE increase of eve-

ning programs rocketed grea-
ter than the increase in daytime listen-

ing, according to A. C. Nielsen, president of the market research organization bearing his name, who last Friday addressed a closed session of the Newspaper Research Council in New York. This trend, he pointed out, is marked among the lower income families revealing the increase in employment.

Mr. Nielsen explained that minute-

by-minute audience data revealed by the auditor gave information on the effectiveness of commercials as well as on the program itself.

NAB May Cancel Convention; Radio War Session Proposed

Board Meeting Agenda This Week to Include

COX INQUIRY, MUSIC, MANPOWER PROBLEMS

PROPOSAL that the NAB cancel its annual conventions for the dur-
ation and that a compact, fast-
moving “radio war conference” be held in late April or early May in lieu of this year’s convention will be considered by the NAB Board at its meeting in New York Thursday and Friday.

Since New Orleans definitely is out of the picture as the convention city, by virtue of withdrawal of its formal invitation, and with the declaration of the Office of Defense Transportation that regular conven-
tions be discouraged, it ap-

peared likely that the board either would approve the “radio confer-
eging” proposal or cancel the conven-
tion altogether.

The war conference, which would be stripped of customary banquets, displays and other convention frills, might be packed into two days, either in New York or Chicago.

Key Government officials identified with the war program and with radio would be asked to participate.

NAB President Neville Miller and Acting Secretary-Treasurer C. E. Arney Jr., who also is conven-

tion manager, have conferred with members of the board and industry representing conven-
tion plans. The whole matter will be canvassed by the board at its Friday ses-

sion.

Also expected to highlight the board meeting will be an overall dis-
ussion of the legislative and regulatory situation. The question of the Cox Select Committee inquiry into the FCC will be raised, it was predicted. Reports have been heard that a move will be made to convince the board that it should oppose the inquiry, or at least keep neutrality.

The tentative agenda provides for discussion of the entire music controversy, precipitated by the (Continued on page 52)

BROADCASTING • Broadcast Advertising
Recorders, AFM Fail to Reach Settlement

Legal Entanglements Stymie Pettrillo Plan; War Time Problems a Factor

SEVERAL weeks may elapse before any substantial basis for discussion of the AFM recording strike is reached, it appeared evident last Friday after transcribers and recorders had deliberated all week in an effort to meet the “fixed fee” ultimate of AFM President James C. Pettrillo and his international board.

After the recording group, representing the principal phonograph record and transcription companies, had failed to work out a proposition, based on the abstract AFM formula, they notified AFM last Thursday that the formal answer might not be available for several days. Mr. Pettrillo promptly dispersed his board, which had met with the group the preceding Monday. Indications were that another meeting would not be held for some time.

Subcommittees Named

Perplexed as to how they can negotiate with AFM on a fixed fee basis for the recording of phonograph records, the men in face of wartime manpower and economic problems, the recording industry group was impelled to postpone some meetings with the AFM Board, which had been set for Thursday. While the negotiations are not regarded as stalemated, the novel proposal of the AFM board was a far cry from established labor procedures, posed so many unique legal and operating problems that the recording industry was in a state of extreme caution should be exercised.

After a half-dozen meetings, during which much midnight oil was burned, the transcribers were to meet again today (Feb. 22) and tomorrow in the hope of completing a counter-proposal. Several subcommittees were formed. Since AFM announced the plan on Feb. 1st [BROADCASTING, Feb. 15], for fees to be paid by the manufacturers and distributors of music into a union unemployment fund, the recording groups have been in almost unbroken conference with their attorneys.

While radio itself was not directly covered for additional royalties, it was pointed out that the effect of payment by transcription companies of royalties covering library services obviously would be felt by the broadcasting industry.

It was clear that the recording industry proposes to present a “united front”. At the Monday meeting—the only one held with Mr. Pettrillo and the AFM Board—17 trade executives and their lawyers attended, but Mr. Pettrillo, however, was not represented. The meeting was described as “friendly” by the AFM president, who commented that it “seemed like the men want to make a settlement”.

Present at the meeting for the industry were: C. Lloyd Egner, NBC vice-president in charge of Radio-Recording Division; R. P. Myers, NBC Radio-Recording attorney; Edward Wallerstein, president, Columbia Recording Corp.; Kenneth Raine, CRC attorney; Ray Lyon, assistant to A. P. Peterson, vice-president, World Broadcasting System; C. M. Finney, president, Associated Music Publishers and Musak Transcriptions; Ben Selvin, vice-president, AMP and Musak; Gerald A. Kellerer, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program; A. Walter Sco- low, Lang-Worth attorney; Milton Blink, Standard Radio, Chicago; Gerald King, Standard Radio, New Jersey; William J. Crouch, Soundies Distributing Corp. of America.

At the initial meeting Feb. 15, Mr. Pettrillo said he would not state his dollar demands until the recording group accepted the principle of a contribution directly by them to the union to relieve unemployment, increase cultural interest in music and give free concerts. If a royalty of one-cent per record were established, based on last year's phonograph record sales, the tribute to that fund would total $1,500,000. That would be aside from royalties sought for transcription, library, juke-boxes and wired music. The AFM president stated at his news conference that he had not anticipated the proposal to provision could be enforced.

NAB Recalls Statements

While Mr. Pettrillo said he had no fight with radio, NAB, in a bulletin to its membership last Friday, pointed out that the AFM president’s original statements last summer, preparatory to the Aug. 1 ban on recordings, were the recording companies had to find a way to “keep the records out of radio stations”. Moreover, reference was made to statements by Mr. Pettrillo and in a country-wide speech made before the Senate Clark Probe Committee, wherein claims were made against radio as having caused unemployment.

NAB cited, suggested that 20,000 to 60,000 musicians should be employed by radio.

NAB pointed out that so far as transcription companies are concerned, “Mr. Pettrillo acknowledges that no charge should be made on commercial transcriptions which are played only once, but he will still impose a tax on such transcriptions unless transcription companies accede to all of his demands.”

Pointing out that he seeks from the transcription companies a percentage of the rental on library services, NAB said that if his demands were acceded to “it is conceivable that the broadcasting industry might be faced with increased cost of library services.”

Listed among the consternation confronting the record and transcription companies were:

1. The unsound public policy involved in the acceptance by any industry of setting a tax on persons whose industry does not employ, has never employed and with whom it has no relation.

2. The unsound public policy involving the setting up of organizations to levy taxes upon employers and the public for unemployment purposes instead of making such taxing power the responsibility of the government.

3. The problem of whether the payment of such a tax would be regarded, as an evasion of wage stabilization regulations since, under the precedent which would be created by the acceptance of the demands, any labor leader could, instead of seeking for increased pay for the members of his union, ask for an equivalent amount to be paid directly to the union itself.

4. The problems relating to income tax and other liability on any industry whereas the service is rendered especially since the labor union itself would be exempt from taxation on the amounts received.

5. The conflict between the acceptance of such a principle and the desire of the War Manpower Commission to draw all citizens not engaged in necessary war work.

6. The conflict with the anti-inflationary policies of the Office of Price Administration to fix the cost of products and services at the prices charged during March 1942.

7. The precedents which would be:

(Continued on page 22)

ASCAP Suit Dismissed;
Second Action Pending

JUDGE ARON STEUR of New York Supreme Court last week granted the industry dismissal of the action brought by Denton & Haskins Corp. and Gemi Music Corp. to obtain a declaratory judgment against ASCAP. The motion had been argued by Louis D. Frohlich of Schwartz & Frohlich, A. D. Prentice, and a declaratory judgment was necessary.

Decision by Judge Steur follows completion of the records tiffs against ASCAP in January [BROADCASTING, Jan. 25], at which time two suits were filed to determine the relationship of public performance rights in musical compositions in 1951, following expiration of current contracts assigning the rights to ASCAP.

The second suit, filed by the same plaintiffs in conjunction with George Whiting, an ASCAP writer member, demands an accounting of financial transactions since ASCAP was granted a certificate in 1914.

Last week the defendants were given until March 8 to file replies.

Paine to Coast

JOHN G. PAINE, general manager of National Broadcasting for last week for Hollywood to arrange for the semi-annual meeting of West Coast members of the society, has been staying at the Beverly Wilshire Hotel. The semi-annual meeting in the East will probably take place in the last week of March in New York after ASCAP members have sent in their votes for eight directors whose terms on the ASCAP board expire April 1.
NBC Coast Clinic Studies War Role

EXPLORING radio's war role, seventh regional conference of the second annual NBC War Clinic convened at the Ambassador Hotel, Los Angeles, Feb. 16-17. Some 50 representatives of western stations and affiliates assembled. They were welcomed by Arden X. Pangborn, general manager of KGW, Portland, Ore., and West Coast district member of NBC planning and advisory committee. Delegates were told by Roy C. Witmer, NBC vice-president in charge of sales, that despite wartime conditions, broadcasting would be as good in 1943 as the past year.

War Service

Speaking on program trends, Clarence L. Menser, vice-president in charge of programs, analyzed the 740 network hours devoted to the war effort during 1942. He promised continuing development of patriotic service. William S. Hedges, vice-president in charge of stations, pledged NBC to untiring public service.

In a new conference prefacing the clinic, Niles Trammell, NBC president, envisioned the post-war emergence of the West. We will start on a regional basis, building networks out of New York, Chicago and Los Angeles," he said. "Then we will combine the three into a network under the NBC."

Other speakers included Harold J. Bock, western division manager of press-information department, Sheldon B. Hickox Jr., manager of station relations department, New York; John F. Royal, vice-president in charge of international division; Charles B. Brown, director of advertising and promotion; Nellie O. Kersta, manager of television; Dr. James Royal Anderson, public service counselor. Attending were:

P. Soule, Mrs. Ruth Fletcher, KSEE; Arden X. Pangborn, KGW; W. N. Wallace, Keith Collins, KMJ; Dick Lewis, KTPA; W. B. Stuhl, KOMO; Mrs. Georgia Phillips, W. B. Good, Kansas City; K. O. MacPherson, KFIA; E. Armitage, KFRB; K. O. MacPherson, KFPA; S. S. Fox, W. J. Nagata, G. A. Provoy, Myron Fox, KDKA, John Elwood, Ray Bum- 


IN BETWEEN SESSIONS of the traveling NBC war clinic, participants took time out for some informal chatter, as evidenced here at the Chicago meeting held recently at the Drake Hotel. Confering with NBC President Niles Trammell are: Standing (1 to r) W. S. Hedges, vice-presi- dent in charge of stations; Stanley E. Hubbard, KSTP, St. Paul; and B. J. Palmer, WHO, Des Moines. Seated, Walter J. Damm, WTJ, Milwaukee; Dean Fitzar, WDAF, Kansas City; Mr. Trammell, and George M. Bur- nham, KSD, St. Louis. The group discussed war operating problems.

NBC officials assured broadcasters the network would encourage future "teaser" campaigns such as the recent jingle used by American Tobacco Co. to build up new All-Time Hit Parade.

McNutt Holds Back Release Of Guide on 48-Hour Week

Official Regulations May Not Appear Until Late This Week: Flexibility Predicted

NO OFFICIAL information was available last week to give reliable answers to questions arising every- where over the position of broad- casters in 32 critical labor areas under the President's order establishing "a minimum work week of 45 hours."

The best unofficial word, however, was that the detailed regulations, when finally issued, will be flexible and that business organizations which are unable to decrease their working force by lengthening the workweek will be able to exempt from the order.

Rules Delayed

Despite WMC Chief Paul McNutt's promise that the rules would be ready "in two or three days," they were still in the hands of the Commission's legal machinery when BROADCASTING went to press. Indications are that they will not be available for at least the middle of this week.

At a news conference last Monday, Mr. McNutt emphasized the regulations would be flexible to accommodate instances where they would work a handicap. He would not reveal any details of the forthcoming rules, but repeated that WMC expected industry to go on 48 hours wherever possible.

A report late last week said that McNutt had signed a final draft of the rules and that they were already being sent to WMC regional directors. This report was later denied, and WMC revealed the rules had been recalled for further alterations.

Disappointment over this de- velopment was expressed by NAB officials who had called a meeting of the Labor Committee to discuss the regulations in Washington Feb. 23. The meeting will be held de- spite the developments, and NAB hopes to have enough information at that time to clarify the broad- casters' position.

Some opposition to application of a 48-hour week in radio was heard from both station managers and of- ficials of the IBEW. One IBEW representative pointed out that where station's used small technical staffs, no saving in manpower could be expected.

"The only solution to radio's shortage of technicians is to train more technicians from non-draft- able groups," this IBEW spokes- man said. He added that an indus- try-wide 48-hour week for tech- nicians might save some labor, but only as a partial solution.

Overtime Plan

Among the provisions that will inform Washington sources predict are:

All business organizations em- ploying eight or less will be ex- empt.

Overtime will be paid at straight-time for firms not under the Wage & Hour Act, and time-and-a-half for those under the act. (Commissioner McNutt explained there is no provision for time-and-a-half for firms in intrastate commerce.)

Hiring will be through WMC re- gional offices, and firms will have to show compliance with or excep- tions to the 48-hour week before recruiting new help.

All these suggestions, neverthe- less, were tentative, and no definite rules should be anticipated before the official interpretations are is- sued.

BLUE HOLDS CLINIC ON PACIFIC COAST

WITH sessions devoted to program activities and station regulations, the second annual meeting of BLUE Pacific Coast operated and affiliated stations was staged in the Ambas- sador Hotel, Los Angeles, on Feb. 18-19. Attended by more than 30 station owners, managers and department heads, sessions were presided over by Herbert M. Pol- lution vice-president. Phillips Carlin and Keith Kiggins, vice-president in charge of programs and station relations respectively, were principal speakers.

Among those attending sessions were John C. Dyer, manager of KFMM, Austin; Deane Banta, manager of KERN; Hewitt Kees, manager of KOH; Charles P. Scott, manager of KTTC; George Ross, manager of KWW; William H. Ryan, manager of KECA; Thomas E. Sharp, manager of KFMB; Harvey L. Lucas, manager of KGJ; Arden X. Pangborn, manager of KEX; W. B. Stuhl, commercial manager of KJJ; Robert Dwan, program manager of KGO.

Liberty Magazine Plans CBS Five-Minute Series

LIBERTY MAGAZINE Inc., New York, on Feb. 28 is starting a weekly television program, the "The Ghost Show on 38 CBS stations in the Friday 6:10-6:15 a.m. period. The show will be built around the theme of safety in war plants, with each program dramatizing an industrial accident which was recently occurred in some unnamed plant.

Awards will also be made through the program to plants distinguished themselves for accident preven- tion, prize to be a wooden replica of the Liberty Bell.

Selection of plants made in co- operation with the National Safety Council's war fund production bureau and management and trans- missions of the show will be available to any plant wishing to use them as part of their accident prevention programs. Commercials on the five-minute series also will promote leading features in the current issue of Liberty Magazine. Agency is Warwick & Leeser, New York, while Phillips H. Lord Inc. is producing.

Townsend Test

TOWNSEND NATIONAL RECOVERY plans, Chicago (publication), through its newly appointed agency, J. L. Stewart Agency, Chi- cago, will make use of the one-week test announced on WAFF and WAlT, Chicago, in a one-week test.

Late Barn Dance

LATE show for swing workers will be tried March 20 by Sunset Valley Barn Dance, audience shows heard on WJMK, Minneapolis-St. Paul, Saturdays, 8:30-9, 10:15-11. While the show tours areas near war plants, a late performance will be given from midnight to 2 a.m., the 12-1 spot on the air.
TIED FOR

AT IN BOSTON
From 8:30 a.m. to 9 a.m.

PERCENTAGE
OF LISTENERS ..... 27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

This is the story of an independent radio station that is doing a single-handed job in Boston . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . WORL is the station to use. It's "Boston's Best Buy."

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"
CAB Reviews Radio’s Fourth War Year

Would Set Rates For Time On All Outlets

REVISION of the existing rate structure proposed by the CAB for all Canadian stations, election of officers and war coordination in the Government’s use of radio highlighted the three-day session conducted by the Canadian Broadcasters’ Assn. in Toronto, beginning last Monday.

Glen Bannerman, C A B president, reviewed the advertising prosperity of 1942 even in the face of reduced local dealer inventories. He explained this in part by describing the energetic sales promotion of many stations which produced new sources and new types of sponsorship. In the national field, he looked to continued increase of Government purchase of time. Mr. Bannerman also reported that manpower demands of the industry were being carefully studied in collaboration with interested Government agencies.

Standardize Rates

The CAB decided after lengthy discussions to standardize rates for all member stations on all times except spot announcements and flashes; to discuss possibility of setting up a judiciary committee composed of CAB, Canadian Broadcasting Corp. and a neutral chairman similar to the Canadian Railway Commission; to tell Canadian listeners about privately-owned stations through a station-break publicity campaign, to keep the same monthly fees on twice the half-hourly rate; to oppose a CAB sponsored school for announcers; to adopt a broadcasters code.

As the result of a Canadian Gallup poll held some months ago in which, through question phrasing, over 50% of the public favored government participation in radio broadcasting, it was decided that the privately-owned stations had not sufficiently identified themselves with the listening public as being apart from the CBC network system. It was resolved that the CAB member stations pledge themselves to explain their work and problems.

A report was heard from Dr. Cyril Langlois of Lang-Worth Productions on meetings held in New York Monday and Tuesday with Petriello and APM. The broadcasters were told that most likely the transcription problem would not be settled for some months.

Also discussed were a report on the 1942 Parliamentary Committee of Enquiry in Radio Broadcasting, the work of the national radio committee on government advertising, new CBC transcription regulations, the advantages of radio for Canadian Bankers’ Assn., reports on Canadian Performing Rights Society and BMI fees, priorities and manpower.

INTERNATIONAL RELATIONS were prominent on the agenda of the CAB convention at Toronto. Seated (L-R) were: Mr. Petriello, NAB, Washington; Lew Avery, NAB, Washington; Glen Bannerman, CAB president, Toronto; Neville Miller, NAB president, Washington; Easton C. Woolley, NBC, New York. Standing, Jack Tracey, NBC, New York; H. C. Rice, WGR-WKBW, Buffalo; W. B. Parsons, NBC, New York; J. A. Duval, CKAC, Montreal; Charles Ayers, Ruthrauff & Ryan, New York; Harry Segwick, CFBQ, Toronto. Many broadcasters from the United States attended the sessions in Toronto.

A report obtained from a questionnaire of Canadian stations showed that at the beginning of 1943, 72 out of 78 Canadian stations employed 762 men and 305 women, of whom 284 men come in the 19 to 30 single age group, and 350 in the 19 to 40 married men classifications, with 240 men being medically unfit.

Avery Heads Panel

The convention reflected an intense interest on the part of American agents in radio potentialities for their attendance of 120 marked the largest turnout from the U.S. ever received at a CAB gathering. In fact, Lew Avery, NAB director of broadcast sales, lead a roundtable discussion on “Selling the Medium”.

Dr. J. S. Thomson, CBC general manager, addressed the group at the Monday luncheon appraising the radio medium in its relation to the civilizatton. He urged broadcasters and those connected with the industry to cherish the development of the past, improve the tastes of listeners in the present and look to the future with a thought to vaster issues.

Listener interest occupied considerable attention and the various methods were considered. To this end, Monday afternoon’s session was devoted to station coverage measurement and listener interest.

Largest Attendance

The fourth wartime CAB meeting drew the best attendance of any, despite staff shortages at most stations and the coldest Feb. 15 on record in Toronto. The temperature dropped to 27 degrees below zero. The largest number of American broadcasters to attend a Dominion CAB convention registered, with more than 120 from the United States.

Despite growing shortages of civilian goods and increasing restrictions, broadcast advertising revenues have held up well in 1942.

Extra Sessions

FUTURE of Canadian broadcasting was discussed at a dinner every Monday night by Stovin & Wright Ltd., station representatives, for the firm’s clients and American guests. Maj. Gladstone Murray, CBC director-general of broadcasting; Bill Wright of Stovin & Wright and Joseph Segwick, CAB counsel, presented a 45-minute program in the nature of Information Please, dealing with industry problems. A joint cocktail party for convention delegates was given Monday afternoon by the Canadian National and Canadian Pacific Telegraphs.

President Bannerman said in his annual report.

Although lower inventories in local dealers’ hands, some of which cannot be replenished, indicate less revenue in 1943 from usual local sources, Mr. Bannerman declared “it is surprising how many new sources and new types of sponsorship are and can be developed by an aggressive sales organization.”

Urges Postwar Study

“So far as the national field is concerned,” he asserted, “there is every indication of further use of the medium by the various Government agencies. National manufacturers and distributors who have restricted or abandoned sales activities appear to be alert to the necessity of keeping their names before the public as insurance against being forgotten when the day comes for again supplying civilian requirements. One thing is certain—never since I declared the medium has the capacity of broadcasting been so much in the minds and ears of the various advertisers as it is today.”

“In recent months a number of industries are establishing committees to study their future position in the post-war era. It seems to me that no industry has more at stake in the future than the privately-owned broadcasting stations. One might hope that, growing out of this annual meeting, a committee would be set up to study the future of this industry in the post-war era.”

Mr. Bannerman reported that while various Government agencies have increased the use of commercial time, privately-owned stations have given considerable free time to war activities. The Canadian Bankers Assn. has used radio for the first time, he said. A joint committee on manpower has been set up by the CBC and CAB under the Government’s National Selective Service board, he added.

Rate Structure Discussed

At a closed meeting Monday morning CAB members agreed that Government radio advertising should be routed through a single agency or department. Too many campaigns conflict for time, it was brought out, and poor programming has created a state of radio wariness through too many announcements. It was the consensus that the best use of radio is not being obtained by uncoordinated Government radio advertising.

As a result of meetings with agency buyeers during the year, Mr. Bannerman reported a proposed revised rate structure beginning with a basic time period of a quarter-hour. The proposed half-hour rate would be twice the quarter-hour rate less 20%, with the hourly rate twice the half-hour.

Each station should determine its own evening hours for Class A rates, he pointed out, while Class B would be from 12 noon to 1 p.m. All other time would be in Class C. Times less than a quarter-hour included 10-minute periods at 75% of }

(Continued on page 54)
People are moving into Detroit! Even an alert Board of Commerce finds it difficult to keep count. But, this we know: Detroit leads all major cities of the nation in percentage of increase in population during the past two years.

These newcomers (more than 300,000 of them) would have emptied the state of Delaware. Or cleared the city of Denver. Or left Dallas a ghost town. But, they have come from everywhere. Come to build the tanks and guns. Come to make every hour a productive hour.

No routine radio schedules could serve these men and women. That is why WJR is on the air twenty-four hours a day. Why there are newscasts every hour of the night. Why the name band swinging for dancers in Hollywood is piped in for the pleasure of the swing shift at the war plants.

Detroit is not leading a normal life these days. It is working 'round the clock. It is fighting a war. And so is WJR.
Two More States Abolish War Time

Radio's Headaches Grow As Others Plan Action

INNUMERABLE headaches for radio as well as a threat to the nation's war production loomed last week as two more States abolished War Saving Time, while three others had similar legislation under consideration.

Disregarding fervent pleas of War Production Chief Donald M. Nelson [BROADCASTING, Feb. 8], the Legislatures of Michigan and Ohio passed measures to turn back the clock one hour. Michigan's bill officially placed the State on Central Time, which corresponds to normal Eastern Standard Time, while Ohio's legislation placed the Buckeye State on Eastern Standard Time.

Ohio Cities Balk

Even after the Ohio Legislature passed the bill, Gov. John W. Bricker was besieged with a wave of protests from the urban centers urging him to veto the measure. Despite the protests, Gov. Bricker signed the bill into law last Wednesday, with the statement that the time change would "help the agricultural situation. Several large manufacturing plants engaged in war production are located in Ohio.

Further complicating Ohio's problems was the declaration of at least 25 cities that their communities would continue to observe Eastern Standard Time. The Ohio Eastern Standard Time became effective Feb. 21.

Detroit last week voted 2-1 to remain on Eastern Time after the Michigan Central Time became effective Feb. 15. Mr. Nelson had appealed also to the Detroit City Council to keep that city on Eastern Time.

Michigan generally was thrown into confusion over the change, with most of the western part of the State going on Central Time and the manufacturing centers holding out for a war time. City schedules were rescheduled in many instances, as broadcasters worked far into the nights to straighten out entanglements involving both commercial and sustaining programs.

A telephoned inquiry from a Michigan broadcaster to the WPB asked whether his station should operate under Federal time or under Michigan time. The wire was referred to the FCC.

Rosed H. Hyde, assistant general counsel of the FCC, commenting on the province said that stations operating on limited time are authorized by the FCC to broadcast certain hours under Federal time. Those stations cannot operate under hours other than Federal time without violating the terms of their licenses.

Another headache facing the industry is the potential loss of revenue which will result in abolishing an hour of Class A time, the most lucrative of radio's salable hours. Class A time generally begins at 6 p.m., with much lower rates in the bracket between 5 and 6 p.m.

Hardship Faced

With both network affiliates and independents confronted by reduced revenue by the mandatory change in time, untold hardship is faced by many broadcasters, already financially pressed to the point of suspending operations. Six stations have suspended since last fall, and Chairman James Lawrence Fly of the FCC has been in conference with network officials in an effort to work out some feasible plan to save further curtailment due to lost revenue (see page 55).

Georgia began the move to abolish War Saving Time by legislatively that State into the Central Time Zone [BROADCASTING, Feb. 1]. Since then, however, several individual cities have elected to remain on Federal time, placing that State in confusion.

Meantime the legislatures of Indiana, Oklahoma and Kansas have under consideration measures to abolish War Time, according to WPB officials. Although Chairman Nelson plans no official action, it is expected that the industry in the country at large that the WPB is unalterably opposed to anything but universal Federal time, as established by Congress a year ago.

Inasmuch as War Time was set up by Congressional Act, all Federal agencies and interstate commerce will continue to operate on Federal time, regardless of what the individual States may do, it was pointed out. Postoffices and transportation lines operating interstate will continue to be guided by Federal War Saving Time, which will further complicate the situation in the States which abolish it.

FDR's Crossley 67

PRESIDENT ROOSEVELT'S speech on Allied war plans, broadcast Feb. 12 on all four networks from the White House Correspondents' Assn. dinner, was heard by 75% of the radio audience in this country, according to a report issued last week by the Cooperative Analysis of Broadcasting. The talk was broadcast from 9:30-10 p.m.

FIRST anniversary of the Treasury Star Parade was observed last week in Washington with a gathering of Treasury and Allied Record Mfg. Co. executives.

Navy Ruling Hits Institutional Fund

Radio Time Not Included in Cost-Plus Contracts

RADIO advertising is not a necessary overhead expense in producing war equipment for the Government, the Navy has ruled in disallowing from a cost-plus contract a charge for a radio program aired by a Michigan manufacturing firm on an independent station in that State.

This ruling, it was learned in Washington, is in accord with policies followed by Chief Donald Nelson and the Comptroller General of the United States.

Mr. Nelson decided some time ago that certain kinds of advertising, such as industrial or institutional nature, principally those offering financial support to trade or technical journals, were permissible [BROADCASTING, Oct. 5].

The Army, however, does not allow any general advertising in cost-plus contracts. An officer of the Service of Supply Fiscal Division told BROADCASTING that institutional advertising to maintain brand names must be paid from the manufacturer's commission, or from other funds.

Two Firms Get Awards

Two electronics plants—Farnsworth Peterson & Radio Corp., Marblehead, Mass., and Colonial Radio Co., Buffalo, N. Y.—are among 36 industrial plants awarded the Army-Navy Production Award, Undersecretary of War Robert P. Patterson and Undersecretary of Navy James V. Forrestal announced last week.
FROM ATLANTIC CITY TO POUGHKEEPSIE
FROM NEW JERSEY TO RHODE ISLAND
THE EASIEST SPOT TO FIND IS
WMCA
FIRST ON NEW YORK'S DIAL
570 kc.
America's Leading Independent Station

64 newspapers in this area regularly list
WMCA programs . . . more than twice as many
as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY
- CHICAGO - DETROIT - HOLLYWOOD - BOSTON
Atlantic Planning Baseball Schedule
Oil Company Will Continue On Curtailed Basis

DESPITE a double handicap of gasoline rationing, and uncertainty over the wartime future of athletics, Atlantic Refining Co., Philadelphia, is planning to continue baseball broadcasts in the East this year, according to W. A. Ayer, agency servicing the account.

Present plans indicate a definitely reduced schedule, but At-

lantic hopes to continue all its major league broadcasts, and is considering a minor league ar-

rangement. Agreements have already been made with both Philadelphia major league teams, and the Pittsburgh Pirates, and negotiations are continuing with the two Boston teams.

Minors Uncertain
Atlantic’s minor league schedule has been held up by uncertainty over plans for continuation of minor league baseball. At the present time, Atlantic is broadcasting individual games south of Baltimore, although last year the company sponsored games of Jacksonville and Savannah in the South Atlantic League and Charlotte and Rich-

mond in the Piedmont League.

Although agreements have already been made with three major league teams, no official list is yet ready. It is understood, however, that Atlantic hopes to pipe these broadcasts over regional networks.

First news of Atlantic’s minor league plans appeared at the an-

nual meeting of the Eastern League in New York early this month, when it was learned that Atlantic had taken the option on its three-year Eastern League con-

tract, and was dealing with individual teams instead of accepting a blanket contract with the league. Atlantic is broadcasting Eastern League broadcasts in Wilkes-Barre, Williamsport, and Elmira, but has made no arrangement with Bing-

hamton, Albany, Hartford or Springfield.

Last year Atlantic had its most ambitious schedule in seven years of baseball broadcasting. The company aired 2000 games in six leagues over 50 stations, using 8500 station hours.

BUSINESS TRENDS of the war-converted West Coast and program

interests of that audience get attention from this network-agency

trio. Talkers are (1) Broadcasting; Los Angeles manager and chair-

man of the board of Foot, Cog, & Belding; Donald W. Thornton, CBS West Coast vice-president; William S. Paley, CBS president.

NEW REPAIR ORDER HAS AA2X PRIORITY

OFFICIALS of the WB Post Radio & Radar Division said last week that they believed the position of broad-

casters seeking maintenance and repair parts will not be affected by the new general maintenance and repair order, CMP 6, issued for virtually all industry under the contract.

Common impression was that CMP 5 in general parallels P-183, the radio division maintenance and repair order, CMP 5, by its own terms, super-

cedes orders of the “P” series, but all “P” limitations remain valid. Members of the WB legal depart-

ment say that CMP 5 will probably be further modified before it takes effect on March 31.

Campbell Show Set
CAMPBELL SOUP Co., Camden, N. J., which took an option on the Wednesday 9:30-10 p.m. period on CBS some months ago, will start a comedy program in that spot March 5, featuring Milton Berle, comed-

ian. A girl vocalist, orchestra and stogees will complete the show, to be aired on 63 stations on behalf of the company’s soup products.

Account last Friday gave up five-

weekly sponsorship on CBS of Amos ‘n Andy, off the air for the present. The team declined Camp-

bell’s offer of the half-hour, now scheduled for the Berle series. Ward Wheelock Co., New York, is agency.

Shoe Polish Series
KEYED to the shoe polishing order, a campaign will be started on New York and Philadelphia sta-

tions by Knorr & Mfg. Co., Brook-

lyn, promoting Quiko and Kno-

rkap shoes as means of conserving shoes. Starting date and station lineup have not been deter-


WBZ Simplifies Wage Adjustment

Broadcasters Aided by New Form 10, Now Available

A REVISED Form 10, simplifying applications for voluntary wage in-

creases for employees under War Labor Board jurisdiction in the na-

tional wage stabilization program, is now available at more than 100 local offices of the Labor Dept.’s Wage & Hour division.

The new form includes two spe-

cial questions that will simplify the work of broadcasters seeking to adjust earnings of individual an-

nouncers, technicians or other em-

ployees. Questions 13 and 14 on the new form, which is made out in quad-

ruplet, deal with cases of inequal-

ity, when a particular employe claims that he is underpaid.

Wage and Hour officials point out that many individual wage in-

creases are permitted without re-

course to Form 10, which may take as long as two months to clear.

WBZ officials are advised to preliminary inquiry on the simple Form 1.

Within two or three days, their local Wage & Hour officials will give an opinion whether the raise requires WBZ approval.

Axis Trial Dramas
COUNCIL FOR DEMOCRACY will present a series of five pro-

grams on NBC starting Saturday, Feb. 27, titled Day of Reckoning. Well-known writers will contribute scripts, centering around trial and prosecution of Axis leaders. First broadcast, written by Moss Hart, is titled Hitler on Trial. Raymond Massey, radio, film and stage actor, has received special leave from the Canadian Army to portray Lincoln the prosecutor. Monte Woolley will impersonate Satan, who defends the Nazi chief. Subsequent broadcasts, to be heard Saturdays, 7-7:30 p. m., will stage trials of Mussolini, Tojo, Laval and Quisling.

Satevevo Plans $600,000 for Time

Circulation Drive Includes Spots, Special Campaigns

OVER $600,000 will be spent by the Curtis Publishing Co., Phila-

delphia for year-round spot radio promotion on Saturday Evening Post circulation drive which started last Tuesday, Feb. 16. One-minute transcribed announcements broad-

cast on Wednesdays, Thursdays, and Fridays on varying schedules averaging 90 stations a day. It will cost the drive $600,000 in response, which will be divided among the 90 stations. Daily spot time is $7.50 per half hour.

The following stations will be used special WBZ promotions from time to time:

KOA KLZ KYVQ WAM WHN WSB WATL WJSR WJSW WJSJ WCW WQL AWW

The stations will be used for one-hour news time only.

Finance Drive

SEABOARD FINANCE Co., Los Angeles, has recorded a group of transcriptions carrying authentic battle sounds of World War II. In addition to aerial battles and sounds of U. S. bombers and fighter planes, tank maneuvers, artillery fire and plane strafing, British air raid and all-

day clear signals have been transcribed. Modern steam passenger trains as well as crowd effects are also on the new broadcasts. The new war sounds, according to Gerald King, co-owner of Standard Radio represent Standard’s most ambitious effort in making in the sound effect field.

War Noises on Discs

STANDARD RADIO, Chicago, has recorded a group of transcriptions carrying authentic battle sounds of World War II. In addition to aerial battles and sounds of U. S. bombers and fighter planes, tank maneuvers, artillery fire and plane strafing, British air raid and all-

day clear signals have been transcribed. Modern steam passenger trains as well as crowd effects are also on the new broadcasts. The new war sounds, according to Gerald King, co-owner of Standard Radio represent Standard’s most ambitious effort in making in the sound effect field.

Farm Safety Discs

NATIONAL FARMacey, Chicago, has prepared for national release a series of one-minute transcriptions of farmencies and farm services with an emphasis on prevention of accidents which may bind the war production effort. An- nouncer is Calwell, agricultural director of NBC-Central Divi-

sion, recordings were supervised by Ted MacMurray, production director of HLUE, Chicago.

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BROADCASTING • Broadcast Advertising
Dozens of alert national advertisers agree that it's a sound investment to spend their advertising dollars out here where there's plenty of money now and where radio listeners will continue to do business, after Victory, at the same old stand.

Food produced on the nearly half million farms in the WNAX area will win the war ... and win the peace. These farms are our defense plants. They are equally important as those manufacturing guns, airplanes and ammunition.

There is one important difference between farmers producing food and the hundreds of hard working Americans employed in defense areas. Farmers will continue to produce foodstuffs ... long after Hitler and Hirohito sign on the dotted line.

WNAX listeners are here to stay. Nearly 4,000,000 people (81% rural) make their homes in the WNAX primary area and when peace comes they'll still be home ... still buying your product.

Your product is needed here now. And with a $1,500,000,000.00 increase in farm income, there's more than ample money with which to buy it. The selling investment you make here today will bring tomorrow's dividends ... free from the gamble of shifting markets, free from the uncertainty of post-war reorganization.

**OKIES** A worker who migrates ... maybe to a defense area.
FM Anniversary
FOURTH anniversary of FM Broadcasters Inc. was observed Feb. 15, with expansion activities of high-fidelity stations nestled under the equipment freeze. FM Broadcasters Inc. said in a statement last week the “actual anniversary was Jan. 29, but we didn’t get around to mentioning it until now.” Statement predicted that 1945 would be a big year for FM.

Here’s Mud on Your Boots!
You’ve got to have mud on your boots to do a real selling job to listeners like these. They can spot phoney farm talk and insincerity a mile away. Here at WIBW we do have mud on our boots. It’s reflected in our programs and in our speech. But a good, 678,400 farm homes in our territory are the most loyal, responsive group that any advertiser could ask for... simply because they know that we’re one of them. Let us prove it on a profit-to-you basis. Here’s success to your sales program throughout Kansas and adjoining states with WIBW mud on your boots.

WIBW
TOPEKA
THE VOICE OF KANSAS
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

OWI TIPS FOR RADIO WRITERS
Cautions Against Tying Commercial Plugs to War Effort, Citing Examples

Radio’s wartime job is to explain and instruct, according to the Office of War Information, and to help the industry do that job the OWI Domestic Radio Bureau has issued a 16-page booklet of suggestions When Radio Writes for War.

Douglas Meserve, acting chief of the Radio Bureau, in releasing the booklet, emphasized that it contains suggestions not regulations. “We have no desire to be censors, no desire to tell writers what they should say,” the preface advises. “We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion.”

Urging writers to fortify themselves with all facts of any subject the booklet cautions that “radio must present the war and its problems in true proportions, observing always the tenets of good taste.”

Playing up the United States and belittling other United Nations is frowned on. Use of superlatives and catch-phrases to emphasize individual points such as those pertaining to War Bonds, food distribution and so on, is discouraged. Each is a part of the overall campaign for victory. Calling every new campaign a “second front” also is bad, according to OWI.

Horror stuff on the air is not good taste, says OWI. Care should be exercised in placing war messages on all types of programs, it is suggested. They shouldn’t be so mixed with comedy as to be lost in the gag; neither should a guttural voice come in with “Stop, in the name of the Third Reich” and pretend to take over the station. That type of copy gives the listener a sense of being duped, cautions OWI.

“In our judgment it is poor taste to tie commercial plugs with war messages,” comments OWI. “Listeners lose confidence, not only in the message but also in the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers in injecting high-pressure pressure at the expense of the war.”

As a “horrible example” of what not to do, OWI cites a slogan “flaunted by the maker of a hair-removal cream”—“For a nation under arms, watch your under-armis.” The OWI also abhors commercials that urge women to feed their war-worker husbands certain cereals so they can help win the war.”

Writers are urged to clear their scripts with proper Government agencies—not for censorship purposes, but to be sure they have facts correctly stated. Explaining that clearance is “not censorship” the OWI concludes: “The Domestic Radio Bureau of the OWI at Washington or any of its regional offices throughout the country will be glad to give you advice.”

Pronunciation Guide
So popular was the first guide book of recommended pronunciations for CBS announcers and newscasters published last August, a revised edition brought up to date has been released by the network to go to all CBS affiliates, including Canadian outlets, as well as to the BRC. Prepared by W. Cabell Greet, CBS speech consultant and associate professor at Barnard College, the 30-page guide entitled “War Words” contains over 4,000 word words, names and place. It is published by Columbia U. Press ($1.50).
There's a reason why WDOD is the choice of time buyers everywhere. Now in its 18th year, this pioneer radio station is enjoying the greatest season in its entire history. The chart opposite gives the details of a recent survey that proves WDOD's dominance.

- IT'S WDOD FOR CHATTANOOGA!

"WHAT A MARKET!"

The Sales Management's preferred list of high-spot cities shows Chattanooga not only one of the top markets in Tennessee, but one of the leading markets in the entire nation. Retail sales in the first eight months in 1942 are estimated at 48 percent above the 1939 level. Its actual retail sales for January 1943 represent a larger gain than that of any other Tennessee city.

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
BRITISH United Press radio wire clients in Canada are scheduled to receive 34-piece sets of illustrated colored folders, designed to help stations secure additional national and local sponsors for 12 special features on the wire. Multiple sets of the folders are to be given to client radio stations, radio representatives and agencies to call attention to program sponsorship possibilities.

Who's Who
RED COVER replica of Who's Who in America on heavy card stock is distributed by WBBM, Chicago, promoting News Commentator Harlan Eugene Read, whose biography from Who's Who is reprinted in the brochure. Also contained in the promotion piece is a coincidental phone number for the station. Read, whose career in radio spans over 25 years, is currently with the Mutual Broadcasting System and is heard weekly on their national network, "The Voice of America." He is also a member of the National Association of Broadcasters, the American Society of Composers, Authors and Publishers, and the Screen Actors Guild. His weekly column, "Radio Today," appears in over 250 newspapers throughout the United States.

Successful Merch 'Q'
THE REAL 'CUE' to successful merchandising is contained in The Q from WMAQ, new publication of the Chicago station, which was mailed to 15,000 wholesale and retail grocers and druggists. Emmons C. Carlson, advertising and sales promotion manager, NBC Central Division, edits the brochure.

Plugs 'Timekeeper'
ACTIVITIES of Bill Herson, heard as the "Timekeeper" early mornings on WRC, Washington, feature a booklet titled "This is NOT the Story of Peter Rabbit."

Network Stars Exhibit CONSTRUCTION of display cases to contain 11 x 14 prints of network stars which will be installed in the Westinghouse Building, Fort Wayne, is scheduled to begin shortly. Dick Galbreath, musician of WOWO-WGL, Fort Wayne, is photographing copies of the pictures.

Maps
KDKA, Pittsburgh, has published a brochure containing 10 performance maps describing typical listener response to random sponsored and sustaining shows.

Sales Formulas ILLUSTRATED with pictures of satisfied advertisers and agency men with the talent they use for their products, a sales brochure titled "Seven Formulas That Spell Sales in New York," distributed to the industry by R. L. Hutton Jr., WEAF promotion manager, contains the sales histories of seven WEAF sponsors: C. F. Mueller Co., using Don Goldford; Reid's Ice Cream and George F. Putnam; Tenderay Beef and Mary Margaret McBride; RCA-Victor; and Ted Cott's Sounding Board; Old Dutch Coffee and The Spice of Life Program and Horn & Hardart's Children's Hour.

Washington's 'Industries' GOVERNMENT "industries" form the theme of the latest brochure of WJSV, Washington, titled "Look at Industrial Washington." Fullpage illustrations in red and white depict five Government "factories" such as Civil Service Commission, with its 4,000 employees, and the Navy with 46,000, as tall smokestacks superimposed on a picture of the Capitol, with columns of employees in black and white marching from page to page.

Dimes from Hayes COPY OF Collier's Feb. 20th issue cost radio editors nothing last week when they opened a letter from Arthur Hull Hayes, general manager of WABC, New York, and found one thin dime glued to the page with instructions to buy the magazine and "turn at once to page 13." Page 13 revealed a picture of Lois January before a WABC mike with a column caption describing her daily 5:30 a.m. program for soldiers in camp.

Army Rank Display MATERIAL used by WSYR, Syracuse, in a promopting display of Army men and their ranks in the Merchants National Bank & Trust Co., that city, which was furnished by the Army, invited the public to tune in the Army Hour, official War Dept. Program on NBC, 3:30-4:30 p.m. Sundays. Food and department stores have requested use of the display.
IN THE MILITARY FIELD, FEW TASKS REQUIRE MORE CAREFUL COORDINATION THAN THAT OF BUILDING A PONTON BRIDGE. IN THE RADIO FIELD, COWLES STATIONS APPLY SIMILAR COORDINATION TO EACH PHASE OF SPOT CAMPAIGNS—MAKING SURE THAT PROGRAM PRODUCTION, PUBLICITY AND MERCHANDISING ARE GEARED FOR MAXIMUM RESULTS

IN MOVING MEN . . . OR MERCHANDISE TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE COWLES STATIONS

WMT WMT WMT WMT
CEDAR RAPIDS DES MOINES DES MOINES SIOUX CITY
WATERLOO

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY
Wires of Thanks Sent to Boost Sale Of OWI Programs, Connor Tells Ward

Editor's Note: When the Office of War Information recently sent telegrams to all broadcasters, praising them for their cooperation in the nation's war program, St. O. Ward, owner of WLAIR, Lakeland, Fla., local, protested to Elmer Davis in a letter, a copy of which was printed in Broadcasting, Feb. 8. In reply to Mr. Ward's criticism of the OWI for spending money for telegrams when a note by mail would have sufficed, Richard F. Connor, chief of station relations, Domestic Radio Bureau, OWI, sent the following letter, dated Jan. 29, to the Lakeland broadcaster:

"Dear Mr. Ward:

"Mr. Davis has requested that I reply to your letter of Jan. 26 with regard to his telegram of Jan. 21.

"I am sorry the receipt of this telegram affected you adversely.

Two Civilians, Officer Named to Kirby's Staff

ANNOUNCEMENT last week that three employees had left WSM, Nashville, to enter the Army led to disclosure that 14 or more staff members of the National Life & Accident Ins. Co. station now are in the services.

Albert E. (Hoot) Gibson, station promotion manager the last 3½ years, recently left for Army duty. He is a first lieutenant of infantry, in training at Washington & Lee U. He is succeeded at WSM by Bob Shimbaum, formerly of WNOX, Nashville, and WDOD and WAP0, Chattanooga, known on the air as Bob Sherry.

Winston S. (Red) Dustin, WSM advertising and merchandising manager, left to join the Army Air Forces, and is assigned to the public relations office of the Ferrying Command, Memphis. Jud Collins, special events and commercial announcer, has joined the Army Air Forces as an aviation cadet.

Other former WSM station employees, including Annie Bessey, are in service:

Lt. Col. E. M. Kirby, chief of the War Dept. radio branch, one-time public relations director of the station; Capt. Jack Harris, Col. Kirby's executive officer, former director of news and special events; Jack DeWitt, chief engineer; John Campbell and Arthur Omberg, engineers, now civilian consultants with the Signal Corps, Washington; Lt. Runci Clements Jr., son of the president of National Life and Accident Ins. Co., now in charge of the company's field office, now on duty in the Navy; Marvin Hughes, Malcolm Cline, "Snoopy" Lundman, Audrey Royalty and Herbert Ogilvie, station engineers, in the Army. Walter Beardon, engineer, also is in the Army.

Edward R. Murrow, CBS London correspondent, is narrator on "Leninged Fights", feature-length film showing that city's resistance to the Nazis.

14 SERVICE STARS

Three More WSM Employees—Now in Army

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American Radio is in Good Hands Today

It is in the hands of people who have spared no effort, neglected no opportunity, to make radio a weapon for Victory.

From broadcasting entertainment that builds morale, to information that keeps the country alert, from explanations of war-time measures, to requests for cooperation with Government drives, the support of the American broadcasters has been wholehearted, enthusiastic, and efficient.

RCA has furnished equipment and technical services which have aided the broadcasters in the past. But because our plants and laboratories are working around the clock to build radio equipment for our armed forces, our service to broadcasters may not have been up to the standards RCA has set for itself.

We intend to keep producing that equipment, and to keep devoting ourselves completely to the task of winning this war. But we intend also, to the best of our ability, to aid the broadcasters in their important work. The skill, the knowledge, the resources of RCA are yours to command wherever available. If you have equipment problems, and if you feel we can be of service to you, write to us, call us, get in touch with us. We may be able to lick them together!

RCA BROADCAST EQUIPMENT
RCA Victor Division
RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
PURELY PROGRAMS

BLUEPRINT for personal success is the theme of a Sunday afternoon series on WISH, Indianapolis, called the Cylinder Club. Regular listeners are counted members of the club. For 10 cents they are supplied with a large sheet similar to an architect's blueprint on which they may develop their own personal plans week by week.

Goal of the club is to do for its individual members what research departments of business firms do for industry. Idea originated with Mansur R. Oakes, who conducts the series. Noel Ilama, Indianapolis, the Indiana manager for the Business Men's Assurance Co. of Kansas City, is the sponsor. Script of the programs will be offered to advertisers for use on local stations.

Come On In!
The Market's Fine!

No foolin'! Nashville is one market you can't afford to miss, and WSIX covers it to your complete satisfaction.

Prosperity is here for the duration and well beyond. Whether you want to increase your sales today or build your prestige for the future, Nashville and WSIX offer you an ideal combination. Write for availabilities.

Member station the Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

WSIX
5000 WATTS
980 KILOCYCLES

WSIX, The Voice of Nashville

Password of the Day

NOVEL program on WHIO, Dayton, called Hidden Password, has evoked listener response. Unannounced songs played on an organ must be identified to obtain the key to the password for the day since the hidden password is composed of a word from titles of each song used. Winners, selected on the basis of accuracy, prompt reply and neatness, are four each day—two Dayton residents and two from outlying districts. Simple tunes are chosen for the program.

Negroes at War

DESIGNED to show part Negroes are playing in the war effort, a dramatized series, My People, started recently on Mutual, with a program inspired by Lincoln's birthday. Mrs. Eleanor Roosevelt, and Roland E. Hayes, tenor, participated in the first broadcast. George Zachary, chief of the OWI Program Service Division, supervises the weekly programs.

Preventing Illness

TO COUNTERACT the increasing shortage of doctors and provide the public with simple rules for prevention and relief of illness, two stations are presenting series of health programs. WMCA, New York, has started a five-weekly half-hour program, titled The Medical Chat, conducted by Dr. Frederic Damrak, a New York physician. WMJ, Milwaukee, in cooperation with the city's health department, has begun a dramatic quarter-hour, March of Health, heard Saturdays. Dr. Edward Krumholtz, city health commissioner, dealt with present trends in combating infantile paralysis on the opening broadcast.

Wartime New Mexico

THE ROLE New Mexico is playing in the war effort, is described in New Mexico at War, heard Fridays, 7:30 p.m., on KOB, Albuquerque. A brief historical sketch with information about agricultural, mining and oil production of each county is featured. Two weekly prizes for school children's essays on the subject, 'What Our Community is Doing in the War Effort', are offered. Sponsor is the Charles Ilfeld Co., wholesalers.

FBI True Tales

FAMOUS CASES cracked by the Federal Bureau of Investigation are dramatized in a new series on WKY, Oklahoma City, Files of the FBI, broadcast Fridays, 9:30 p.m. Produced by John I. Prosser, production manager, and written by Scott Bishop, continuity director, from factual material approved by FBI Director J. Edgar Hoover, the series features W. G. Bannister, Oklahoma FBI chief.

Kentucky Tomorrow

KENTUCKY'S postwar development is considered in a series of 32 weekly quarter-hour programs on WAVE, Louisville, in cooperation with the U. of Kentucky. Talks by University experts on subjects such as Kentucky's manpower, mineral wealth, transportation facilities, taxes, schools, forests, agriculture, technology and tourist possibilities are featured.

European Underground

FROM official records of the European underground movement, supplied by the Free World Assn., material is drawn for a weekly half-hour series heard on WMCA, New York. Names, dates and places are substituted to protect persons whose activities are dramatized. The association is a non-profit clearing house for world democratic forces.

Builders of Ships

GLORIFYING shipbuilders' part in the war effort, Report of the Union on KFRC, San Francisco, pays dramatic tribute to welders, molders, riggers, production workers and others. Weekly show, produced by Watson Humphrey and written by Dave Selvin, is sponsored by the Bay Cities Metal Trades Council and placed through Rhoades & Davis Adv. Agency, San Francisco.
Thanks, Mr. Paul. It's always nice to hear of the effectiveness of KXOK as an advertising medium, especially when you receive proof in the form of actual sales. Here's the success story.

From November 5, 1942, up to and including December 19, 1942, KXOK ran a series of 5-minute transcribed programs in the interest of Simon & Schuster Tax Books, selling at one dollar a copy. This series actually sold 7,343 books as a direct result of these KXOK programs! And of the four St. Louis stations used, KXOK was the lowest cost per order station in this territory.

Let us give you more details on how KXOK rang the sales bell for this sponsor, and how you can profitably use KXOK to stimulate sales in the St. Louis market, too! On the air 24 hours daily.

Nationally represented by Weed & Company.

KXOK
ST. LOUIS BLUE NETWORK

THE ST. LOUIS STAR-TIMES STATION 630 KILOCYCLES 5000 WATTS FULL TIME
Liquor Ad Regulation Revived in Senate Bill

BILL to limit advertising of alcoholic beverages on radio stations was reintroduced in the 78th Congress recently by Sen. Johnson (D-Col.), and referred to the Interstate Commerce Committee. A similar bill was introduced last session, but never reported.

Sen. Johnson's bill, a milder form of a measure he had proposed several times before, would make it unlawful to broadcast liquor advertising into a State or adjoining country at a time when liquor broadcasts are illegal in that area. The new measure, Sen. Johnson claims, would not affect local stations since their signals generally do not reach other states.

KSTP Adds Correspondent

KSTP, St. Paul, in addition to its UP press-wire service, has added a special Washington correspondent, Frank Conner, of the Chicago Sun.

Nearly 200 Stations Lacked Net Income In 1940, New Revenue Figures Reveal

ALMOST 200 broadcast stations or 650 that filed income tax returns in 1940 showed "no net income" for the year, according to a current breakdown of corporation taxes released by Guy T. Helvering, Commissioner of Internal Revenue.

197 Showed Deficit

Radio's average was far better than that of associated trades, according to Internal Revenue, however, for over half the magazines and book and music and advertising firms showed losses, and nearly 50% of newspapers paid no income taxes.

The statistics indicated that 197 broadcasting and television stations showed a deficit of $1,022,000 on a gross income of $7,869,000. At the same time, the Bureau found that 389 broadcast stations had a net income of $26,746,000. The stations paid income taxes of $6,075,000, from a gross income of $153,273,000. They distributed dividends totaling $12,844,000. Among the allied industries, 2,197 advertising agencies filed returns. Of these, 1,011 showed profits and 1,030, "no net income. Agencies reporting a profit, paid $4,091,000 income taxes on $19,467,000 net income. Their dividends were $11,282,000; their gross income, $380,069,000. Agencies with "no net income" reported deficits of $7,804,000.

Newspapers filed 1,434 returns showing profits, 1,148 with "no net income." Newspaper profits were $87,777,000, of which $18,720,000 was paid in income taxes and $48,387,000 in dividends. Papers in the "no net income" bracket, 1,148 in number, lost $15,428,000 in 1940.

Among periodicals, 420 showed a net of $25,947,000, paid $5,573,000 in taxes and $12,871,000 in dividends. Deficits of 475 others totaled $5,061,000. Book and music publishers had a net of $9,096,000 for 242 firms reporting, while 330 lost $2,039,000.

Manufacturers of communications equipment and phonographs showed a net income of $64,858,000 in 190 returns, the Internal Revenue Bureau reported. These firms paid income taxes of $15,065,000, and dividends totaling $30,435,000. An additional 174 manufacturers showed deficits of $3,070,000 in 1940.

At the same time, Commissioner Helvering's annual report for the fiscal year June 1941-June 1942 showed that manufacturers of radio sets, phonographs and components had paid $51,144,408 in excise taxes. Effective Oct. 1, 1941, a 10% tax had been imposed on these products.

Other Internal Revenue figures for the excise tax on radios, phonographs and components show that from Oct. 1-Dec. 31, 1941, total payment to the Government was $9,174,623, while for the period Jan. 1-Dec. 31, 1942 the tax yielded $17,080,819.

RADAR DELAYED

BEW Economist Says Industry Was Not Interested

DEVELOPMENT of radar, radio's miracle contribution to the war, was delayed in the United States before Pearl Harbor because it was not seen to have any profitable major peacetime use. Dr. Lyman Chalkley, head of the economic analysis branch of the Board for the Economic Warfare, wrote last week.

Discussion not radar, a subject of intense Army and Navy secrecy, arose in a monograph "Technology and the Economics of Total War" which was prepared over six months ago, and therefore not cleared by OWI. Dr. Chalkley maintained that the profit system is inadequate in preparing a nation for total war, and that national security requires an economy based on need rather than gain.

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NBC Latin Tieup

TO ASSIST the OWI in its campaign to popularize the meaning of the Four Freedoms of the Atlantic Charter, NBC's Inter-American U. of the Air is devoting four of its Sunday afternoon Lands of the Free broadcasts to discussions by four noted speakers of their importance. Feb. 21, Mrs. Franklin Roosevelt spoke on "Freedom of Speech"; Feb. 28, Norman Rockwell will talk on "Freedom of Worship"; March 7, Stephen Vincent Benet, "Freedom from Want;" and March 14, Archibald MacLeish, "Freedom from Fear." Series also ties in with a campaign by the Saturday Evening Post, which is devoting four of its covers to the freedoms.
"DID YOU ORDER 229 ORCHIDS?"

YES, FOR THE 229 NATIONAL AND REGIONAL ADVERTISERS* WHO MADE 1942 OUR BIGGEST YEAR TO DATE

*An increase of more than 10% over 1941. Does not include 180 other accounts, strictly local in nature.
Radio...A National Asset of the Greatest Value...

CLAUDE H. WICKARD

Secretary of Agriculture Claude H. Wickard, whose department has been in charge of agricultural mobilization, has been named to the President's War Council, to be inaugurated in Washington today.

President Roosevelt announced this morning that Mr. Wickard is to be a member of the council, which will be composed of representatives of each branch of the armed services and of the government, to advise the President in the general planning and administration of the war effort.

Wickard was named to the council by the President in a letter of invitation, which he said was sent to the Secretary of Agriculture.

President Roosevelt's letter to Wickard said: "I am pleased to inform you that I have named you to the council, which will be composed of representatives of each branch of the armed services and of the government, to advise the President in the general planning and administration of the war effort.

My hope is that you will be able to attend the council meetings, and that your advice and counsel will be of great value to the President in his work of direction and coordination of the war effort."
These full page advertisements in the Baltimore News-Post report the magnificent accomplishments of the American Broadcasting Industry in furthering every phase of the War Effort.

Great as were these achievements in 1942, in 1943 Radio will do even more to aid our war effort—for that has been the record since the beginning... each year to better its own accomplishments and its service to the nation.
War Writers

OF ALL the Government suggestions for radio, one of the best is the current booklet When Radio Writers for War, now being distributed by the OWI for guidance of scriptwriters.

Well-written and brief, the booklet offers good suggestions. The OWI, for example, advised against using-in commercial plugs with war messages.

In the early part of the war many agencies jumped at the opportunity to tell listeners to “help win the war” by buying their clients’ products. Such commercials, to say the least, were distasteful.

But the OWI doesn’t pull any punches. It decries such slogans as “For a Nation Under Arms Watch Your Under-arms” on behalf of a deplorably equal opportunistic are commercials that hitch-hike on war production.

While the general tenor of commercial copy has been toned down considerably the last few months there still remains room for improvement. To quote the OWI booklet: “Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war.”

To that all segments of the industry will heartily agree. After all no advertiser want to lose customers at the expense of using the war with all its exigencies as an excuse to sell his products.

Jimmy’s Slush Fund

THERE are those in radio who will go into raptures over the proposals of AFM Caesar James C. Petrillo for the return of recorded music to the air, because it appears to leave radio scot-free. That would be foolishly lack of foresight, based on past experience.

Mr. Petrillo proposes fixed fees, to be agreed upon, for the return of his minions to their record and transcription pursuits, the money to be paid into a union fund. If the fee for phonograph records alone amounted to as little as a cent per record, it would mean about $1,300,000 in AFM’s exchequer. That would be for “unemployment” relief, says Mr. Petrillo — relief for a union which already has a surplus fund of $2,500,000, according to this testimony last month before the Senate Investigating Committee. And that’s aside from tribute from transcription companies, “juke box” installations and wired radio.

Quite a sizable slush fund! And that $1,300,-

contravene war manpower policy. There should be a prior ruling.

Moreover, a change in statute presumably would be entailed before payment of royalties as provided would be permissible. The existing copyright law, on recordings, covers only payments to the copyright owner. The Clark Petrillo Probe Committee, it is evident, should hear testimony of the public and the users before it gives its blessing to Mr. Petrillo’s private taxation project.

But first and foremost, the whole matter should be passed upon by the War Labor Board or the new OWI Labor Relations Director James F. Byrnes, particularly since high public officials have attested that the recording ban has seriously interfered with the war effort, and the Supreme Court now has ruled that a labor controversy is involved.

As a showing of good faith, Mr. Petrillo should lift the recording ban now, as the Government and the Congress request. Then he should let the Government, which has been most solicitous of labor, settle the manpower-inflation aspects.

Radio & Rationing

WHEN DECISION was reached last Wednesday to freeze canned meats and fish preparatory to rationing, and to halt the rush of buyers, the news came first to the American consumer via radio. Ten days earlier, in the still of a Sunday afternoon, the bulk of the nation’s 130,000,000 learned about shoe-rationing through their loudspeakers.

This new Government technique of spot-releasing public notices that affect every citizen, pegs one of radio’s most important wartime roles. There will be other examples, too, Radio, in these two instances, supplied the “flash” news. Commentators followed up. And the newspapers published the more detailed accounts providing readers with necessary background and official texts.

There was a marked difference in the handling of these two latest rationing decisions. The shoe ruling was not spontaneous. OWI decided, after consultation with OPA heads, to make the announcement Sunday afternoon, Feb. 7, when stores were closed. OWI Radio Bureau officials approached the sponsors of a number of network programs and explained the need for time for an unidentified “important announcement.” The plan was set to go a week ahead of announcement. On the preceding Saturday, the sponsors were furnished with the actual material to enable them to work the announcement into their programs.

An entirely different set of facts prevailed as to fish-meat rationing. There was no prearrangement, no secret to be kept. Because of the runs on food stores, Secretary of Agriculture Wickard requested that a 60-day freeze be invoked, pending the rationing of meat products expected April 1. The freeze was first announced on 11 p.m. (EWT) broadcasts, to become effective at 12:01 a.m. Thursday. It was spot news handled in spot fashion.

Those announcements, via radio, constituted the formal notices to public and industry alike. The necessity for speed and flexibility in wartime motivated the course. Radio was ready and handled the job. Radio indeed has taken on a new and significant role, as a sort of official chronicler of the war.
AMERICAN NETWORK officials are soon going to deal with a clergyman-educator who has left the presidency of a great Canadian university to head the nation's broadcasting system.

He feels the problems with the problems of administering a radio network are limited to two years experience on the CBC Board of Governors. He comes to CBC with definite ideas about radio's part in the community. Since he succeeded Maj. Gladstone Murray Nov. 2, the new CBC general manager has busied himself learning the business to which the Canadian Government appointed him.

Dr. Thomson is convinced, however, that radio is perhaps the greatest development of the age. He feels that radio, as an art, has hardly emerged from the pioneer stage.

"The time is now arriving," Dr. Thomson stated recently, "for radio to take itself seriously as falling into the tradition of a great and noble art—the art of the theatre. A good deal of the so-called comedy is slap-stick burlesque and the entertainment element still predominates. We are still at the stage of the melodramatic or sentimental serials that, not so long ago, were the staple diet of the moviegoers."

Though a firm believer in publicly-owned radio—he looks at the national radio system more than any other institution as the voice of Canada—Dr. Thomson says that particularly in the United States there are signs that the radio business is beginning to develop artistic standards. In music, drama, and education, he says that radio is at last taking great steps forward.

Dr. Thomson believes broadcasting's future lies in programming.

While a member of the CBC Board of Governors he stated that if commercial sponsors could not produce programs to meet public tastes, CBC would create shows of acceptable calibre and make them available for sponsorship, retaining control of the commercials.

The function of CBC, he said, in taking his new post, is to interpret the spirit of the Canadian people. "There must be fun and laughter for the leisure hour as well as serious talk to rally our hearts in the midst of a tremendous ordeal."

Dr. Thomson had been president of the U. of Saskatchewan since 1937. He arrived in Halifax from Scotland in 1939, and was professor of philosophy and systematic theology at Pine Hill United Church Divinity College there before going to Saskatchewan. His fairly recent arrival on this continent is reflected in conversation, for he habitually looks at situations in the Dominion as one from the outside.

CBC's new head was born in Stirling, Scotland, April 30, 1892. He was just out of the U. of Glasgow and Trinity College, Dublin, when he joined the Queen's Own Cameron Highlanders in 1914, returning from the war with rank of captain.

Back from the battlefronts, he resumed study at Trinity, graduating in theology in 1920, and winning the Paterson Fellowship in 1920, and after four years as minister in Coatsbridge, Scotland, was appointed secretary for Youth and Education to the Church of Scotland, a post that involved lecture tours in Canada, and the United States.

He is author of many articles and two books on religious subjects. Dr. Thomson was married in 1922, and has two children.

HILBERT HODGE of the British Broadcasting Corp. is touring Western Canada under auspices of the British Ministry of Information.

LT. ROBERT J. McANDREW, assistant public relations officer of the West Coast Air Forces Training Center, Santa Ana, Cal., and formerly western division sales promotion manager of NBC, married Adelina Cimatti, Los Angeles, in the latter city Feb. 13.

WILLIAM D. SHAW, formerly assistant executive of CBS, San Francisco, as a second lieutenant in the Army Air Forces, has reported for duty at the new San Marcos (Tex.) Navigation Training Station.

JACK L. KAMISIER, former Chicago broadcaster sales manager, has joined the sales staff of WJJD, Chicago.

HERBERT BHEFFEY, commercial manager of WJJD, Chicago, has been made chief radio program officer and Associate Coordinator of the CIBA. His duties remain substantially the same. Mr. Hodge was formerly program manager of KFRC, San Francisco.

HENRY M. JACKSON, former sales manager of CBS in San Francisco and West Coast radio sales manager for Radio Sales, Chicago, recently was appointed major in the Special Services Division of the Army Signal Corps.

JAMES SUTHERLAND, director of radio production of the Office of the Coordinator of Inter-American Affairs, has been named chief radio program officer and Associate Coordinator of the CIAA. His duties remain substantially the same. Mr. Hodge was formerly program manager of KFRC, San Francisco.

THOMAS J. HEBBLE, Jr., former CRF-1, Chicago, has been re-elected to a re-election stockholders meeting.

FRED S. JOHNSON, manager of WCAP, Cambridge, Mass., has become a national sales manager for Blackstone, Chicago.

ROBERT B. BOWLING, manager of WJSB, Jackson, Miss., has joined the WRIF staff, Detroit.

ROBERT C. MOORE, former WRJO, Northfield, Minn., has joined the WJJD staff.

ROBERT C. GRODIN, director of programming of WBAL, Baltimore, has joined the WRIF staff, Detroit.

WILLIAM S. MILLER, associate producer of WJJD, Chicago, has been appointed head of the newly-formed Denver station.

KIRK GOBLE, producer of WIZZ, Cleveland, has joined the WRIF staff, Detroit.

BOB VINCENT, formerly of WBB, Washington, D.C., has joined WQAM, Miami, as program manager.

HERB KNIGHT, former chief program officer of WJJD, Chicago, has been appointed chief executive officer of WJJD, Chicago.

JOHN HEINEY, former WJJD, Chicago, has been appointed chief executive officer of WJJD, Chicago.

Ivan Kneass has been promoted to chief news editor of KGW-KEX, Portland, Ore., replacing Virgil Smith, resigned. Mr. Kneass formerly of KORE, Eugene, Ore., has been made program manager. Ed Bennett, stage manager for KGW-KEX, and Frank Schaffner, formerly of KRON, Portland, were appointed newsroom managers.

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BOB MOONEY has returned to the announcing staff of WMBC, Hartford, after being rejected by the Army for a leg defect. He left last week. Greg Brown, a war plant worker, has joined the staff for week-end duty only.

CPL WILLIAM BRADLEY, former continuity editor and production manager of WHER, Portsmouth, N. H., is now stationed at Washington with the 20 Signal Service Battalion. Gordon Kinney, former production director, is now with the Radio Branch of the OWI, in Washington.

BOB HAYTON of the announcing staff of KGVO, Missoula, is international president of the Pan-American Student Forum. He presents a weekly 30-minute broadcast, Meet The Americans, under the auspices of the Montana State U. chapter of the forum. Alice Mosby, daughter of General Manager A. J. Mosby, is a senior in the Montana State U. School of Journalism and serves KGVO as campus news correspondent.

RUSSELL HODGES, sports commentator of WOL, Washington, has been presented by the Washington Redskins professional football team with a gold football for a job "well done" in describing the team's games.

JOHN C. SCHRAMM, producer-director of the BLUE, is teaching a course in radio production at Queens College, Flushing, N. Y.

BOB MOONEY has returned to the announcing staff of WMBC, Hartford, after being rejected by the Army for a leg defect. He left last week. Greg Brown, a war plant worker, has joined the staff for week-end duty only.

W. S. L. 5500 WATTS
A. P. NEWS
COMPLETE
ANNOUNCING STAFF
PROFESSIONAL LEAGUE GAMES
THE NO 1 NEWS STATION IN PUERTO RICO
MOST SALES IN PUERTO RICO

Our First... anniversary in the field of broadcasting gives cause for celebration. We invite you to cut a piece of birthday cake in the form of substantial results from Puerto Rican business.

Redd Awarded Medal

FOR OUTSTANDING service in the war effort, Robert L. Redd, Hollywood writer-producer of the NBC weekly half-hour Eyes Aloft, recently was awarded a medal by Brig. Gen. William E. Kepner, commanding general of the IV Fighter Command. Ordinarily the medal is given only to filter center workers and ground observers for 500 hours loyal service and to civilian supervisors of the Army Air Forces ground observers groups for six months continuous service.

Burritt Wheeler, formerly of KWKW, Pasadena, Cal., has started a five-week quarter-hour philosophical commentary on KFAC, Los Angeles.

Walter Baschall, news editor of WSB, Atlanta, was recently inducted into the Army at Ft. McPherson, Ga.

Iliss Harris, KVOO, Tulsa, continuity writer and actress, will soon join the staff of WJW, Cleveland, handling her own show.

Norman J. Kraeft, formerly of WMRE, Peoria, Ill., has joined the announcing staff of WJJD, Chicago.

Robert R. Miller, associate producer of the Radio Council of the Chicago Public Schools, has been inducted into the Army.

Katherine Grantham, newspaperwoman and radio writer, and Edward Bliss, formerly a reporter on the Columbus (O.) Citizen, have joined the CBS news department, assigned to all-night news programs. The network's production staff has lost Louis Thomas, now in the Army.

Vance Colvig, maintenance man of NBC, Hollywood, has resigned to join Kay Kyser, as gag writer.

Bill Howard, writer-announcer of WSPD, Toledo, has joined the Army. Jess Harrington, newsman, has been transferred to Fort Industry station WAGA, Atlanta, as news editor. Don Matthews, formerly of WTKY, has joined WSPD, as announcer.

Dale Babcock, of the transcription department of KFAC-KFCA, Los Angeles, has been inducted into the Army. Rosalie Grainer of the secretarial staff, takes over his duties.

Charles Swallow, son of John W. Swallow, western division program director of NBC Hollywood, has joined the Army Air Forces, reporting to Lemore Field, Cal.

Barbara Barnhart, conductor of the Modern Home Forum on WWO, Pt. Way, Ind., known to listeners as "Jane Weston," was married June 5 to Sgt. Richard Ramsell of Buer Field.

Don Wright, news editor of CHJ, Winnipeg, has joined Press News Ltd., Toronto, as radio news editor.

Chris Mack, WMXN, Sioux City, Iowa, service director, has been appointed radio industry representative in the farm mobilization of that area, and recently supervised production of a regional broadcast in conjunction with the CBS Farm Mobilization Day program. Daily farm family interviews feature his On The Farm program aired at 12:30, Monday through Saturday.

David H. Harris, program manager of WAVC, Rochester, has been appointed radio chairman of the annual Rochester Red Cross membership drive.

Len Finger of the Blue Script staff, will write Where Do We Stand, a five-week series under sponsorship of D. L. Claire Candy Co., Pittsburgh.

Irving Ravetch has joined the CBS program staff as junior writer.

Joseph Losey, NBC program producer, who is on eight-weeks leave of absence to play by Kestin Finn, will continue doing spot shows while directing rehearsals.

Pen Brown has joined the announcing staff of WMCL, Columbus, Ga. Announcer Ben Will has been transferred to WSGC, Albany, Ga., of Georgia Broadcasting Co. Ronnie Beardsley has left the announcing staff because of her soldier-husband's transfer.

Allan Freed has joined the announcing staff of WKDN, Youngstown.

Christine Neville, of Rocher, N. Y., new to radio, has joined the publicity staff of WOL, Washington.

Walter Walrath, WICA, Ashtabula, O., program director, has been appointed chairman of the Ashtabula City Council of Civilian Defense radio publicity and manager of radio broadcasting under the war program. Paul Sheehan, announcer, has taken over The Wee's World program, replacing Paul Hopkins Watson, who has left for Florida to join her husband, who is in the Navy.

Art Lindsley, producer, and Charlotte Musgrave, announcer of KIRO, have joined the publicity radio in program titled Ann Baxter, including interviews with local OPA administrators.
Mr. James Anderson,
WGN,
Tribune Tower,
Chicago, Illinois.

Dear Jim:

As you know, on Sunday January 24th, our client, Rubin's,
Chicago's largest Women's Apparel Store, presented their
second all winners program of Rubin's "Stars of Tomorrow"
with contestants competing for a $500 War Bond. The win-
ner, as always was determined by listener's mail vote.

When all the votes were in and counted on the following
Thursday we found that we had the amazing total of 51,314
individual votes, each represented by a postcard or letter.

Many listeners not only took the time to vote, indicating
their choice by name or number, but also added some comment
about the fine entertainment quality of these broadcasts; or,
MC Mauri Cliffer's antics; or, about the unusual handling
of the commercial announcements; and in many instances ex-
pressed their appreciation of the sponsor's granting of
opportunity to good amateur talent.

Although Rubin's Amateur programs have been a Chicago radio
feature for the past seven years with only twenty-one weeks
now on WGN, this was the greatest vote count it has ever
experienced.

All this is no surprise to us however, because previous
history with some of our other client's schedules on WGN,
both local and national, has lead us to EXPECT big things
of your station.

Cordially,

[Signature]

51,314 letters in spite of
the outstanding network com-
petition on Sunday evening!
This is another testimonial of
WGN's ability to produce for
its advertisers. This is another
reason why WGN leads all other
major Chicago stations in local
and national spot business.

A Clear Channel Station
50,000 Watts    720 Kilocycles

MUTUAL BROADCASTING SYSTEM
JOE HOOKER of the announcing staff of WJDK, Kalamazoo-Grand Rapids, has been made public relations director in charge of operations in the Grand Rapids studios. Donald Mullin, formerly of WTCM, Traverse City, takes over his announcing duties.

JERRY GILMAN, announcer and continuing writer of KYA, Atlantic, Kan., was inducted into the Army Feb. 8 at Ft. Leavenworth. Joe Peet, formerly of KYA and recently of KFQQ, St. Joseph, Mo., replaces him. Dorothy Taylor, his secretary, has been promoted to program director.

DONALD CURRIAN, announcer of KG0, San Francisco, recently was commissioned an ensign in the Navy. He was replaced by Frank Cady, formerly of KYA, San Francisco.

OWEN JONES, staff assistant in charge of new program ideas in the CBS program department, will leave shortly for the Red Cross. His duties will be assumed by Dorothy Kammeyer, who will continue in charge of CBS literary copyright clearance.

DICK GILBERT, record man of WHN, New York, carried on his regular musical programs on WHN last week from a New York hospital where he underwent an operation on Thursday.

WILLIAM SPIER, CBS producer-director, has resigned as freelance script editor of Radio Reader's Digest, and will concentrate on two CBS opening programs, Suspense and Are You a Genius? at the same time working on a new comedy series. Editing of Reader's Digest program has been taken over for the present by John L. Clark, president of Trans American, producing the program for Campbell Soup Co.

JOHN RICHMOND, formerly in charge of CBS magazine publicity division, has joined the publicity division of Warne Bros. Pictures, New York. JERMAINE GIBSON, formerly of KEYA, Los Angeles, and previously with the Des Moines Register-Co., promotion department, has been added to the sales promotion-publicity department of KJW, San Francisco.

DICK McKNIGHT, Hollywood radio writer on the weekly NBC Red Station program, has been inducted into the Army.

LEW GUTTERMAN, publicity director of KPFW, Hollywood, has resumed his duties after a month's confinement following an auto accident.

CLANCY GREEN, head of the transcription department of CBS Hollywood, has joined the Army Air Forces as a private at Andrew Field, Denver, for flying cadet training.

JACK TEMPLE, formerly announcer of KQW, San Francisco, has joined the Army Air Forces, motion picture division.

GEORGE MARTIN, morning supervisor of KHJ, Hollywood, is the father of a girl born Feb. 15.

ROBERT B. FULTON Jr., and Geoffrey Brooks, both announced by the New Jersey Civil Service Commission as full-time announcers and Jack R. Morris as part-time announcer of WCAM Camden, municipally-owned station.

CHAMP BOND MAN
WBNS Newcaster's Sales
Top 2 Million

CHAMPION radio War Bond salesman, according to WBNS, Columbus, Ohio, is Mr. Cooper, who set out to sell $1,000,000 worth of Bonds on his four-a-day new program.

His cash sales passed $2,000,000 and he's still going strong.

"Genial Jim Cooper" has been sponsored by the G. C. Co. since he joined the news staff of WBNS six years ago.

Mr. Cooper, Aug. 15, 1942, announced that he wanted to sell $1,000 worth of Bonds and would personally deliver all sales of $100 or more. Since then he has devoted two minutes on each program to reporting his total sales and plugging for Bonds.

The first $100,000 was a cinch, and by October he had passed a half-million. Nearing his 11,000th broadcast, he topped $2,000,000 recently. Sales have included two of $100,000 each. Incidentally, he's had to abandon the idea of personal delivery.

EDWARD L. ROGERS, Washington freelance announcer and newscaster, has been assigned as announcer on the Ford Motor Co. news program Watch the World Go By nightly on the Blue, with Paul Ford.

PV. ROBERT WALSH, known to radio as Bob Becker, former announcer of WNEW, New York, Mutual, and special features director of WATT, Jersey City, returned to radio last week for a brief post as announcer on a broadcast of Music From Massachusetts, all soldier program on WOR and WCAP, Asbury, Park.

HENRY HOWARD and Newell Davis have been assigned assistant directors in the CBS production department. Howard, with CBS since 1941, has been assigned to The Golden Age and Kitty Foyle. Davis comes to CBS' New York office from WHCU, Ithaca.

GEORGE BEEBOUT, program director of WFBT, Decatur, Ga., who has been critically ill, has been given two pints of blood by Jackson Wood, announcer, and Ralph Bruce, salesman.

PV. BILL GRISKEY of Philadelphia, formerly of KBird, Philadelphia, and NBC is writing and producing a show presented over WSKB, McBroom, Miss. Pickup is from Camp Van Dorn each Wednesday 7:00 to 7:45 p.m.

ELINOR INMAN, formerly an assistant to Davidson Taylor, CBS assistant director of broadcasts, has been named broadcast director of CBS religious programs, formerly held by Ruth Lange, resigned.

WALTER SHELDON, formerly of WCAU, Philadelphia, has been transferred to the Communications Cadet School at Valley Forge, Pa.

ALAN FREED, formerly of WKST, New Castle, Pa., joined the announcing staff of WIBG, Philadelphia, earlier this month, leaves this week to join the Armed Forces.

IRENE COWAN, at one time heard on WCAE, Pittsburgh, has started a matinée program, Irene, on WOR, New York.

PARKER GAYMAN, newscaster of KFRC, San Francisco, has entered the Naval Reserve as ensign.
The possibility of a war with Japan was discussed three years ago at a meeting of telephone men.

If war is coming, they said, we had better do all we can to strengthen our facilities to the West Coast.

So a few months later was begun one of the great projects in Bell System history — the building of a buried telephone cable across the Western plains and mountains which would connect the great cable networks of the East and Pacific Coast.

On December 21, 1942, that new cable was officially put into service.

From New York, Mr. Walter S. Gifford, President of the American Telephone and Telegraph Company, spoke across the continent to President Powley of The Pacific Telephone and Telegraph Company in San Francisco, their voices traveling from coast to coast entirely by cable.

Of course, transcontinental calls have been possible since 1915. But until the opening of the new cable, they had been carried over Western and Mountain States on exposed pole lines.

The new cable makes transcontinental telephone service more dependable, which is especially important in time of war—and safer from interruption by wind, snow, sleet and storm.

The new cable is not the first war-born achievement of American telephony.

During the first World War, in October, 1915, the first radio-telephone messages were successfully transmitted across the Atlantic and Pacific Oceans.

Now, in the midst of this war, the safety of our communications has been strengthened by another achievement.

In his conversation opening the line, Mr. Gifford closed with these words:

"I now declare the new Transcontinental Cable open to the service of the nation. May it speed our victory and serve us well in the peace to which we confidently look forward."

This is from an announcement on The Telephone Hour, a program heard each Monday evening over N.B.C. It is interesting to note that the new cable, when fully equipped, will accommodate network programs—besides telephone conversations, teletype and telegraph service.
Claudia T. Johnson Buys Stock of KTBC. Austin

CLAUDIA T. JOHNSON, wife of
Rep. Lyndon Johnson (D-Tex.),
last week acquired control of
KTBC, Austin, Tex., in a trans-
action which gives her all stock
(260 shares) of the State Capital
Broadcasting Assn. for $17,500.
Mrs. Johnson stated that her plans
were not yet set, but that she would
remain in Washington for the pres-
ent, where he is acting as secretary
to her husband. She asserted, how-
ever, that she is very much inter-
ested in the management of the
station and will keep a close eye
on operations. Aubrey H. Escoe
will continue as general manager.

Former owners were B. B. Anderson,
one of a member of the Texas State
Tax Commission; R. A. Young,
former Texas state senator, and
A. W. Walker Jr., law profes-
sor of Texas U. With Mrs. John-
son’s application, filed with the
FCC Jan. 26, the J. M. West inter-
ests filed a quietclalm withdrawing
their application to purchase the
KTBC facilities [Broadcasting,
May 15, 1940] on condition Mrs.
Johnson’s plea was approved.
KTBC was one of six outlets in-
volved in the Rev. James G. Ulmer
“hidden ownership” investigation
[Broadcasting, Feb. 15, May 1,
1940].

Feldman Deferred

ARTHUR FELDMAN, former
special events director of NBC
New York, who has been in Lon-
don since last fall on a special
mission for the British Broadcast-
ing Corp., has been granted a six-
month's deferment by his local Se-
lective Service Board to continue
his present duties. Mr. Feldman su-
ervises production of BBC pro-
grams for North America.

POCATELLO
THE
HOT SPOT OF IDAHO
RETAIL SALES UP 43%
Dec. 1942 Over Dec. 1941
Tell 'Em Thru
KSEI
National Representatives
The Walker Co.
Homer Griffith Co.
Grant Goes to Bat
In House for Durr
Georgian Challenges Charge
Of Bureaucrat by Woodruff

ASSURANCE that FCC Commissioner C. J. Durr “does not wish to
destroy private enterprises” was voiced in Congress last week when
Rep. Grant (D-Ala.) answered charges of Rep. Woodruff (R-
Mich.) that certain Government employees, Commissioner Durr
among them, believed in “Government by bureaucratic mandate.”
Rep. Woodruff had referred to Commissioner Durr’s talks to the

Rep. Grant told the House that he “could find nothing in Mr. Durr’s
statements which in the least infer that any agency of Congress could
or should repeal acts of Congress by bureaucratic decree. I assure the
gentleman from Michigan that Mr. Durr does not wish to destroy pri-

date enterprises.

Only Dated Facts

“He is an outstanding, patriotic citizen and is himself a product of
our private business enterprise. We have nothing to fear by way of
bureaucratic decrees from officials of Commissioner Durr’s type.”

Argument arose over a passage in Mr. Durr’s talk in which the
Commissioner said “we see in operation a new kind of private enter-
prise which is not based on private initiative—a system in which the
Government provides the capital and takes the financial risk, while
business is paid a management fee for the hire of its organization.”

Rep. Grant said, in describing such a system, Commissioner Durr
was not advocating future Gov-

ernment control, but stating what actually existed under war programs authorized by Con-

gress.

The Congressman said “certainly Commissioner Durr cannot be clas-
sified as a bureaucratic official when he makes a plea for more contact be-
tween administrative officials and Congress.” He quoted Mr.
Durr as suggesting that heads of
agencies should appear before ap-

propriations committees to justify requests for funds, and file periodic

reports.

He further quoted Mr. Durr as
saying “a relationship of a more
continuous and less formal nature is required. A system of confer-

enees between the agency heads and the subcommittees should be ar-

anged in which the activities and problems of the agencies could be
fully discussed.”

Philip Morris Series

PHILIP MORRIS Co., New York,
last week started transcribed an-
ouncements on WMCA, WNY
WOR and WNEW, New York, at
the rate of 160 a week, on behalf of
Dunhill cigarettes. Morris has not
used radio for Dunhill since its
sponsorship of a news program
schedule in 1940. Blow Co., New
York, handles the account.

Even George Washington
could truthfully say this: “if you
want blanket coverage of Northern
California at the lowest
cost-per-listener select the
station most people listen to most
the one that has
more power than all (11) Bay
Area stations combined.” (Any
time buyer will tell you it’s KPO!)

Get the facts...and you’ll buy

KPO
50,000 HIGH FIDELITY WATTS

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

BROADCASTING • Broadcast Advertising

February 22, 1943 • Page 39
EXECUTIVES attending the party at the recent opening of the New York office of Bruschein, Davis & Van Norden, advertising in more (1 to 9); R. T. Van Norden, vice-president in charge of the New York office; Warren Jennings, BLUE; Howard Meighan, Radio Sales Inc., New York; Mrs. Ruth Trend, New York office; Arthur J. Kemp, Pacific Coast sales manager for CBS; and Murray Grabhorn of the BLUE Network.

Ann McNatt Joins Mace

ANN McNATT has joined the radio department of Mace Adv. Agency, Peoria, Ill. Miss McNatt was an active member of the advertising staff of the Columbia Missourian, official university publication while attending the U. of Missouri. During her attendance at the university she attains highest honors in advertising and radio courses in the school of journalism.

Record Audiences Seen

In Latest CAB Report

RECORD-BREAKING audiences for both daytime and nighttime network shows are reported by the Cooperative Analysis of Broadcasting in Report 28 issued last week. Rating over the 30-mark are 12 nighttime programs, including Lux Radio Theatre, Kay Kyser, Chase & Sanborn, Fibber McGee & Molly, Jack Benny, Bob Hope, The Aldrich Family, Maxwell House Coffee Time, Red Skelton, Mr. District Attorney, Rudy Vallee and Walter Winchell.

The CAB report also listed nine daytime programs which had ratings over 10, usually regarded as a top figure for daytime ratings. Those programs are Pause That Refrains on the Air, Romance of Helen Trent, Our Gal Sunday, Kate Smith Speaks, Life Can Be Beautiful, Ma Perkins, Stella Dallas, Aunt Jenny's Stories and Big Sister.

Research Book

EDITED by Paul F. Lazarsfeld, director of the office of Radio Research, and by Frank Stanton, CBS vice-president, in charge of research, the second of the Radio Research annuals has been released (Radio Research 1941-42, Duell, Sloan & Pearce, New York $6). An analysis of daytime serials is included in the book, as well as a section on "Radio War Time," containing several studies of German propaganda and a discussion of the BBC by its research director. New developments in radio research are reviewed.
Woolley Welcome to the CBS Colgate-Palmolive-Peet program featuring Al Jolson was marked by participation of network, sponsor and agency executives. Monty Woolley (on floor), gazed rapturously into the eyes of Jolson. Spectators are (l to r) John J. Karel, CBS market research sales counsel; J. Allen Barnett, Sherman & Marquette account executive; William C. Gittinger, CBS sales vice-president; Stuart Sherman, S & M president; Robert E. Lank, C-P-P vice-president in charge of advertising.

agency appointments

Crystal Products Co., Kansas City, to Burton Brownes Adv., Chicago. Trade and national publications to be used.

Dr. N. F. Spector, Chiropractic Health Centers, to I. A. Goldman Co., Baltimore. Radio will be used.


Blake Groves, Eau Gallie, Fla. (citrus fruits), to Allen, Weston & McDonald, Cincinnati.


Townsend Natl. Recovery Plan Inc., Chicago (weekly pub.), to J. L. Stewart Agency, Chicago. Radio and newspapers will be used.

Fashion Frocks Inc., Cincinnati, to Franklin Brock Adv. Corp., N. Y. Radio will be used.

Flag Pet Food Corp., New York, to Hirschman-Darkfield Inc., Boston, for Boston campaign.


Loo Maxon Named OPA Press Chief

Loo R. Maxon, head of Maxon Adv. Inc., Detroit, was named deputy administrator of OPA last week in a move by Price Administrator Prentiss M. Brown "to make rationing and price control more acceptable to the public."

As a north Michigan neighbor of the new OPA chief, Mr. Maxon said, "We think alike and are in general agreement as to the general principles which should control the job." He predicted that OPA would no longer use "Commando tactics."

Mr. Maxon founded Maxon Inc. in the late 1920s. Since then the agency has flourished in the Midwest, handling such accounts as Ford Motor Co., Heinz Foods, General Electric, and Gillette Safety Razors. At OPA, Mr. Maxon succeeds Robert W. Horton.

Sherman & Marquette Opens New York Office

Sherman & Marquette, Chicago, has opened a New York office at Rockefeller Plaza completely staffed in radio and copy departments. Telephone is Circle 6-1550. J. Allen Barnett, vice-president, will be in charge of the New York office, while William A. Bachner has been appointed radio director succeeding Herb Polesie, who has been named CBS production chief of sustaining programs. Under his direction will be the CBS Al Jolson-Monty Woolley show heard for Colgate tooth powder, 8:30-8:55 p.m. Tuesdays, and the Bill Stern Sports Newscast of the Air on NBC Saturdays at 10-10:15 p.m.

Ashley Belbin, former manager of the department of Pedlar & Ryan, New York, heads the creative staff of the New York office. Kelso Taeger, S&M director of research and media and W. E. Denning, production, have transferred to New York. The Colgate-Palmolive-Peet account (toothpowder, brush and brushless shave creams, Halo shampoo, Cashmere Bouquet soap and cosmetics), formerly handled from Chicago, will be serviced from the New office.

Joseph Jacobs, head of Jewish Market Organization, has been appointed chairman of the Jewish Language Press & Radio Division of the New York City Red Cross War Fund's Committee on Public Information, James M. Cecil, chairman of the Committee announced last week.

Here's the Proof!

Hooper says: (Fall, 1942, Station Listening Index) KGNC has 78.9% of the daily listeners.

NBC says: (A Tale of 412 Cities, Vol. 2) KGNC has 79% of the daytime listeners.

In Northwest Texas—where only KGNC, AMARILLO provides primary coverage — there are 57,486 radio unit homes — 81.34% of the total occupied dwellings, which is 14.4% higher than the State average.

Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!
WHK-WCLE, Cleveland
Mystere Co., Cleveland, 26 as, thru Erw
Wilson, Wasey & Co., N. Y.
Double Bros. & Co., New York (Book Lea
gue), as, thru Huber Hog & Sons, N. Y.
General Baking Co., Chicago, 80 as, thru
Millard-Fast Adv. Co., Chicago
Marlin Firearms Co., New York (black
deg), 99 as, thru Parke-Davis Co., N. Y.
Olive Tablet Co., weekly as, Olive Tablets
130 as, thru Erwin, Wasey & Co., N. Y.
Pierce’s Proprietaries, Buffalo (Golden
Bread), 3 weekly, thru Dow Jones Co., N. Y.
Wool Baking Co., New York, 526 as, thru
J. Walter Thompson Co., N. Y.
Barbasol Co., Indianapolis, in, thru Erwin,
Wasey & Co., N. Y.
E. Fouquer Co., New York (Don Juan
Bread), 6 weekly, thru Grey Adv., N. Y.
Popular Scythe Co., New York (magazine),
15 ep, thru Craven & Hednick, N. Y.
FPI, Los Angeles
Pooter & Gamble Co., Cincinnati (Lava
soap), 7 weekly as, thru Blow Co., N. Y.
Universal Enterprises, Los Angeles (paint),
weekly, thru Abiloff Wetz Co., N. Y.
National Biscuit Co., Los Angeles (Shred-
Dow), 3 weekly as, thru Rotaford, Con-
stantine & Gardner, Los Angeles.
Bates Bros., San Francisco (investment),
6 as, direct.
National Biscuit Co., Los Angeles (Shred-
Dow), 3 weekly as, thru Rotaford, Con-
stantine & Gardner, Los Angeles.
Bates Bros., San Francisco (investment),
6 as, direct.
Dudley’s Department Stores, New York (food
products), 1 weekly as, thru Emil Rein-
Halman & Co., Terre Haute, Ind. (Cle-
ber Girl baking powder), 3 weekly as,
thru Pollydent, Terre Haute, Ind.
KGO, San Francisco
Quaker Oats Co., Chicago (Aunt Jennia
pancake flour), 5 ep weekly, thru Sher-
man K. Ellis & Co., Chicago.
Kilströms’ Bakery, San Francisco, as se-
rive, and 5 ep weekly, thru Emil Rein-
Regal Amber Brewing Co., San Francisco,
4 weekly as, thru N. E. Harlan Adv., San
Francisco.
Frozen Food Distributors Inc., San Fran-
cisco, weekly as, thru Tomacheck-Elliot
Inc., Oakland, Cal.
Loma Linda Food Co., Arlington, Cal.
(breakfast cereal) thru General Pacific
Seven-Up Bottling Co., San Francisco
(LUP), as weekly, thru Rhodes & Davis,
San Francisco.
Pisco Co., Warren, Pa. (cough syrup),
14 as weekly, thru Lake-Spiri-Blumunlna,
Memphis, Ten.
Beech-Nut Packing Co., Canoharie, N. Y.
(zum), 2 weekly as, thru Newett-Em-
ett Co., N. Y.
WMAC, Chicago
Colgate-Palmolive-Peet Co., Jersey City
(Repertory Mag.), 5 to weekly, thru Van-
Buren & Co., N. Y., Chicago Sun, Chicago, 5 as thru Leo Bur-
nett Co., Chicago.
WOR, New York
Lever Bros., Cambridge, Mass. (Sprry)
5 weekly as, thru Ruthrauff & Ryan, N. Y.

W放射, Fargo, N. D.
Hamburg Hatcher, Hamburg, Ia. (Chin,
6 as weekly, thru Buchanan-Thomas,
Chicago.
Russell-Miller Milling Co., Minneapolis,
weekly ep, 13 weeks, thru Campbell-
Mithun, Minneapolis.
Oelwein Chemical Co., Delaw, (Oct.,
15 as, thru Case-Airworth, Del Moines.
Oyster Shell Products Co., New Rochelle,
N. Y., 4 to 1, year thru Ges & Fre.
hen, N. Y.
Pennsylvania Salt Mfg. Co., Philadelphia,
3 weekly, 12 weeks, thru Sherman K.
Ellis & Co., Chicago.
Cudahy Packing Co., Chicago (mineral
feed), 5 weekly as, thru Grant Adv.,
Chicago.
Pierce’s Proprietaries, Buffalo (Golden
Medical Discovery), 5 weekly, 30 weeks,
thru Duggan Jones Co., N. Y.
Plough Inc., Memphis (Penetrol nose
drops, St. Joseph aspirin), 1 & 1, thru
year, thru Lake-Spiri-Blumunlna, Mem-
phis.
Morton Salt Co., Chicago, 26, thru Kau-
vos-Pieterson-Dunlap Assoc., Milwau-
kee.
Rome Wine Co., Fresno & Lodi, Cal., 195
as, thru Met-San-Francisco, weekly,
Murphy Products Co., Burlington, Ws.
(out-cost concentrated), 5 weekly, 1 year
Jacobs Seed Co., present weekly (Hy-
brid seed corn), 18 as thru Triangle
Agency, Chicago.
KFRC, San Francisco
Italian Swiss Colony, Asti, Cal, (wine,
5 weekly, thru Leon Livingston Adv.
Agency, San Francisco.
Lagendorf United Bakers, San Fran-
cisco, weekly, thru Ruthrauff & Ryan,
San Francisco.
Bay Cities Metal Trade Council, San
Francisco (trade monthly), thru Rhoades &
Davis, San Francisco.
Durkee Famous Foods, Oakland, Cal.
(Best Foods Mayonnaise) weekly as
through Emil Reinhardt Adv. Agency, Oak-
land, Cal.
Lever Bros., Cambridge, Mass. (Rison,
Vimms) weekly as, thru Ruthrauff &
Ryan, San Francisco.

WABC, New York
Spratt’s Patent (America) Ltd., Newark,
N. J., dog food), 5 as weekly, thru
Parc 1 year, thru Lake-Spiri-Blumunlna,
San Francisco.
Studebaker Corp., South Bend, Ind. (insti-
tutional food), 3 weekly, thru Roche, Wil-
lams & Conyngham, Chicago.
Dodge Bros. & Co., New York (pub-
lishers), 2 weekly as, thru Huber Hog &
Sons, N. Y.

WGYO, Schenectady
1. J. Gross Noodle Co., Chicago (noodle
soup), 2 as weekly, thru Chase, Silver & Co., Chicago.
P. Lorrillard Co., New York (Friends to-
bacco), 39 as thru Leenen & Mitchell,
Chicago.
Penn & Ford, New York (M-T-Fine),
6 weekly, 11 weeks, thru BHO, N. Y.
Macfadden Pub, New York (True Story),
14 as thru Raymond Spertor, N. Y.
Lever Bros., Cambridge (Sprry), 261 t,
through Ruthrauff & Ryan, N. Y.
P. Duff & Sons, Pittsburgh (gingerbread
mixture, wafe mix), 20 as thru W. Earl
Procter & Gamble Co., Cincinnati (Lava
soap), 130 as thru Blow Co., N. Y.

KNX, Hollywood
Colgate-Palmolive-Peet Co., Jersey City
(saving soap), 11 to weekly, thru Ted
Colgate-Palmolive-Peet Co., Jersey City
(Crystals), 11 to weekly, thru Wind-
Dy & Co., N. Y.
Safeway Stores, Oakland, Calif. (Dwight-
Edwards coffee), 15 weekly, thru J.
Walter Thompson Co., San Francisco.
Durkee Famous Foods, Oakland, Calif.
(margarine), weekly as, thru Emil Rein-
Vick Chemical Co. of Greensboro, N. C.
(Vorone, Vapo Rub, Vatromol), 3 ep
weekly, thru Morse International, N.
Y.

WBBM, Chicago
Curtis Publishing Co., Philadelphia (Sat-
sday Evening Post), 23 as weekly, thru
MacFarland, Avery & Co., Chicago.
Dorothy Wukshen, Corp., Waukegan,
17 weekly, thru Hoffman & York, Milwau-
kee.
Henry C. Lytton & Sons, Gary (depart-
ment store), 56 as, 1 week, direct.
The Vitamin Club, Chicago (tablets), 1
ep, 1 week, thru United Adv. Agency, Chi-
cago.

WBBM, Chicago
Hotel & Restaurant Cooperative Adv.
Committee, Chicago, 12 weeks, thru
Wun-Furman, Sharp & Co., Chicago.
Continental Baking Co., New York (5
weekly, 48 weeks, thru Ted Bates Inc.,
N. Y.

16 STATIONS GIVEN KROGER RENEWALS

THOROUGHLY SOLD on the job
that spot broadcasting has done and will do, despite wartime
conditions, the Kroger Grocery & Bak-
ing Co. last week announced 52-
week renewals for all of its three
quarter-hour daytime dramatic shows in 11 stations in its Di-
vision. Ralph H. Jones Co. is agency.

With a combined total of more
than 12 years on the air, the three
programs are Linda’s First Love, Mary Foster—the Editor’s Daugh-
ter and Hearts in Harmony.

In March 1944 Kroger introduced
a different daytime technique in
Hearts in Harmony, featuring what it terms a “dramascical” pattern.
Another innovation this year was
inclusion of important news bulle-
tins in Mary Foster.

Stations receiving renewal con-
tracts for the Kroger series include

WSPM WBNB WBAJ WMB WJPP WLSL WKGE WGLD WIOO WSDI WSBP.

8 New Contracts Signed

By NBC Division

EIGHT NEW contracts have been
signed for syndicated programs
on NBC networks during the
past week.

KYOS, Merced, Calif.; WRTA,
Charlestown, S. C.; and All-Canada
Broadcasting Co., Ltd., have purchased
Name You Will Remember, also signed
by WMS, Cleveland; WPG, Waukesha,
Wis., for Li Cross Breweries. Series has been
renamed WSYR, Syracuse; WMBG,
Richmond, Ind., for Dr Pepper Co., and
WHEB, Portsmouth, N. H., for a
local clear.

WFRU, Philadelphia, has signed for
Five Minute Mysteries, and KSD, St. Louis.
renamed for Columbia Brewing
Co. WPEA, Manchester, N. H., con-
tracted for Flying for Freedom for a
men’s clothing store, and WMTA,
Charleston, S. C., purchased Time Out
with Ted Bistel, for a dry cleaning
firm. Betty and Bob, was renewed
KFL, Los Angeles, and by WPBO,
Philadelphia, for a department store.

KVOA, Tucson, Ariz., renewed
Getting the Most Out of Life, for
Bijou Furniture, and WMB, Lexingtan,
Elkton, for Caron Robinson and His
Bancones.
Radio Advertisers

CRAWFORD CLOTHES, New York, for its men's clothing stores in Philadelphia has contracted for 40 minutes of newscasts a day, Monday through Friday, on WIPN, Philadelphia, beginning Feb. 18 for 16 weeks. Package includes local sponsorship of Fulton Lewis Jr., transcription from Mutual, plus five 5-minute spots daily. Account was placed through Al Paul Lefton Agency, Philadelphia.

SEASONETTES DISTRIBUTORS, Los Angeles (seasoning sail) recently started its second season with 63-week syndication program in the Home Forum program of KGO, San Francisco. Account is with Eugene F. Rouse & Co., Los Angeles.

HARMON WATCH Co., New York, has purchased six quarter-hour segments of Art Green's Magic Carpet musical program on WMCA, New York, for a period of 50 weeks through Moss Assoc., New York, starting Feb. 17.

CUNNING CANDY Co., Chicago, is introducing in the Chicago area a new product. Spread-mor, a butter extender. Car cards and newspaper ads will be used. No radio is planned at present. C. Wendel McEnch & Co., Chicago, is agency.

MRS. SMITH PIE Co., Philadelphia, on Feb. 15 started a spot program on WDAS, Philadelphia. Each spot plugs a different eating place with only a reminder to the listener to order Mrs. Smith's pie as the dessert. From 8 a.m. to 7 p.m., every hour on the hour a spot announcement is used, making 13 spots a day and 78 announcements a week. Laurence J. Everling Agency, Philadelphia, has the account.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal) on March 1 will begin a series of early-morning quarter-hour commentaries titled "Nothing But the Trail" featuring Alexander McQueen on WBBM, Chicago. H. W. Kastor & Sons, Chicago, placed the contract for 13 weeks.

MINNEAPOLIS BREWING Co., Milwaukee, now presents Friendly Fred, transcribed music and chatter, in a six-weekly period, 10:30-11 p.m., on WUCC, Minneapolis.

KOKAN Co., St. Louis, for Vanish, a dandruff remover, is the newest participating sponsor of Ruth Hughes' variety program heard on KWK, St. Louis. 10 a.m. to 12 noon and 6:15-7 p.m. Other Hughes sponsors are Griesedieck Bros. Brewing Co. and Meyer Bros. Drug Co., St. Louis.

DEKALB AGRICULTURAL Assn., DeKalb, Ill., is sponsoring a ten-minute thrice-weekly program, On the Farm, on WNAX, Sioux City, Iowa, to help meet food production goals for 1943. Western Adv. Agency, Racine, handles the account.

Warner Uses Newsman
In Film Promotion Spots

AN UNUSUAL "commentators' endorsement" campaign for the new motion picture "Air Force" has been running the last week on nine New York stations under sponsorship of Warner Bros. Pictures, New York, which plans to continue the scheme in other parts of the country.

Campaign last week consisted of 65 one-minute transcriptions featuring short talks about the picture's merits by H. V. Kaltenborn, NBC; Lowell Thomas, BLUE; Edwin C. Hill, Cecil Brown, Maj. George Fielding Eliot, and Frazier Hunt, CBS. Prepared by Blaine-Thomasco, New York, agency for Warner Bros., the discs were heard Feb. 15-19 on WJZ WEAF WMCA WNEW WQXR WHN WABC WINS WBYN.

HOTEL & RESTAURANT Cooperative, Chicago, promoting Chicago hotels and restaurants, has placed chain-break, and one-minute spot announcements 7 to 14 times a week on WMQ, WBEM, WGN WJJD, Chicago. Contracts, for 13 weeks, were placed by Borenson & Co., Chicago.

FLAG PET FOOD Corp., New York, has added six stations in the New York area to its schedule of spot announcements on WEAF, New York, started for a dog food in January. Firm now uses a total of 100 transcribed announcements weekly and does not plan to expand radio advertising to a national basis at present. Peck Adv., New York, handles the account.

Iowa Soybeans—
a Fighting Crop!

BELIEVE it or not, this Iowa farmer is harvesting munitions! Munitions in the raw Soybeans!

Soybeans that will find their way into explosives to blast the enemy . . . into paints and varnishes to protect ships, guns, tanks and planes . . . into feed for the production of meat and milk . . . into bone- and muscle-building rations for our fighting forces and allies!

Last year Iowa farmers harvested, 39,812,000 bushels of soybeans, for which they received $1.55 per bushel. And Uncle Sam has called for a 50% increase in soybean acreage in 1943!

That's one of the reasons why the No. 1 Farm Market is richer today than ever before, will be richer still in the years ahead. As Sales Management puts it: "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)".

To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. KMA is the only full-time farm station in the entire area—the only station devoting 70% of its time to the specific needs and wants of the 3 million people in its 151 primary counties.

Your copy of our latest Market Data Brochure tells the whole story. Write for it now.

WFBG-
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

BROADCASTING • Broadcast Advertising
SOUTAG DRUG STORES, Los Angeles (chain), on Feb. 15 started a five-week quarter-hour newscast on KFWJ, Hollywood. Contract is for 52 weeks. Firm sponsors a similar daily program on KFAC and KFVD, in addition to Friday evening news programs on KECA. Milton Weinberg Ad. Co., Los Angeles, has the account.

CALIFORNIA BANK, Los Angeles (checking service), in a two-month campaign directed to defense workers, on Feb. 22 starts two transcribed directories instead of weekly directories on KMPC KFAC KECA KBEV. In addition participation is to be sponsored in the combined Service Protective and Housewives Protective League programs on KKNX. Participation is scheduled in Art Baker's Notebook, Miranda's Garden Patch and Agnes White's California Garden on KFLL. Agency is Mayers Co., Los Angeles.

G. H. EWING Ltd., Montreal (No. 1 coffee substitute) has started a test announcement campaign on Montreal stations. Account was placed by Desbarats Ad. Agency, Montreal.

BELL TELEPHONE Co. of Canada, Montreal, has started a campaign on Montréal English and French language stations to advise people to consult directories instead of a Direct Directory series. "This is part of campaign gradually being used in various parts of Canada following a test in Quebec City. Account is handled by Goddard, New York, & Montreal.


SPONSOR'S BLESSING attended third year start of the thirteen-week quarter-hour "Soy-Off News," when Soy-Off Mfg. Co., Glendale, Cal. (household cleaner), renewed the series for 52 weeks on 7 CBS Pacific Coast stations, adding KYTUC twice-weekly. Talking it over are: Mr. and Mrs. Robert Nyman, owners of Soy-Off Mfg. Co.; Jeff Goodwin, network executive; Truman Bradley, network executive (at night); R. C. Lockman, network account executive. Firm also sponsors a three-week six-minute news program on KOA KOB, with daily schedule on KPRO. A schedule started in mid-February. Other radio is planned.

J. J. GALLAGHER has been appointed manager of the Montreal office of A. McKim Ltd. He has been with the agency for ten years, and a director since 1942 and continues to handle Philco's advertising.

KIRBY'S SHOE STORES, Los Angeles (retail), out of radio for some time, in a 52-week institutional campaign started Feb. 16 is sponsoring a five-minute daily program, "Bobs of Truth," on KPDB, Hollywood. Agency is Kirby's, Los Angeles, ad agency.

JOHN BENNETT, general manager of Hutchins Ad. Co., of Canada, Toronto, is in the process of handling a radio campaign for the Toronto Sun's "Sweet News" series. He is now handling the agency's advertising for public and industrial relations.

CHICAGO RUG & CARPET Cleaners, Chicago, recently started sponsoring a series of five-minute programs, "Top Notch Ruth," with live commercials and radio commercials. "Top Notch Ruth," with live commercials and radio commercials and "Top Notch Ruth," has been a long-time sponsor of the program.

WITF has the issue of Feb. 26 Movie-See-Off, which changes from weekly to a daily publication with a revised format, additional features and a broader variety of programs. Program listings for 20 different stations of the country will be separately printed and inserted.

Travel Ban Boosts Sportscast Interest

WARTIME TRAVEL restrictions were foremost in mind when the Associated Division of Tide Water Associated Oil Co. recently contracted to sponsor some 75 West Coast basketball games from Spokane to San Diego, according to Harold R. Deale, the firm's advertising and sales promotion manager.

Originating in nine cities, the games are broadcast by KPFI, Spokane; KRSC, Seattle; KWJJ, Portland; KFWB, Los Angeles; KSFO, San Francisco; KLX, Oakland. It is the 18th year of sponsoring sports events on the part of Tide Water.

Fans "Attend" by Air

"Interest in basketball this season is considerably stimulated by competition of some first-class Service teams," said Mr. Deale. He mentioned such teams as St. Mary's Navy Fre-Flight, paced by Hank Luisetti; the Coast Guard, Oakland Air Base, Camp Roberts and the Presidio of Monterey.

Pacific Coast Conference schools and well-known independents, like St. Mary's Santa Clara and the U. of Southern Cal., will continue to handle the bulk of the schedule.

Mr. Deale said fan mail from all sections of the Coast indicates that hundreds of persons, who formerly attended basketball games, now listen to the game broadcasts.

Commercial copy is institutional with a large percentage devoted to the War Effort. Merchandising support is provided by window posters listing game schedules as well as announcements to dealers. Tide Water also mentions its Basketball Sportscasts in all advertising in other media. Added promotion is the offer of American Flag decals for auto windshields, obtainable without charge at service stations.

Microphone assignments are handled by Frank Bull, Los Angeles; Jack MacDonald and Bill Tobbitt, Northern California; Ted Bell, Seattle; George Mooney, Spokane, and Hal Byer and Marshal Pengra, Oregon.
Garey to Direct House Probe

(Continued from page 9)

ment agencies also was approved without opposition.

Before the vote came on the Case amendment, several Congress-
men unleashed bitter attacks against the FCC. Judge Cox, sup-
porting the proposal, said he had been "maligned, blackmailed and
bricked" by the agency. He referred to Chairman Flynn as "this Uriah
Heep," who had charged him with "brought political pressure to bear
upon the Secretary of the Navy and forced into retirement the man
who knew more about communications than any other man in the
Navy, Admiral Hooper." [Rear Ad-

The Speaker declared he did not appeal to "your prejudices or to your passions," but that he did want to "counsel with your reason with all the earnestness
I can command.

A great war is on, the world is aflame and the air is full of propaganda from every conceivable portion of the earth," Mr. Rayburn said.

"There is only one agency in the United States of America that has any control whatsoever over the air of the United States. Do you, by your vote at this time, want to strike down that only agency?"

"Time allowed for debate on the Case amendment then expired and the vote was called. After the vote, Rep. Dirksen (R-Ill.) proposed an amend-
ment whereby the FCC's na-
tional defense appropriations of $6,590,314, for the Federal Broad-
cast Intelligence Service and other activities relating to national de-
fense, be terminated 60 days after the cession of hostilities unless otherwise authorized by Congress. This amendment was agreed to without debate.

Deferron Requests Cited

Rep. Dworshak (D-Ida.) then offered an amendment eliminating the item of $206,160 proposed for the "War Problems Division", headed by Assistant General Coun-
sel John Davis. He pointed out

that the appropriations committee itself had expressed "some skepti-
cism" over this proposal and had recommended that the Commission consider the desirability of dis-
continuing them. Mr. Dworshak said that he thought this was a responsibility of Congress and not of
the FCC.

After Chairman Woodrum had cited that this fund was part of the national defense program of the FCC and that the military services believed it necessary, the amendment was rejected by a vote of 99 to 76.

When debate on the Independent Offices bill opened last Monday, Rep. Wigglesworth (R-Mass.), a member both of the subcommittee
and of the Cox Select Committee, cited the "duplication of effort" be-
 tween the FCC and the Army and Navy on radio intelligence op-
erations, striking particularly FBIS and the FCC's Radio Intelli-
gence Division. He also called at-
tention to the vast number of pro-
motions during the last year, to-
talling 1,806, amounting to $145,000. Then he cited to the House
requests for deferments from Se-
lie services of 442 FCC em-
plo
y. Rep. Cox interceded that it is "common gossip all over town that there is a higher percentage of draft dodgers as a result of the requests of the departments in the Communications Commission than in any other department of the Government." He pointed out also that one "division" of the FCC differing with Mr. Wigglesworth that the Commission could carry on its work for $2,000,000 instead of the $7,000,000 budget recom-

Charges Waste

Mr. Flynn, the Georgian contended, "has no knowledge of communica-
tions other than experience that he obtained as a switchboard op-
erator before he was placed in the chairmanship." Mr. Cox also al-

luded to statements he attributed to the Army and Navy that "Mr.
Fly is a terrible handicap to them in his effort to dominate completely in radio communications of the
Army and Navy."

Alluding to those "in the know," Judge Cox charged that the larger part of the FCC's appropriations are wasted and that "you may well shovel the money out of the window as to expend it in the
manner in which the Commission does."

Mr. Woodrum observed that the Cox inquiry will apprise Congress of everything "they can find that would justify putting the Federal Communications Commission and Mr. Fly out of business." Meanwhile, he pointed out it was an agency doing an important war job and that its appropriation should be continued.

In the heat of the debate, Mr. Woodrum said that he would inquire of the responsible heads of the Army and Navy about the FCC and that if they said the Commission was "in no manner detrimental to the war effort," he would himself move to delete the national defense item. Later, he said this had been checked to his satisfaction. He commented that a "fair trial" should be accorded be-
fore there is an execution, and Judge Cox protested he was not trying to "execute anybody."

In concluding that phase of the debate, Rep. Wigglesworth pointed out that the record indicates the Commission has continued approval of transfer of stations "for con-
siderations far in excess of the value of the physical assets transferred, with all the danger we have seen in others' hands in the capitali-


tion of Government franchises."

He added "serious charges said to have been made in connection with former Commissioner Pickard and others have apparently been whitewashed to the satisfaction of the Commission and the Dept. of Justice, in the absence of further evidence." [BROADCASTING, Feb. 15.]

Finally, he pointed out that three of those persons included in the list of 38 recently published by the Dies Committee are on the FCC's payroll.

Promptly upon opening of the House Wednesday, debate on the bill was resumed. Early in the pro-
cedings, Rep. Case proposed to de-
lete the entire FCC appropriation after several colloquies on pro-
dure.

Rep. Ramspeck (D-Ge.) con-
demned the proposed procedure as "demagoguery" and charged that tactics of this sort were responsible for criticism of Congress.

The appropriations bill now goes to the Senate, where brief hearings probably will be held before the In-
dependent Offices subcommittee of the Senate Appropriations Com-
mittee. The Senate seldom over-
rides the House on appropriations measures.

Plans CBC Series

R. S. LAMBERT, educational ad-
visor to the Canadian Broadcasting Corp., arrived in New York last week to plan the five programs of Lands of the Free which will be produced in Canada for broadcast in the United States by NBC. The programs will be produced in their entirety by CBC at the Toronto studios of CBY, beginning in April. Lands of the Free, part of the CBC Inter-American University of the
Air series, will shift to a new time, Sunday, 4:30 p.m., effective Feb. 21.

WEST

on the Dial in Georgia!

590 kc.

Atlanta

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVE: HEADLEY REED COMPANY

BROADCASTING • Broadcast Advertising

February 22, 1943 • Page 45
Shortwave Rulings Clarified by FCC
Special Authorization Limited To International Service

CLARIFICATION of its rules governing special service authorizations, to eliminate confusion resulting from amendments originally promulgated Dec. 29, was effected last Tuesday by the FCC. The regulations (Section 1.366) of its rules of practice and procedure were revised so as to limit special service authorizations to standard broadcast, international broadcast and point-to-point stations only in connection with the furnishing of facilities for an international broadcast service.

Broadness of the language originally used, it was said, led to some confusion among the telegraph carriers. The new language does not effect a change in policy.

The section as amended reads: "1.366 Special service authorizations.—Special service authority may be issued to the license of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the license of an international broadcast station or an international point-to-point station, for a service other than or beyond that authorized in its existing license for a period not exceeding that of its existing license.

"Application for special service authorization for standard broadcast stations must be made by formal application and a satisfactory showing must be made in regard to the following, among others: (a) That the service can be furnished without being granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Section 1.33 of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by the authorization requested.

"(d) Changes in Hailas"

Fighting for Poland is Lt. Stefan Maciurzynski (center) former member of the foreign language staff of WJRE, Detroit, before joining Gen. Sikorsky's Polish army in London. Fellow foreign language staff members at the farewell party are (1 to r): Jacob Kmiecic; Alexander Droszew; TIlle Wejroc; Eugene Konstantynowicz, director of Polish broadcasts; Helen and Stanislaus Milewicz; Stanislaus Sielinski. Lt. Maciurzynski had been an exchange student here when the Nazis attacked Poland.

WSAP ON 1490 kc. IN PORTSMOUTH, VA.

CLAIMING the only FCC permit granted since Pearl Harbor, WSAP, Portsmouth, Va., went on the air Feb. 9 with 250 w. at 1490 kc. unlicensed time.

Permission to operate was obtained in early January at the National Broadcasting Co. request because of the station's location in the heart of the nation's No. 1 naval base area. FCC had held that WSAP represented present demand for construction, but the station's officials claimed they already had the necessary equipment. It was also shown that Portsmouth for more than a decade has been the largest city in the U. S. without a radio outlet.

On the air daily from 6 a.m. to 2 a.m., WSAP is an affiliate of MBS and receives full leased-wire services of United Press. Studios and general offices are in the Portsmouth Professional Bldg., with transmitter in the West Park View section on the water edge. Equipment was provided by Collins, General Radio and Gates Console.

Operated by Portsmouth Radio Corp., a stockholding company headed by Judge E. C. Gilman, the staff of WSAP includes W. T. Aydlett, general manager who is owner of WCNC, Elizabeth City, N. C.; Ray Penner, program director, former chief announcer of WGVK, Charleston, W. Va.; Jack Nordfeldt, commercial manager; and D. Pulley, chief engineer; Bud Dawson, Paul Tryon and Michael Brown, announcers.

W. K. Hodges is vice-president, and Dr. L. A. McAlpine, secretary-treasurer of Portsmouth Radio Corp. Directors include Mr. Aydlett, R. A. Robertson, Dr. J. W. Abbitt, C. N. Boyd, A. A. Wendel and M. B. Simpson.

Disc Delivery Tips

WORLD Broadcasting System, in a bulletin to its clients, is urging them to "anticipate broadcasting schedules as much as possible" so World can give them good service on recording schedules and obviate the necessity of relying on air express delivery of transcriptions. The bulletin resulted from an announcement by Railway Express that "henceforth non-priority air express shipments are accepted on a 'space available' basis."

NOT BLUE SKY...

BUT the best darned buy,$ dollar for dollar, in actual effective coverage—in a market of a half million steady customers

* Proven by competition

HERE'S YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer

WHCU
Ithaca, N. Y.
CBS 870 Kilocycles

BROADCASTING • Broadcast Advertising
Navy Puts Winchell on Inactive Duty; House Investigation of Status Closed

WALTER WINCHELL last week was placed on inactive duty by the Navy, and the House Naval Affairs Committee investigation of his status as a Naval officer was closed before it got under way.

Chairman Vinson (D-Ga.) of the Committee told BROADCASTING last Thursday that "the Secretary of the Navy appeared this morning and advised the Committee that yesterday afternoon he had issued orders placing Walter Winchell on inactive duty. That ended the matter so far as our Committee is concerned."

Subject to Call

Secretary Knox told the House group that some 1,300 other men in the Naval Reserve are on inactive duty and that the action in Winchell's case was not unusual.

Chairman Vinson said the Committee "complimented the Secretary on his decision and approved it." Secretary Knox's advice means that Winchell will have no official connection with the Navy, although he is subject to call to duty at any time his services are needed.

The Naval Affairs Committee investigation was scheduled by Chairman Vinson after Rep. Hoffman (R-Mich.) introduced a resolution [BROADCASTING, Feb. 15] demanding that Secretary Knox supply the House with full information as to the commentator's status as a Naval officer.

Gremlins Did It!

As indicated last week the difficulty between the BLUE and Winchell and Drew Pearson apparently was a "tempest in a teapot" [BROADCASTING, Feb. 15]. On their respective broadcast Feb. 14 both commentators announced the misunderstandings had been ironed out and that "freedom of speech" prevailed. Pearson praised Winchell as a fearless expositor of substitute activities and Winchell likewise patted Pearson on the back for reporting facts.

Quoted by the AP prior to the amicable settlement as saying "I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered," Winchell admitted in Miami, following his Feb. 14 broadcast, that he had departed from his script Jan. 31 when he referred to the electors of certain pre-Pearl Harbor isolationist Congressmen as "damn fools."

"There were two gremlins on my shoulder urging me to express it as I did and to give my enemies a chance to get back at me," he said.

"I knew I was wrong. We who are always talking about free speech and free press also recognize the right of citizens to vote as freely as they please," he said. He said on his broadcast, however, that had the right of free speech been denied him by the BLUE he would not have continued his broadcasts.

Hugh Powell Comments

Although all apparently is serenely quiet on the BLUE news front, Winchell's slip of the tongue plunged the entire country into controversy on free speech. It resulted in speeches denouncing him in the House, in editorials demanding that free speech be not impaired, in comments pro and con regarding the BLUE's memoranda to news editors which were misinterpreted to mean a rigid censorship prohibiting criticism of public officers.

Among outstanding comments was an editorial by Hugh J. Powell, editor of the Coffeyville (Kan.) Daily Journal and owner of KCOF, that city, a BLUE affiliate. Wrote Mr. Powell:

"Winchell spoke rather recklessly..." Mark Woods, president of the BLUE, thought, and called him to account. Now the open season on criticizing Congressmen and Senators runs from Jan. 1 to Dec. 31 each year. And few want so much as a closed day, including the 580 members of Congress.

"But almost any reasonable man or woman will say there are limitations beyond which a critic should not go in newspaper writing, in broadcasting and even in individual remarks. But that bears remote relation to the great, inalienable right itself. A thousand slaps on the wrist as Woods gave W. W. would have little, if any, effect on radio's freedom of expression established by law on a par with press. . . .

"If Congress dared strip broadcasting of its constitutional right, the people of America would make Congress over at the first opportunity, so aware are they of their No. 1 item in the Bill of Rights."

Wrigley Change

WM. W. Wrigley Jr., Co., Chicago (Spearmint gum), has changed its quarter-hour inspirational war worker program broadcast on CBS Monday through Friday at 5:45-6 p.m. from the Ben Bernie show to Keep Home Fires Burning. Ben Bernie, absent from the program for a month, has been recuperating from a heart ailment. Arthur Meyerhoff & Co., Chicago, is agency.

"MIRACLE BROADCAST" is the name given The Sacred Heart Program produced by WGW, St. Louis, because in 18 months it has added 101 stations and eight Canadian outlets will shortly carry the daily quarter-hour religious program of hymns, prayers, talk and closing Angelus. The Rev. Eugene P. Murphy, S. J., national director of the religious series, explains to Lt. Harry C. Crimmins, Army Chaplain, and former president of St. Louis U.; and Nicholas Pagliara, manager of WGW, St. Louis, the nation-wide coverage. WGW broadcasts the program live 7:45-9 a.m. daily. Transcriptions are shipped to other stations.

G-E Names Dept.

GENERAL ELECTRIC Co.'s radio, television and electronics department is to be known as the electronics department, Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

Lone Star Net Elects New Operating Staff

O. L. (Ted) Taylor, president of RTSA, San Antonio, has been elected chairman of an operating committee of the Lone Star Network, succeeding Harold Hough of KGKO, Fort Worth, who held the post since 1939. Mr. Hough continues on the committee, while T. Frank Smith, KXYZ, Houston, takes the third post, formerly held by Maj. Tilsford Jones, now on active duty.

At the same time, Mr. Taylor announced that Ken L. Sibson would succeed James W. Pate as managing director of the chain. Mr. Pate leaves to accept a commission with the Marines. Offices of the network have been moved from Medical Arts Building, Fort Worth, to Tower Building, Dallas.

National Oats Spot

NATIONAL OATS Co., Cedar Rapids, Ia., entering radio for the first time, on Feb. 9 started participations on Dr. Walter H. Eddy's Food & Home Forum on WOR, New York, using that station only to advertise National Three Minute Oats. Irwin Vladimir & Co., New York, handles the account.

Handbook by Mrs. Lewis

MRS. DOROTHY LEWIS, coordinator of listener activities for the NAB, has written a handbook for use by radio chairmen of clubs and civic organizations which will soon be published by the NAB. She also has in preparation a second report on the current status of juvenile programs.

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Attraction

JUST as moths are attracted to a flame so are the ears of Northeastern Ohio buyers attracted to WHK. WHK has that certain something that certain quality of programming that attracts listeners and converts them into buyers . . . WHK specializes in 'local flavor'.

WHK sells!

WHK

CLEVELAND, OHIO

Represented by: Paul H. Raymer Company

February 22, 1943 • Page 47
KNIVES SAVE LIVES, Harris Breth, conductor of radio hunting and fishing programs on KDKA, Pittsburgh, addressed his listeners twice. He requested listeners to send in their cutlery for use in jungle fighting and several hundred knives were received at the studios, including a machete and a specially-constructed German knife with an eight-inch blade. With knives all over the place the boys have to grin and like it (1 to r): Dick Woodrooff, radio director of Walker & Downing, Pittsburgh agency; Mr. Breth, and James B. Rock, KDKA manager. The program is sponsored by the Duquesne Brewing Co., Pittsburgh.

Court Ruling
(Continued from page 11)

This suit, sought to prove that the amended complaint was identical with the original that had been dismissed and that the recording ban, although severely affecting independent radio stations, was a labor controversy and as such was covered by the Norris-LaGuardia act prohibiting injunctions in labor disputes.

Judge Barnes has ordered the AFM to file an answer to the Dept. of Justice complaint within 20 days. It is predicted that the case will not come to trial for another month at the very earliest.

In his memorandum, Judge Barnes reviewed the oral and written arguments of both the Dept. of Justice and the musicians, and made these conclusions:

Counsel on both sides of the case have indicated to the court their desire that the court dispose of the case on this motion, so that they may speedily take the case to the reviewing courts. The court would be glad to do this but for one consideration, which will hereafter be referred to.

The court is inclined to the view that the complaint at bar raises issues neither raised nor ruled upon in the earlier case.

It may be true, as the defendants substantially contend, that even if the allegation of a purpose on the part of defendants to destroy independent radio stations is new, nevertheless, the complaint at bar does not state a violation of the Sherman Act.

But for the consideration above referred to, the court would definitely decide these two issues (neither is decided) and permit the pending side to take the case up.

The consideration which the court has now referred to twice is this:—It is not satisfied that the issues of law, which will be made by the evidence when it comes in, will be the same as the issues of law made by the motion to dismiss. In other words, the court is inclined to think that, by ruling on the pending motion and making possible an immediate appeal, it would be sending to the reviewing courts issues which will probably not be in the case after a hearing on the merits.

The court has, accordingly, decided to defer the ruling on the motion to the trial on the merits, which will be granted promptly. The court has this day upheld a prior defense of the ruling on the defendant's motion to dismiss to the trial on the merits, and ruling the defendants to answer the complaint within 20 days from this date.

Advertisers Draft Food Ration Plan

DETAILS of the largest coordinated advertising campaign developed so far in support of a Government war program were outlined last Friday at a news conference called by the Advertising Council, following a two-hour meeting in New York Times Hall of some 300 of the nation's leading food manufacturers, their advertising agencies and representatives of participating Government departments.

The food industry's participation in the campaign, designed to help the American public understand food rationing and production, will be voluntary, according to John Murphy, assistant to the president of the Grocery Mfrs. of America, trade group designated with the OWI and the Advertising Council to disseminate material for the campaign to individual food advertisers. Mr. Murphy emphasized that food advertisers will be urged to incorporate rationing war themes in existing radio, newspaper and other media schedules.

Gardner Cowles Jr., OWI director of Domestic Operations, pointed out that the people will turn to the advertising of established food companies to understand what is expected of them as well as to learn the simplest ways of facing the current wartime food problem.

One of the first to announce a specific radio campaign is General Mills, Minneapolis, which this week is turning over five 2:45-3 p.m. programs on NBC to discussions of point rationing by Government authorities. The company is releasing full-page ads to 269 newspapers to tie in with the radio series.

- Now you can get complete coverage of the West's biggest, fastest-growing market at really low cost. For all Southern California, use KMPC, now the most powerful independent in the West.
MR. PETRILLO'S NEW DEMANDS


MR. PETRILLO is distinguished from his fellow labor leaders by greater audacity and imagination. He realizes clearly the enormous powers of private dictatorship that the present state of the law, the beneficent attitude of the Administration, and the timorousness and vacillation of Congress have placed in his hands.

He has now put forward the demand that the operators of juke boxes, the companies that send music over the wires, the makers of phonograph records and the great radio companies pay a monetary tribute directly to his union for the privilege of doing business. All he asks is a cut-in on every record and every phonograph sold.

These fees will be paid into the union treasury. The money will be used, according to Mr. Petrillo, to reduce unemployment, to subsidize symphony orchestras and "to foster and maintain musical talent and culture and musical appreciation."

What Mr. Petrillo is proposing, in brief, is that the recording companies—which must ultimately mean the public that pays for the records—must submit to a private tax so that he can set up his own private system of unemployment relief.

What he is proposing is that the members of his own union must submit to a private income tax—in the form of that part of their fees which would, in effect, go to the union instead of to themselves—in order to support this private system of unemployment relief.

What he is proposing is that, at a time when war demands have made the shortage of manpower more acute than ever, he shall have the power of levying private tribute in order to create unnecessary jobs for men and women as musicians.

Mr. Petrillo, who no doubt looks at these matters from so disinterested a standpoint that he has not considered what abuses might develop if this device were also adopted by other unions less single-mindedly devoted to the public weal than his.

These unions could insist that every employer pay a special fee to them for the privilege of employing a member of their union. These unions could make themselves rich beyond the dreams of avarice. In one or two cases, no doubt, they might even be tempted to increase the salaries and other emoluments of their officials. For, as Mr. Petrillo knows, nothing but his own high conscience would prevent him from using these enormous fees in ways that did not directly promote the public welfare. There is no law which compels unions to make an accounting of their funds or even to publish financial statements. And though the Wagner Act forces employers to recognize unions, it contains not a word which compels these unions to be in any way responsible.

Mr. Petrillo, in short, can lay down the law to the phonograph companies, the recording companies, the radio companies, and to the members of his own union; but nobody can lay down the law to Mr. Petrillo.

The Supreme Court emphasized this fact yesterday by affirming the Chicago Federal court ruling that the Government could not prosecute the American Federation of Musicians under the anti-trust laws because it will not permit new records to be made for juke box and radio reproduction.

As long as Congress acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunity from the anti-trust acts and from the Federal anti-racketeering act; as long as Congress forces employers to recognize and deal with unions, but does nothing whatever to compel these unions to conduct their affairs democratically or responsibly; as long as Congress retains a law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off by boycott of himself or his employer, or by other means;—as long as Congress tolerates all this, we shall continue to have private dictators like Petrillo; and they will continue to find further means for enriching their treasuries and extending their powers.

Church Praise

A RESOLUTION hailing the support given to the church by NBC was adopted at a recent convention of the United Lutheran Church in America. Dr. Walton H. Greever, secretary of the Lutheran institution, wrote "The church gives increasing recognition to the value of radio service."

SYDNEY MOSELEY, commentator of Mutual and WMCA, New York, is preparing a book on the subject of American radio. Publisher and date of publication have not been announced. The British author has been active in American radio for three years.

Nash Heads Show

OGDEN NASH, poet-humorist, has been signed by P. Ballantine & Sons, Newark, as m.c. of the company's new show with Guy Lombardo and His Royal Canadians, which starts March 8 on CBS in the Monday 10:30-11 p.m. spot.

PAUL WARE, general manager of Allen B. Du Mont Labs., Inc. has been re-elected president of the Radio Club of America, as have the entire 1942 slate of officers including: C. E. Dean, vice-president; J. J. Stanley, treasurer; O. J. Morelock, corresponding secretary and L. E. Packard, recording secretary. Austin C. Lescauboura was reappointed publicity chairman.

When you advertise on

WTCN

2 Markets for the Price of One

St. Paul and Minneapolis with Population Over 800,000

Buy LISTENERS

Buy

WFMJ

covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area. (See map)

* C. E. HOOPER Inc.

Blue Network

Headley-Reed, Rep.
SPOTS
WHERE THEY'LL DO
THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS
566 KG
FULL TIME BLUE NETWORK.

KFDM
BEAUMONT
Represented by HOWARD W. WILSON COMPANY

British Columbia
LAND OF OPPORTUNITY

CINCINNATI'S
Favorites

Vancouver, Canada
J. M. McCULLOUGH (Jos. May), Toronto (Canada)

 Leading By Every Survey

50,000 WATTS
CBS
NOW MORE THAN EVER

56 V's
HOBBS BAKER'S ORCHESTRA

THE J. B. WILSON STATION

Columbia's Station for the
SOUTHWEST

WICHITA
KANSAS
Call Any Edward Petry Office

Studio Notes

SIGNON TO SIGNOFF drive for blood donors recently conducted by Rex Davis, chief announcer of WCKY, Cincinnati, and Stokes Industries, Let the Nation program were especially commended features of the station's blood donor campaigns which was offered for a certificate for "outstanding cooperation" by the Red Cross Blood Donor Service. It was recently presented to George F. Crandall, CBS director of publicity. Singing at Kane are (1 to r): Betty Paul of the magazine division; Rosellen Callahan, CBS fashion editor, and Nancy Martin, assistant to the publicity director. Kane joined CBS New York nine years ago. In November, 1939, he went to WBBM, CBS Chicago outlet, where he filled the position as publicity director.

WELCOMED HOME by a bevy of beauties of the CBS publicity department, James Kane, until recently Western division publicity director of WBBM, has been elected to George F. Crandall, CBS director of publicity. Singing at Kane are (1 to r): Betty Paul of the magazine division; Rosellen Callahan, CBS fashion editor, and Nancy Martin, assistant to the publicity director. Kane joined CBS New York nine years ago. In November, 1939, he went to WBBM, CBS Chicago outlet, where he filled the position as publicity director.

RED CROSS has assigned to NBC the baton for the national blood donor appeal. NBC's assignment is to broadcast several shorts featuring its own newsmen and news women. Actual scenes will be used to illustrate the blood donor appeal drive, to be carried on the network

WESTERN ELECTRIC has announced that the baton for the nation's blood donor appeal drive, to be carried on the network

THE MOST
TEXAS' BOOMING
Columbia's Station
WATTS FULL
BEAUMONT

RCA'S COLLEGE GALS
Feminine Employees to Purdue
To Study Electronics

LIKE Uncle Sam's draftees who'll be sent to college for training, a group of 50 to 100 girl employees of RCA's Victor Division will soon take up residence at Purdue U., where the firm is sending them to study electronics in preparation for advanced work in the production of equipment for the armed forces.

Group will include girls 18-22 years old, who have had two years of college. Curriculum calls for two

22-week terms, involving 40 hours of study a week. Girls have all
costs paid, plus expenses, regular salaries and are urged to take part in regular student activities.

35 Civic Groups Form Radio Council in N. J.
FORMATION OF A New Jersey radio council was approved by some 35 heads of civic and cultural organizations within the State at a

meeting held recently in the Ham-

berger Store's auditorium in New

ark. Representatives of WHOM and WAAT, Jersey City; WPAT, Paterson, and WOR, New York, also attended. Mrs. R. E. Corne-

son, education director of the New

Jersey Council of Women's Clubs, was appointed president of a temporary committee to serve un-

til the organization is completed and regular officers can be elected.

Mrs. Julius Flink of the New

Jersey Council of Jewish Women was named secretary, and R. D.

MacDougall of N. J., Teacher's Col-

lege, treasurer of the Organization

Committee, which will appoint fur-

ther committees on educational

programs, children's programs, etc. Committees will hold a general or-

ganizational meeting at NAB of-

fices in New York Feb. 19. Dorothy

Lewis, coordinator of listener acti-

vities for NAB, spoke at the meet-

ing in Newark and will assist in

the formation of the new council.

MARTIN GOSCH, producer of the Abbott & Costello program on NBC, married Joan Arles, Broadway actress. The wedding of the New York of-

cer of the Italian-American League, Fiorello LaGuardia, a personal friend, per-

formed the ceremony in New York's city hall, with Abbott and Costello serving as best men.
New AT&T Tariff Schedules Specify Substantial Savings to Radio Industry

Tariff schedules of the AT&T were announced last week substantiating the predicted savings seen in network program transmission costs when the reduced costs were first announced several weeks ago [BROADCASTING, Jan. 29, 1941]. Under the new tariff schedules the nation's stations will derive total savings of approximately $2,-145,000. The savings to stations will come in lower wire and connecting costs and will represent a positive saving to all network stations as well as to non-network stations which choose to avail themselves of occasional use of wire-line service.

The tariff schedules include AE, BB, B, C, D, and E. Schedule A and B affect only continuous and occasional users of facilities within 50,000 cycles range. Schedule C and D cover continuous and occasional use of the 300-3,000 cycle range without supervision. Schedule E provides for occasional use of facilities within the 600-2,600 range for the transmission of speech only.

For Additional Hours Not Contracted for, per occasion of use...

When additional hours exceed or succeed and are consecutive with the daily contract period:

| Interchange Channel per airline mile, per hour or fraction thereof | SCHEDULE A | OLD NEW |
| SCHEDULE A | OLD NEW |
|----------------|-----------|---------|
| $0.02 $0.01 $0.01 $0.005 | 1.16 1.15 1.00 |

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<th>Interchange Channel per airline mile, per hour or fraction thereof</th>
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Mr. Haas, Edward Michelson of the night desk has been promoted to day editor; Henry Lepidus, former Latin-American editor of Associated Press, is the new night editor. Vincent Martire, newspaperman, has joined the shortwave newspaper writing staff. Mr. Haas spent more than 20 years as executive of UP bureaus in Argentina, Brazil, Chile, Panama and Cuba. A native Philadelphia, he started his newspaper career on the Asheville (N. C.) Bulletin, later transferring to the Philadelphia Evening Bulletin. Several months later, he joined the UP outgoing foreign cables desk, and subsequently was assigned to the Latin-American posts.

GIRL SCOUTS of the U. S. have issued an appeal to the radio industry to help publicize Birthday Week, March 12-18, which will mark the start of a drive to recruit volunteer leaders.

KGO's new rate card is now in effect. Base rates remain the same... rates for frequent weekly schedules have been made much more attractive. KGO advertisers can now buy more advertising impressions and hence a stronger advertising impact, at a lower cost per family.

Ask your Blue Spot representative or write direct for details.

WJWC CESSATION HITS SUN PROJECT

With suspension Feb. 7 of WJWC, Chicago - H A M M I N G [BROADCASTING, Feb. 8], the Air Edition of the Chicago Sun has been disbanded.

Set up last July at a reported cost of $180,000, the project had a staff of 19 announcers and news writers, who handled all newscasts on WJWC as a promotion for the newspaper. The Air Edition occupied studio 701 stop the Chicago Daily News building, which also houses the Sun.

Clifton Utley, whose two-year contract as editor of the radio news subsidiary has 18 months to run, will be retained for other news programs to be sponsored on Chicago stations by the Sun.

JOHN McVANE, NBC war reporter now in Algiers, has contracted with D. Appleton-Century Co., New York, for a book to be published next fall.
WHEN WJSV, CBS affiliate in Washington, was host at the Feb. 17 meeting of the Radio Executives Club of New York, these radio industry leaders turned out to hear a discussion including the censura in charge of radio, and Sen. D. Worth Clark (D-Ida.), chairman of the Senate Pettrillo Probe Committee. Seated (1 to r): Mr. Ryan; Earl Gammons, director of CBS Washington headquarters; Sen. Clark; Tom Lynch, timebuyer, Wm. Esty & Co., New York, and president of the Radio Executives Club; Arch McDonald, WJSV sports commentator; Miller McClintock, president of MBS; Neville Miller, president of NAB, and Lilian Nelson, timebuyer of J. Walter Thompson agency. Assistant director of the Club. Standing (1 to r): Carl J. Burkland, general manager of WJSV; Mr. Egan, vice president and general manager of NBC; Mark Woods, president of the Blue, and Sydney M. Kaye, New York attorney. Senator Clark discussed the Pettrillo music situation at the luncheon.

Recorders-AFM Stymied

(Continued from page 11)

established with respect to other labor unions representing singers, announcers, actors, engineers, etc. 8. Conflict with the National Labor Relations Act which forbids direct contribution by employers to unions. 9. The problems involved in the admission, implicit in the concept of such a principle, that Mr. Pettrillo has a genuine grievance or any real employment problem.

Many newspapers editorially took up the cudgels against the Pettrillo demands, holding that the union was enabled to exercise such dictatorial powers only because of the laws and court decisions which give labor unions sweeping immunity from the anti-trust acts. Cited particularly was the Supreme Court decision Feb. 15 upholding the ruling of the Federal District Court in Chicago, dismissing the original Dept. of Justice anti-trust suit against AFM on the ground that a "labor dispute" was involved.

Newspaper Takes Up Fight

A modified suit, citing specifically the effect of the Pettrillo ban on broadcast stations, is pending and will be heard by District Judge John F. Barnes. In view of the Supreme Court ruling, however, it was felt that relief in the final analysis will not be forthcoming until the statute is amended.

In addition to a lead editorial published on Feb. 16 (see page 49), the New York Times the following day published a second editorial citing the reasons "Why Mr. Pettrillo Rules." It pointed out he has the power to force practically every musician to join the union; to tell musicians when and how and whether or not they can make recordings; to tell the American people what music they can and cannot hear. This has been confirmed by the Supreme Court decision, said the Times, and the administration must be perfectly satisfied, as it has never proposed any revision in the law to change it.

"Congress must acquiesce in this arrangement, because it has never assumed nor is it now considering any law to end it," the newspaper lamented.

WJLB. Detroit, has appointed Burs Smith Co. as national representative.

KBS Scrap Drive

KEYSTONE Broadcasting System, through its 207 affiliates, will devote over 1,500 spot announcements and 600 collective hours of programming during the week of March 7 to the scrap drive conducted by the movie industry's war activities committee. Announcement of the tie-in was made last week by KBS president, Michael M. Mullerman, who revealed that the network had agreed to cooperate with exhibitors on similar activities in the future. Listeners will be asked to search homes for scrap metal, then watch the leading theaters for news of the "copper, brass and bronze matinee."
Lower Court Ruling
On AFM Sustained
By Supreme Court
Anti-trust Action Contrary
To Norris-LaGuardia Act

WITHOUT the formality of a written
opinion, the Supreme Court last
Monday sustained the finding of
Federal Judge John P. Barnes of
Chicago last October, dismissing
the Government's anti-trust suit
against James C. Petrillo and the
American Federation of Musicians,
proving the ban on the recording
of music, on the ground that it
was purely a labor dispute. The
effect of the Supreme Court action
is to prevent the continuance of
bargaining under the anti-trust laws.

A revised suit against AFM,
brought by former Assistant Attor-
ney General Thurman Arnold,
argued last month, still is pending
before Judge Barnes and was based
largely on the effect of the record-
ing ban upon wartime morale.

Judge Barnes rendered an opinion
after hearing oral arguments, but
in view of the highest tribunal's
ruling, it was thought likely that
the issue already had been settled.

Injunction Citations

In its per curiam opinion, the Supreme Court simply cited several
cases in which the Norris-LaGuardia Act, prohibiting the issuance of
an injunction where a labor dispute is involved, had been applied. The
effect of the opinion was to give AFM the legal right to continue
the ban on recording, in force since Aug. 1.

Assistant Attorney General Ar-
old, who has been nominated to sit
on the Court of Appeals for the
District of Columbia, which handles
radio appeals, personally had ar-
gued both the anti-trust suit—the first
last October and the revised com-
plaint on Jan. 25. He had held that the
ban made Mr. Petrillo's virtual dictator over musicians and that it
endangered the war effort, in that
the existence of small radio sta-
tions and many small businesses
using juke boxes for entertainment
of the public was threatened.

In view of the fact that AFM
has proposed settlement of the rec-
doring strike by assessment of
fixed fees on recordings, to be paid
into an AFM unemployment fund,
suggestions were made that the
whole matter should be referred to
the War Labor Board. The Super-
yme Court's decision holding that
the matter was a labor dispute, it
was pointed out, buttressed this
contention.

Continuation of AFM Recording Ban
Can Injure Entire Country, Says Clark

SEN. D. WORTH CLARK (D-Ida.), chairman of the Senate
Committee investigating the AFM
recording ban, told the Radio Ex-
cutives Club of New York last
Wednesday that continuation of
the ban "can become injurious to
the entire country." He referred to
the AFM action as probably the
only strike in the history of the
nation in which the strikers' dem-
ands were not made known. He
expressed hope that the negotia-
tions in progress last week
between James C. Petrillo, presi-
dent of the AFM, and record manu-
facturers "would result in some-
thing constructive", although the
senator declined to discuss "the
merits or demerits" of Petrillo's
proposals. He reviewed actions
to date by the OWI, FCC, Dept.
of Justice and the Senate inves-
tigators to combat the ban.

Ryan Prefaces Radio

J. Harold Ryan, assistant direc-
tor of censorship in charge of ra-
tio, told the record turn-out of ra-
tio executives that broadcasters
themselves, together with the press,
are solely responsible for main-
taining the present wartime system
of voluntary censorship. Reiterating

NBC Spot Campaigns

FIVE national advertisers using
programs or announcements on
NBC owned and operated or affili-
ated stations have renewed current
schedules or are starting new cam-
paigns, according to James V. Mc-
Connell, manager of NBC's spot
sales departments. Sponsors and
their programs include Planters
Nut & Chocolate Co., through J.
Walter Thompson Co.; on WRC, Wash-
ington; Vick Chemical Co.,
through Morse International, on
KDKA, Pittsburgh, WGY, Station-
tady, KOA, Denver, WMAL, Cleve-
land and WMAQ, Chicago. McKes-
son & Robins (Medical and Cos-
metic WMAQ, KDQ and WGY,
through J. D. Tarcher Co.; Ameri-
can Home Products on WBZ-
WBZA, Boston, placed through
Blackette-Sample-Ilument. A new
contract for Stamps vitamins will
start on WOWO, Ft. Wayne,
WTAM and WMAQ in addition to
those on WBZ-WBZA which Stand-
ard Brands has been using. Agency
is Ted Bates Inc.

RCAC Ends Pacts

APPROVING a resolution already
passed by the board of directors of
RCA and RCAC, the FCC last
week authorized the firm to end
preferential agreements with for-
eign firms which had assured
RCAC exclusive business in han-
dling their unroute messages in
the United States. FCC is advis-
ing other radiotelegraph firms to
take similar measures.

BROADCASTING • Broadcast Advertising
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CAB Reviews Radio Year

(Continued from page 14)

the quarter-hour rate, graduating up to one-minute spots at 50% of the quarter-hour. Canadian agency men favored the proposed structure, where American representatives, including Charles Ayers of the CBC, Dr. J. B. Ryan, New York, and Lew Avery of the NAB, Washington, expressed opinions that the plan would be too complicated. No decision was made.

Avery Leads Forum

An open meeting Monday afternoon dealt mainly with a report by a joint committee of the CAB, Assn. of CanadianAdvertisers and Canadian Assn. of Advertising Agencies on measuring station coverage and listener habits. An interim report was read for the committee chairman, G. Walter Brown, vice-president of Bristol Myers Ltd., Toronto, by Louis Frenner, representing the ACA, and by Jack Cooke, representing the CAB. The CBS ballot method of measuring station coverage was described in detail, while Adrian Head, representing the CAAA, discussed the report on measuring listener habits. A roundtable discussion on "Selling the Medium" followed, led by Mr. Aver. Director of broadcast sales, NAB, Washington.

Canadian broadcasters heard for the first time at the Monday luncheon from the new general manager of the CBC, Dr. Thomson, who spoke on "Broadcasting and Civilization." He pointed out to the broadcasters that their duty was three-fold, a duty to the past whose scientific achievements had brought broadcasting; a duty to present civilization, to give the listening public something that will leave them better than we found them, a duty to the future, to look ahead to vaster issues.

Discussing broadcasting's part in religious, social and political life as well as in its entertainment value, and educational features, he explained there was a difference between education and propaganda. Education he defined as trying to serve persons to whom we direct broadcast programs; propaganda he defined as trying to use persons, whom we reach with radio programs, to our own ends. He said radio has a bigger role than selfish ends, that it is an instrument of persuasion for which the world has long fought. He stated that radio should not sell out to any one, should defend its freedom as the freedom of the press, that the CBC would not sell out to any political party.

Women Replacing Men

A closed breakfast session, opening the second day's activities, was addressed by Maj. Dick Diespecker of the Canadian Women's Air Force, of CJOR, Vancouver; Sub. Lt. G.A. Burwash of the Royal Canadian Navy, with CBC in civilian life, and Flying Officer Andy McDermott of the Royal Canadian Air Force, formerly of Stovin & Wright.

Dr. T. A. Robinson, assistant director of National Selective Service, at a Tuesday morning meeting of broadcasters to the legionnaires employed with women as rapidly as possible in and as many cases as possible, to free men for military duty. Priorities were discussed in all-the-record matter.

Complimenting radio on the job it has done in previous War Bond drives, David Mansur, vice-chairman of the National War Finance Committee, Ottawa, announced a spring Victory Loan campaign to raise $2,000,000,000. No single group has made a greater overall contribution to the financial drives since the first loan in May 1940, than the radio industry, he asserted. A policy of bringing American stars to Canada to assist in raising funds will continue, he said.

CAB Code Approved

Forthcoming campaigns to conserve clothing and textiles were outlined at a Tuesday luncheon session by Ross Brown of the War-time Prices and Trade Board (price ceiling authority) information section. To promote the campaigns the WPTB will purchase additional radio time, he indicated. He announced that for the first time in history Canadian and American patterns would present North American preview of women's clothing styles next month.

A resolution approving a CAB code, similar to that of the NAB, was adopted at the Tuesday afternoon conference. The proposed code has nine clauses dealing with the industry's responsibility which is "first to the radio listeners of Canada for the dissemination of information and news, the supplying of entertainment . . . and the necessity for ethical business standards in dealing with advertisers and advertising agencies."

The treasurer's report showed a surplus of $25,996, of which $10,000 has been set aside for Government bonds. Creation of an associate membership for special sales representatives on the basis of $10 for each station represented was approved, with a view to organizing a broadcast sales committee in the future.

Among Wednesday speakers were Mrs. Dorothy Lewis, NAB co-ordinator of listener activities; John J. Gillin Jr., manager of WWV, Omaha, who extended an invitation from the city of Omaha to the CAB to hold an early post-war convention there and expressed the hope that after the war NAB would hold a convention in Canada, and the Canadian hold one in the United States. W. C. Wright, Toronto, sales representatives, who reviewed the short his-

SETTLING a delicate point, no doubt, are Wis McQuillain, timebuyer, Cockfield, Brown & Co., Toronto and Bill Schudt Jr., eastern division field manager for CBS station relations. Setting is last week's CAB session at Toronto.

Cross Billings of CBC Reported $1,057,664

DELAYED annual report of the Canadian Broadcasting Corp. for the fiscal year 1941-42, ending March 31, 1942, has just been released by the CBC at Ottawa. The report deals with the wartime activities of the CBC, establishment of CBC National News Service at the beginning of 1942, and various program activities.

The report mentions additional sponsored programs carried by the network, composed of CBC and privately-owned stations, and the establishment of a second commercial network in July, 1941, to meet growing demands of advertisers for networks. From commercial broadcasting the report indicates that $1,057,664, with commercial expenditures of $94,139, plus $742,123 for all wirelines. The statement showed a net operating surplus of $299,321, with receipts from listener licenses of $3,456,931.

MacKenzie Named

PROF. NORMAN MACKENZIE, president of the U. of New Brunswic, has been appointed chairman of the Canadian War-time Information Board, succeeding Charles Vining, who resigned due to ill health. The new chairman was professor of public and private international law at the U. of Toronto from 1933-1940.

CAB directors, elected Tuesday afternoon are:

Dick Rice, CFRN, Edmonton; Harold Cameron, CFAC, Calgary; A. A. Murphy, CJQG, Saskatoon, and George Chaloner, CFAG, Vancouver, representing western stations. Harry Sedgwick, CFRB, Toronto; Jack Cashmore, CKGB, Ottawa; Bill Nevin, CKLW, Windsor-Detroit, representing Ontario stations. Phil Lalonde CKAC, Montreal; N. Thivierge, CHRC, Quebec, representing Quebec stations; Nathanson, CJOH, Sydney, N. S.; L. W. Bick, CHSJ, St. John, N. B. representing Maritime stations.

Harry Sedgwick was re-elected chairman of the board, with Mr. Rice, president of the Western Assn. of Broadcasters, as vice-chairman. Glen Miller, Montreal, was re-elected president; and general manager; Arthur Evans, secretary-treasurer, and Joseph Sedgwick, K.C., as legal counsel.
CLIPPED by a candid cameraman is Maj. Gladstone Murray (left, without ear) at the CAB convention in Toronto last week. Others busily discussing Dominion radio problems are (foreground) V. B. Wright, Studio Toronto; Joseph Sedgwick, CAB legal counsel; H. N. Stovin, Stovin & Wright.

POST-WAR RADIO

HARVARD PROJECT

A POST-WAR advertising research project in order to assist business in the use of radio advertising, will begin soon at the Harvard Business School, according to Dr. Melvin T. Copeland, the School's Director of Research.

Designed to study experiences of local users of radio advertising in the hopes of defining the role such advertising will play in marketing peacetime products, the project will be conducted by Prof. Charles H. Sandage, visiting professor of business research and head of the 1935 Census Bureau's investigation of broadcasting. Results are expected to provide retailers, service operators, local manufacturers, broadcasters and advertising agencies with information beneficial in the use of advertising.

Neil H. Borden, professor of advertising and Harry R. Toosd and Malcolm P. Woolley, instructors in advertising, will be directors of the project.

Seaman Starts Early

WITH the current shortage and expense of pure vanilla extract, Seaman Bakers, New York, makers of a substitute known as Flava-Bake, is starting its annual spring campaign unusually early, and on a more extensive basis, since the product is unaffected by the activities of the Office of the Coordinator of Inter-American Affairs. Domestic activities of the CIAA are to be concentrated in the future, according to a spokesman for the agency. Mr. Jennings was at one time vice-president and director of Lord & Thomas.

Jennings Named

Dwight Jennings, formerly assistant director of the Office of the Coordinator of Inter-American Affairs, was named director of the activities of the Office of the Coordinator of Inter-American Affairs. Jennings was appointed by President Harry S. Truman to the position of director of public relations of the Office of the Coordinator of Inter-American Affairs, succeeding W. D. Waring, who was named director of the Office of the Coordinator of Inter-American Affairs.

Food Rationing Series

GENERAL MILLS INC., Minneapolis, will turn over for discussion of food rationing live of its regular broadcasts on NBC during the week of Feb. 22, foregoing usual commercials in that period. The 24-hour period, occupied Monday through Thursday, by Hymans of Buffalo, and Fridays by Betty Crocker, will feature interviews by Miss Crocker; Claude Ward, director of radio; and Misses Bassett, Faison and Conklin. The 24-hour period, occupied Monday through Thursday, by Hymans of Buffalo, and Fridays by Betty Crocker, will feature interviews by Miss Crocker; Claude Ward, director of radio; and Misses Bassett, Faison and Conklin.

Kaltenborn's Plans

SUBSTITUTING for H. V. Kaltenborn, while the NBC commentator is away on a whirlwind survey tour of Latin America and the Caribbean area [BROADCASTING, Feb. 1] is an announcement of a new feature for the network.

To be heard. Clinton Gregory Ziemer and Clifton Utley also will be heard. Kaltenborn; will broadcast from the Canal Zone, Mexico City, and other points, returning to New York March 13. Kaltenborn is sponsored by Pure Oil.
**LISTENING ON GUADALCANAL**

Sgt. Jimmy Hurlbut Says Marines Huddled At Radios

-To Hear News and Sports from Home-

**Radio** listening provided the marines on Guadalcanal with the bulk of their news from the outside world, according to Tech. Sgt. James W. Hurlbut, Marine combat correspondent and formerly publicity director of WJSV, Washington, recently returned to the United States.

In Jimmy's words, radio listening was "one of the big features on Guadalcanal, for everyone on the General, down." "Lightning out the island," he told BROADCASTING, "portable radios were in operation at unit headquarters."

After sunset, he explained, when things began to slacken and before the night's activities started, "Marines gathered at their radios for the news of the world from either KBBM or KBBM-Radio." 

At this point, Sgt. Hurlbut puts in a word for the quality of reception. Despite the interference which was induced at times by Jap activity, the quality of the transmission was complete, he said.

Based on his observations, he said that general news and sports news were likely the most popular radio fare. Specifically, he mentioned the fine reception of Command Performance, prepared by the Army for the benefit of fighting men around the world, and the Army Hour, an official War Department program (NBC 3:30-4:30 p.m. Sundays), also shortwaveed around the world.

Getting personal, he recalled one particular broadcast which thrilled him. During one period of action, shortly after the Marines had established themselves on the island, a portable tucked away in one of the gun positions was tuned in. One of the men in that particular gun position heard Arthur Godfrey identify himself and hastened to inform the sergeant, recalling that he had heard Arthur Godfrey on radio in Washington at WJSV.

There in the midst of Guadalcanal, Jimmy heard Arthur Godfrey's Victory Begins At Home program, broadcast by NBC in Los Angeles. Reception was so good, he recalls, "I could almost imagine myself looking through the studio window and his colleagues at WJSV—John Vickers, John Saib and Billy Gibson."

**On CBS Shows**

Upon his return to Washington recently, Jimmy went back to work almost immediately being featured on the Washington portion of the CBS network by the entire CBS network as well as on Columbia's Report to the Nation. He describes himself as "the man who travelled 14,000 miles to get into the room next door." That room being Studio 4, next to the WJSV-CBS newscast, from which Jimmy had never been heard in the eight years spent at WJSV and CBS, Washington, as news editor and publicity director.

The next day many of the station's staff congratulated him upon his fine radio voice. This appeared to satisfy him, for he explained that he had vainly tried to impress people with that fact during his tenure with the station as a civilian.

When he enlisted in the Marine Corps, May 6, 1942, he had no idea that he'd be on his way ten days later. After ten months, he is back in the U.S., having spent more time in the Solomons than any other correspondent. In fact, he is the first Marine correspondent to return from an active combat zone.

Speaking to his boss, Lt. Col. George T. Van der Hoef, headquarters public relations officer, you get the idea that Jimmy has done the job he was sent out to do. Lt. Col. Van der Hoef called it "an outstanding piece of work." Furthermore, he pointed out that Jimmy, himself a Marine, is one of the few correspondents to be promoted from the rank of sergeant to that of technical sergeant.

Since Jimmy had served with the Marines prior to last May, he received his stripes at once, as one of a limited number of combat correspondents who fight and write. Explaining the job, Jimmy said he carried a pistol at all times and also used a rife upon occasion. Shooting Japa and digging news provided him with considerable action during the time he served at Guadalcanal.

**Henry P. Kasner**

HENRY P. KASNER, 53, radio engineer of RCA for the last 30 years, died Feb. 13 in Brooklyn Jewish hospital after a brief illness. Born in England, Mr. Kasner was at one time wireless engineer on the S. S. Leviathan, and was an engineer with Marconi Wireless Telegraph Co. of America.
ANNOUNCER
ANNOUNCER
BROADCASTING
Newscaster-
Announcer
Wanted
Experienced Salesman
CONTROL
in confidence to
honest, and
starting
affiliate. middle west, needs experienced
employment. Steady employment. Write
BROADCASTING.
estab'lished
Network Station. Must
draft status
WFBC, Greenville,
exence
Ashland, Kentucky.
men-
experience,
non -defense
man
experience and references.
station. Minimum
conscientious, capable, experienced
references considered.
Box
-College
New York agency. Over
three
-3D
Draft status
WFBC, Greenville,
Radio
status. -3D
-Program
Manager,
-250
-250
Draft status.
Stations-
Radio
Manager.
Draft status.
Box 827,
Radio Engineers
FOR
AM
FM
-7859
McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
Professional Directory
JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.
WANTED
Young aggressive woman publicity writer for metropoli-
itan Eastern City. State all qualifications, including
large city experience, contact ability and salary re-
quirement. Photo and clips desirable.
BOX 385, BROADCASTING
PROFESSIONAL DIRECTORY
McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.
HECTOR R. SKIFTER
Consulting Radio Engineer
Radio Engineering Consultants
Silver Spring, Md.
Main Office: 7134 Rhode Ave., Silver Spring, Md.
Crosstrees of the World
Hollywood, Calif.
Ringing Clarks
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347
BROADCASTING
Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
B. A. Communications, Inc.
66 Broad St., New York, N. Y.
DO YOU WANT
SSS
Profits, Prestige and Successful Operation
Here's the answer:
1. Manager of 2. Commercial FM
A winning combination when going is toughest.
Our joint experience (12 years each) covers entire field of radio.
Will go anywhere for interview
Address
BOX 338, BROADCASTING
ORIA. ING.
CAPITOL HILL NET HOOKUP PROPOSED
AS A RESULT of an open letter to Raymond Clapper, Mutual com-
municator and Scripps-Howard column-
nist, inserted in the Congress-
ional Record last month by Rep. Hebert (D-La.), Gov. James A. Noe
of Louisiana, president of WNOE,
New Orleans, has proposed a four-
network hookup for an hour's pro-
gram from Capitol Hill each week.
In a letter to the four major net-
works, a copy of which Rep. Hebert
inserted in the Congressional Rec-
dord, Gov. Noe suggests that the net-
worh join in such a way that in
which Congressmen could discuss
vital issues. Gov. Noe's plan, as out-
lined in a letter to Rep. Hebert, would
involve both Democrats and Repub-
licans of both Houses, speakers
to be chosen by the two parties.
Rep. Hebert's open letter to Mr. Clapper was in reply to an article in
the January issue of Cosmopol-
ian.
WANTED
GRANDFATHER'S CLOCK STOPPED
WHEN THE "OLD MAN" DIED!
-It's a fact . . . a clock is only as good as he man who wind.
Here's your "musal-clock" ticket: Mr. Station
manager? Is it producer big, sponsors,
money for your station? If not, perhaps your "musal-clock"
needs a new "main-spring"? I could be that I'm
ISSUE--you've been wish-
ing (or especially in times like these)
when I can also go out on the street
and bring in the time order. I'm a reg-
ular guy, looking for a real opportunity
to deliver the goods. 35 years expe-
rrieid, family, with swell references
and experience. Will the right
interview. Then write Box 340,
BROADCASTING.
ANNOUNCER
- Experienced in all types of broadcasting. Will
include transcription and photograp.
Good voice. Write BROADCASTING.
Box 225, BROADCASTING.
CONTROL ROOM OPERATOR--Give ex-
erience and references. Address
in East. Box 224, BROADCASTING.
Program Director--Wanted--Basic network affi-
liate. Must have some network
Program Director immediately. Only a man
who is now serving as Program
Director will be considered. Preference
for man who has knowledge of and experi-
enced in traffic and bookkeeping. Good
starting salary in radio; also refer-
ce. Have had 50 KW experience.
Am. and English permanent position.
Write details including salary to
Raysmy Williams,
1510 Northwestern Avenue,
Hollywood, California.
"MUTUAL OPPORTUNITY FOR "BLUE" STATION MANAGERS. ANY-
THOSE IN THE "RED"! Attention, Please. An exceptional advertising
sales man age 30, family, with proven
sales record of accomplishment, and the ability to think up valuable ideas
available for interview. He has just re-
hired a metropolitan post on pro-
sessive station. Has no objection to small wattage sta-
tion. He believes it's possible to
air "watt" comes with the listeners, the
service and the station. You have
looked for a man like that? Well, here he is looking for you. If you would make
additional billing, the man who can
sell your product is looking for you. Sales
combination basis. Top references. Box 385,
BROADCASTING.
WANTED TO BUY
COMPLETE EQUIPMENT--256 or 500 watt station. Advertise locally when available for
removal. Box 227, BROADCASTING.
WILL PAY cash. Responsible parties invited
in buying radio station. Give full
information. Box 225, BROADCASTING.
Small Group Engineers--Interested buying part
on whole of gold plate or C.P. Box 225, BROADCASTING.
New Two or more Used Turn-Tables;
Western Electric or RCA Brand
or similar with pick-ups. Station KLO,
Gochin, Utah.
WANTED
WANTED
Commercial Manager--now employed. 17 years advertising including newspapers,
agency, radio. Want change. Box 343,
BROADCASTING.
Salesman--Wanted by 5 KW Midwest Network
Station. Must be experienced and
able. Please write full details, in-
cluding draft status and salary require-
ments. Box 342, BROADCASTING.
Situations Wanted
Commercial Manager--now employed. 17 years advertising including newspapers,
agency, radio. Want change. Box 343,
BROADCASTING.
Woman--College graduate. wants position
Middle Western Station. Experienced
continuity writing for program promotion. Pleasant voice. Box 330,
BROADCASTING.
PROGRAM PRODUCER--Wide experience
writing, directing--musical and
dramatic short transmissions. Now
available to establish New York agency. Over draft
age. Box 321, BROADCASTING.
For Sale
175 Ft. Trueson Self Supporting Tower--
With all lighting equipment, masts,
lumber, etc., as complete set up for
mediate shipment. WHKY, Hickory,
North Carolina.
One Practically New RCA 44-A Modula-
tion Monitor--Price f.o.b. N. Y. $225.00.
BOX 323, BROADCASTING.
BROADCASTING -- Broadcast Advertising
February 22, 1943 -- Page 57
Fly Confers With Networks
On relief for small stations
Plan involves extension of chains to locals, ‘package’ advertising

FORMULATION of some sort of plan for relief of smaller stations, to be derived from a combination of the local linear rate reductions, addition of smaller stations to national networks, and “package” advertising campaigns by national advertisers, is being pursued by FCC Commissioner Lawrence Fly, but with the result uncertain.

Mr. Fly has been in conference with network officials intermittently during the past two weeks and, among other things, has discussed possible expansion of the networks to cover smaller stations in the more remote areas. He has also discussed, it is understood, current legislative and investigatory activity on the Washington front, as well as the chain-monopoly regulations now awaiting decision of the Supreme Court after argument on Feb. 10-11.

50% cut to locals

There have also been discussions with representatives of large advertisers through the Advertising Council, in an effort to procure wider national use of smaller outlets, particularly if the stations are absorbed by the networks. One of the big difficulties, however, has been that national advertisers are not disposed to buy duplicate coverage and work on a definite “cost per inquiry” basis. Moreover, it was pointed out that many of them do not even take advantage of bonus stations on the networks, because of distribution and market factors.

The AT&T long lines reductions, amounting to approximately $2,145,000, announced last month, [Broadcasting, Jan. 25] would reduce higher costs of operations by some 50%, it has been estimated. Mr. Fly feels that the networks should use portions of the saving to extend service to the less profitable station operations.

Manpower, however, has loomed as perhaps a larger problem than economic return for many smaller stations. Inability to retain technical and program personnel because of Selective Service and weaning away of key people by other station operations has proved a serious problem, many of the smaller stations have reported.

At his news conference last Monday, Chairman Fly was pessimistic about the war outlook and its effect on radio. As for smaller stations, however, he said that as newspapers curtail and billboards and outdoor media suffer, local radio offers a more interesting and a more valuable medium. It will be “pay dirt,” he said, because no other media will have such means of mass communication.

Discussing the 1942 situation, Mr. Fly said that because many stations had failed to file information requested by the FCC, it may be necessary to await the annual reports of stations to get a complete picture of last year’s operation. Data now available appears to be as anticipated, he said. He expressed fear that 1943 and 1944 will be worse “for obvious reasons.”

About a half-dozen stations have voluntarily suspended since last fall, he said, and others are making inquiries. (FCC records reveal that these stations are KID, Idaho Falls, Ida.; WBBB, Red Bank, N. J.; KAST, Astoria, Ore.; KKKK, Kansas City, Mo.; Kidw, Lamar, Colo., and WJWC, Hammond-Chicago.)

Mr. Fly asserted that other stations are making inquiries about suspension, but he said the condition is not “startling.” The FCC has not yet decided as a matter of policy whether stations which suspend operations because of declining war conditions will be permitted to return to the air after the war without prejudice. Attorneys apparently take the position that the requirements of the Radio Act could not be fulfilled thereby, since a showing of public interest is required.

Discussing other proposals for relief of stations in distress, Mr. Fly said that the original idea for RFC loans has been discarded since the Government would be placed in the position of acquiring control of stations, and moreover it would be saddled with fixed liabilities. Purchase by the Government of time has been eliminated “for practical reasons” and also because of the Government control aspect. He emphasized that stimulation of private advertising through various means remains the best solution.

AFRA files demands

AMERICAN Federation of Radio Artists, which has been preparing special forms for its recently revised standing contracts, finished work on them last week and submitted them to the War Labor Board, it was reported. Notices of AFRA’s demands for increases in commercial scale minimums for network and transcription programs were also drafted last week and mailed out Feb. 18 to transcription companies, networks, advertisers and advertising agencies, and others signing the union’s commercial code.

The increase demanded is 19 instead of 16.7, as reported in Broadcasting Feb. 18, the figure corresponding to the point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942.

WWNY joins CBS

WWNY, Watertown, N. Y., about March 1 will become a CBS affiliate. Owned and operated by the Watertown Daily Times, WWNY operates on 790 kc., 1,000 watts. Established in April, 1941 on a part-time basis, the station has been a full-time outlet since October, 1942.

Reply from AFAR

H. J. HEINZ CO., Pittsburgh, is experimenting with the idea of having 135,000,000 people hear in another city besides New York join the NBC Information Please quiz by ‘remote control.’

On the Feb. 22 program, Gregory Ratoff, in Hollywood with his own audience and a small bell to signal when he knows an answer, was to join the regular experts, John Kieran and Franklin P. Adams, and Christopher Morley, the other guest. A two-way telephone line was to be employed.

If the idea proves successful, Dan Golenpaul, owner and producer of the program, may have film stars speaking from Hollywood as a regular feature.

MBS to consider program policies

FIRST in the series of MBS program clinics scheduled to meet in key cities will be held Feb. 22 and 23 at the Ambassador Hotel, New York, with Miller McClintock, president of MBS, opening the sessions. The series was announced by Mr. McClintock at a MBS dinner Feb. 10 as a means of launching Mutual’s plan to increase and improve its service to member stations, listeners and advertisers.

Special emphasis on programming that will aid the war effort will be the hallmark of the clinic, which will be presided over by Adolph Opfinger, MBS program manager. In addition to MBS executives from 12 Eastern stations and operates one 1300 kc., with 5,000 w. Manager is Stanley W. Barnett.

H. Elmer Westmoreland Named WLOL Manager

H. ELMER WESTMORELAND, sales manager of WLOL, Minneapolis, Minn., has been promoted to general manager, and elected a vice-president of Independent Merchants Broadcasting Co. Mr. Westmoreland was formerly publisher of the Golfer-Sportman magazine and member of the national advertising department of the Minneapolis Journal, has been with WLOL since March, 1932.

Immediately after his promotion, Mr. Westmoreland announced the appointment of Harry McTigue as assistant general manager in charge of programming and production. Mr. McTigue is widely known as the “colonel” and General Mills baseball reporter.

Baukhage Sponsors

AS BAUKHAGE completed the first year of Broadcasting Talk-in, 1-15 news show, BLUE reported last week that the program which began on a sustaining basis, now level more than 80, the local sponsors. Baukhage’s 6:20 p.m. commentary on WMAL, Washington, is now supported three days each by Vicks, and McKesson Robbins for Calox tooth powder.

WOOD Unlimited

WOOD, Grand Rapids, Mich., has been granted permission by the FCC to change hours of operation from sharing time with WASH, Grand Rapids, also owned by King-Trendle Broadcasting Corp., to full-time, with facilities of WASH. WOOD is an NBC and Michigan network affiliate and operates one 1300 kc., with 5,000 w. Manager is Stanley W. Barnett.

Mr. McTigue Mr. Westmoreland

Broadcast Advertising

DRAWN FOR BROADCASTING BY SID HIX

"It’s Mr. Edwards’ Consequences, She Missed Her Question and He Told Listeners to Send Her Their Old Christmas Cards!"

Page 58 • February 22, 1943
28,000 DEALER CALLS THIS YEAR

To lend war-time aid to your retailers and wholesalers in 12 major cities

WLW's carefully developed plan of merchandising covers every phase of distribution from manufacturers' representative through consumer. Dealer contacts are made more effective through BUY-WAY, our radio merchandising newspaper with a circulation of over 50,000 twice a month; comprehensive direct mail coverage totaling more than 360,000 pieces a year; widespread trade association and Trade Extension activities. This merchandising program costs advertisers nothing, now is dedicated to helping your retailers and wholesalers solve their perplexing war-time merchandising problems.

LISTENER DOMINANCE. In 33 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.
WHAT'S UNDER THE "COVERAGE"?

Radio "coverage" is the camouflage under which a station's weakness can easily be concealed. But strength, too, is to be found under radio "coverage."

WKY, on 930 kilocycles, has more "coverage" in Oklahoma than any of Oklahoma City's three other stations. But this alone would be meaningless without the fact that from two to three-and-a-half times more persons actually listen to WKY morning, afternoon, and evening, according to C. E. Hooper, than to any one of the three.

Under WKY's "coverage" is real selling strength and that's what makes WKY, today and in the days to come, decisively the best buy to keep your name and your sales alive in Oklahoma.

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.