Time was when an "adequate" radio-station staff could consist of as few as three or four men and a couple of girls. Now those days are gone forever.

One good reason why WHO is the leading station in Iowa is that it has the largest and most competent staff. Today 114 capable men and women are eager to deliver your program and sales message in a pleasing and persuasive manner into more Iowa homes than can be secured through any other radio station or combination of stations!

At WHO, every department head has many years of experience in "large station" operation. Our sales, programming staffs, engineering and research staffs are considered to be among the best in America, by men who know.

That's Plus No. 5 for WHO. You want manpower to do the best radio broadcasting job in Iowa. You can get it at WHO. Write us for all the other Plusses—or just ask Free & Peters.
1943 will be a good year to sell in Oklahoma's No. 1 market, the Tulsa Magic Empire, where war projects have added an extra abundance of buying power ($200,436,000 yearly payroll) to a permanent, stable, growing market. Nearly half of the retail sales in Oklahoma are concentrated in The Magic Empire Market, concentrated in approximately one-third (34.7%) of the state's area.

*Sales Management reports effective buying power is up 25% in the Tulsa Trading Area; Oklahoma Tax Commission figures show retail sales up 20% in the 30-county Magic Empire; and War Ration books show the area population up 11% over the 1940 census.

NBC — 50,000 Watts Day — 25,000 Watts Night
1170 Kilocycles
Edward Petry & Co., National Representatives
No fooling the folks at Home!

- Local advertisers, who can check their advertising on the cash register, use more time on WSIX than on any other Nashville station.

This leadership of WSIX with Nashville merchants and manufacturers holds good year after year. You bet there's a reason!

Right now the returns to WSIX advertisers are the greatest in the station's history. Let us show you what WSIX can do.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC., NATIONAL REPRESENTATIVES

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
“Annapolis of the Air”
AT PENSACOLA, FLORIDA
IS IN WWL-LAND

and so are 10,000,000 customers from five different states

THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL’s primary listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL’s 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South’s Greatest City

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Vol. 24 • No. 9
March 1, 1943

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Post! Want to Buy a Little Extra Fuel Oil?
A better buy is KFAB. Delivers your advertising message to a warm, receptive audience throughout the farm areas of Nebraska and her neighboring states. Has helped many other advertisers achieve the hottest sales records in years. Can do the same for you! We still have a little time that isn’t rationed. Better call, today.

Don Seearle—Gen’l Mgr.

KFAB
LINCOLN

BROADCASTING • Broadcast Advertising
“EVERY NIGHT WITH A DIFFERENT SPONSOR”
WFVA’s music costs have been turned into music profits by the intelligent use of the ASCAP Radio Program Service. If you are an ASCAP-licensed station, you may have these built-for-sale programs without cost.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

FREDERICKSBURG, VIRGINIA

January 20, 1943

Mr. Robert L. Murray
Radio Program Service
American Society of Composers, Authors and Publishers
New York City

Dear Mr. Murray:

We want to thank you for sending us your newest program series, MARCHING TO MUSIC. They are superb.

The program started on January 11th. It is now running every night with a different sponsor. They seem to be as satisfied with the show as we are.

Your half-hour script for MUSIC...JUST FOR YOU has been sponsored for over six months by the same merchants. Need we say more?

Again, we thank you.

Cordially yours,

William R. Seth
General Manager

WRS/Jb
See what we mean?

You can't make a uniform fit by putting too much material in one place and not enough in another. It isn't the amount of cloth that counts, it's the way that it is tailored. You've heard a lot of jokes about the fit of G. I. uniforms, but it's no joke when your radio coverage doesn't fit. When you buy radio coverage on the Pacific Coast, be sure it's tailored for the Pacific Coast, because the topography is different out here. Mountains rising 5,000 to 15,000 feet surround most of the important markets. Long range broadcasting gives you a coverage picture like the lad in the sketch. Only one network completely covers the Pacific Coast. Only one network is tailored to fit Pacific Coast. With 33 stations, Don Lee gives local primary coverage from within. If your message is important enough for all the radio families to hear, remember ... more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. ... Use the only network with enough stations to do the job ... DON LEE.

Thomas S. Lee, President
Lewis Allen Weiss, Vice-President, General Manager
5515 Melrose Ave., Hollywood, Calif.
Represented nationally by John Blair and Co.

The Nation's Greatest Regional Network
LONG BEFORE the world knew radio, Shakespeare caught a glimpse of its boundless scope in seven simple words. Today, radio hurdles all barriers of space and time and rank to inform and entertain all people...rendering this welcome service under a charter enlarged and endorsed by the people themselves.

Mutual has proved that there is room and need, in this largest of charters, for a kind of service no other network affords, a pattern of coverage unique in radio. This pattern is two-fold, comprising intensive coverage of the major markets, where living and listening are most heavily concentrated; and extensive coverage of the home-town communities where the rest of the country lives and listens.

Whatever the market, the Mutual station is a dominant, popular voice; in many a market, it is the only network voice. Together, the 207 Mutual stations bring the entire nation within reach of an advertiser. Market by market, they permit an advertiser to adapt the vast charter of radio to his individual needs...with matchless flexibility and economy.

THE MUTUAL BROADCASTING SYSTEM
EVER meet anyone who laughed so pleasantly and easily as to put you into a good temper? Well, that describes the gentleman pictured above! Despite the fact that he's a hard-working, dynamic sales executive, John O'Harrow is also one of those rare bright spots in this very dark world—a really good-humored person!... Keep smiling, John—you're practically a land-mark now!

Anyway, that's another thing we like about the men we've gathered together here at F&P, too. There's not one affectation of synthetic seriousness or false dignity in the whole outfit. We think it's fun to do a good job, and we know that if and when our work ever becomes a sour-puss affair, it will certainly be that we're doing a botch job!

So pardon us if we don't grunt and groan about how complex and mysterious our business is, or how we've drained our last drop of blood in doing some little job for you. Give us a whirl and you'll be convinced that we enjoy working with you, here in this pioneer group of radio-station representatives.
Apell to FDR Looms in AFM Ban

Recorders Reject Petrillo Fixed Fee Plan

DIRECT APPEAL to President Roosevelt to use his war powers in calling off the AFM recording strike may be the upshot of the impasse reached in negotiations by AFM President James C. Petrillo and representatives of the recording and transcription industries.

This approach, through the Senate Petrillo Probe Committee headed by Senator D. Worth Clark (D. Idaho) was regarded as plausible after the formal rejection last Tuesday by the recording and transcription companies of the Petrillo "fixed fee" plan as embracing a "startling new kind of social philosophy" which would require Congressional and other Governmental action.

As of the end of the week Mr. Petrillo had not responded to the suggestion that pending such Congressional authority the AFM permit its members to resume work on phonograph records and transcription "which are sorely needed for both civilian and military morale."

Before AFM Board

At the union's national headquarters in New York it was stated that Mr. Petrillo was in Chicago and there would be no statement from the AFM until his return to New York, probably this week.

Copies of the recording industry letter have been sent to all members of the AFM Executive Board, a union spokesman said, and Mr. Petrillo will consider their comments before making a reply.

Transcription executives agreed that the situation is now back right where it was on Aug. 1 last year when the union ban on recording went into effect and expressed regret that they had been unable to find any way of getting together with the AFM and reaching a solution that would permit them to resume normal operations again.

After conferring day and night almost without interruption for a full week following their one meeting with Mr. Petrillo and his union's Executive Board on Feb. 15, they seemed depressed at their failure to find an answer to their problem.

The NAB board, meeting in New York Feb. 25-26, discussed the recording strike but found no reason for action. Predominant industry sentiment, despite the fact that the Petrillo fixed rate proposal did not strike directly at stations, is that there are so many uncertainties involved in the plan, regarded as a sort of "private WPA for musicians," that it would be cleared through proper Government labor authorities in Washington or by Congress.

Chairman Clark had stated at the time of the subcommittee's inquiry into the music strike last January that he would be disposed to appeal direct to the President to force lifting of the ban in the event of interference with the war effort and maintenance of morale.

While the Idahoan made no formal statement last receipt of the industry answer to the Petrillo plan, he said he would call his Committee together this week to consider the whole matter. He did observe that highly controversial issues were raised by the "call on output" proposal and that the Committee would have to ponder them before deciding whether it would resume its inquiry, which was recessed after a two-day hearing in January, during which the AFM head and his chief counsel, Joseph A. Padway, testified. Representatives of the affected industry and of public organizations and groups identified with music played an unprecedented part in this inquiry, to appear, along with the NAB.

If as a last resort, the Committee decides to seek Presidential intervention to lift the ban in force since Aug. 1, during which time no phonograph records or transcriptions have been made by AFM members, it would be an almost unprecedented act. Petrillo, himself had said repeatedly he would not lift the ban without "unemployment relief" unless the President requested it. Chairman Clark took the view that the Government was in no position to work out a settlement was evolved within a reasonable time, he would propose Presidential intervention.

Petrillo Talent

Presumably the six-man Committee would make a full report to the Chief Executive in view of the statement. If customary form is followed, the President would be provided with representatives of the AFM to lift the ban for the duration and "six months thereafter." The additional time would allow opportunity to re-adjust labor agreements and perhaps to revise statutes consistent with post-war economy.

There were 12 signatories to the joint letter—eight transcription companies and four phonograph record manufacturers. The signers (see page 40) were representing companies: Associated Music Publishers Inc., Empire Broadcasting Corp., Long-Worth Feature Recording, Inc., NBC, Radio Recording Division NBC, Standard Radio, World Broadcasting System Inc. and C. P. MacGregor.

Other companies were Columbia Recording Corp., Decca Records, RCA Victor Division, RCA and Soundies Distributing Corp.

Return to Work Urged

As was evident the preceding week, after the industry representatives had conferred almost without recess, the letter of rejection questioned Mr. Petrillo's premise that "wholesale unemployment" existed among musicians. The letter held the whole plan was "dangerous and destructive and that as a matter of fact it was in process of being obviated by many unions' ever increasing demands relating to the legality of the proposal, the effect it would have on wartime manpower philosophies (Cont'd on page 40)

Text of Letter Rejecting Petrillo's Recording Fee Plan...

Following is the full text of the letter of the transcription and phonograph record companies sent to James C. Petrillo, AFM president on Feb. 28, proposing the "fixed fee" proposal as a condition precedent to lifting of his recording ban, unless Congressional authority first is procured. The letter, tendered after a full night of consideration, was signed by eight transcription companies and four phonograph record manufacturers:

AFTER meeting with you on Feb. 15, the undersigned companies engaged in various phases of the recording and transcription business met to consider the proposals which you had distributed on Feb. 12. Considerable time has been spent by us in an effort to find a response which would result in your permitting the re-employment of your members. Any such response must be viewed in relation to these prior facts:

On June 25, 1942, without previous notice or demand, you announced that you would not allow any of your musicians to perform for recordings after July 31st. Since this meant a complete cessation of recording because we had been operating under a license from you which imposed on us a "closed shop" for your union.

Under this license, we had been paying your members at rates which are among the highest for skilled service in any industry. In addition substantial royalties for each phonograph record were paid and sold, and we have been paying to the musicians or orchestras who made them. Although hours and other working conditions were beyond criticism, you nevertheless called a strike, without previous notice or demand.

While you allege wholesale unemployment of your members (a claim we deny), you have continued this strike and the resulting unemployment for a period of almost seven months to date. In doing so, you disregarded pleas of Elmer Davis of the OWI on behalf of both military and civil officials, that the strike was harmful to the War effort. During these seven months you at no time offered to return your members to work or even to state the conditions upon which you would do so. This continued until a Senate Committee under the Chairmanship of Senator D. Worth Clark of Idaho insisted that you make some proposal. Even now your proposal is in form only.

You propose that the recording companies pay an additional sum directly to the union over and above per member contributions to the union. You propose that this sum may be accumulated or disbursed in the union's uncontrolled discretion for the benefit of union members. Thus, as to the money we might have to pay whatsoever to the recording companies.

The destructive and dangerous fallacy of your proposal is that it assumes that a specific industry owes a special obligation to persons not employed by it—an obligation based only on such persons' membership in a union. In addition to the inherent unsoundness of such a proposal, the following objections are at once apparent:

1. Obstructs Technical Progress. We are alarmed at the damage which might be done to the whole field of technical and technological improvement if the manufacturer of any new device, of proven value to the people (Cont'd on page 50)
OWI Radio Post Goes to Staufer

Agency Man Named to Succeed Lewis; Kitterton Consultant

APPOINTMENT of Donald D. Staufer, vice-president in charge of radio of Rathrauff & Ryan, New York, as chief of the OWI Radio Bureau and of Lewis Kitterton, manager of the NBC script division, New York, as consultant to the OWI on literary rights, was announced in Washington last week.

Mr. Staufer succeeds William B. Lewis, who recently was elevated to associate director of the OWI Domestic Bureau, under Gardner Cowles Jr.

Mesner Not a Candidate

Effective March 15, Mr. Staufer will take a leave of absence from the agency to assume his new post in Washington. Entering radio in March, 1931 with BBDO, he was in charge of a March of Time series. He joined Young & Rubicam in March, 1933, where he became a vice-president in charge of radio operations. In March, 1939 he joined Angier, Young & Kitterton, the New York talent agency, as a partner, remaining until he joined Rathrauff & Ryan in May, 1942.

Since the elevation of Mr. Lewis in January, Douglas Mesner, assistant director of the Bureau, has served as acting chief. He was not a candidate for the top position.

Dairy Coop on Blue

AMERICAN DAIRY ASSN., Chicago (Dairy Farmers Cooperative), will sponsor a series of Sunday quarter-hour institutional programs depicting the dairy farmers’ contribution to the war effort. Titled "The Voice of the Dairy Farmer," featuring Everett Mitchell and Clifton Uiley, commentators, the series, to start March 21, will be broadcast on 55 BLUE stations, 1:45-2 p.m. Agencey is Campbell-Mithun, Chicago.

P & G Serial Disc

PROCTOR & GAMBLE, Cincinnati, in line with its custom of adding independent outlets to network series, has started a rebroadcast on WINS, 1400 NEW YORK, of "Sade," five-weekly serial heard on both CBS and NBC for Crisco. The management, Sonny Diorio, March 1, in the 12:15-12:30 p.m. period, WINS is to carry another P & G network serial on a similar basis. Compton Adv., New York, handles Crisco.

DAVIS BROADCASTS

TO OPEN MARCH 12

BEGINNING March 12, Elmer Davis, Office of War Information director, will begin his weekly 15-minute series over NBC, CBS and BLUE from 10:45-11 p.m. (EWT), with a rebroadcast over MBS each Saturday night.

When the announcement came last Thursday, Mr. Davis was in the midst of a 10-day vacation off. But his office explained that he had set down three rules for himself in the use of material: News will be used only if readily available to be released to press and radio; "broadcasts will be factual and will attempt to" bring listeners and clarify "important war developments" with a view to "clear understanding of the nation’s problems." Each broadcast will aim at answering the top questions of the week.

"The series is a sort of OWI service," Mr. Davis quoted, as saying that he took his action in response to mail from citizens interested in knowing how developments affect them as individuals. It was also said that a group of station observers, before his action, was "explaining issues of the war to listeners."

"FDR Rating on Feb. 22 Drops to Low of 45.7"

ON LINCOLN’s birthday, Feb. 12, and President’s birthday, Feb. 22, President Roosevelt’s speeches, as broadcast on the four major networks, were measured by C. E. N. Staufer, in special rating listening audience surveys for CBS. The Feb. 12 talk, in which the chief executive reported on future war plans of the Allied nations, attained a Hoover rating of 57.3, but was heard by 43,722,000 persons in this country. A total of 34,397,000 persons, with reports not received from two cities, heard the Feb. 22 speech, according to Hooper, giving the broadcast a 45.7 rating.

The Feb. 22 rating, according to available records, was the lowest since Oct. 12, 1940, for the Chief Executive, when the Hoover rating was 31.4. The Hoover high for the President was 79 for his Declaration of War address.

New Listener High

PREMIERE, on Feb. 12, of All-Time Hit Parade, NBC program sponsored during the series’ debut by American Tobacco Co. Friday, 7-9 p.m. received the highest rating ever reported by the CAB for the first broadcast of a new program. The broadcast was heard by 17.9 percent of set owners. The 8:30-9 p.m. period work, measured by Home Survey, received a 24.9 rating. The new Nation, Please, now moved to Monday, 10:30-11 p.m. with Heinz Co., as sponsor. American Tobacco agency is Foor & Delbert.

FDR on Air Feb. 28

PRESIDENT Roosevelt was to be heard at 4:15 p.m. on the four Networks Sunday, Feb. 28, with a broadcast for the American Red Cross. Gen. Dwight D. Eisenhower, Commander of the Allied Forces in Europe, and Gen. Douglas MacArthur, Commander-in-Chief of the Pacific Fleet, were scheduled on the same program, speaking from their respective fields of operation.

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BROADCASTING • Broadcast Advertising
NAB Calls for War Conference in Spring

Board Designates Either Chicago Or New York

IN KEEPING with the times, the NAB board of directors last Friday cancelled the 1943 annual convention — which had been to have been the 21st — and instead authorized a Radio War Conference to be held in Chicago or New York in mid-April or early May.

Agreeing that this is no time to hold an annual meeting over the ordinary peace-time character, the board approved the suggestion of President Neville Miller that the War Conference be called with top Government spokesmen, identified with radio and the war effort participating. Such a meeting, including plenty of round-table conferences and breakfast sessions, will be held over several days, and at the outside, three instead of the customary four-day session, with banquets, cocktail parties, golf tournaments and the like [BROADCASTING, Feb. 20].

Date, Site Indefinite

Neither the date nor the location of the Radio War Conference were definitely settled, since suitable accommodations must be arranged. It was agreed, however, that the session should be held between April 15 and May 15, preferably in Chicago but, if necessary, in New York. C. E. Arney Jr., acting secretary-treasurer of the NAB and convention manager, will negotiate in Chicago and New York for accommodations and pegging of the definite dates.

The transportation situation makes a central location desirable from every viewpoint, since Director of Defense Transportation Joseph Eastman has suggested that conferences be held at a minimum and only if directly identified with the war effort.

At its two-day meeting in New York Thursday and Friday, the board whipped through a crowded agenda and heard progress reports from President Miller, head member of his executive staff. It found no occasion, however, to take formal actions on such matters as the Petrillo-provoked recording strike, the Cox inquiry into the FCC, and other current matters having a bearing on industry operations.

Resolutions adopted by the board commended the NAB Mail Pro-Petrol Committee, headed by Paul W. Morency, WTIC, Hartford, for “the splendid job it had done,” and condemned the trend toward abolition of war time.

The board reaffirmed its support of the retail promotion plan which is being handled by the NAB under the direction of Lew Avery, director of broadcast advertising. Individual directors pledged their co-operation to support the continuing operation of the project, looking toward industry participation in a fund to develop retail advertising for radio, notably in the department store field.

Confusion Seen

In condemning the recent action of a number of states in abolishing Federal War Time, the board said this constituted “a threat to America's civilian communications system, now vital in wartime.” The board added that “if this confusion grows, the people will find themselves more and more isolated from the Office of War Information, whose effective use of radio depends on a uniform national time schedule.”

A considerable portion of the two-day session was devoted to discussion of the music situation but the board was not impelled to take official action. Other reports covered the legislative and regulatory situation, including the pending decision of the Supreme Court on the FCC network-monopoly regulations, and its effect upon the industry if the Commission is sustained.

Wartime problems of labor and materials were reviewed in all their aspects, including the manpower shortage and the 48-hour week regulations. Availability of tubes, batteries, home receivers, gasoline and tires all were covered.

The board agreed to continue its policy of watchful waiting for further clarification and amplification of Government policies with emphasis on any action which may be necessary to protect the interests of the listening public and the industry.

Apropos the conference, it was made clear that it would be limited to business sessions only. There will be no exhibit, convention, golf tournament, cocktail parties, or entertainment. Luncheon sessions also will be devoted to business, with speakers selected to cover topics of first industry importance. The tentative agenda has not been drawn but it was agreed that the meeting would be confined to war and war-determined matters, with Government spokesmen to predominate.

The board approved the 1943 budget of the National Association, submitted by Mr. Arney. The new budget is approximately $296,000, including a number of special non-recurring expenses. Without these items the total budget is approximately $257,000. This represents a decrease of $4,000 from last year’s normal budget of $261,000.

In considering amendments to by-laws, it voted transfer of the State of Maryland from District 4, which comprised North Carolina, South Carolina, Virginia and West Virginia, to District 5, which here-fore has comprised Delaware and Pennsylvania.

Good Attendance

The entire board of 23 members was present for the two-day session, with the exception of Edwin W. Craig, WSM, Nashville, director-at-large, while pinch-hitting in Michigan, Illinois, South Dakota, Wisconsin, and New York, to which he has been transferred.


In addition to President Miller, other NAB staff executives present included C. E. Arney Jr., assistant to the president; Willard Egolf, new director of broadcasting, and Washington contact executive; Walter Dennis, recently named information director; Lew Avery, director of the board of broadcast advertising; and Everett E. Revercomb, auditor.

Harold V. Hough, operating head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee of NAB, presided over the board at lunch at the Thursday session, along with Sydney M. Kaye, NAB chief counsel in the Petrillo matter and counsel for the Newspaper-Radio Committee.

Garey Planning 25-Man Staff To Aid in FCC Investigation

Fred R. Walker, Former Assistant U. S. District Attorney, is Chief Aide to Counsel for Probe

PLANNING to remain in Washington until the job is finished, Eugene L. Garey, chief counsel of the select House committee to investigate the FCC, will be in Washington tomorrow (Tuesday) to organize a staff of lawyers and investigators preparatory to launching of the inquiry. Mr. Garey is expected to bring with him an experienced staff and will devote all of his time to the Cox Committee investigation.

First appointment to be announced by Mr. Garey, who was named chief counsel Feb. 19 by Chairman Eugene E. Cox (D-Ga.), of the committee, is Fred R. Walker, former assistant United States Attorney in Detroit, who will be chief assistant counsel. In disclosing this appointment in Detroit last Thursday, Mr. Garey said he proposed to set up an organization of 25 lawyers and investigators to review the activities of the FCC since its formation in 1934. The Cox Committee has an initial fund of $90,000 for the inquiry.

No Hearings Set

The committee, Mr. Garey declared, will seek to ascertain what FCC Chairman James Lawrence Pyle and his aides and associates “have been doing to ‘socialize’ the radio broadcasting industry.” Moreover, he declared, “we are going to find out whether the Commission has a policy of its own or whether it follows the policy in accordance with the laws of Congress.”

When the inquiry will get under way has not yet been determined. Chairman Cox said he would await the recommendation of Mr. Garey before announcing an opening date. Mr. Garey observed that he has “little likelihood of launching the public hearings for about a month, stating he did not propose to go off ‘half-cocked.’

Mr. Garey’s new chief assistant, Mr. Walker, was born in Traverse City, Mich., 41 years ago. An active trial lawyer, he has handled a number of important cases since he retired from the U. S. Attorney’s office in 1937. Among his recent cases have been the defense of the United States versus McKay, McKelvey, a political indictment proceeding, and the trials arising out of the Forrest one-man grand jury investigation.

Mr. Walker was educated in the Michigan public schools, and is a graduate of the Detroit College of Law. He was Assistant U. S. At- torney for ten years, ending his term in 1937.

He has been admitted to practice in all courts in Michigan, the U. S. courts in Michigan, Illinois, Indiana, Ohio, and Florida; and the Circuit Court of Appeals for the Sixth Circuit. He was chief trial attor- ney.
Widespread Shift Would Affect Net Shows

AN ACUTE reduction in electrical power capacity, which conceivably could lead to curtailing of broadcast- ing, will result if the individual states continue to repeal War Time, it was disclosed last week by R.W. Montgomery as several Government agencies prepared to preserve war production schedules.

Deeply concerned over the wave of "back-off-time" which is sweeping the country state by state, the Federal Power Commission, War Production Board and Interstate Commerce Commission keenly watched the situation as state after state joined the parade to return to normal time.

Effects of Time Shift

These developments have come to light:

(1) Repeal of War Time on a large scale, particularly in industrial areas, inevitably would lead to a power shortage which might easily result in reduction in broadcasting power.

(2) Georgia, Michigan and Ohio, already operating under slow time, have been thrown into confusion, with larger cities remaining on War Time and rural areas turning back clocks an hour. Broadcasters are perplexed as they attempt to re-arrange program schedules to conform to both War Time (for network shows) and slow time for local productions. The industry also is perplexed over possible rebates to sponsors who bought Class A time 6-7 p.m. (War Time) and whose programs go 6-6 p.m. under local slow time.

(3) Rep. White (D-Ila.) introduced in the House last week two resolutions (HConRes 6 and 7) to establish Pacific Standard Time for a portion of Idaho, now under Mountain Time.


(5) Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee disclosed that he will shortly announce a subcommittee to conduct hearings on current resolutions (HConRes 9, HConRes 10) introduced Jan. 26 by Reps. Zemansky (D-Cal), Long (R-Ind.) [BROADCASTING, Feb. 1] to repeal War Time.

Stations Favor War Times

The move to repeal Federal Time has expanded to include, besides Georgia, Michigan and Ohio, already on slow time, Indiana, Kansas, Oklahoma, Idaho, Iowa and New York. The latter state was one of the first to adopt Daylight Saving Time during the summer before the war but a move on the part of the state legislature to revert to Standard Time is gaining momentum.

Broadcasters generally are agreed on the Government's policy of universal time preference, but in a few scattered instances stations serving rural areas have lined up with the opposition. A survey recently completed by the Federal Power Commission of a typical December day shows that more than 3½ million kw. were saved in 1942. Somewhat on the conservative side, the FPC doesn't attribute all power con- servation to War Time, but about half of it. The remainder takes into consideration dimouts on the two coasts and other possible contributing factors, although the survey definitely points to War Time as the major factor in reduction of evening peak loads.

In 1942 the evening peak load for the nation was 10.5% higher than the morning peak. In 1939 it rose to 12.4% more than the morning peak but dropped to 11.6% in 1940. A year later, the FPC (H-ConRes 7) over the morning peak, despite the fact that the nation already was in war production. The average in- crease of the evening peak load over the morning peak was 11.7%.

To balance the capacity and as- sure sufficient power for industrial purposes it was necessary to keep the evening peak within reasonable range of the morning peak if the country was to produce war muni- cipalities on a larger scale. Consequently WLR declared:

"If we expect to arrange its program schedules to conform to the Ohio law, regardless of the opposition in the 5th District." which is served by WCY, WCPO and WKRK, will stick with the Cincinnati's City Council in observing War Time.

Explaining the unusual procedure for WLR James D. Shouse, Crosley vice-president in charge of broadcasting, said: "The FPC licenses such stations (as WLR) to provide service not only to people living in metropolitan, com- munities, but also to people living in small town and rural sections who do not have local radio stations to serve them. Consequently WLR expects to arrange its program schedules to conform to the Ohio law and not to the one adopted by the 5th District." which is served by WCY, WCPO and WKRK, will stick with the Cincinnati's City Council in observing War Time.

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Change Threatens Production

Without comment the FPC power consumption chart tells the story. In 1941, the first year of War Time, the evening peak load was slightly under the morning top, instead of being above it. That means, say FPC officials, that under the present system of uni- versal War Time the nation can continue to function with sufficient power for all needs.

Returning the country or even a large segment to Standard Time again would increase the evening peak load and tax the capacity of the power plants. Pre-war plans of the utilities companies to build add- itional power plants to care for the increased peak anticipated with the expansion of war production were abandoned.

The WPB, mindful of the critical shortage of copper and other metals necessary for instruments of war, together with other Government agencies, agreed that the metals be conserved. Consequently war power capacities were not in- creased. There was but one alterna- tive—Daylight Saving Time. With that in mind Congress on Jan. 30, 1939, enacted the Federal War Time which now is being attacked in some quarters as unnecessary.

In a letter to the Mason City, Iowa, Globe-Gazette, which is fighting to retain War Time, Chairman Le- land Ods of the FPC declared: "The magnitude of the capacity released by War Time for serving expanding war production, Army camps and industrial war time needs, is such that the repeal of War Time would increase seriously the burden on already overworked generating equipment with decri- minant officials have repeatedly said that radio is vital to the war effort. If, however, the situation be- came acute, FPC pointed out that radio could easily be curtailed to the extent that certain stations in a given area could remain in operation while others might be obliged to reduce or suspend.

In such event the first stations to feel the impact of power shortage would be the small locals, already hard-pressed for lack of revenue. Repeal of War Time could easily mean the means of the smaller stations out of business. So concerned is the FPC over retaining all outlets that Chairman Fly has conferred with network officials in an effort to arrive at some plan for the nation's airwaves through expanded network facil- ities [BROADCASTING, Feb. 22].

Some Congressmen have stated on the floor of the House that War Time makes no difference since

(Continued on page 14)
No idea backed by the sound of work has ever failed to get results!
"Rock-Bottom" Rationing Plan Would Affect Radio Sponsors

Broadcast Advertisers

Not Hit as Sharply as

Report of WPB

MINIMUM civilian needs in a "rock-bottom" or "establishment war" economy, estimated by a WPB planning committee as the ultimate in any Government conservation program, would involve serious re-employment of some radio's major advertisers, a study of the Government plan revealed last week, but the overall picture seemed far brighter than many industry leaders had dared to hope.

The survey was made by the WPB's Office of Civilian Supply at the request of James P. Byrnes, Director of Economic Stabilization.

In its preliminary form it lists many of the industry's important customers among producers who should operate at near normal levels to maintain the efficiency of a fighting nation's home front.

Merely a Guide

Purpose of the report is not to forecast future rationing, as many business leaders and heads of families assumed when it was made public, but to provide planning agencies with a guide for the minimum supply they must allot for civilians. "It is not a recommendation, but a warning beyond which rationing should not go," the WPB official explained. The report is based only on civilian needs, he pointed out, not on available supply, so in most cases there is no reason to assume that it represents anything like the economy that actually will prevail.

This was underlined last Thursday when WPB Chief Donald Nelson told his news conference that he believed the country would be able to equip an army of 11,000,000 men this year without curtailing civilians to the dollar levels staked out in the report.

Although WPB has prepared only a preliminary report of the survey and will not release the entire plan for about another month, available information offers a clear picture of "the worst" that can be expected. It means a loss in almost every group of advertisers, but it leaves a sizable proportion of regular business in addition to institutional prospects.

According to latest reports on major buyers for 1942, more than 75% of network sponsorship came from four industry groups: Drug & Toilet Goods; Foods & Food Beverages; Soap & Household Supplies; Tobacco & Products. [BROADCASTING Yearbook for 1943].

Although WPB's blueprint involves sharp production cuts in some of these fields, particularly among drugs and toilet goods, most all could continue to operate and most would run close to normal.

Biggest advertising group on radio networks in 1942 was the drug and toilet goods segment, whose billings grossed $32,395,000, about 27.5% of total sales. Under WPB's "rock bottom" estimate, many of these items would be hurt, but the majority would continue at over 50% of the 1939 consumption level.

Shaving and toilet soaps would run at 67%; lipsticks & rouge, 70%; deodorants, 70%. Face powder would be slashed to 50%, creams and shampoos to 50%, dentifrices to 40%.

Explaining this production in an all-out economy, WPB said for cosmetics, "certain cosmetics serve to counteract fatigue, and may increase efficiency in a factory by 10 to 15." Dentifrices, WPB said, "involve tremendous physical waste."

Radio's drug advertisers might suffer if production for civilians were reduced to the ultimate level. Proprietary medecines advertised to the public would be cut to 50%, and other drugs to 75%.

But in other important groups of radio advertisers, the losses would be far less marked. Tobacco, buyers of a gross $18,176,000, or 15.4% in 1942, should continue at 85% of the 1939 level, the report says, declaring that experience in other countries indicates substantial quantities of these products should be made available for maintenance of morale.

The speculative nature of the entire plan was demonstrated recently when another WPB branch, the Tobacco & Beverage Division, announced that actually cigarettes will be made in far greater quantity than minimum needs and that production will reach about 125% of the 1939 level.

Bright Spots

Some bright spots appeared in the food fields, too, where rationing has already touched firms that were among buyers of 22.1% of last year's total. In this group, for instance, always heavy users of daytime radio, would run at 117% of the 1939 level, and the nation would use 125% of dried beans, peas and nuts. Gum and dog foods would produce 80% of their 1939 volume.

A fourth great radio advertising class, soaps, would make 67% of their 1939 total under the "minimum" plan. Soft drinks, a $5,500-000 network customer, would run at 65%, as would beers and wines. Other aspects of the program affecting radio, both national and local, involved the position of other media in such a program. Radio, as the user of equipment requiring a minimum of manpower for supply and operation, would fare well on this score and might be required to carry more of the advertising burden. Newspapers and magazines could be cut to 20% of their paper demands. Again, it is amply clear in Washington that no such drastic situation are under immediate consideration.

Many commodity manufacturers, under the Office of Civilian Supply's report, would be reduced merely to institutional advertising. Auto manufacturers, buyers of 4% of network time, are already at zero production. Petroleum firms, users of 2.7% last year, would meet 40% of their 1939 civilian business; furniture manufacturing would be at 27%; refrigerators, 3.7%; electrical appliances, 1.4%; radios & phonographs, 2.5%; clocks and watches, .9%; jewelry, zero; pens, 4%.

Service Allotments

Encouraging to local outlets would be allotments for so-called "services." Recreation would be at 60% of 1939; restaurants 90%; utilities, 89%; clothing 64%; footwear, 95%; all businesses offering rich sources of local broadcasting revenues.

The report says that production of radios, radio replacement parts, and phonograph needles would come to a standstill, although replacement tubes should be provided at 50% of the 1939 production rate. Phonograph records would be needed at 10% of 1939 level, but phonograph needles would be needed at 50% of 1939.

The actual effect of such a program on advertising revenues could hardly be estimated, figures for last year, when rationing programs and conversion of industry began to be felt, being in conflict. For a definite wartime uncertainties radio advertising reached a new high of $191,000,000 in 1942. There was little change in relative importance of various basic types of advertising, national and regional.

Among war-hit industries, gasoline advertising was 48% below 1941 levels, yet automobile institutional was up 15%, and soft drinks, despite sugar rationing, jumped 33%. 

Roma Wines on CBS

SCHENLEY DISTILLERS Corp., New York (Roma wines), on March 4 starts a weekly half-hour comedy show, "The Ransom Sherman Show", by James A. Saphier Agency, Hollywood talent service, program also will feature Leo Carillo, film star, with a male vocalist and guest stars. A musical producer, Tom McAvity, executive of Saphier Agency, will produce. Mc-Cann - Erickson, New York, is agency.

The cartoonist is Homer A. Ray Jr., transmitter engineer of WLW and the developmental transmitter WIXO, which has operated experimentally with 500 watts until terminated by the FCC. The voice in the Sally for author of the "Epitaph" is anonymous, but presumably is on the WLW-WIXO transmitter staff.
The ideal way to splash advertising all across New England, from Cape Cod to the Canadian border, is to get action from WBZ. Its mighty, water-borne voice is familiar in every cove and valley; its impact starts sales ripples from Martha's Vineyard to Maine's Desolation Pond.

Little frogs can stir up little puddles, and smaller stations are fine for smaller markets. But when you hunt sales in New England you're after big game. Let go with both barrels, WBZ and WBZA.
OPA Mandatory Grade Label Plans Unchanged, Says Brown

 Packers Claim Regulation Jeopardizes Them; Rep. Halleck Calls for Investigation

OPA PLANS for mandatory grade labeling of the 1943 pack of fruits and vegetables have not been changed, H. R. Gross, Price Administrator and former Sen. Tippit M. Brown said in a statement last week, clearly indicating that the regulation would remain in force, at least for the duration.

Small changes were intended to overcome rumors circulating among food packers that OPA would abandon grade labeling ordered by former OPA Chief Leon Henderson. They reiterated OPA's position in the face of Congressional attacks on standardization and simplification programs.

Challenged in Congress

Original announcement of the merchandising control measure was made by Mr. Henderson in December, and a month later OPA ordered the regulation to put into effect on canned grapefruit juice [BROADCASTING, Feb. 8].

Shortly afterwards, Rep. Halleck (Ohio) branded the policy, and introduced a resolution calling for a study by the House Interstate & Foreign Commerce Committee. Rep. Halleck said he feared grade labeling might create a precedent by which Government standardization programs might be a prelude to the abolition of brand names, and the destruction of competitive advertising.

In reaffirming his intention to insist on grade labeling, Mr. Brown put forward the same argument advanced by his predecessor that grade labeling was essential to the effective control of canned fruit and vegetable prices. He repeated that he did not intend it as a "reform measure".

Unless price is tied to grade, he said, OPA would have to use a complex system of markings on foods. "Only by flat pricing of grades can the wide varieties in quality and costs be reduced to understandable terms for the consumer."

Rep. Halleck, informed of Mr. Brown's statement, said he would press for an early hearing on his resolution by the Interstate Committee. The resolution has rested in the Rules Committee since it was introduced a month ago. As a member of both the Rules Committee and the Interstate Committee, Rep. Halleck is considered to be in a strategic position to get action on the measure.

FCCqueried160Outlets

On Foreign Programs

CONTINUED progress in the FCC study of foreign language programs became apparent last week when it was disclosed that another questionnaire had been sent to 160 stations to obtain the latest data on the manner in which they are handling such programs.

In general this check is calculated to obtain names of foreign language sponsors, names of all personnel involved in such programs, precautions being taken with scripts and the station's monitoring of their nature.

In this study but rather represents a phase of the continuing study of foreign language broadcasts.

SMALLER OUTLETS VITAL SAYS FLY

WHATSOEVER the reason for the final withdrawal of big stations, many of them nevertheless are regarded as "essential to the nation in time of war" and therefore should be sustained, according to FCC Chairman James Lawrence Fly.

At his news conference last Monday, Mr. Fly parried questions as to responsibility for the economy of broadcasting. Response was an observation by a reporter that the idea prevails among some advertisers that the smaller outlet is not a very war problem since many of them have been economically depressed for a time. Chairman Fly said the statement was "not quite accurate." Assuming that many of them have been in a bad way for a Division since November, but that their service is regarded as essential during wartime.

Asked whether maintenance of the responsibility of the advertiser, the Chairman emphatically said he had not suggested this was not a question of fault or dereliction," he added. "It is a question of recognizing certain circumstances which make it necessary to the public's synthetic attention of all of us who are promoting that very essential service.

Precise figures on the status of "loser" stations, based on questions to the last 12 months, are available only by the FCC accounting department, probably will not be available until mid-March. Preliminary surveys indicate that stations have been set worse in 1943 than it was the preceding year, though the outlook is regarded somewhat favorably by the Chairman.

WFB ORDERS TUBES FOR CIVILIAN USE

APPROVAL of a WFB plan for mass production of enough replacement tubes to maintain many Civilian listening sets for the duration has now been given by the Vacuum Tube and Electronic Committee, and the program is now in production, Frank H. McIntosh, chief of Foreign & Domestic Broadcasting, announced Friday.

The program has been under consideration at the Radio & Railroad Division office for some period. It has been held up by failure of the tube makers to agree on types that should be manufactured. The finished list, as agreed on Friday, provides for 114 most essential types, enough to service 90% of the market.

Mr. McIntosh said seven tube manufacturers would participate in the program and that the tubes would not bear a maker's name. They will, however, be of pre-war quality and meet American Standards Assoc. specifications.

FCC Queries 160 Outlets

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STILICIOUS PROGRAM

CHOCOLATE PRODUCTS Co., Chicago (chocolate, candy products), is sponsoring a series of Sunday evening quarter-hour programs on WOR, New York. The program is known as "KSTP, Minneapolis. Musical quartet is featured. Agency is McCord Co., Minneapolis."
Mr. Walter Rundle  
Promotion Manager  
United Press Association  
News Building  
New York, New York  

Dear Mr. Rundle:  

A 94% INCREASE in sponsored United Press Shows!  

That's the record established by our sales department during the first month of the new year. When 1943 rolled around the WFOS weekly schedule showed 33 sponsored news and newfeatures. Before the month ended the weekly schedule had 31 additional sponsored news programs. A total of 64 such shows. A 94% increase in less than 31 days!  

When such splendid features as those released by United Press are offered to a client with enthusiasm a signed contract will most assuredly be the results.  

We rely on United Press as a revenue-getter inspite of the fact that a major portion of our news originates on a sustaining and commercial basis with the Columbia Broadcasting System.  

With every good wish, I am,  
Cordially yours,  

J. Allen Brown, General Manager  

U. P. RADIO NEWS PROVIDES  
Largest world-wide staff of trained radio writers. Coast-to-coast wire for radio news exclusively. 24-hour service. Nine daily 5-minute news digests, seven daily 15-minute news summaries, ready for broadcast and delivered precisely on fixed schedules.  

Included with the news service, the following year-round features—the most varied and widely sponsored in radio:  

Plus such highly salable, seasonal features as: Wartime Spring Training (pre-season baseball analysis and reports direct from the camps). Facts about Taxes (programs of instruction for Uncle Sam's 50 million income tax payers). Your Football Prophet (weekly football predictions and sidelights). Year-End Reviews (nine 15-minute scripts summarizing the year's biggest news). Soldiers of the Press (a 15-minute transcription dramatizing war-front news coverage).
Liberal Ruling on 48-Hour Week Plan Foreseen if McNutt Retains His Post

BARRING a complete upheaval in the policy and personnel of the War Manpower Commission, radio may benefit in case of a liberal interpretation of the 48-hour week control, it developed last week following a meeting of the NAB National Labor Executive and Wage & Hour Committee with Edward D. Hollander, assistant chief of the WMC planning division.

Mr. Hollander, who attended the NAB committee meeting to get some idea of radio’s problems, told theconference the WMC is interested only in stabilizing manpower rather than increasing the work week. He indicated that WMC interpretation of the regulations with reference to broadcasting would be based on radio’s employment setup. He felt the burden of proof was on the employer to show cause why any given department, within broadcasting did not operate efficiently on a 48-hour week.

McNutt Attacked

Offsetting industry optimism, however, is the current move on Capitol Hill to unseat WMC Chief Paul W. McNutt. Several measures, introduced in both houses of Congress to control manpower by legislation, have been vigorously opposed by the manpower chief, who believes in the voluntary system of control. So strong has McNutt’s opposition appeared to the inevitability of manpower control that it appears certain the inevitable upheaval would leave the industry and every other business in the dark.

If, on the other hand, the WMC remains intact, interpretations affecting radio are expected to be based upon information now being gathered through the NAB. At Mr. Hollander’s suggestion the NAB will conduct a survey of Washington’s six stations, since the nation’s capital is one of the 22 cities designated as critical.

Ralph Brunton, owner of KJBS, San Francisco, was assigned to oversee the work of all stations in his area on possible operation under a 48-hour week. Quincy Brackett, owner of WSPR, Springfield, Mass., will conduct a similar study in his city.

Preparations in Washington already are under way, led by Joseph Miller, NAB director of labor relations, and Kenneth Youn, CBS Washington counsel. They have prepared forms for informal reports of each department within the city’s six stations.

The Washington data, expected within two weeks, and other information covering representative stations, will be turned over to the WMC as a basis for a directive covering all phases of broadcasting which will be prepared.

In general it appeared, following the NAB meeting, that stations interested in their work hours, particularly the larger ones, would release little personnel. Most smaller stations already have been placed on work weeks ranging up to five hours.

Others attending the meeting were: John Elmer, WCBM, Baltimore; John MacDonald, Ernest de Onis, NBC New York; Howard Hausman, CBS; C. T. Lucey, WRVA, Richmond, Va.; Henry Johnston, WSGN, Birmingham.

30 Broadcasters Attend BMI Program Meeting

BMI held its third program managers’ meeting last Tuesday and Wednesday at the organization’s headquarters in New York, with some 80 station men in attendance. M. E. Tompkins, vice-president and general manager; Sydney M. Kaye, vice-president and general counsel; Carl Haverlin, vice-president in charge of station relations, and BMI executives addressed the group.

Program managers attending included, for George Rogers, Daniel, WCLL; George Cranson, WBAP; W. Gordon Swan, WBZ-WBZA; Charles Roodel, WCBS; C. W. Hite, WKB; Bill Dean, WIRE; Norm White, WJR; Harold Waddell, WJW; James H. Moore, WSLY; Enoch Johnson, PENT; Irving G. Abellof, WRVA; Warren Mead, Maurice Kipen, WTJM; Ed Hoernig, WNEW; Van Wilder, WHN; Claire Cornwell, KMOX; Ray Shannon, WJAS-KQV; A. Sheehan, WCCO; Otis Moore, WBBA; Ben Lucas, WBBM; W. F. McEwing, WOL; Edward Wallis, WIP; Herbert C. Rice, WKBW; W. A. Johnson, WJZ; George W. Steffeny, WNBC; John Gordon, CKLW; Frank P. Schreiber, WGN; Benedict Gimbel Jr., WIP; Elaine Ewing, Dick Connor, OWI.

FOR HIS RECRUITING efforts on behalf of the United Service Organizations, Irvin G. Abellof, program service manager of WRVA, Richmond, Va., received the first Navy Seabee Award of Merit issued in that area. Presentation was made on a recent Outdoors With Domino program.

Red Cross Drives Helped by Radio

National War Funds Campaign Aided by Special Broadcasts

As in past years the broadcasting industry is taking an active part in the National campaign this March to raise $1,000,000. In 1943 Red Cross war fund. Radio stations have been asked to dedicate as much time as possible to the Red Cross on their main programming, as well as to carry special transcribed series, prepared by the Red Cross to promote its various services.

The experts on Information Please, NBC program sponsored by H. J. Heinz Co., Pittsburgh, will make a special effort for the drive on the March 1 broadcast, when the program originates in Constitution Hall, Washington, with seats on sale from $1 to $10.

All proceeds will go to the Red Cross.

The NBC Red Cross program, That They Might Live, already presented five times to promote the current recruitment drive for nurses, has topped all previous potential audience records for an NBC sustaining series with 125 stations accepting the show.

Transcribed Series

The Vox Pop show on CBS, sponsored by Emerson Drug Co., Baltimore, will be a feature of the March 1 rally in New York of 1,200 team captains and solicitors recruited by the Red Cross for house to house canvassing.

The New York branch of the drive is distributing two special transcribed series, according to Robert D. Masson, radio director.

A show, being titled Miss Street, is to run the first two weeks in March, and This Is My Story, which 12 New York stations are now carrying, brings a variety of foreign languages and scheduled all month on the New York foreign language stations. Radio plans are also being made.

To be presented on March 1, as stated, to cover the Red Cross rally in Madison Square Garden April 5 at the end of the drive.

Heinz Distributing Co-op’s Olive Oil

BBDO Arranges Tieup for Producers in California

A NEWLY-FORMED group of California olive producers, organized to promote olive products, have completed arrangements with H. J. Heinz Co., Pittsburgh, for sales and distribution of a new olive oil, Cal-Con.

BBDO, Los Angeles, which was instrumental in the sales distribution tie-up with Heinz, has been named agent and will be responsible for the first, 1,500,000-gallon oil this year, according to Harrison M. Dunham, secretary-manager, who handled organization of the association.

ASCAP on Coast Acts For Buck Restoration

MOVE to bring back Gene Buck as president of ASCAP will be launched at the society’s semi-annual West Coast meeting in Beverly Hills, Calif., March 1, when a resolution to that effect is to be presented. Bennie Russell, sponsoring the move, said the absence of the leadership of West Coast songwriters favor the leadership change, which is not a reflection of dissatisfaction on Deems Taylor, current president, whose term expires this month. Resolution will contend that Buck is the man who can restore the peace and harmony in ASCAP ranks.

With Taylor unable to attend because of radio program commitments, Otto Harbach will represent him and preside at tonight’s meeting. Principal speaker is to be John G. Paine, general manager of the Society. This will be the first of two annual conventions to be held regularly with West Coast membership receiving reports of activities conducted by ASCAP through the year, and for discussion of local problems that may arise.

Goodyear Plans

GOODYEAR TIRE & RUBBER Co., Akron, is understood to have discussed with NBC a plan to produce a show for network presentation on Sunday, early in June. The program is sponsored by Goodyear and will be conducted from the agency, Arthur Kudner Inc., New York, the institutional series will start soon after April 1 when NBC has cleared time on several outlets Goodyear has designated.
What Other Radio Station
Can Say This
About Its Listeners?

22,080 Families Paid for
the WQXR Program Guide
Last Month

YOU HEAR a lot about "Listener-Loyalty" — that indefinable something in a radio station's personality that makes people turn to it in the morning and keep it on most of the day. For any listener to go right down the line for a station's programs is quite a feather in that station's cap — and quite a "plus" for its advertisers, too.

Here at WQXR, we have our own brand of "Listener-Loyalty" — apart from guesswork, check-up program offers, or telephone surveys. It's right down in black-and-white, on mailing stencils — that over 22,000 families actually pay $1 each per year to receive WQXR's monthly program guide.

Of course, the daily papers publish WQXR's programs. But these 22,080 "paying homes" are typical of many thousands of other enthusiasts for WQXR's 14-out-of-17 daily broadcasting hours of good music — listeners who like to know exactly what music they are listening to, by whom it is being played, when they can look ahead to hearing their favorite music.

We number among our sponsors dozens of the nation's leading advertisers. Many of them have big network shows. But they've also found that it pays handsomely to cultivate this large WQXR segment of music lovers "in the heart of the world's richest market." Would you like more facts and figures? Let us give them to you.

WQXR
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869
CORRELATION between the BLUE Pacific Coast network and affiliates during the two day sessions, Feb. 18-19 in Los Angeles.

At the clinic were seated (1 to r): Thomas Sharp, KSDK; George Ross, KGW; Leo Tyson, BLUE; Arden X. Pangborn, KEK; W. B. Stahl Jr., KJJ; Dan E. Gilman, vice-president, BLUE; Earle C. Anthony, KFI-KECA; Charles P. Scott, C. A. Whitmore, KTWC.

Standing: Hewitt Kees, KBH; Louis B. Krocke, KTMS; W. B. Ryan, KFI-KECA; Milton Samuel, BLUE; Deane Banta, KERN; Walter Lonner, BLUE; Ernest Felix, KEKA; Fred Becker, BLUE; Leo Ricketts, FPB; Phillips Carlin, BLUE program vice-president; John I. Edwards, KFI-KECA; Keith Kegnig, BLUE stations vice-president; Russell Kam, BLUE; Bob Dickens, KO; H. L. Blight, KFI-KECA; Sydnee Dowell, KFI-KECA; Leroy Spencer, Earle C. Anthony Inc.; Kevin Sweeney, BLUE; Tracy Moore, BLUE; W. P. Casson, Earle C. Anthony Inc.; Curtis Mason, KECA.

RADIO'S COOPERATION with America's war and peace aims held the attention of these executives at the NBC War Clinic staged Feb. 16-17 in Los Angeles. Delegates are first row (1 to r): Mrs. Ruthe Fletcher, KSDK; O. P. Soule, KSW; Mrs. Florene Gardner, KTFC; Keith Collins, KJL; S. S. Fox, KDYL; Arden X. Pangborn, KGW; W. B. Ryan, KFI-KECA; W. B. Stahl, KOMO; W. E. Wagstaff, KDYL; Sidney N. Stroz, NBC western division vice-president; William S. Hedges, NBC stations vice-president; O. B. Hanson, NBC engineering vice-president.

Second row, E. L. Barker, NBC western division; Ray Buffum, KPO; George J. Volger, NBC, Hollywood; G. A. Prevoll, KDYL; Ray Baker, KPO; Bonnie Scotland, KIDO; Mrs. Georgia Phillips, KIDO; S. S. Spencer, NBC; Paul Gale, NBC; Henry Maas, NBC; Charles B. Brown, NBC; Earl Mitchell, KPO; Matt Barr, KFI-KECA; Frank A. Berend, NBC; Dick Lewis, KCTF; Alan Gluck, NBC; Dr. James Bowland Angell, NBC; Robert Hendricks, NBC; John Elwood, KPO.

Third row, Leonard Gross, KPO; Curtis W. Mason, KFI-KECA; H. L. Blatterman, KFI-KECA; Myron Fox, KDYL; Henry Schaffer, KPO; E. A. Neath, KBRM; K. O. MacPherson, KPFA; Jennings Pierce, NBC; Lewis S. Frost, NBC; Frank Ford, H. A. Woodman, NBC; James MacPherson, KKA; Noran E. Kersta, NBC; Sheldon B. Hickox Jr., NBC; Joseph Kay, NBC; A. H. Saxton, NBC; Robert Morris, NBC.

FCC to Protect Applications For Television, FM Permits
Reinstatement of Surrendered Petitions to Be Permitted; Broadcast Policies Studied

WITH THE apparent intent of getting FM and television off a flying start promptly after the war, the FCC last Tuesday adopted new policies under which applications for stations in these classes will be protected for the duration. It also opened the way for FM and television applicants who have surrendered or dismissed their applications, pursuant to the freeze order of last April 27, to apply for reinstatement.

The Commission announced the action was taken because of extreme shortages in material, equipment, and skilled personnel, and "to sustain the interest in television and high frequency (FM) broadcasting." Action also was predicated upon inability of applicants to follow through on construction commitments because of the war.

Similar action has not been taken in the case of standard broadcast applications, whatever their nature. Nor has the Commission yet formulated definite policy with respect to forced surrender of licenses by broadcast stations unable to weather the economic storm. These matters now are under consideration, with one view that the Commission should authorize suspension of operation without prejudice to return of the stations to the air after the war. On the other hand, literal interpretation of the Communications Act requires a showing of public interest, which some Commission attorneys hold cannot be made if a station suspends operation.

With regard to applications for modifications and construction permits dealing with standard broadcast stations, stymied by virtue of the equipment freeze and the manpower shortage, the FCC has followed the policy of dismissal. Whether this policy will be changed, in the light of the FM-television actions, is uncertain, though it was felt the Commission should do everything possible to encourage these new services, where applicants have made investments with out return.

The FM-television actions do not assure prompt follow through on outstanding permits, however, since the Commission's policy is to take no action but to retain the applications, without dismissal or denial, in the pending files. There would have to be a reappraisal of the applications, in the light of conditions existing after the war, according to informed opinion.

According to FCC records, since the Commission's Memorandum Opinion of April 27 freezing broadcast construction, a total of 35 applications involving FM have been dismissed or abandoned. Another 13 construction permits for FM were deleted. All these, under the Feb. 23 action, may be reinstated at the request of the applicant.

In television, four applications for construction permits for commercial stations have been dismissed, while three construction permits for commercial stations were deleted. In addition, three construction permits for experimental television stations were deleted.

Text of the FCC notice:

Because of extreme shortages in material, equipment and skilled personnel, which make it impossible for applicants to start construction of television or FM broadcasting equipment under the freeze order, the Federal Communications Commission has adopted the following policies to date:

1. They will not discontinue or deny any FM applications which cannot qualify under the provisions of the freeze order on April 27, 1942.
2. They will not discontinue or deny any TV applications involving FM stations permitted before the freeze order.
3. They will not discontinue or deny any TV applications for construction permits or modification of construction permits requesting extension of the freeze order.
4. The Commission will not approve any application for construction permits for television stations on the freeze list.

Applicants for construction permits whose applications were surrendered or dismissed pursuant to the Memorandum Opinion of April 27, 1942, may now request reinstatement of their applications.

The policy adopted today is in addition to the policy announced Aug. 4, 1942, which provided for the issuance of television and high frequency (FM) broadcast permits during the war period. The Commission has reached a point where substantial service could be rendered.

Holders of construction permits for television stations, experimental and commercial, may obtain licenses during the freeze period subject to conditions that have been established. There has been a point where substantial service could be rendered.

The Commission also decided to continue its policy of not dismissing or denying television applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942.

In the future action will be taken at this time upon such applications and they will be held in the pending file. Applicants for construction permits for television stations will be entitled to a reactivation if the freeze order is lifted. The reinstatement application by the applicants will in such cases be considered.

Confirmation Foreseen In Arnold's Nomination

LIKELIHOOD that Thurlman Arnold, Assistant Attorney General in the Charge of the Anti-Trust Division of the Department of Justice, shortly will take his seat on the U. S. Court of Appeals for the District of Columbia, which handles practically all radio litigation, was seen last week with the unanimous endorsement of his nomination by a Senate Judiciary Sub-committee. Though hearings were over, the nomination was approved in five minutes without a dissenting vote. President Roosevelt nominated Mr. Arnold to fill the vacancy on the Appeals bench resulting from the elevation of Mr. Justice Foster to the Supreme Court of Judge Wiley B. Rutledge. Mr. Arnold's successor as Assistant Attorney General has not yet been named.
TALE NO. 1
By Whom?

ONCE UPON a time a well-known network made a "nation-wide survey of listening habits." It was termed "the largest, most comprehensive survey of radio listening habits ever undertaken."

According to this survey, 41% of Denver's daytime listeners "listen most" to the Denver affiliate of the survey-making network, while 16% "listen most" to Denver's "second network" station.

This was established by asking an undetermined number of Denverites at an undisclosed time this question: "What station do you listen to most in the daytime?" And people certainly know what stations they listen to most... or do they?

TALE NO.
By C. E. Hooper, Inc.

FOR A number of years, now, an organization by the name of C. E. Hooper, Inc. has been making thousands of telephone calls a month in Denver to find out what stations people are really listening to... not what they think they listen to.

The resultant Hooperatings are just about unanimously accepted as accurate indices of listening.

Hooper says that during seven out of the past nine months, KLZ has been FIRST in morning listeners, and the most recent report (December-January) shows KLZ leading in morning audience by the greatest margin ever... 34.7% compared to the next station's 24.0%.

Take your choice... and we think you'll take KLZ!

KLZ
Denver

5,000 WATTS—560 Kc.
Affiliated in Management With The Oklahoma Publishing Co.
and WKY, Oklahoma City * Represented by The Katz Agency, Inc.
OWI Overseas Branch Is Reorganized, Dividing the World Into Seven Regions

FORMAL reorganization of the operations structure of the Overseas Branch of the Office of War Information, dividing the world into seven geographical regions, was announced last Monday in what appears to be victory for the OWI over Col. Wm. J. Donovan's Office of Strategic Services for control of propaganda warfare.

At least for the present, this would seem to end the controversy of the past few months between the military represented by OSS and the OWI. On repeated occasions Elmer Davis, OWI director, had indicated his agency would not relinquish control over the propaganda function and the latest reorganization indicates his views have prevailed.

Under the revised setup sole responsibility for each group of countries is assigned to one man in the hope that increased effectiveness in this country's propaganda effort will result. Robert Sherwood, director of the unit, felt they could now "aim with a rifle rather than a shotgun".

At the informal news conference conducted by Mr. Sherwood and Milton Eisenhower, associate OWI director, it was disclosed that Mr. Sherwood would shortly visit North Africa for observation of the propaganda machine which is beginning to shape up in Southern Europe. Also in the interest of closer coordination, it was reported that the heads of 26 outposts bureaus had been called to Washington within the past two months. The possibility of establishing a new outpost in Russia was also seen.

Ferdinand Kuhn, former London correspondent of the New York Times and former assistant to Treasury Secretary Henry Morgenthau, now deputy director of the Overseas Branch, is in charge of Region I embracing the United Kingdom and Eire, Australia, New Zealand, India and South Africa.

Region II: Percy Winter, a former European correspondent, is responsible for France, Belgium, North Africa, Italy, Spain and Portugal.

Region III: Douglas Miller, author of You Can't Do Business With Hitler, covers Germany, Austria, Holland and Switzerland.

Region IV: Bjorne Braatoy is responsible for Norway, Denmark, Sweden, Finland and the Baltic States.

Region V: Robert Parker, head of the Ankara outposts but currently on leave, supervises material going to Turkey, Greece, Czechoslovakia, Poland, Hungary, Yugoslavia, Rumania and Bulgaria.

Region VI: Not yet appointed; covers Egypt, Iran, Iraq, Syria and Lebanon.

Region VII: George Taylor will run all material for Japan, China, Indonesia, and the Philippines.

Disc Rules Studied

TRANSCRIPTION regulations as they apply to Western Canada stations are being studied by a special committee, set up recently at a joint meeting of the Canadian Broadcasting Corp. and Western Canadian Broadcasters in Toronto. Western independents objected to some phases of the regulations announced by CBC [Broadcasting, Feb. 1]. On the committee, which is expected to offer a compromise on behalf of western broadcasters, are Donald Manson (Ottawa), secretary to the CBC Board of Governors; Ernest Bushnell, Toronto, CBC program supervisor; Jack Radford, Toronto, CBC station relations supervisor; Dick Rice, CFRN, Edmonton, president of WAB; Harold Carson, CFAC, Calgary, Alta.; A. A. Murphy, CFCQ, Saskatoon, Sask.

Col. Mitchell Named

LT. COL. CURTIS MITCHELL, former editor of Radio Guide, has been appointed chief of the War Dept. Bureau of Public Relations Pictorial Branch, succeeding Col. Mason Wright, now chief of public relations on Lt. Gen. Stillwell's staff in China. Capt. Gordon Swarthout, who succeeded Col. Mitchell as editor of the radio weekly, has been named executive officer of the Pictorial Branch.

NEW SHORTWAVE OUTLET Sought by Crosley Corp.

CROSLEY Corp., operating WLW and WSAI, Cincinnati, and WLWO, shortwave transmitter at Mason, O., has asked the FCC for a construction permit to operate a new international broadcast station.

The new transmitter would be another in the chain of 36 OWI shortwave units to be employed in the Government's psychological warfare. Programme of Crosley's WLWO was integrated into the OWI hookup last fall.

Power requested for the new station is 200 kw., emission A3, and a number of specific frequencies. Policy of the Government is to specify frequencies to be used on a staggered schedule, both for best engineering results and most effective beaming to selected areas.

This time, type and paper saver was invented by Arthur Whiteside, production manager of WOR, New York, who used to spend three hours a day making up the production schedule for the following day's broadcasting operations. Cloistered in secrecy for six months while he worked on the gadget, Whiteside has finally unveiled his brain child—a set of boards for each day of the week. At the top of each board appears the names of all WOR's producers, directors and announcers. Hours of the day run down the left-hand side. Different colored pegs represent rehearsals, producing or directing, announcing, spot announcements and network shows. A simple maneuvering of pegs tells the production story at a glance.

24 Hours a Day!
Political Parties Argue Over President's Use of Four Nets in February

President Roosevelt's use of the networks for addresses on Washington's and Lincoln's birthdays put the radio industry in the midst of a political war for the last word.

First the Republican National Committee issued a statement Feb. 29 calling attention to the fact that the President delivered his Lincoln's birthday address in the face of the GOP's traditional dinners, causing cancellation of many addresses. Furthermore the GOP said the President's decision was announced only two days before the dinners, with "no reason given why this address could not have been made on any other night." The GOP National Committee also charged "commandeering" radio time in the light of the President's decision to use all networks for a second address on Washington's birthday.

In reply, House Democratic Leader McCormack (Mass.), termed these claims as "a deliberate falsehood". Continuing, he said the Republican charge, "in addition to being ridiculous on its face, shows how far the opposition will go in its attempt to create misunderstanding and division among our people".

"Such a statement," he said, "proceeds upon the theory that the American people can be fooled with any kind of emotional junk that is handed out to them. The American people should, and I am sure will, resent such cheap attacks on the Commander in Chief."

Second Liquor Bill

A SECOND bill banning liquor advertising on radio stations was introduced to the 78th Congress last week by Rep. Culkin (R-N.Y.), who revived a bill that died in an Interstate Commerce Committee pigeonhole last session. Rep. Culkin's measure is more drastic than a bill presented earlier this session by Sen. Johnson (D-Col.) [BROADCASTING, Oct. 31, 1942]. Culkin bill amends the Communications Act of 1934 to prohibit broadcast of information concerning alcoholic beverages, including beer, wine, and whiskies.

A RADIO department has been set up at the Hollywood studios of Universal Pictures, under the direction of Robert D. Hussey, who handled a similar bureau for Paramount. Promotion of Universal films and stars will be handled.

Hooper Shows WCAE Soaring in A. M. Listening

It's no politician's pipe dream that WCAE has zoomed right up to the top bracket in afternoon listening. Months ago Hooper figures put the clincher on that.

But that's only part of the story. There's headline news in the Morning Hooper, too!

In January '42 WCAE hit the high road and really started to move. After twelve short months, the Pittsburgh picture looked like this...

For availabilities and complete information consult WCAE or THE KATZ AGENCY

New York Chicago Detroit Kansas City Atlanta Dallas San Francisco

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KMA Rates

High Farm Listening

TIME BUYERS and advertisers have long known that farmers depend on radio for news, entertainment and service more than any other single population group. Until now, however, almost no data have been available on the amount of general listening farmers have time for during their busy seasons. A recent Ross Federal survey brings out some interesting facts:

Harvesting Iowa Soybeans

For one thing, the survey shows that farmers, though working from dawn to dusk, do not restrict their listening to essential news, market reports and farm-service features.

With specific reference to KMA programs, a once-a-week commentator has a 51.4% listener rating among farmers; a quiz show rates 32.9%; a dramatic show, 28.3%; and the average KMA program, 13.3%!

All this and manna from heaven for advertisers, too! For the KMA farmer is now earning five times what he did in 1932!

If you want to make the No. 1 Farm Market your market, send for your copy of the latest KMA market data brochure.

KMA
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.
LARGEST trade paper campaign in Mutual's eight-year history will get under way for 1943 with 12 full-page ads for monthly insertion as well as twice-monthly ads for weekly publications. Each of the full-page ads will be signed by Miller McClintock, MBS president. The entire campaign will stress Mutual's coverage of sports events and news, and its ability to reach the vital home-town communities as well as the major markets of America.

Health Series Reprint

MOST DRAMATIC script in the public service series, The Third Horseman, on the Atlantic Coast Network, reprinted in booklet form with illustrations by William Sharp, is being mailed to radio editors, with a statement by Hartley Samuelson, ACN director of promotion. Script chosen as an example of the program was presented in cooperation with the Public Health Committee of the Paper Cup and Container Institute.

For Timebuyers Only

WWNC, Asheville, N. C., challenges timebuyers who think they've cornered the market, with its publication of a buff-colored booklet telling the story of day-time and nighttime coverage of the station and the bonus of greatly increased numbers of listeners in the area due to wartime changes. There is also a map showing sources of unsolicited mail received by WWNC.

War Activities


Planalyzed Promotion

"PLANALYZING" for effective merchandising on KSTP, Minneapolis-St. Paul, is depicted in the station's newest brochure containing photographs of principals in an advertiser's promotion campaign, and the procedure followed in planalyzed promotion. Miniature facsimiles of commendatory letters from sponsors are attached.

Airplane Club

SATURDAY morning series for children on KYW, Philadelphia, called Jacob Reed's Model Airplane Club, furnishes instruction in building model airplanes. Youngsters are invited to build models which are donated to Army and Navy flying schools. Programs are sponsored by Jacob Reed's Sons, clothing agency is Seabergen Inc., Philadelphia.

Women's News Digest

CONSOLIDATING information on subjects discussed on WJZ, New York, by Nancy Booth Craig, in Women of Tomorrow, a weekly pamphlet, "Nancy Craig's Digest," is offered listeners for 10 cents, to replace separate leaflets on topics of interest. Program's 12 participating sponsors are listed in the digest.

Merchandising & Promotion

MBS Campaign—Health Scripts—Planalyzed Promotion

'43 Consumer—Tooting for Gabriel

CBS Packets

TWO 8 x 11 CBS envelopes have been published, containing station promotional material for Blonde, announcing the return of Penny Singleton to the title role, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and for Dear John, celebrating its "first half-bIRTHDAY" on CBS, sponsored by Welch Grape Juice Co., Westfield, N. Y.

Jogging the Memory

INTRODUCING "Mrs. Consumer of 1943" into its wartime advertising theme, "Keep 'Em Remembering: BLUE has released a folder featuring "Amnesia," the typical consumer who forgets trade names of wartime curtailed products.

Blow's Gabriel's Horn

TO INTRODUCE the new Gabriel Heater news commentary to listeners of KDB, Santa Barbara, Calif., Manager Fin Hollinger has issued listening invitations to 200 clubmen and businessmen, promising them their favorite cigars if after listening to Heatter for one week they didn't consider him their favorite newscaster. Hollinger has had enthusiastic comment but not one demand for a stagie.

Fosters Interest

A CALENDAR of educational and cultural programs on KQW, San Jose, is being mailed to school superintendents, teachers, parent-teacher associations, women's clubs and civic organizations to increase listener interest.

CHECK FOR $17,000,000—sum raised by New York's five foreign language stations for the National Foundation for Infantile Paralysis, is presented to the group's president, Basil O'Connor, by Joe Lang, chairman of the foreign language stations committee of the Office of War Information. Shown, left to right, are: Joe Lang; Ned Ervin, general manager of WBNX; Mr. O'Connor. Stations participating in the drive included WBNX WBWN WEVD WO WHOM.

ROA-Victor plant in Camden, N. J., has received a renewal of the Army-Navy "E" award.

They Aim

At the Target,

--Not the Sky!

Each anti-aircraft gun concentrates on a particular target. Ammunition costs money,—mustn't be wasted! It's the job of other guns, nearer guns, to take care of the other targets.

So it goes in Radio—

For instance, if you're running for the Rochester market—use the gun that concentrates on the rich Rochester trading area—WHEC.

How well and how economically WHEC does its job is best summed up in the fact that WHEC is the favorite Rochester station with BOTH local and national program sponsors.

Some good spot and program times now available. We'd like to talk with you about them. Write, phone or wire—

Representatives—

J. P. McInnis & Son

New York Chicago San Francisco

A BASIC CBS STATION

BROADCASTING • Broadcast Advertising

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War on War Time

ALREADY reeling under the impact of war programming, manpower crises, and the ordinary imponderables of emergency operations, broadcasting now collides with the prospect of a power shortage growing out of the "back-to-normal-time" program of keeping the country. This latest threat conceivably could curtail radio operation in areas where power supplies would be all but crippled.

That the country may face a serious shortage of electrical capacity unless the move by individual states to abolish Federal time is halted immediately was disclosed last week by the Federal Power Commission. Official Washington, deeply concerned with the maximum possible war production, pointed out that the prime purpose of War Time, as enacted by Congress last year, was to save power.

Georgia, Michigan and Ohio have repealed War Time, despite pleas from WPB to absorb the few inconveniences brought about by "fast time" in the interest of the war program. Indiana, Kansas, Oklahoma, Idaho and Iowa have bills or resolutions before their legislatures to kill War Time and the move is gaining a foothold in New York.

Should the several states return one-by-one to slow time the effect next winter would be anything but helpful. War production must be maintained at its peak if we are to emerge victorious. But, should War Time be repealed generally with home power consumption increased, radio, along with other industry, would be vulnerable.

Such a development could mean, in addition to program shuffling, the loss of considerable revenue through reduced power. For instance in a community with four or five stations ranging from 250 to 50,000 watts it might be necessary to reduce power horizontally when public utility sources are tapped.

It’s a serious situation, one with which few laymen are familiar. In that respect the Government no doubt was lax in not properly educating the public on the necessity of War Time. It isn't to permit the urbanites an extra hour of daylight to play golf, as many seem to think. Actually it is to provide men of the armed forces with sufficient weapons.

Radio can do itself and the country as a whole a big service by pointing out the necessity of War Time on a universal basis. Government agencies don’t like to stick out their necks by conducting educational or propaganda campaigns, but they will readily answer when a question is put.

Stations, particularly those serving rural areas, should make it upon themselves to tell their listeners why War Time is needed and why a return to normal time would interfere with war production and may even deprive the public of some radio. Granting that Washington decreed all stations must remain on the air with present power as vital to the war effort, a power shortage would mean drastic curtailment in other directions, first in civilian use of electricity.

If farmers were aware of all the facts, they’d join the rest of the nation in sticking to a universal time until the war is won. But proponents of normal time fail to point out the confusion resulting from a nation divided in its time zones. Indeed, Michigan, Georgia and Ohio are embroiled in utmost confusion because many individual cities elected to remain on War Time while the states as a whole reverted to slow time.

Push-Button Freedom

POLITICAL batteries are warming up for the 1944 Presidential election-year. Already the advance signs are that radio will be caught in the midst of that oratorical swirl because it, more than ever before, will be anchor campaigning medium.

A few days ago charges were made that the White House is "commandeering" radio time by the talks by the President on Lincoln’s and Washington’s birthday anniversaries. These had all the earmarks of purely political origin. There came a sharp retort from House Majority Leader McCormick.

This exchange was symptomatic of the political storm brewing, and of the spot upon which radio will find itself. There really isn’t much radio can do about it, except as an innocent but vitally interested bystander trying to do the right thing in the public interest.

Inevitably there comes into focus again the question of the four-network release of programs. There are, to us, very clear and cogent reasons why the universal hookup shouldn’t be used except by the President of the United States on matters relating to the State of the Nation. Even that use now appears to have been questioned by the Republican party.

In Congress there has developed a proposal that there be a four-network hookup for an hour’s program from Capitol Hill each week, for the discussion of vital issues. This comes on the heels of the announcement by Elmer Davis, able director of the Office of War Information, that he proposes to return to the air on all four networks (three of them in tandem) during March—in keeping with a suggestion made some weeks ago by the OWI advisory committee of broadcasters.

In ordinary times, the universal hookup is a source of tribulation for the broadcaster except in the case of the President. In wartime, it is more important than ever that every effort be made to preserve the four-network hookup for occasions of top importance. In a political year, when the demarcation between Government official and political candidate becomes thin indeed, the problem is both delicate and vexatious. We believe the four-network hookup for any regularly scheduled series is a mistake. It amounts to coercive exercising.

The times are too tense to indulge in political log-rolling. Radio’s war mission is too important to make it a political football. The public, after all, should be considered. John Q. isn’t interested in a lot of ethereal arm-waving oratory on every spot on the dial. He wants push-button freedom, in addition to the other freedoms.

Toward Justice

ALL CONCERNED should view with satisfaction the selection by the Select Hear Committee to investigate the FCC of so eminent an attorney as Eugene L. Garey to be chief counsel. The New York attorney is well-versed in administrative law, having served as a member of the American Bar Assn. committee covering that specialized field. He also has won his spurs as a trial lawyer.

Mr. Garey has stated that he accepted the assignment with no preconceived notions and with the sole desire of performing a public service. He enters the investigation without previous dealings in communications law, having played no part whatever in the controversy over the FCC’s jurisdiction.

Inquiries of this character are part of the Democrat process. Irrespective of the charges and speeches and innuendoes of recent months bearing on the FCC’s operations, no one can question the right of Congress to appraise the stewardship of agencies it has created. It was out of the Pecora investigation of several years ago that the Securities & Exchange Commission came. Other inquiries have resulted in legislative action and Government reforms.

This Congress has declared open season on administrative reforms. It has created committees to clip appropriations, check the rampage of agencies that have gone out of bounds, root out corruption. It has to be tough if the inquiry. His desire is to do a "lawyer-like" job.

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FREDERICK A. MCLAUGHLIN, director of special events of the Yankee Newspaper Club, has resigned as a member of the Navy personnel.

H. TASH and Nathan Shiref, Washington, certified public accountants specializing in radio, last week passed the District of Columbia bar examination for admission to general law practice.

THOMAS S. CARR, member of the staff of WBBM, Chicago, has left the advertising department to join the promotion department.

FRANK RYAN, former manager of CKLW, Windsor-Detroit, and later with the Canadian government's War Time Information Board, his appointment as vice president and managing director of the Federal Ltd., Toronto, and a director of Romet Elec.

HENRY S. GOODERHAM president of CKCL, Toronto, has been appointed to the Board of Governors of the Toronto Western Hospitals.

WALTER DALES, program manager of CJCA, Edmonton, Alta., has been appointed as general manager of CJCA, Trail, B.C., succeeding Art NIcholl who has joined the RCAP.

EDWARD HEATON, former manager of KT SW, Emporia, Kan., is now associated with Robert S. Candy & Co., Chicago, and radio research organization.

BILL TUCKER, salesman of KIRO, Seattle, is the father of a boy.

STUART E. ADCOCK, president of WROL, Knoxville, Tenn., is teaching the ERMWT course at U. of Tennessee, Frank H. Corbett, commercial representative, has been appointed a member of the NAB Board of Governors.

JOHN J. GILLIN Jr., president and general manager of WLS, Chicago, has been appointed general chairman of the advertising staff of the Chicago Symphony Orchestra.

HUGH B. TERRY, manager of KLZ, Denver, Colo., a new member of the board of directors, has been appointed general chairman of the advertising staff of the city's radio pioneers, the Colorado Symphony Orchestra.

JAMES ANDERSON, president of the sales department of CNN, Chicago, is the father of a boy born Feb. 15.

JAMES ANNAND, former manager of the CCF, Kingston Ont., has been appointed manager of CKK, Stratford, Ont. Before joining CKK he was with Canadian Broadcasting Corp. Toronto.

KEITH MASTERS, Chicago attorney for WGN and MBS, has been appointed chairman of the Civilian Board of the Air Forces and is stationed at Wright Field, Dayton.

ROBERT J. STRAND, formerly with Parade, weekly news picture magazine, and International News Service, has been appointed manager of the New York sales staff of MBS.

HAL COULTER, sales promotion manager of KYW, Philadelphia, is the father of a girl born recently.

Col. C. Roy Dickinson Dies Following Stroke

Col. C. Roy DICKINSON, 54, who re-entered military service in January, 1942, after resigning as president of Prosk, died Feb. 22 in Washington a few hours after being stricken with a cerebral hemorrhage. In World War I Col. Dickinson served as a member of the Navy personnel.

Col. Dickinson was born in Newark, N. J., in 1908, graduating from Princeton U. He was a fabricator and later was with Puck before joining the New York Times in 1916. Joining Prosk in 1919 as associate editor, he became president in 1933. He was a director of the National Publishers Association and a member, among various other clubs, of the Advertising Club of New York. He is survived by his wife and three children.

Fred Solton

FRED SOLTON, 52, Philadelphia radio station manager, was killed Feb. 17 following a heart attack suffered at a theatre. One of the city's radio pioneers, he was associated with WHEN since 1926. His wife survives.

CLAY W. HOOKS, for several years chief of the radio section of the Agriculture Department, Food Distribution Administration, attended conferences that the city's radio pioneers, he was associated with WHEN since 1926. His wife survives.

WILLIAM SCHMIDT Jr., eastern division manager for the Chicago advertising department, is absent from his office due to pneumonia.

Col. Bartlett Named

APPOINTMENT of Lt. Col. Theodore L. Bartlett, former FCC attraction, as director of the Controls Division of the Directorate of Communications, Army Air Forces, was announced last week by Col. Alfred W. Innears, director of the Controls Division.

Col. Bartlett has been acting chief of the division for the last five months, taking over the duties of Col. Henry, who is now on overseas duty. Prior to his Army service last year, Col. Bartlett was chief of the Administrative Section of the Naval Law Dept. and had been with the FCC and the former Radio Commission in legal capacities. The Controls Division is being moved to Philadelphia for expanded functions, including frequency and call letter assignments, operating controls and distribution, radio monitoring and operating procedures and other communications services. Col. Bartlett, however, remains headquartered in Washington.
The importance of WTAG in Central New England stands clearly revealed in N.B.C.'s "Tale of 412 Cities:" 

- WTAG has 77% of the evening audience in Worcester alone.
- You can buy an hour on WTAG (national network rates) at a cost per radio home of less than half a cent.
- For any of the other radio stations heard in this area, the cost is from 30% to 200% greater.

When You Buy Time — Buy an Audience

Central New England is a MUST market

N.B.C. BASIC RED NETWORK

PAUL H. RAYMER CO.

National Sales Representatives

Owned and operated by The Worcester Telegram-Gazette

THE TALE OF 1 CITY
WORCESTER
(from N.B.C.'s "Tale of 412 Cities" Vol. 1)

THESE NEWCOMERS to WOW, Omaha, sail from many parts (1 to r): Thomson Holtz, announcer, formerly of WDM, Des Moines; C. J. Jones, announcer, formerly of WHC, that city, and Bill Warner, announcer, formerly of KIRI, Sioux City, Ia.

VELLIA MICHENER, formerly continuity supervisor of KFI, Denver, has been made director of women's activities. Patricia Sterling, former traffic assistant has become continuity supervisor, while Catherine Linscott takes her place in traffic department.

ENSIGN WARD QUAAL, formerly of WGN, Chicago, has been assigned to the Naval Training Station. Norfolk, Va., as an instructor and communications officer.

RUSTY McCOLLUM, formerly producer, has joined the National Broadcasting station, Norfolk, Va., as an instructor and communications officer.

CLIFTON T. HOLMAN Jr., former announcer of WFCI, Pawtucket, R. I., and previously with other New England stations, has joined WEAI, Boston.

RUDY GRANT, production chief of WEAI, Kinston, N. C., has announced his engagement to a Marine corporal.

JOHN ADASKIN, formerly of CKMO, Vancouver, has joined the announcing staff of CJOY, Vancouver.

IT TAKES MORE THAN GRIT (Ky.)!

Yee-haw! It takes lots more than Grit and all the other Kentucky towns to do big business in this Here State. In fact, it takes the Louisville Trading Area — where 3,366,000 people do 53.9% of Kentucky's total retail buying. Grit, but, to cover the Louisville Trading Area completely, all it takes is WAVE — the only NBC station for 100 miles around! Send for the proof — now!

GEORGE L. Beebout,
program director of WFMJ, Youngstown, O., died Monday, Feb. 22. He had been ill for several months with leukemia. Mr. Beebout was born and reared in Canton, O., and at one time was program director of WHBC, that city. Before joining WFMJ, he had been assistant program director, then program director of WHCO, Columbus. O. While program director of WFMJ, Mr. Beebout handled many important programs himself.

ROBERT A. EISENMAN, formerly of WCG, Columbia, S. C., has joined the staff of WSV, Savannah.

ARTHUR GODFREY, announcer of WHJ, Washington, suffered a crushed foot last week when he slipped on the ice and the leg he was cutting rolled on his foot. Announcer Gunnar Back, also with cutting, fell and cracked two ribs when his saw slipped.

DON RODGERS, former announcer of WLAP, Lexington, Ky., has joined the staff of WBN, Youngstown, O., having received a medical discharge from the Army at Fort Knox.

DURWARD KIRBY mi. of BLUE Clay Motel, has joined the cast of "Meet Your Navy on the BLUE," Friday, 5:30-9 p.m. as m.c. for the commercial network show. "Meet Your Navy" is sponsored by the Navy.

JOHN ADASKIN, producer with Canadian Broadcasting Corp., Toronto, is now free lance. He is the first commercial network show to be on NBC.

JAMES ECKMAN, formerly of CKMO, Vancouver, has joined the announcing staff of CJOY, Vancouver.

BROADCASTING • Broadcast Advertising

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Army Publicity Positions Given Industry Figures

FOUR former radio men have been added to the public relations staff of the Army Air Forces Flying Training Command, Fort Worth, the unit responsible for all cadet training.

Maj. Francis C. Healey, formerly of NBC, New York, and the RKO publicity department in Hollywood, is chief public relations officer supervising the activities of training posts from coast-to-coast.


KENDRICK B. CROSSLEY, former Toronto agency announcer and producer, has joined the staff of CKGB, Timmins, Ont.

GEORGE CLEMENS, of Kingston, Ont., has joined the staff of CKGB, Timmins, Ont.

MARGORIE GIES, of Minneapolis, Minn., has joined the staff of WNAX, Yankton, S. D.

BILL THIEMAN, continuity writer of WCAE, Pittsburgh, has left for the Army. Ben Murco takes his place. Paul Fisher, former announcer of WIPA, Washington Pa., has joined the staff.

JOHN ROSE, former announcer of WHB, Cookeville, Tenn., and Joe B. Long, new to radio, have joined the staff of WROL, Knoxville, Tenn. Jim Smith, day production, has passed the examination for a Federal operator’s license, after completion of the ESMF course at U. of Tennessee.

RAY WALTON, former announcer of WBBM, Chicago, has joined the staff of WBBM, Chicago. Ending his association with the Broadcasting Corp., he is now out as a freelance writer. Lt. Robert Healey, who left for the Army.

EMMA MAY ROBERTS has been named radio promotions manager of the Record, succeeding Enid Hager, who left for the Army.

JOHN SCANLAN, formerly of WTRY, Troy, N. Y., has joined the staff of KYW, Philadelphia.

1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver at your convenience. He will need your orders to determine his stock requirements which he must estimate 90 days in advance.

2. Apply to your purchase order the AA2X preference rating which you have received under the revision of War Production Board order P-133 dated February 4, 1943, part 3037.

3. In ordering replacement parts or equipment renewals give your distributor the serial number of the equipment to be repaired or replaced and the part number as shown in your instruction book. Apply the AA2X priority to your order.

* * *

Buy Presto products through leading radio distributors or any branch office of the Graybar Electric Company.
Text of Disc Rejection Letter
(Continued from page 11)

as a whole, were to be added with the costs of special industry unemploy- ment relief in addition to the alreadi- heavy costs of pioneering re- search and development, and subsequent- promotion.

(b) Subsidies Non-Employees.

We do not believe that our com- panies, who before your ban were em- ploying the maximum number of mu- sicians at the highest wages in the history of the music industry, should be asked to assume responsibility for unemployment, even if such unemploy- ment exists, of such of your union members who are not and cannot be employed by us.

(c) Penalty Employment and Use.

We cannot approve a proposal which imposes a private tax upon every pho- tograph record manufactured and sold when it is obvious that the records used in the home, far from creating unemployment, have been the source of much profitable employment to your members. This has been publicly and o- fficially proclaimed on more than one occasion at your own union's conver- sations. Such records used in the home constitute at least 80% of the total phonograph record output, and thus, under your proposal, 80% of your tax would ultimately fall squarely on the public which buys records for home use and is in no way responsible for whatever unemployment you may claim exists.

(d) Duplication of Government Relief.

The Government has already made provision for unemployment relief. A second tax for a new private system aimed at the musicians at the highest wages in the industry. Similar proposals could, with no more excuse, be made by singers, en- gineers and others contributing to the high quality of our products.

We believe that the present sys- tem of unemployment relief within an organiza- tion only, and not only to par- ticipants. Furthermore, any proposal that would affect our employes would be included in a general agreement with the records available to the public. It is not deemed an indirect increase in compensation to the members em- ployed and accepted in terms of the regulations.

(b) If, on the other hand, it were ultimately determined that the additional payment directly to the Feder- ation were not additional compensation, direct or indirect, to the employes, would such a proposal be neces- sary, and therefore would the interest of a company's assets would subject the company's management to liability under the law.

(c) Would not your proposal be in violation of Sections of the National Labor Relations Act which provides that it shall be unfair labor prac- tice for an employer to "contribute financial or other support" to any labor organization?

(d) What would the Treasury think of a company's right in diverting taxable income in the hands of the employer to non-taxable

receipts in the hands of your union?

(e) If on the other hand the Treas- ury Department refused to allow such payments as a deduction, would the employer not be compelled to pay not only the contribution to your fund but also an income tax on the amount of the contribution?

(f) Would not such an act create artificial employment for unem- ployed workers which would be contrary to the policy of the Man- power Commission in the move to draw into War industries at least those persons not presently employed?

(g) Would not any plan for creat- ing new labor force be contrary to the recommendations of the Man- power Commission?

Up to Congress.

This is not a restatement of actual fact, but only a proposal to answer such questions as the following:

(a) Would not such a plan be di- rectly in violation of Sections of the National Labor Relations Act which provides that it shall be unfair labor prac- tice for an employer to "contribute financial or other support" to any labor organization?

(b) If, on the other hand, it were ultimately determined that the additional payment directly to the Federa- tion were not additional compensation, direct or indirect, to the employes, would such a proposal be neces- sary, and therefore would the interest of a company's assets would subject the company's management to liability under the law?

(c) Would not your proposal be in violation of Sections of the National Labor Relations Act which provides that it shall be unfair labor prac- tice for an employer to "contribute financial or other support" to any labor organization?

(d) What would the Treasury think of a company's right in diverting taxable income in the hands of the employer to non-taxable

Old at 17

AT 17, Charles Baxter, youngest member of the an- nouncing staff of WTOL, To-ledo, is the oldest in point of service. Possessor of a baritone voice, WTOL's senior announcer joined the station at 16, and has been handling many special as- signments as well as network origi- nations. He'll be 18 this month, however, and WTOL is expecting that Selective Service will bring his career temporarily to a halt.
**WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT WM**

**POPULARITY**

- **MORE PEOPLE** listen to WM, Cleveland, than to any other station in the whole Northern Ohio area. In the morning WM has 38.9% of the audience, in the afternoon 43.1% of the audience and in the evening 53.2% of the audience...a combined average of 45.1% as against 27.8% for the next station. Yet the COST of WM is only $0.00073 per family.

**WTAM**

- NBC Network 50,000 Watts
- Owned and Operated by NBC
- Represented nationally by NBC Spot Sales Offices

**BROADCASTING • Broadcast Advertising** March 1, 1943 • Page 31
KQW, San Francisco
National Birth Certificate Advisory Service, Chicago, $3.50 per weekly, thru First United Broadcasters, Chicago.

Dr. W. A. Swift, Chicago, $3.50 per week, thru Langendorf United Bakeries, San Francisco.


Dr. William J. Swift, Los Angeles, $50 per week, thru Samuel Schwimmer, Los Angeles.

Peter Paul Fleming, Yager Liniment, 20 weeks, thru Erwin, Wasey & Co., San Francisco.

Langhord United Bakers, San Francisco, $3.50 per week, thru Erwin, Wasey & Co., San Francisco.

Larue Bros. & Co., Richmond, Va., (Dominion cigarettes), $2.50 per week, thru Wallace & Larue, N. Y.

Larson Bros., Richmond, Va., (Pall Mall cigarettes), $5.00 per week, thru War- wake & Larue, N. Y.

Berkeley Knitting Mills, Reading, Pa. (stockings), $1.00 per week, thru Gearen- Marston, Philadelphia.


National Biscuit Co., New York (Shred- dle) 6 weeks, thru Botafos, Con- stantine & Gardner, San Francisco.

Langenord United Bakers, San Francisco (Hollywood bread), 6 weeks, thru Ruthroff & Span, San Francisco.


WABC, New York
Seeman Bros., New York (Flava-Bake), 6 weeks, thru J. Walter Thompson Co., N. Y.


WOR, New York

National Data Co., Cedar Rapids, Ia. (National brand of shoe polish), 6 weeks, thru Irwin Vladimir & Co., N. Y.

WJZ, New York
Grove Labs, Chicago, (Bromo Quinine), 5 weeks, thru Russell M. Seeds Co., Chicago.

Wesson Oil & Snowdrift Co., New Or- leans (island rum), 20 weeks, thru Kenyon & Eckhardt, N. Y.

Hi-Y Vikingo Corp., New York (chewing gum), 2 weeks, thru Applied & Advertising, N. Y.


Macfadden Pub., New York (True Story), 3 weeks, thru Raymond Specter Co., N. Y.

Empire Gold Baking Service, New York, 5 weeks, thru Carl Calman Inc., N. Y.

WHN, New York
Colgate-Palmolive Co., Jersey City (Upper Sate Palmolive soap), 42 weeks, thru William Baty & Co., N. Y.

American Jewish Broadcasting Co., New York, 65 weeks, thru A. B. Landau Inc., N. Y.


KJH, Hollywood
Block Drug Co., Jersey City (Gold Medal cigarettes), 10 weeks, thru J. Walter Thompson Co., N. Y.

Coast Federal Savings & Loan Assn., 6 weeks, thru Seattle Finance Co., N. Y.

National Biscuit Co., New York (Shred- dle), 4 weeks, thru Botafos, Con- stantine & Gardner, San Francisco.

WFAA-WBAP, Dallas-Fort Worth
Texas Gulf Sulphur Co., Houston, weekly ap, 26 weeks, direct.

Farm Procs Inc., Cincinnati, 12, thru Franklin Bruck Adv. Corp., N. Y.

Interstate Theaters, Dallas, weekly ap, 26 weeks, thru Segall & Weidlin, Houston.

Imperial Sugar Co., Sugar Land, Tex., 156 ep, thru Tracy-Locke-Dawson, Dallas.

WOL, Minneapolis
Ex Las Inc., Brooklyn, 10 weeks, thru Joseph Kats Co., N. Y.

Walgreen Co., Chicago, 33 weeks, thru Schwimmer & Scott, Chicago.

Lever Bros. Co., Cambridge (Vimma), 5 weeks, weekly, thru BBDO, N. Y.

WLOL, Minneapolis
Ex Las Inc., Brooklyn, 10 weeks, thru Joseph Kats Co., N. Y.

Walgreen Co., Chicago, 33 weeks, thru Schwimmer & Scott, Chicago.

Lever Bros. Co., Cambridge (Vimma), 5 weeks, weekly, thru BBDO, N. Y.

Department Stores Plan
To Maintain Advertising
NO MARKETED CHANGES are expected in the volume of 1943 department store advertising in newspa- pers, according to a Dept. of Commerce survey made by field officers in principal cities. A flexible policy of adjustment to changing conditions is favored by a major- ity of stores.

The survey, to be published in the March 4 issue of Domestic Com- mercial, indicates that most stores expect to continue newspaper adver- tising at the 1942 level, limited only by newspaper paper, extra consumer demand and lack of merchandise to sell. Several stores report that they will continue to advertise, even though they have nothing to sell. They will sell the store, boost War Bond sales, in- form the public of new wartime ways of living, and will not encour- age unnecessary buying.

THE Chicago Daily News has ap- pointed Schwimmer & Scott, Chicago, agency for radio to boost its circula- tion. Daily News has announced that its adver- tising contracts have been placed on a varied schedule in Chicago on WENR, WIND and WCPD. Contracts are for 52 weeks.

CIGARETTE OUTPUT
TO BE MAINTAINED
CIGARETTE manufacturers, among top users of radio time, will be able to continue manufactur- ing and distribution activities in 1943 without curtailment, the WBP said last week. The industry benef- its from a large tobacco crop in 1942, and has a favorable man- power situation, WBP explained.

Last year, tobacco's gross pur- chases of network time totaled $18,037,600, representing 15.4% of all network time sales. This re- presented an increase between 15% and 20%, the only large gain regis- tered by a leading industry.

Cigarette consumption among cit- vilians in the United States last year was 14% above the high of 206 billion reached in 1941. Sales were about 236 billion for the year.
Better Traveling

AUDIBLE “timetable” is provided by several bus companies in the Monadnock region of New Hampshire in new twice-daily series of programs on WKN. Keene, informing the public of schedule changes, and presenting transportation problems in vital areas faced by bus companies replacing automobiles on the road. Sponsors say the service is promoting good will between bus companies and travelers.

MacFADDEN PUBLICATIONS. New York (True Story magazine), recently started a series of three five-minute programs weekly on KQW, San Francisco. Agency is Raymond Specialties Co., New York.

PETERSON TRACTOR & Equipment Co., Hayward, Cal. (Caterpillar Tractors), recently renewed for 82 weeks its quarter-hour farm news program five times weekly, on KQW, San Francisco. Agency is W. E. Long Adv. Agency, Chicago.


MOORE DRYDOCK Co., Oakland, Cal., recently started a spot announcement campaign on KGO, San Francisco, to seek workers for ship-building.

Poultry TRIBUNE, Chicago (periodical), recently placed a series of three five-minute programs weekly on KQW, San Francisco. Agency is First United Broadcasters, Chicago.

ALAMEDA NURSERY Co., Alameda, Cal. (plants), recently started a campaign using three five-minute spots weekly on KQW, San Francisco. Agency is Emil Reinhart Advw, Oakland, Cal.

Candy Spots Halted

RESTRICTIONS on sugar allotments have caused Fanny Farmer Candy Shops, Rochester, to cancel a spot campaign that started last winter on 21 stations. Cancellation, which went into effect last Saturday, involved women’s participation programs in key cities throughout the country. Agency is J. Walter Thompson Co., New York.

Told It to Sweeney

DRAMATIZING a story of auto tires allegedly sold on the black market in Peoria, Ill., the CBS Report to the Nation program Feb. 21 included a character about to buy a tire who introduced himself thus: “I’m a friend of Mr. Sweeney’s.” Telephones rang at WMBD, Peoria. Irate callers wanted to know why Mr. Sweeney was so popular. Agency is W. E. Long Adv. Agency, Chicago.

LARRY DAVIDSON and Lon Beckley, of the copywriting staff of WGN, Chicago, have been appointed to the production staff. Mr. Davidson will direct the Murphy Barnyard Jamboree on WLS. Mr. Beckley will direct News of the World sponsored on NBC by MBC.


THE STORY IS TOLD

of a company president who sponsored a radio program for more than ten years. He was asked why he continued to renew his radio contracts.

“After all these years,” he said, “I’m afraid to go off.”

Many of your contract renewals will be coming up soon. Consider Station WHN...its tremendous advertising power, its established programs, its vast coverage and its success records.

Buy WHN.

Each 13-week period brings definite and tangible results to warrant a contract renewal.

You will be in the enviable and comfortable position of renewing because you know your programs have brought heavy returns... and never because you are “afraid to go off!”
OSBORN APPOINTED AS BBDO MANAGER

ALEX OSBORN, one of the founders of BBDO, and executive vice-president in New York, for the past four years, was elected to the newly created position of president and general manager, by the agency's new board of directors, following the annual meeting of BBDO stockholders, Feb. 22. Mr. Osborn managed the Buffalo office prior to coming to New York. Ben Duffy and Jack Cornelius were named executive vice-presidents and at the same meeting, William H. Johns was elected to the board, and Bruce Barton was re-elected president.

Mr. Osborn, who will continue as account executive of Vims, Lever Bros. vitamin product, will serve as president of BBDO. The agency heads, BBDO offices in New York, Boston, Buffalo, Cleveland and Pittsburgh.

Mr. Duffy has spent 23 years in advertising, eventually concentrating in the field he was in charge of the media department of BBDO and continued in this capacity following the firm's merger with George Batten Co., in 1928. Mr. Duffy has written a number of the numerous articles on selling, merchandising and market research and is the author of two books, Advertising Media and Markets, and 99 Days.

Jack Cornelius, manager of BBDO's Western Division since 1959, will serve to become executive vice-president for the West in charge of offices in Chicago, San Francisco, Hollywood, and Los Angeles. Mr. Cornelius joined the agency, which has been his vice-president in Charge of the Minneapolis office since 1930. Prior to joining BBDO, he was active in the newspaper advertising field, and served as general sales manager of the Rueben H. Donnelly Corp.

Wayland B. Geisinger, manager of the Los Angeles office of BBDO and Charles H. (Chuck) Ferguson, an account executive of the BBDO San Francisco office have been elected vice-presidents, according to a recent announcement by Mr. Cornelius.

WALTER J. WEIR has been appointed vice-president in charge of creative work on Kenyon & Eckhardt, New York. Prior to joining the agency, Weir was vice-president and copy director of Lord & Thomas, and served with J. M. Mathes Inc., New York, in a similar capacity.

Burke Herrick

BUCE BARTON gave this advice to a young man about to launch into an advertising career—"Get out and meet the people. Master the psychology of individual selling first. Sell vacuum cleaners, Real Silk hosiery, or automobiles." Burke Herrick, radio director of Leo Burnett Co., Chicago, chose the latter. With a B.S.C. from Creighton U. in Omaha and a year of graduate study at the Harvard School of Business Administration, Burke returned to Omaha and sold some $250,000 worth of Ford cars in one year.

After having "met the people," Burke turned to advertising as a copywriter with Buchanan & Thomas, Omaha. He later served as account executive and radio director of Schwimmer & Scott, Chicago, and subsequently as radio director of N. W. Ayer & Son, Chicago, rounding out ten years of valuable experience for his present position.

As radio director of Leo Burnett Co., Burke has been closely identified with the Kaltenborn newscasts sponsored on NBC by Pure Oil Co., Chicago. Recently the agency also placed Upton Close in a quarter-hour Sunday afternoon commentary on MBS for Lumbermen's Mutual Casualty Co., Chicago. He also directs placement of radio for Brown Shoe Co., Chicago Sun, Real Silk Hosiery Mills and others.

An expert on market testing, Burke outlines these prerequisites for a good radio test market: (1) City must be a cross section of any comparable larger city, with representative income groups from all brackets and all sources. (2) Station selected must be able to do the job, and must be comparative in size to those used in the entire list. (3) Distribution of product must be normal. On the latter point, Burke feels that too many time salesmen do not fully acquaint themselves with the distribution and marketing problems of the product for which an agency is buying time.

Burke is married to the former Helen Piercy, formerly women's personnel director of Montgomery Ward & Co., and has one child, a daughter, Lynne. He is an excellent athlete, likes to hunt and fish, collects recordings.

A. E. NELSON, president of A. E. Nelson Co., San Francisco, former manager of KPO-KGO, San Francisco, has been appointed to the board of directors of the San Francisco Chamber of Commerce and made a member of its finance committee.

RUTH FREDRICKS, production manager, has been made manager of the Los Angeles office.

Brown recently enlarged facilities, Hipower Precision Crystal Co., will be doing!" and the new "Burke Her-" and subsequently as radio director of H. A. Cannon & Co., Minneapolis, where he has spent four years, and executive vice-president of A. & B. Lyons, talent and production firm.

Travers Hand, formerly of the Cincinnati office of BBDO, has joined the agency. He has been with the agency since its inception. Mr. Travers, a former assistant director for Leo Burnett Co., Chicago, has joined BBDO, New York, as account executive.

Wilson Tuttile, formerly with Rutland & Ryan, New York, is now associated with BBDO as a supervisor of Radio. He returns to R&R after serving as radio executive of A. & B. Lyons, talent and production firm.

The agency offices include those of the Founders, including M. H. Hackett Co., New York, R. E. Witty, of Warren, Illinois, and David E. O. Peck, with the agency since its inception. Mr. Locust, 21 years in radio.

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Paul C. Harper, account executive of Leo Burnett Co., Chicago, on the Pure Oil account, has been commissioned major in the Marine Corps and reported for duty last week. James Love has been appointed Mr. Harper as account executive.

Jane Tracy, Warner Bros. publicity department, Hollywood, has joined Warwick & Legler in Chicago, as script writer and assistant to Dick Mark, president.

Weston Hill, copywriter and account executive of Sherman & Marquette, Chicago, has resigned.
Way's Declaration Executives' Topic

Tulsa Broadcaster Explains His Plan of Independence

DEVELOPMENT of Independence for broadcasters, as discussed by William B. Way, vice-president and general manager of KYOO, Tulsa, and member of the NAB board, and submitted to the NAB board last fall [BROADCASTING, Oct. 19], was the subject of last Wednesday's meeting of the Radio Executives Club of New York.

As the principal speaker, Mr. Way read the "Declaration" in its entirety, following his presentation of excerpts from the year-end statement by Freeman Keyes, president of Russel M. Seeds Co., Chicago, which appeared in BROADCASTING Dec. 28. Mr. Keyes' statement summed up the achievements of radio during the last year and brought out the attitude of agencies that "certain operational readjustments should be effected in the industry during 1943."

Industry Benefits

Pointing out the benefits to the entire industry, which would result through adoption of his declaration, Mr. Way stressed that stations should remember, too, they are licensed to operate in the public interest, convenience and necessity" and "should maintain the integrity of the medium."

NAB members at the meeting included C. E. Arney, assistant to the president; Everett Revercomb, auditor; Willard Egolf, in charge of public and industry relations; Walter Dennis, in charge of news and information; and Mrs. Dorothy Lewis, coordinator of listener activities. Other out-of-town guests were Eugene O'Fallon, KFEL; Tom Loft and Dale Taylor, WENY; Gunnar Wilg, WHED; Gerald King, Standard Radio; Bill Dowdell, WLW; G. G. White, WMFD, and James H. Moore, WLSD.

Mr. Way will address the Chicago Radio Management Club March 30.

W&L Coast Office

WALLACE & LEGLER, New York agency, has established Hollywood production offices at 6331 Hollywood Blvd. William M. Randol Jr., production aide of CBS, Hollywood, has been made office manager. Dick Mack, named office supervisor, will produce the weekly Pabst Brewing Co. program, Pabst Blue Ribbon Town, which starts March 27 on CBS. Mr. Mack has also continue as producer of Hickie & Albright on the weekly NBC Rudy Vallee Show, with Bill Deming, writer, as aide. H. Paul Warwick and J. R. Warwick, president and vice-president, respectively, of Warwick & Legler, were on the Coast in mid-February to set up the new office.

Agency Men Form New Chicago Firm

L. T. Wallace Associated With Ferry-Hanly; Named President

L. T. WALLACE, vice-president and account executive with 10 years of Aubrey, Moore & Wallace, Chicago, together with the Chicago office of Ferry-Hanly Co., on March 1 was to form a new Chicago advertising agency, which will take the name Wallace-Ferry-Hanly Co. The new firm will occupy present offices of Ferry-Hanly at 111 West Monroe St. until April 1 when the agency will occupy the sixth floor at 430 N. Michigan Ave.

New York and Kansas City offices of Ferry-Hanly will retain that name, but will be closely allied with the Chicago office of Wallace-Ferry-Hanly.

Veteran Agency Man

C. P. Hanly, president of Ferry-Hanly, will be chairman of the board of the new agency while Mr. Wallace becomes president and general manager in addition to being a director of Ferry-Hanly. Bruce Brewer and H. M. Montgomery will continue to supervise the Kansas City and New York offices, respectively.

A veteran in the agency business, Mr. Wallace entered advertising in 1915 as a copywriter for Campbell-Ewald, Detroit. He later joined McCann-Erickson, Cleveland, became a vice-president of that agency, whose Chicago offices he opened in 1924 and managed until 1933 when he joined Aubrey & Moore.

Mr. Wallace will take the Campana Sales Co. account into the new agency, and will continue to supervise all Campana radio work, which includes MBS First Nighter and NBC Campana Serenade. In addition the new agency will handle all accounts serviced by Chicago office of Ferry-Hanly.

Gill Joins Biow

SAMUEL E. GILL, formerly director of media and marketing of Lord & Thomas, New York, has joined Biow Co., New York, as director of marketing. Mr. Gill was statistician for the 20th Century Fund during 1934 and 1935, and served as vice-president of Crossley Corp., for the following five years. He headed a research firm under his own name from 1940 to 1942.

Westinghouse Shift

WHEN Westinghouse Mfg. Co., Pittsburgh, shifts its Sunday half-hour series of NBC from New York to Hollywood, effective March 7, Victor Young's orchestra and Ken Darby's chorus will replace Mark Warnow's band and the Lyn Murray chorus, respectively. Supervising the start of the series on the West Coast will be Hubbell Robinson Jr., assistant director in the radio department of Young & Rubicam, New York agency in charge, and Clarence Olmstead, director of the program.

BROADCASTING • Broadcast Advertising

March 1, 1943 • Page 35
Big Audience Hears U.S. Shortwaves

Official Data Disclose Programs Reaching Destinations

AMERICAN stations have a substantial audience in foreign countries, according to information gathered by Government sources. There is evidence to show that the listeners of France, Spain, Germany, Italy, Switzerland, Sweden, as well as those in Central Europe and the Near East, regularly receive broadcasts from this country.

Listener growth is steady though not swift and as a result some countries have been slower in turning to American shortwave broadcasts than others, it is disclosed. France is found to have the largest audience for U. S. programs. In fact there is clear evidence that reception there is excellent and the audience unmistakable.

These findings are construed as refutation to the charges that Americans are the only ones hurling vast quantities of information into empty air.

Daily Barrage

For several months the Overseas Branch of OWI War Information has been daily firing away at its targets in the four corners of the world. Shortwave radio, the basic weapon in this warfare and broadcasts are aimed around the clock in 21 languages for a total of 2,592 programs (February, 1942), a remarkable rate of production in view of the fact that this very unit was turning out only seven programs per week in February 1942.

Today there are 21 U. S. shortwave transmitters in active service, exclusive of the expansion program under way, whose operations are calculated to produce maximum results in the shortest possible time. To accomplish this, five basic program patterns have been established. One pattern, which is a general European beam, is in English, German, French and Italian. A second transmits programs in English, French, Spanish and Portuguese. A third is all French. There is one transmission aimed at Central Europe and the Near East embracing the minor languages and a Scandinavian service tricked by stations capable of good reception in Northern Europe (April, 1942).

Mail has always come from French listeners and since the fall of France it has continued to come to American shortwave stations, often in large quantities. During the first six months this mail has increased. Its tenor clearly indicates that the Voice of America has become the leading voice to many in France.

In the mail it has been disclosed that U. S. shortwave signals go into important areas of that country with greater strength and clarity than those of the BBC. Medium-wave transmissions originated by the BBC only reach the western part of France owing to intensive Axis jamming, it is found.

Furthermore there is evidence that the shortwave programs coming to France are delivering the news to others besides listeners themselves. Study of French underground newspapers shows that American radio is an important source of news. In fact one London observer familiar with the material transmitted reported that “U. S. radio has accounted for at least half of the news and feature items used in a particular set of underground newspapers. News sources actually credited by the papers included CBS and Cincinnati programs.

They Really Listen

A letter from an American in the unoccupied zone assures that the “people in France do listen, particularly in the cities, to Boston, New York and Cincinnati shortwave radio programs.”

One Frenchman, who came to the U. S. late last year, said he heard the S. transmitted a peculiar time every night from last summer on. Furthermore, he explained that those who don’t listen much get the news from friends who do.

U. S. monitors report that Vichy radio stations have been broadcasting warnings against listening to American programs. In a tone of desperation and entreaty, indicating that shortwave radio has already established one strong second front.

Spain’s radio front is not so strong as that of France, but this is not construed as a sign of floundering or ineptness, since practically no audience existed there for American shortwave broadcasts six months ago. Mail from this country indicates an audience is developing rapidly and the main program of the Spanish is a ten-week series which began here and then shipped to outpost stations in transcription or script form. Already this development has shown encouraging results.

Material will reach listeners through the Overseas Branch of OWI in one of three ways: Locally produced either by outlets or prepared in the U. S. for shipment to the outposts; relayed or rebroadcast programs picked by local transmitters at outposts but originating in the U. S.; shortwave transmissions beam directly from the U. S.

Shortwave relay service is one year old and already represents an important link in the propaganda operations. London, for example, receives rebroadcast programs of this type in English, French, German, Italian and Polish. Special events such as the North African invasion call for full use of this radio system, and reports go on in many languages.

The technical quality of these relays is said to be excellent. In fact, recordings made in Britain of programs transmitted in this fashion under ordinary atmospheric conditions show little distortion and good volume.

A good illustration of British listener interest in American programming can be found in the case of Paul Manning, known as Airborne Paul. Manning, as Airborne Paul, over all the airwaves, is the story of an American war correspondent who covered the Eighth Air Force, a section of the U. S. Army Bomber Command. The Appreciation Index, an over-all evaluation of the BBC, showed a listener interest level of 82%, six points above their average for talks and discussions. Furthermore, 94% of the people who heard the first program said they wanted to hear more of the series.

FLIGHT REPORTER
Paul Manning, CBS, Trained As Air Observer

TO PREPARE for combat reports of missions with the U. S. Army Eighth Air Force, Paul Manning, CBS commentator, recently completed a training course along with seven other correspondents. At a base somewhere in England, they were trained as observers to accompany heavy bombardment squadrons on high altitude flying missions.

The correspondents were schooled in the use of the oxygen mask, in
FCC To Face Quiz On Draft Policies
Military Committee Seeking Cause of 442 Deferments

FCC OFFICIALS are likely to be among Government witnesses called before a special Military Affairs Subcommitte of the next week to tell Congress the grounds on which the Commission has obtained draft deferments for 442 employers.

The study of draft deferment policies of Federal agencies has been undertaken in the face of repeated charges that Government bureaus are hoarding manpower in the military age brackets. Rep. Costello (D-Cal.) is in charge of the inquiry.

Inquiry Underway

Investigators of the committee have already asked several war agencies, including the OPA, WPB, War Dept., and Civil Service Commission for a list of all deferred personnel. Rep. Costello says his committee will ask officials from agencies with high deferment proportions to explain their policies.

FCC recently was under considerable Congressional fire for deferments when Rep. Cox, (D-Ga.) chairman of the FCC investigating committee, said on the House floor it "is common gossip all over town that there is a higher percentage of draft dodgers as a result of requests of departments of the FCC than any other department of the Government." These deferments—442 in number according to Chairman Fly—have been defended by the Commission saying that most of the group are specialists and that the FCC Chairman felt they would do a more significant war job with the Commission than in military service [Broadcasting, Feb. 15, 22].

Noting reports that FCC's per capita deferments were higher than any other non-military Government agency, Rep. Costello said Friday that if it were so, someone from the Commission would undoubtedly be called to testify. He has said, however, that the purpose of the investigation is to remove the stigma from draft deferment by asuring that men retained by the Government are actually essential.

L. A. Radio Tax Plan

A BUSINESS license fee amounting to $100 a quarter, on $15,000 or less of the gross revenue of broadcasting stations, has been recommended to the Los Angeles City Council. Proposal was made in a resolution submitted by Councilman Roy Hampton and referred to the Ways & Means Committee. In Hampton proposed preparation of an ordinance setting up that schedule, plus $1 of $1,000 additional gross revenue.

Jack Holden, staff announcer of WLW, Chicago recently celebrated his tenth anniversary as announcer on the National Barn Dance, sponsored on NBC by Miles Labs, Elkhart, Ind.

FCC Probe Staff

(cont'd from page 11)

ney for the U. S. Attorney's office in Detroit during the last five years of his work there, mostly during the prohibition era. An old room in the old House Office Building has been assigned Mr. Carey and his staff. Among others, it is expected John Wesley Weeks of Georgia, former principal attorney in the FCC's broadcast section, will assist the New Yorker.

No word whatever has been forth-coming from any FCC source regarding the inquiry. Chairman Fly refrained from any comment at his news conference last Monday. In some quarters it was reported that staff members had been instructed not to discuss the inquiry.

It was entirely possible that before the specialized Cox inquiry into the FCC gets under way, that agency will be called before one of several Congressional committees on other aspects of its operations. Decision was announced last Wednesday by the House Military Affairs Subcommittee that a staff of investigators immediately would commence its study of draft deferments in Government agencies.

Deferments Questioned

The fact that the FCC has pro- curred deferments for 442 employes caused considerable debate on the House floor in connection with consideration of the FCC's appropriation [Broadcasting, Feb. 22]. Rep. Cox then declared it was "common gossip all over town that there is a higher percentage of draft-dodgers as a result of the request of the department in the Communications Commission than in any other department of the Government."

The Select Smith Committee to investigate so-called "bureaucracy" in Governmental agencies also has announced its intention of looking into FCC operations. This Committee was given an initial $60,000 fund by the House last Thursday. This week it is expected to name counsel and a prominent New England attorney is mentioned as the likely selection.

The Dies Committee, which was given another $75,000 appropriation a fortnight ago, has announced its intention of investigating three members of the FCC's Foreign Broadcast Intelligence Service. An appropriation of $100,000 has been established for the House Appropriations Committee to conduct its own investigation of fiscal operations and needs of all Governmental agencies.

The FCC appropriation of $75,000 approved by the House Feb. 17 represented a cut of $440,000 from budget estimates. The Senate Appropriations Committee is expected to hear the FCC on the same appropriation within a fortnight.
Algerian Circuits

Granted to Mackay

Networks, Press Associations

Said to Plan Protests

THE FCC's grant of a direct radio circuit to Algeria to Mackay Radio & Telegraph Co. will undoubtedly mean a shift to that company by its competitors in their programs from North Africa which have previously been carried over RCA Communications channels.

It is understood that the networks are considering protests to the FCC over the transfer of program service from RCA. Press Associations, it is reported, likewise may intervene.

Under the Commission authorization of an exclusive circuit to Mackay Radio, which was requested for military reasons, that company was ordered by the FCC to establish broadcast channels daily between the United States and Algeria. Mackay Radio is to handle broadcast programs daily from 1200 to 1400 GMT and from 2130 to 2330 GMT from Algeria to the United States.

RCA Communications had inaugurated broadcast program service from North Africa for American networks shortly after the invasion by Gen. Eisenhower's troops. These programs have been carried daily from Algeria and frequently on Tuesday hours. Program Sunday over the RCA link, less which has been handling Mutual pickup, also had its application denied to set up the service with Algeria.

RCA Communications was granted an authorization by the FCC for the establishment of a direct circuit to Dakar, which could be used for network programs from the West African point.

Levey Heads Scophony

ARTHUR LEVEY, a founder, director and major stockholder in Scophony, Inc., British television company, has been signed to a five-year contract to serve as president and general manager of Scophony Corp. of America. Mr. Levey recently established the new company in New York in association with General Precision Equipment Corp. and Television Productions Inc., a subsidiary of Paramount Pictures, which also is a stockholder in Allen B. Du Mont Labs., producers of television equipment and operators of an electronic sight-and-sound station, WXXW, New York.

RCA Industrial Ads

AN ADVERTISING campaign for electronic tubes, themed "do it electronically," has been placed with 18 specialized trade publications by RCA. The ads are designed to reach industrial users of electronic tubes, jobbers, engineers, and others affected by tube development. RCA explains "we must do a better selling job now because, although electronic technicians are important today in the war effort, they are also one of the most important products for the future."

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

AL BLAND, the popular comedian in "Morn Patrol," WCKY.

DAYS PER WEEK

WCKY 50,000 CBS PROGRAMS

BROADCASTING • Broadcast Advertising

CLYDE J. WHITE, senior supervisor of the engineering department of WGN, Chicago, has resigned to accept a lieutenant in the U. S. Naval Reserve, and reported for duty May 25. Robert Sibold, assistant supervisor, has been named to replace Lt. White. Robert Baird, chief of the engineering staff, has succeeded Mr. Sibold.

JAMES MATTHEY, new to radio, has joined WEBC, Bakersfield, Calif., as technician. He replaces Ken Taylor, now with the radio division of United Aircraft Corp., Burbank, Cal.

W. R. NICHOLS, chief operator and resident engineer of KINY, Juneau, Alaska, has resigned to accept appointment as assistant of the Alaska Aeronautics and Communications Commission.

MRS. S. E. ADCOCK, has obtained an operator's license after completion of the ESWM course at the U. of Tennessee and is now on the engineering staff of WROL, Knoxville, Tenn.

TONY VACCARO, former first engineer of WHEB, Portland, recently inducted into the Army, has been assigned to the service forces and stationed at Miami Beach.

BYRON STRONG, of the engineering staff of WSAY, Savannah, has resigned to accept position of assistant transmission engineer.

JKE KAY, engineer of WCP, Hollywood, has been made as field supervisor. He succeeds M. S. Adams, who recently resigned to join the Mackay Radio and Telegraph Co., KPO, San Francisco, has taken over Kay's duties.

JIM MURPHY, sound effects engineer of CBS Hollywood, has been inducted into the Army Air Forces and is training at Santa Ana, Calif.

HALDAM MARCH has joined the engineering department of WIRG, Philadelphia.

ROBERT L. RUSSELL, formerly with the legal section of the Chicago Naval Ordinance Depot and executive secretary, has joined the Hallicrafters Co. Chicago, where he is radio receiving sets, as administrative assistant. Mr. Russell served in several divisions of Hallcrafters, has been appointed manager of Government Contract Section.

HAROLD D. PAGER, former transmitter engineer of WAQV, Vinings, Ind., recently completed the Pre-Flight course at Ohio State U. and is now in a Signal Corps school in Philadelphia.

Minnesota Stations Air Speaking Contest Finals

MORE than 500 boys and girls, representing 64 countries, participated in a public speaking contest on "What The Four Freedoms Mean To Me," completed last week with a broadcast over WCCO, KSTP, Minneapolis-St. Paul; WQOC, Duluth; WMUR, Tribbing, Whitehall, Virginia, KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

The contest, sponsored by the Agriculture Extension Service of the U. of Minnesota and the Minnesota Jewish Council, was open to 40,000 members of 4-H Clubs and Older Citizens Clubs. All affiliated stations, and KSOO, Sioux Falls, S. D., broadcast first and second prizes.

CBC Relay Units

Assure Coverage

20-Watt Transmitters Are Used To Reach Isolated Areas

LOW-POWERED relay transmitters are being used effectively by the Canadian Broadcasting Corp. to provide adequate radio reception to isolated communities in the mountainous areas of British Columbia. Ten such 20-watt transmitters are in operation in British Columbia and one in Edmonton, N. B., with plans to extend the service to all isolated communities on the CBC 3,000-mile network system, according to Gordon W. Olive, chief engineer.

Wire Lines Used

When Revelstoke, B. C., was deprived of radio in the fall of 1940, with suspension of its only station, a 20-watt relay transmitter was installed in the railway telegraph repeater station. All programs routed through the repeater office were fed to the station.

CBC field engineers ascertained that railway telegraph circuits acted as carriers for the radio frequency signal and that persons living up to 18 miles away from Revelstoke reported good reception. Soon other relay transmitters were installed and inhabitants of remote areas were given their first contact of radio.

Call letters and frequencies of the relay transmitters in British Columbia are:

CBRA Revelstoke, 500 kc; CBRS Prince George, 900 kc; CBRW Wells, 940 kc; CBRW Williams Lake, 780 kc; CBRQ Qualicum, 800 kc; CBRK Kimberley, 900 kc; CBRF Fernie, 940 kc; CBRG Cranbrook, 1340 kc; CBRR Creston 730 kc.

RADIO MARINE Corp. of America has been awarded the Maritime "M" contract for service in the East. Official presentation will take place March 20.

Versatile Cleric

LOSS of an announcer-engineer at WBRW, Welch. W. Va., ordinarily would have created a serious problem, but the Rev. Robert Alfred Godfrey, pastor of the First Baptist Church, Faier, W. Va., saved the day. The Reverend Bob, as he is known, has his own program, "Sermonettes," at 2:45 p.m. daily on WBRW. When the station lost the announcer-engineer, Bob passed an examination for operator, then took 4½ hours daily as announcer and engineer, working 18 hours a week. In addition to preaching and filling in at WBRW, the young minister is Civilian Defense Commander for Wheeling and does a weekly half-hour program in behalf of the War Bonds. On the air he calls himself Alfred Godfrey.
THIS 100 KW. TUBE (type 862), ran for 23,500 hours, more than three years, at WWL, New Orleans. Emphasizing care in equipment maintenance are L. E. N. du-Treil (left), WWL transmitter supervisor, and Joseph E. Gros, engineer in charge of tubes.

Madden Joins RCA
EMMET N. MADDEN, formerly manager of the Frigidaire and Household Appliance Division of General Motors overseas operations has joined the RCA Victor Division of the Radio Corp. of America, as manager of the overseas subsidiary and affiliated company operations, according to an announcement last week by J. D. Cook, managing director of the International department. The appointment, Mr. Cook said, was in line with RCA’s postwar planning activities, looking forward to the reopening of world markets when the war is over.

RCA Tube Advice
FIVE rules to prolong the life of electronic tubes are explained in “Tips on Making Transmitting Tubes Last Longer,” booklet being distributed by RCA Commercial Engineering Section, Harrison, N. J. RCA says tubes operated at maximum voltage capacity wear out sooner, and gives detailed instructions for the right method of putting tubes into operation by a slow start.

PHILIP LIVINGSTON THOMSON, pioneer in the use of industrial institutional advertising, recently completed his 40th year with Western Electric, where he is director of public relations. Mr. Thomson went to W-E in 1903 as a $10 a week clerk, rose to advertising manager within eight years, and has continued to direct the company’s advertising ever since.

W6XYZ TELEVISION OPERATIONS BEGIN
WITH FCC special authority, television station W6XYZ, Hollywood, owned and operated by Television Productions Inc., a subsidiary of Paramount Pictures Inc., began experimental program operations recently, in charge of Klaus Landsberg, director of television.

Station transmits on 100 watts video and 200 watts audio, on television channel No. 4, with picture carrier frequency of 79.25 megacycles and sound carrier frequency of 83.75 megacycles. FCC construction permit to Television Productions Inc. was granted Aug. 5, 1940. Du Mont cameras and transmitting equipment augment several custom-built units designed and constructed under direction of Mr. Landsberg for W6XYZ. Station is also using a special experimental antenna system.

Mr. Landsberg, who joined Television Productions Inc., in August 1941 as chief engineer, was named director of television a year later. Previously he had been affiliated with Farnsworth Television Inc., Philadelphia; NBC New York, and the Allen B. Du Mont Labs, Passaic, N. J. Associated with him in W6XYZ are Adeline Jay, technical assistant and stage manager; H. A. Strothers, transmitter operator; Eugene F. Hagemeyer, studio operator, and Rina J. Williams, sound operator.

To conserve equipment, no heavy program schedule is planned, according to Mr. Landsberg. Activity will be most entirely confined to Civilian Defense, with two programs weekly, in which civilian defense workers will receive instruction in the use of emergency equipment via television. Receiver sets have been installed in Hollywood police stations by Television Productions Inc., augmenting some 200 receivers in private homes.

With the addition of the twice-weekly program on W6XYZ, the Los Angeles City Defense Council is conducting an education campaign through 12-weekly broadcasts on 10 stations, Joe Micelle, Council radio relations director, disclosed. Programs include Fire Defense, KMTR and KGDF, Los Angeles; Mr. and Mrs., informal interview, and a weekly information series on KFWB, Hollywood; Women’s Journal on KPAS, Pasadena; Soldiers in Munitions KNX, Hollywood; Victory Volunteers on KFAC and KKRD, Los Angeles; Civilian Defense Action on KFI, Los Angeles, and War at Home on KPMC, Beverly Hills.

Canned Radio
CODE and theory are not essential to the operator of a new 23-pound portable radio transmitter recently developed by the Army Signal Corps. Waterproof, and attached to a parachute, the set is powered by a hand-cranked generator and sends an SOS recorded on a disc within. Signal covers 25 miles under any conditions, and reaches 500 miles on favorable nights.

WOMEN TAKE OVER
Mother of 7 Among Feminine Engineers at CBC
HAVING LOST 40 engineers to military service and with others about to be called, the Canadian Broadcasting Corp. is solving its manpower shortage with women operators.

Already on the job at CBC, Montreal, is Mrs. Germaine L. Danois, mother of seven children. Following the recent death of her husband, Pierre Dandois, operator of CBC, Mrs. Dandois stepped into the job. She formerly assisted Mr. Dandois when he operated the amateur station CHNC, New Carlisle, Que.

Another woman now doing full-time duty is Joan Annand, daughter of James Annand, former manager of CFRB, Kingston, Ont., and CKTB, St. Catharines, Ont. Miss Annand is on duty at CBL and CBY, Toronto. She formerly operated at CFRB and CKTR.

Edna Little, formerly of CBR, Vancouver, and one-time music library clerk for CBC Toronto, now is a studio operator in Toronto. Mary Muir, who joined CBC Toronto as PBX operator, is being trained for a studio operator’s post at CBL and CBY.

Women operators at CBC studios work 44 hours weekly and are doing efficient work, officials report. A train manpower more women will be trained to take over while the men are in service.

WADE BARNES and Donald Heyworth, announcers of WCAU, Philadelphia, are collaborating on a play, More Than You Know.

THAT MOUSETRAP STORY
THAT old mousetrap story may be all right for the man who can afford to sit around and wait. But if you want to keep out of the red and keep your employees out of the breadlines, your change-over to peacetime operations will have to be done quickly.

And that quick change-over means a market, ready—waiting for you! Keep your customers waiting for you by giving them something they value—radio entertainment—to remember you by.

Surveys prove at least one quarter of all radios in Canada’s richest market are always tuned to CFRB.

ROAD TO RADIO RESULTS

BROADCASTING • Broadcast Advertising March 1, 1943 • Page 39
Disc Ban May Go to FDR

(Continued from page 8)

and the obvious prerequisite of enabling legislation, were raised.

"Certainly membership in an organization should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members," said the letter. It was suggested that until such time as AFM procured "Congressional authentication" for the plan, which he himself had termed "absolutely new" that "you permit your members to return to work immediately and produce phonograph records and transcription which are sorely needed for both civilian and military morale.

Private Tax Questioned

AFM was told that 80% of all records sold were for use in private homes and that their manufacture has increased employment of musicians. The royalties proposal, it was pointed out, would ultimately place the tax on the public which buys records for home use and is in no way responsible for whatever employment may exist.

Serious question also has been raised about the legality of a private unemployment tax which, if authorized in the case of union musicians, might spread throughout the field of organized labor. The letter to AFM, pointed out that the Government has provided taxes for employment relief and that "a second tax for a new private system aimed at the same relief seems wholly unjustified”.

Meanwhile, the Federal District Court in Chicago last Tuesday authorized a 20-day extension for AFM, or until March 29, for the filing of its reply to the Dept. of Justice amended complaint in the second anti-trust suit against the union. Judge John P. Barnes, who granted the extension, two weeks ago ordered the case to trial on the basis that the Government complaint raised issues not ruled upon in the earlier case which was dismissed by him last Oct. 12 as a "labor dispute". The new contentions related to the probable demise of many small broadcasting stations deprived of recordings as a result of the Aug. 1 ban.

The anticipated entry of a CIO musicians union into the recording field has not materialized and whether it will all so seems doubtful. Studio Record Co., New York, which in January circularized stations with an offer to supply them with records of new tunes played by CIO bands on a regular basis but which had not started operations pending the outcome of the negotiations between the AFM and the recording companies, stated last week it had abandoned its plans for the present, at least, because of the shortage of shellac.

AFRA Pact Talk With Nets Starts

Negotiations Concern Union’s Commercial and Disc Codes

NEGOTIATIONS between American Federation of Radio Artists and signatories of the union’s commercial and transcription codes are expected to get under way early this week. Both sets of negotiations are also expected to be concluded in short order, as AFRA has proposed no changes in the present contracts except increases in the minimum scale in conformity with cost of living increases since the contracts were first agreed on and their extension for another year, was done in the case of the AFRA sustaining code.

Seeks Higher Scale

AFRA is asking for a 19% increase in the commercial minimums, based on cost of living increases between Dec. 15, 1940 and Dec. 15, 1942. Although advertising agencies are infinitely concerned, they have never signed the code, but gave letters to the network carrying their programs that they would abide by its provisions, the network producers actually signing the union contracts. In negotiations, it is understood that the same procedure will be followed as before. A committee of network executives will be invited to sit in on the discussion as “observers.”

A. K. Spence, radio executive of J. Walter Thompson Co. and chairman of the AAAA committee on radio broadcasting, said that the agency group will include agencies which are not AAAA members as well as those that are. Membership in the group, which was completed last week, but will as far as possible include men who were in on previous negotiations, he said.

Agency and network representatives held a preliminary meeting at AAAA headquarters in New York last Tuesday, when the first operation of the code and the new proposals were generally discussed. A similar meeting also held last week by representatives of transcription companies who received AFRA’s request for a 10 per cent increase in the minimum transcription scale, based on the rise in the cost of living between Dec. 15, 1941 and the same date of 1942. After a brief general discussion, the members of the group also agreed to meet with AFRA.

Larvex Spots

ZONITE Co., New York, with a 97% sales increase in 1942 for its Larvex mothproofing agent, will enlarge its 1943 advertising appropriation by 39%. Drive will start in April, comprising a spot campaign on 54 stations in addition to the use of an expanded list of newspapers and national magazines. Zonite has used limited spot radio in the past for Larvex. McCann-Erickson, New York, is agency.
Kobak to Revamp Blue Day Schedule
Will Vary Programs to Draw Non-Serail Listeners

PLANS are under way for reprogramming the entire daytime structure of the BLUE, Edward Kobak, BLUE executive vice-president, told a news conference in Chicago last Tuesday.

"As a result of an independent survey of 5,000 calls in 100 cities recently made for us, we have assembled some vital information on daytime listening habits," he said. "We have come to the conclusion that the daytime serial, an elemental form of daytime programming, will retain its tremendous popularity but there is also an equally as large, if not larger, audience that does not listen to daytime serials all day long. We intend to go after that audience."

"The Morton Downey program sponsored by Coca-Cola, Baby Institute, Mystery Chef, and True Story—all Monday through Friday programs, are part of the plan to capture a large part of the daytime audience."

"The BLUE is still on the block", Mr. Kobak said, "but there is little likelihood of action until the Supreme Court decision on the FCC network regulations. Both Mr. Woods (BLUE president) and myself plan to stay with the network after it is sold."

Leeming Reply Charges FTC Strains Ad Claims

INCORRECT, artificial and strained interpretation of advertising for Bruce Beneke is alleged in the reply filed last week by Thomas Lesmire & Co., New York, to a Federal Trade Commission complaint charging that radio and other advertising misrepresented the therapeutic value of the preparation.

The firm said that FTC, in issuing a complaint against the advertising, violated a stipulation signed in 1937 and that the Commission's interpretation and construction of the material did not accurately reflect its content.

NOW Maj. Rorke

CAPT. HAL B. RORKE, recently named assistant to Col. William Nuckola, assistant to the director, War Dept., Bureau of Public Relations, for Air Force Broadcasting, has been elevated to major of Army Air Forces. He recently was transferred from the War Dept. Radio Branch. Before entering the service, Maj. Rorke was assistant publicity director of CBS New York and head of CBS West Coast public relations.

Clinic on Programs Is Held by Mutual

Seven-Point Plan Is Subject Of Meeting in New York

A SEVEN-POINT recommendation plan to improve Mutual's services to listeners and advertisers was the main subject under discussion at the first MBS program clinic, held Feb. 22 and 25 at the Hotel Ambassador, New York.

Mutual executives, program managers and officials of key Mutual stations attended the meetings on those two days, separating the sessions so that program officials could attend the BMI industry music meetings on Feb. 23 and 24.

Daytime Plan

The seven recommendations offered those attending the clinic, details of which are not yet ready for announcement, covered a new daytime structure which will be submitted to the Mutual board of directors at its next meeting; plan to cut the mutual network bulletin broadcast at frequent intervals during the day from two minutes to one minute in length; plan to hold meetings similar to last week's every three months; a recommendation that special events be cleared on a prompter basis.

General discussions also were held on over-crowded coverage by Mutual; of the new Censorship Code with Eugene Carr of the Office of Censorship, and of the operations of the OWI with Merritt Barnum and Jack Van Nostrand of the OWI.

Miller McClintock, president of Mutual, opened the sessions Monday. Adolph Opfinger, Mutual program manager, presided at all meetings. Present were Julius F. Seebach, WOR, New York; Frank Schreiber, Myrtle Goulet, WGN, Chicago; Clifford Daniel, NBC, Cleveland; Donald Kapner, WCAE, Pittsburgh; Ed Walls, Benedict Gimbel Jr., WIP, Philadelphia; Herbert Rice, WGR, Buffalo; George Steffy, Yankee Network; Van Newkirk, Don Lee Network; Theodore Campeau, CCLW, Windsor-Detroit; Madeleine Enslen, WOL, Washington; Herman Fast, WKRC, Cincinnati; C. M. Hunter, WHK, Cleveland; Bert Hanauer, WPBR, Baltimore, and Mutual officials, Tom Slater, Hal Waxner, Lester Gottlieb, James Mahoney, Andrew Polio, Fred Weber and Dave Driscoll.

Dress Firm on WOR

WITH commercials stressing restricted buying of dresses, McKettrick Williams Inc., New York, moderate priced dress firm, has started participation on Bessie Beaty's program on WOR, New York, the station's first dress account, and McKettrick's first venture into radio. Since Miss Beaty has been urging listeners to buy new clothes, McKettrick's conservation plea will be in line with the rest of the program.
Treasury's Newspaper Ad Suggestion Draws More Protests By Local Stations

THE TREASURY'S recent letter to broadcasters, suggesting that they place in local newspapers a fullpage advertisement of an enclosed mat to boost War Bond sales, has provoked protests from station officials.

Following publication in the Feb. 15 issue of Broadcasting of a reply sent by Morgan Saxton, general manager, KFOM, Clinton, Ia., to Vincent Callahan, director of radio and press of the Treasury War Savings Staff, other broadcasters have replied in a similar vein.

"I should like to point out that the Treasury Dept. has lent their endorsement to the local merchants for this type of advertising, and as a result, the newspaper has taken advantage to the extent that they are actually making a profit greater than the normal cost of the page at a maximum reduction of $5.50 per thousand," Mr. Gonce wrote, with reference to the Treasury mat: "I have had many requests from Government officials for free radio spots which they have granted them all. However, this request is a little too much for me. Here at KATW we give the many Government agencies an average of around 20 per cent of the actual broadcast time per month which, if paid for at regular published rates, would amount to more than our present gross income."

Mr. Gonce said KATW probably would not have had its last operator with its first-class license been rejected by the Army.

 Newspapers Favor ed

Bert Georges, general manager of WHER, Providence, R.I., and Chet L. Gonce, manager of KWEW, Hobbs, N. M., joined Mr. Saxton in offering the Government all the free time necessary in the war effort. Both, however, drew the line on buying page ads in local newspapers, particularly in view of curtailed radio revenue and the struggle all stations have encountered because of the war.

Enclosing a clipping from a local newspaper, Mr. Georges wrote Mr. Callahan: "I should like to point out that the Treasury Dept. has lent their endorsement to the local merchants for this type of advertising, and as a result, the newspaper has taken advantage to the extent that they are actually making a profit greater than the normal cost of the page at a maximum reduction of $5.50 per thousand."

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Hidden Clause Found

As Court Upholds Suit
of KOTN in Fire Loss

SUSTAINING a lower court's decision, the Arkansas Supreme Court recently awarded damages of $3,531 to the Universal Broadcasting Corp., operator of KOTN, Pine Bluff, Ark., against the United States Fire Ins. Co. as a result of fire in the station's transmitter plant Oct. 15, 1941.

According to B. E. Parriish, station general manager, the insurance company refused settlement on the grounds that the KOTN policy contained the "electrical current clause," which provided the insurance company would not be liable if loss was caused by electrical currents, whether artificial or natural. The fire in question originated in a cabinet and was burning when discovered.

The Arkansas Supreme Court held there was no evidence to prove the insurance company's claim that the blaze was caused by a short circuit or other electrical disturbance, the report stated.

In Arkansas the burden of proof as to origin of a fire is upon the insurance company while in some other states the insurer must prove origin.

Declaring that KOTN had interpreted the electrical exemption "hidden" clause to cover normal burning out of dynamos, motors, coils, tubes and other devices, Mr. Parriish said:

"Many station owners do not doubt interpret similar clauses in the same manner. It might be well for every broadcaster to re-examine his fire insurance policies and be sure they cover the things they think they do. It is not always easy to get an entire transmitter with no chance of collecting damages because of that little clause."

TO CORRELATE operations of its programs and sales departments, Don B. Corcoran, president of WITI, Milwaukee, recently opened a new program and sales department in mid-February created a new commercial program department, according to Sydney Garson, general sales manager. Under direction of John A. Stewart, the new department is designed to offer better program service and wider variety of shows to advertisers.

VICTOR HUGO-VIDAL has started a series of three-week commentaries for Latin America over shortwave stations WCOR, WCDA, WRUL and MLWO. WRUL is in cooperation with the Office of Coordinator of Inter-American Relations. Victor Vidal of Mexico City is the commentator and produces for the CIA the Spanish and Portuguese shortwave versions of its"Radio Hispánico" service, and the "Noticias de la Canción" and "Noticias de los Héroes." vinyl:

SAMUEL WOODWORTH, general manager of WFBL, Syracuse, N. Y., founded the station in 1922 while sales manager of the new radio department of the Westinghouse Co. in Syracuse. Finding that static ruined most of his receiver sales, Mr. Woodworth overcame the difficulty by building a 100-watt transmitter in the basement of his home and of the 25-year anniversary of WFBL was celebrated last week.

PRESIDENTS OR DEANS of eight Michigan church colleges are speaking in a series started recently by WJR, Detroit, 11:30 p.m. Saturdays.

 Bing Crosby donated his time on a broadcast of Ships Ahoi, KPO program to secure more shipyard workers in the key area, when he was a guest on the CBS program in San Francisco.

CBB, Vancouver, has started a radio workshop with series of weekly lectures and discussions to 25 high school students sponsored by the British Columbia Broadcasting Co. Each session provides a lecture on the principles of radio work and practical instruction to those interested. The series is in charge of Ken Caple, BBR director of school broadcasts, and microphone work courses under John Barnes, BBR producer.

Meet the LADIES

ESTHER VAN WAGONER TUFTY

NOT a "woman's program" but the news as reported by a woman. That's the way Esther Van Wagoner Tufty describes her Headlines from Washington broadcast over the Atlantic Coast Network from WWDC, Washington, 12:45-1 p.m. Monday through Saturday, sponsored by Plough Inc. for St. Joseph's Aspinyl.

An outstanding correspondent, Mrs. Tufty heads her own news bureau and is one of the few women privileged to attend President Roosevelt's conferences. She also contributes feature articles to the North American Newspaper Alliance, Transradio Press, Newsweek and the Central Press Assn.

As president of the Women's National Press Club last year she was in charge of the radio committee, the King of Greece and the Duke and Duchess of Windsor. At the invitation of the Ministry of Information she recently completed a six-weeks mission to England where she talked, wrote and broadcast in the target zones.

For seven years Mrs. Tufty has been a Washington correspondent but has retained interest in her home state of Michigan where her brother, Murray D. Van Wagoner recently retired as governor. She is married to Harold Guildford Tufty, power consultant to Secretary of the Interior Harold Ickes, and has two sons, Harold Jr., a student at the University of Virginia, and James, a student at the San-

Symphony Programs

ARTURO TOSCANINI, NBC con-
ductor, will conduct the NBC Sym-
phony Orchestra in a non-broadcast concert for the USO Camp Shows Inc., at the Naval Air Station, Lake-
hurst, N. J., March 17, The New York Philharmonic, regularly heard on CBS, presented a program under the direction of John Barbirolli at Rosemont's new Col. Feb. 12, and the Boston Symphony, currently on \( \text{BLUE} \) has volunteered its services to USO for a series of performances for the armed forces.
FOOD RATIONING HELPS RADIO

Time Shift
(Continued from page 12)

many factories are operating on a 24-hour basis. FPC surveys show conclusively, however, that even though the larger plants are operating 24 hours a day, the shift and third peak-loads are not as high as the first.

Billing on Local Time
Lost revenue in rebates and new billings as a result of time change will face broadcasters whose operations are moved back an hour to conform to the new state laws in Michigan, Ohio and Georgia, it was indicated. The general opinion of the four major networks, expressed to Broadcasting, Feb. 22, also shift from the original to the repeat broadcast on CBS stations in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalameez, Mich. Sponsored by R. J. Reynolds Tobacco Co., Blindie is heard 7:30-8 p.m. (EWT) with shift 10:30-11 p.m. (EWT). Wm Esty & Co., New York, is the Agency. Frazier Hunt, sponsored by General Electric Co., through Maxon Inc., New York, is heard 6-15 p.m. (EWT), with repeat at 10:45 p.m. (EWT).

The Jack Armstrong program, sponsored on the BLUE by General Mills, through Knox Reeves, Minneapolis, will be heard at the repeat time of 6:30-6:45 p.m. (EWT) instead of the original broadcast time of 5:30 p.m. on the following BLUE affiliates in Ohio and Michigan which switch to Central War Time: WING, Dayton; WIZE, Springfield; WABC, Columbus; WWJ, Lansing, and WELL, Battle Creek. These stations will also take two other BLUE programs an hour earlier than previously, thus shifting the cost for their sponsors from an evening to a daytime network rate. Programs are Captains Midnight, sponsored by Wander Co., through Blackett - Sample - Hum- mert, Chicago, at 5:45-6 p.m. (EWT) on the original broadcast, and Terry and the Pirates, heard at 6:15-7 p.m. (EWT) under sponsorship of Quaker Oats, through Sherman & Marquette, Chicago.

None of the NBC programs are affected by the measures adopted by the three States, and the network reported its affiliates shifting to central war time in those states to be WCOL, Columbus; WLW, Cincinnati; WOOD, Grand Rapids; WSAM, Saginaw; WWJ, Detroit, and WSB, Atlanta. NBC's second affiliate in Cincinnati, WSAI, is remaining on Eastern War Time, however. Only NBC affiliate not reporting which time it will follow as of last week, was WHIZ, Zanes- ville, O.

At Mutual, it was reported that six Georgia outlets planned to shift to Central War Time, including WAL, LaGrange; WGOV, Val- dostan; WDAK, West Point; WALB, Albany; WBML, Macon, and WATL, Atlanta. In Michigan, Mutual members station WJMS, Ironwood, and WLAV, Grand Rapids, will shift to CWT, and still indefinite last week as to its plans was WHKC, Columbus.

FALSE and misleading claims in radio and other advertising are charged in a Federal Trade Commission complaint filed Feb. 17 by Dr. Morton L. Labin, Inc., Omaha, compounder of hog and poultry medicinal preparations. (Master Liquid Hog Medicine; One-Shot Hog Wormer; Master Florening; Master Fluid; Master Liquid Poultry Medicine; Masteroil)

“FOUR YEARS OF SPONSORSHIP”
And audience monopoly over WQAM for

“THE SHADOW”
Available locally on transcription—see C. MIChelson 67 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising

CHNS
HALIFAX, N. S.
The Key Station of the Maritime Provinces Representives WEED & COMPANY

OTIS MORSE, IV Program Director

RADIO ADVERTISERS
Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by

WSBA 900 THE "MID-POINT" ON YOUR BAND Pittsburgh, Pa.

The Map That Mail Built!

The Time to Buy in Central Pennsylvania

Thousands of buyers in this rich Central Pennsylvania area of the State listen to WSBA. It's proved by . . .

March 1, 1943 • Page 43
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 20 TO FEBRUARY 26 INCLUSIVE

Decisions...

FEBRUARY 20

WSKY, Charleston, W. Va.—Proposed denial without prejudice of CP change transmitting equipment, increase power, adopt.

WSON, Henderson, Ky.—Proposed denial without prejudice of CP change transmitting equipment, D only, 860 kc, change transmitting equipment.

FEBRUARY 22

KIGD, Boise, Idaho—KORA, Eugene, Ore.—License extension to March 1945.

KING, Seattle, Wash.—License hearing 1944.

WCAE, Cambridge, Md.—License renewal to April 1944.

WLOF, Orlando, Fla.—License renewal to Feb. 1, 1944.

WKBG, Okmulgee, Okla.—License hearing 1944.

WBBW, Birmingham, Ala.—License hearing 1944.

WBNJ, New York—License renewal to Nov. 1944.

FEBRUARY 23

KETW, Spanish Fork, Utah—Obit request unlimited time.

Applications...

FEBRUARY 23

KXVO, Bellingham, Wash.—Special Serv. granted, extends license to Feb. 1, 1945 CP-extend completion date.

KIBC, Hermiston, Ore.—Application to change service authorization operate 1600 kc, 500k W, 1 kw D, unlimited.

Network Accounts

All Time Eastern Wartime unless indicated

New Business

B. F. GOODRICH Co., Akron (institutional—on March 15 starts new 15 1/2 min. daily, CBS news analysis, on 116 CBS stations Mon.-Thurs. 6:30 p.m., Thurs. 6:15 p.m., four times per broadcast time.) Agency: BRIO, N. Y.

P. BALLANTINE & SONS, Newark, N. J.—Network extension to March 1945.

The prime criteria is that, in whatever an organization can increase production, release workers for other employment or otherwise aid the war effort through enforcement. The regulations, released yesterday have been sent to all regional offices.

Liaison Is Local WMC

Practical administration of this edict is largely in the hands of regional and local stations, and exemptions are possible where it can be shown conclusively that a station cannot operate effectively or efficiently by increasing the work week (See story on page 18).

All organizations employing fewer than eight persons are exempt from the terms of the regulation on the extension of the theory of the war work in such cases would not produce any appreciable release of employees. In cases where a broadcaster is in doubt as to whether his station is within an area designated as critical, WMC advises him to contact the local regional office for precise definition.

This likewise applies to any other matter of operation under the regulations.

The regulations insist that in areas of labor shortage “employers do not hire new workers when their manpower can be effectively met by a fuller utilization of their current labor force.” This will not likely mean very much to stations since the industry already declared essential but decisions on new employment had best be determined in consultation with WMC office. Specific exemptions beyond those covering organizations employing less than eight persons are: agriculture, State and municipal employees, youths under 16, and individuals “who, on account of other employment, household responsibilities, or physical limitations are not available for full time work.”

General opinion in Washington held that regulations did not go very far in clarification and it was felt that the bulk of definition and application will have to be determined in the field by regional and local officials of WMC. The regulations provide an outline and specific rulings will have to be made in terms of individual problems and needs as seen in any given place.

Seek Patriotic Song

A NATIONALWIDE contest to find a patriotic song of outstanding merit, the winning composition to have a world premiere on NBC during National Music Week, May 2-8, was announced recently by NBC, which will sponsor the competition in cooperation with the National Federation of Music Clubs.

Soscopic Ready

THE 1943 SESAC Music Guide, three times larger than last year’s edition, is being mailed to 5,000 executives in stations, advertising agencies, transcription and recording companies, hotels and motion picture studios. The new 63-page contains an annotated classified music list, available in catalogs of SESAC member publishers, and includes the names of the 17 new members. Also included are lists of phonograph records by title, number, and artist, and selected music of the Latin American and Spanish type.

WMB, Philadelphia, is the first to report a contract with Atlantic Refining Co., which has league baseball this year. Atlantic is understood to have arranged broadcasts of both Philadelphia major league teams, and is planning through N. W. Ager, that city (Broadcasting, Feb. 22).

MARCONI MEMORIAL honor award plaques were awarded recently to these communications officers of the armed forces at the 18th annual dinner of the Veteran Wireless Operators Assn., by WIBG, Philadelphia. The award is presented each year to the individual who has made outstanding contributions to broadcasting. The recipients are: Capt. J. McGonigle, WVQA president. Displaying plaques are (seated l to r): Capt. E. M. Webster, Coast Guard Communications Director; Capt. Carl F. Holden, Naval Communications Director; Maj. Gen. Dawson Olinstead, Army Chief Signal Officer, Standing, Capt. Thomas Blau, U. S. Maritime Service commandant; Lt. Col. J. P. Berkeley, Marine Corps communications officer; Major W. Wilcox, Col. A. W. Mariner, Marine Air Forces Communications Director; A special commemorative medal was presented Maj. Gen. Follett Bradley, commanding general, First Army Air force, for his pioneer work in spotting artillery fire by airplane in 1915. Charles J. Pannill, president, Radio Marine Corp. of America, and W. Hallcrafters Co., both life members of the WVQA, also received special medals for their achievements in industry.

WIDE, Philadelphia, is the first to report a contract with Atlantic Refining Co., which has league baseball this year. Atlantic is understood to have arranged broadcasts of both Philadelphia major league teams, and is planning through N. W. Ager, that city (Broadcasting, Feb. 22).
ARMY OPENS WVCX IN SITKA, ALASKA

LATEST addition to the chain of Alaskan stations operated by the Army is WVCX, Sitka, recently licensed by the FCC after broadcasting unofficially as KRAY. The number of stations in the Army's network is not revealed.

WVCX operates on a non-commercial basis, broadcasting transmissions of network programs supplied by agencies in cooperation with OWI. The station also re-broadcasts five OWI news periods daily from San Francisco, in addition to sports and other shortwave features. Studios were constructed and now are in operation under the supervision of Col. M. H. House, station manager. Col. Walter A. Shaoff is president of the board.

Network shows on WVCX include Kate Smith, Kay Kyser, Lux Radio Theatre. Agencies helping the station are: Blanket-Sample Hummert, handling Easy Aces, CBS show sponsored by Anacin Co., and Ruskel M. Seeds, Chicago, agency for Revelle Roundup, Grove Labs, program on NBC.

PERSONNA TEST
PERSONNA Blaude Co., New York, will make the first test of a radio advertisement, Wednesday, March 3, with a 13-week test campaign on WJZ, New York, with a national campaign under consideration if the first venture proves successful. Firm will use transmitted announcements five times weekly prior to the Esso News Reporter three-minute period at 11 p.m. Agenc is Amos Parrish & Co., New York.

PROFESSIONAL DIRECTORY

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

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. Dl., 1205
Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEER
MONTCLEAR, N. J.
MO 2-7859

HERCULT R. SKIFFER
Consulting Radio Engineer
F ield INTENSITY SURVEYS
STATION LOCATION SURVEYS
CABLE & BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEOGE C. DAVIS
Consulting Radio Engineer
Monsey Bldg. District 8456
Washington, D. C.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broadway, New York, N. Y.

RINC & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Monsey Bldg. • Republic 2347

We don't want PUMPKIN CENTER

MAIL ATLANTA MBS
Represented by SPOTT SALES INC.
Radio’s Part in New Air Raid Signals in Conflict With Code

Army Order Using Stations in All-Clear Contrary to Censorship Provisions; Meeting Set This Week

CONFLICT between the newly-announced air raid setup in the Eastern Defense Command and the Code of Wartime Practices for American Broadcasters, which come to light this week, is expected to be ironed out Tuesday, March 2, at a meeting of Army officials with the Office of Censorship.

Under the new signal system, set up by the Eastern Defense Command, sirens are to be used only to announce the approach of enemy planes. Radio is to broadcast the all-clear.

The conflict bobbed up when some eastern stations, guided by the Censorship Code which admonishes against encouraging listeners to depend on radio in case of an enemy attack, were ordered by the Office of Censorship to broadcast the all-clear after test blackouts had been conducted.

PA Questions Order

In New York, where the new system was first tried out, the radio wire services were asked to flash the all-clear to the city’s radio stations. Press Assn. questioned the Army order on the basis that the Censorship Code prohibited radio from urging listeners to keep tuned in for advice and assistance.

Paragraph (e) Section II of the Code, revised as of Feb. 1, 1943 [BROADCASTING, Feb. 15] states “in view of the provisions . . . of this Code, which prescribe radio silence at the scene of an air raid until the all-clear, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur.”

Plan Contrary to Censorship

Since the Code was issued, the Eastern Defense Command and OCD arranged with local radio stations in each community to broadcast the all-clear during the recent tests. Although published instructions told the public to keep tuned to certain frequencies, to be announced later, those frequencies had not been made public at the time of the initial test-alerts. Consequently when the all-clear was announced, all local stations were asked to broadcast it.

It was learned that under the proposed plan certain stations are to be designated in each community as official all-clear stations in case of actual air raid. Although radio would be off the air during enemy action, the public will be urged to keep their sets turned on and tuned to the designated stations for any official messages or instructions the Army might wish to broadcast.

That part of the new setup is contrary to the Censorship Code, but it is expected that after the Tuesday conference a compromise plan will be accepted. In the meantime the Third Service Command announced plans for an area-wide blackout March 4, in which all stations in Maryland, Pennsylvania, the District of Columbia and Virginia have been asked by the Army to broadcast the all-clear.

Ryan Explains

J. Harold Ryan, assistant director of censorship in charge of radio, told BROADCASTING that a year ago his office and the Army discussed radio’s potential part in air raids and that the Army was insistent that stations should not encourage listeners to depend on them for information in time of an actual raid.

As a result of that conference the Censorship provision was formulated. Mr. Ryan added that his office was not officially apprised by the Army of any changes in policy.

It was learned that the Office of War Information halted attempts of the Third Service Command to broadcast a simulated air raid in the Philadelphia, Baltimore and Washington areas. Maj. Gen. Milton A. Reardon, commanding general, Third Service Command, Baltimore, reported to have sent transcriptions of the simulated raid to 16 stations, but the OWI stopped the proposed broadcasts on the grounds that they violated Censorship Code provisions covering “horror” programs.

Meanwhile in Washington the question of who’s right arose as it was recalled that Byron Price, Director of the Office of Censorship, in releasing the revised Code, pointed to a forward which specifically states “The Code of Wartime Practices is issued pursuant to instructions by the President who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.

Division of Power

Those of military minds pointed out that the Secretary of War created the Eastern Defense Command and that such things as defense were under the Army. On the other hand others contend that Censorship was charged with supervision of “domestic voluntary censorship” and until an area is designated as a combat zone, that Office continues to function. Should an enemy attack take place then the Eastern Defense Command would become a zone of combat.

All Clear on Blue

ALL-CLEAR, broadcast by Washington stations at 9:30 p.m. Feb. 22 when the nation’s capital had its first blackout test under new Army signals, was heard around the BLUE circuit as the bugle blow assembly heralding the Coca Cola Parade of Spotlight Bands. The announcement at WMAL, Washington’s blue outlet, inadvertently pushed the network channel button to give the “Washington practice all-clear” announcement after the station break. Consequently the all-clear from Washington was carried by all BLUE stations on the network.

Allan Curnutt Is Named As Manager of WCLP

ALLAN CURNUTT, for the last year’s associate manager and vice-president of WMAM, Marinette, Wis., has been appointed general manager of WCLP, Janesville, Wis., Mutual and Wisconsin Network affiliate. He succeeds James F. Kyler, who has not yet announced his plans.

Mr. Curnutt appointed James Robertson program manager, succeeding Hester Kyler.

Before his connection with WMAM, Mr. Curnutt was in the sales department of WIBA, Madison, and in the advertising departments of various Madison newspapers, and once served with Lever Bros. and Cudahy Packing Co. in sales capacities. Mr. Robertson was at one time at WHA, University of Wisconsin, and is now associated with WIBA as producer. For the last year he was program director of WMAM, Wis.

NAB Names Dennis As Chief of News

WALT DENNIS, sales promotion manager for KVOO, Tulsa, Okla., has been named news and information chief of the NAB and joined its headquarters in New York City. Mr. Dennis was formerly manager of KOOL in San Francisco, KOLO in Boise, Idaho, and KVOR in Greeley, Colo. He has served in the U.S. Navy and is currently executive producer of the NAB’s executive staff.

Mr. Dennis, who was recently named to the NAB’s executive staff by Neville G. Burkholder, NAB executive vice-president, and veteran New York newspaperman, Mr. Dennis has been with KVOO in its sales promotion and farm departments for the last two years. Prior to his arrival with KVOO, he was with KOY, Oklahoma City, KXLY, Spokane, KXPN, Seattle, and KOME, Tulsa, in dramatic and production work. Successor to Mr. Dennis is Donald J. Kaczmarek, KOY news bureau rewrite man and a veteran metropolitan newspaperman.

Clipper Craft Series

TRIMOUNT CLOTHING Co., Boston, will sponsor Dorothy Thompson, commentator and columnist, on the.BLUE, Sunday, 9:45-10 p.m. for the third season, starting March 22, and continuing for 13 weeks. Miss Thompson, whose last 13-week series for Trimount concluded in December, has been heard sustainer in her usual Sunday period. This is the fourth BLUE series for Trimount, makers of Clipper Craft clothes. Emil Mogul Co., New York, is the agency.
If you are short of salesmen

—SPECIALTY SALES CAN HELP

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

LISTENER DOMINANCE. In 25 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 Hoober Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climax by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

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.
Wherever Men Fight for Freedom

Men all over the world are fighting for the same cause—the freedom of mankind.

Whether it be the desert sands of Africa, the jungles of South Pacific islands, or the snow-swept plains of Russia—whether it be in ships or in planes, in tanks or on foot—radio is there as a life-line of communication.

Radio links the armed forces, speeds commands and warnings, makes possible swift maneuvers and coordinated strategy, brings help in distress and reinforcements for attack.

Radio annihilates distance, sweeps away the barrier of time, penetrates through mountain and sea, stone and steel.

Radio — instant, accurate, dependable — is a mighty force carrying out important assignments wherever men fight for freedom.

RADIO CORPORATION OF AMERICA
RCA LEADS THE WAY IN RADIO, ELECTRONICS, TELEVISION
RCA Building, New York, N. Y.

The Services of RCA:
RCA Victor Division • R.C.A. Communications, Inc. • Radiomarine Corporation of America
RCA Laboratories • National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.